

EAST GIPPSLAND
POSITIVE AGEING STRATEGY
2010-2013
KEY DIRECTIONS STATEMENT



INTRODUCTION:

The World Health Organisation (2007) identifies population ageing as one of the major forces shaping the 21st century. As communities are growing and developing and their share of residents aged 60 years and more is increasing, East Gippsland Shire Council and local service providers and clubs are planning together to provide supportive and enabling living environments, in recognition that older people are an integral part of families, communities, culture and economies.

In terms of social wellbeing we now see active ageing as a lifelong process, shaped by several factors that, alone and acting together, favour health, participation and security in older adult life.



DEVELOPING THE STRATEGY THROUGH COMMUNITY CONSULTATION

Council has a policy framework which provides the linkages between the community, community organisations and the Council and sets the development of new policies and strategies in an appropriate planning context. The East Gippsland Community Vision 2030 and the Council Plan 2010-2013 provide this context for a number of Council Strategies including the Positive Ageing Strategy.

Extensive consultation was held with a range of older people, and those approaching older age to ascertain their concerns and priorities to ensure that they had the potential for a positive ageing experience.

Council supported a Stakeholder Reference Group of service providers and government and non government agencies which provided valuable advice and direction throughout the development of the Strategy. Their input has distilled the evidence collected from the community consultation into a set of key objectives and goals.

The objectives and goals outlined below in the Positive Ageing Strategy will provide for further work with communities, agencies and within Council to develop a set of actions which will be taken to address the needs of East Gippsland's ageing population.

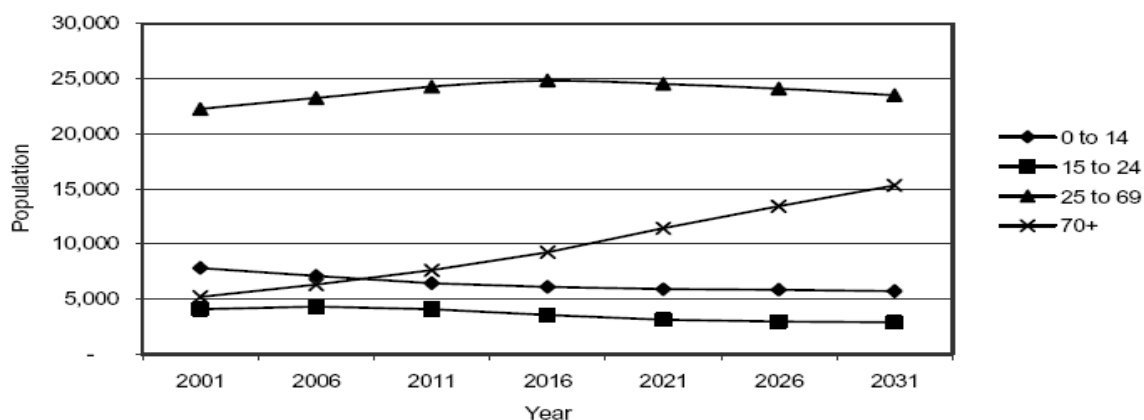
IN EAST GIPPSLAND...

The *Ageing in Victoria- Discussion Paper* (Department of Planning and Community Development, 2008) indicates East Gippsland is faced with an increasing ageing population. Currently the people 60 years and older comprise approximately 27% of all residents with population projections showing a rise to 44% by 2021.

This will place East Gippsland fourth on the percentage of 60+ populations in local government areas in rural Victoria and one of the highest percentage growths in Victoria, by 2021. We have already seen changes to the number of older people in East Gippsland as shown below.

	1996			2001			2006			Overall Change
Age Group	Male	Female	Persons	Male	Female	Persons	Male	Female	Persons	
65-74 Years	1,857	1,829	3,686	1,957	1,925	3,882	2,207	2,129	4,336	+15%
75-84 Years	789	1,100	1,889	1,085	1,283	2,368	1,297	1,447	2,744	+31%
85+ Years	176	337	513	232	449	681	286	598	884	+42%

The number of people in the older age range will also grow over the coming years as shown below. Although overall population growth is 1.5% per annum the number of people in the 70+ age group grows steeply over the next 20 years



Population projections in East Gippsland (Source: DHS LGA Statistical Profile, 2007)

PLANNING FOR ACTION

Planned actions need to be taken to accommodate such projected population change. Although the annual growth in population in East Gippsland is small over the 15-year time span, the community age mix will change quite dramatically. The Positive Ageing Strategy will aim to put in place mechanisms and partnerships that will, over the next five years, encourage and facilitate support for our ageing population. We aim to encourage age friendly communities by developing strategies to address the following key themes.

- Housing
- Social Inclusion and Participation
- Service Planning
- Lifelong Learning
- Information and Communication
- Culture, Recreation and Leisure
- Access and Safety
- Economic Impact and Development
- Health and Wellbeing



KEY OBJECTIVES DEVELOPED FROM THE COMMUNITY CONSULTATION



The following objectives and goals are a summary of the extensive consultations carried out by the Positive Ageing Strategy Reference Group within the communities of East Gippsland. These key objectives and goals will be the basis of sets of actions to be developed by Council, service providers and community clubs to prepare and provide for the best possible opportunities for our ageing population to enjoy their lives in a caring and supportive community.

OBJECTIVE 1:

HOUSING

Council supports East Gippsland residents to age positively by fostering the provision of a range of suitable, accessible and affordable housing option.

GOALS

1.1

Collaborate with local agencies and service providers to ensure that planning processes encourage the development of suitable and appropriate housing for the older person.

1.2

Advocate for the provision of housing that meets the needs of the older person.

OBJECTIVE 2.

SOCIAL INCLUSION AND PARTICIPATION

Council values diversity, promotes social connections and encourages participation and cooperation.

GOALS

2.1

Identify and promote activities that are socially and culturally inclusive and encourage active participation of older persons.

2.2

Ensure planning processes are integrated to increase participation, well-being and connectivity in community activities.

OBJECTIVE 3.

SERVICE PLANNING

Council will actively plan and advocate for the provision of a wide range of appropriate services that address the needs of the ageing community.

GOALS

3.1

Develop strategic partnerships with service providers to ensure a timely and appropriate response to the emerging needs.

3.2

Work in collaboration to ensure that identified service needs are met through good and evidence based practice models of service delivery.

Case Study

Sally, 79 years old, still drives, and can't imagine life without being able to drive. She hasn't planned for what she will do when she can't drive. A route bus does pass the end of her road and goes into Lakes or Bairnsdale, so feels she should be able to cope. She hopes she will be eligible for cheap taxi fares.



OBJECTIVE 4.

LIFELONG LEARNING

The ageing community will benefit from access to stimulating learning, vocational and volunteering opportunities.

GOALS

4.1

Support and promote access to a range of environments that contribute to lifelong learning.

4.2

In partnership with appropriate stakeholders support the planning for life long learning through consultation and information provision.

4.3

Create and promote an inclusive learning community across the Shire.

4.4

Ensure that Council assets that are used for lifelong learning are accessible and affordable.

4.5

Work with stakeholders to ensure that purposeful volunteer and mentoring opportunities are co-ordinated, valued and recognized.

OBJECTIVE 5.

INFORMATION AND COMMUNICATION

The ageing community will benefit from open channels of communication with the Council that facilitates both the dissemination and gathering of information.

GOALS

5.1

Promote existing sources of information to both end users and service providers to ensure up-to-date information is accessible.

5.2

Develop a communication strategy that accommodates the needs and abilities of the older person.

Case Study

Ray lives alone. Transport into Bairnsdale is sometimes a problem, but his Link Up caseworker helps out with lifts. This caseworker has recently linked Ray to the Elders group at GEGAC and he has been attending weekly for lunch and activities, and has felt like he is fitting in.

Ray has improved his well-being by tapping into services and maximizing his use of them. The Link Up worker and his re-connection with his family have made a significant positive impact on him.



OBJECTIVE 6:

CULTURE, RECREATION AND LEISURE

That the ageing community has access to quality cultural, arts, recreation and leisure activities which provides for all abilities and a broad range of interests.

GOALS

6.1

Identify the cultural, recreational and leisure needs of an ageing community.

6.2

Ensure that planning for facilities, assets and activities accommodates the needs of an ageing community.

6.3

Collaborate with stakeholders to identify opportunities to maximize cultural, recreational and leisure activities for an ageing community.

OBJECTIVE 7:

ACCESS AND SAFETY

That the ageing community will be able to move about their community safely, access services, facilities and physical infrastructure that meets their needs.

GOALS

7.1

Advocate for an improved co-ordination and provision of transport services.

7.2

Increase capital expenditure on infrastructure to respond to identified mobility needs.

7.3

Improve partnerships with relevant government and other agencies to ensure priorities are achieved.

7.4

Develop policies and practices that support and promote a safe community.



Case Study

Margaret is a 73 year old farming woman. She and her husband moved into Bairnsdale after finally being able to sell the farm so that they could retire. Moving to Bairnsdale got them a bit closer to their daughter and grand children, but not too far away from their farming friends.

They were able to access the pension once the farm was sold and this made it much easier to manage their day to day expenses. They were looking forward to being able to go the movies, dine out, and learn to play bowls together.

OBJECTIVE 8:

ECONOMIC IMPACT AND DEVELOPMENT

That new strategies are developed for attracting and retaining skilled workers in health and aged care and developing economic opportunities related to the ageing population.

GOALS

8.1

Attract and develop a skilled workforce that meets the needs of an ageing community.

8.2

Develop East Gippsland as a region of excellence in the development and provision of services and facilities for an ageing community.

**OBJECTIVE 9:
HEALTH AND WELL BEING**

That the ageing community has the opportunities to enjoy positive health and wellbeing outcomes through effective, inclusive health promotion.

GOALS

9.1

Ensure that strategic partnerships that support health and well-being initiatives are developed and maintained.

9.2

Support initiatives that assist older persons and those approaching older age to plan for housing, finances, health and well-being for a positive ageing experience.

9.3

In collaboration with relevant stakeholders and service providers, consult with community and others to identify needs and inform local service planning for home based or residential care.

STAKEHOLDER REFERENCE GROUP

Reference Group Convener: Ann Guy
Consultant: Dr Linda Wilkinson
Councillors: Cr Dick Ellis, Cr Peter Neal

Member Organisations:

- Gippsland Lakes Community Health- Leah McFadzean
- East Gippsland Primary Care Partnership- Prue Stone
- Community College East Gippsland- Ray Ferres
- Gippsport- Brody Driscoll
- Disability Advisory Committee- Brenda Murray
- Arts and Culture Strategic Advisory Board- Lorraine Broad
- East Gippsland Institute of TAFE- Anne Eager
- Department of Veterans Affairs- Marlene Constable
- Department of Human Services- Sandra Kelly
- Department of Planning and Community Development- Rick Clough
- East Gippsland Shire Council- Bruce Smith

If you wish to provide a response to the Positive Ageing Strategy-Key Directions Statement or wish to discuss any of the information in the Statement please contact the East Gippsland Shire Council

Contact Details

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