

FOR SHELLHARBOUR 2015 - 2017

"Gge is just a word and number and in no way defines who [am or what [can do.

- Shellharbour Resident





ESSAGE MAYOR

Shellharbour City Council is proud of its diverse community and values the contribution that older people make to our city.

This strategy will help us provide an accessible and positive environment that encourages and supports the participation of older people.

We want our city to continue to be a great place to age, where older adults can stay healthy, active and engaged. Having an

age-friendly city will benefit our families, our economy and the wider community.

We are well positioned to make the most of the opportunities that this presents as well as meet the challenges that may arise and we realise that business, reference groups, community organisations and individuals must all play their part.

The choices we all make regarding health, employment, retirement planning, attitudes, lifestyles and participation will all help mould the future shape of our community.

This strategy is the result of an extensive consultation and I would like to thank everyone involved. We have sought and considered the opinions and experiences of many people across Shellharbour City, residents and professionals, older and younger adults.

This collective reflection has led to what we believe is a solid framework for the whole of our community to continue to offer an inclusive society that appreciates and fosters older people's involvement



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HEALTHY AGEING AND ME

THE WHAT:

The World Health Organization defines active ageing as the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age¹.

THE WHEN:

The Healthy Ageing Strategy provides Shellharbour City with an opportunity to plan, provide and advocate for improved health and well-being of older people in the community. This Strategy will align with Council's Delivery Program and will, therefore, be implemented during 2015-2017. It is intended that the 'big ideas' outlined in this Strategy will be incorporated in Shellharbour City Council's Operational Plan each year, based on funding and resourcing capacity.

THE WHO:

This Healthy Ageing Strategy builds upon all the work that already takes place in the Shellharbour area to support people 50 years of age and older. This Strategy anticipates continuous improvement in the lives of the vibrant and culturally diverse population of older people who live in Shellharbour City. The aim of the Strategy is to target those residents 50 years of age and older by creating a supportive environment which encourages the establishment of healthy behaviours into the later stages

This Healthy Ageing Strategy provides a strategic direction and actions for Council to support healthy and active ageing and to improve people's experience of ageing. It reflects a partnership approach between Council, the community and community service providers. These goals provide an opportunity for a whole-of-community approach to ageing well in Shellharbour City.

THE WHY:

Research shows there is an increasing number of lifestyle conditions and illnesses that affect health and well-being as people age. These lifestyle conditions include isolation, lack of physical and mental activity and stimulation and poor nutrition¹.

Population ageing is creating social and economic opportunities and challenges. The growing number of healthy, active seniors is a powerful economic force. Older people are a source of knowledge and expertise that can assist social and economic development and there will be significant opportunities for business with increases in demand for new products. At the same time. Shellharbour City will need to respond to increased demand on government services, particularly in the health system. The future success of Shellharbour City will in part depend on how well it takes up the opportunities and responds to the challenges of an ageing population.

Shellharbour City Council commits to supporting an age-friendly community where the opportunities, choices and supports exist for older people to live life to the fullest. As the older population has diverse needs, wants, strengths and aspirations, we have to ensure our programs, services and planning meet the demands of this group.

LOCAL IDEAS, BIG PICTURE



The importance of planning for a community that will have an increasing percentage of people aged 50 and over has been of concern to all levels of government for a number of years. The Australian Government and NSW State Government have developed ageing strategies that have been influenced by international policy responses. This commitment by governments to explore the opportunities and challenges that will arise from this demographic shift will ensure that appropriate strategies are established to address the needs of older Australians both now and in the future. This Strategy is guided by the following policies and checklists.

Around the world

- The World Health Organization (WHO) Global Age-Friendly Cities: A Guide 2007¹
- The Madrid International Plan of Action on Ageing 2008²

Across Australia

National Strategy for an Ageing Australia 2001³

Across NSW

- NSW Ageing Strategy 2012⁴
- Alzheimer's Australia NSW Dementia and Age-Friendly Outdoor Design Checklist 2011⁵
- NSW Government's State Environmental Planning Policy (Housing for Seniors or People with Disability) 2004^{6}
- State Environmental Planning Policy (Affordable Rental Housing) 20097



MAKING IT HAPPEN LOCALLY

Local Government is well placed to be a key stakeholder in current and future policy initiatives that will face the challenges and opportunities that will arise from an ageing population⁸. Council has a key role and the ability to integrate these international and national policies and practices into local lifestyles of those who live, work and play in Shellharbour.

The Healthy Ageing Strategy aligns with Shellharbour's Community Strategic Plan (2013-2023)9, which is a ten-year vision of Council for Shellharbour City. The Strategy will guide actions outlined in Council's Delivery Program and Operational Plan.

The Strategy also does not sit in isolation. It will also speak to a number of other Shellharbour City Council's strategies and plans. Some of these include:

- Community Safety and Crime Prevention Strategy
- Libraries and Museum Strategy
- Albion Park and Shellharbour Village Town Centre Plans
- **Economic Development Strategy**
- Disability Strategic Plan

It is essential that Council continues to develop. maintain and leverage partnerships to optimise results8. By pursuing a collaborative approach. a broader array of resources can be drawn upon to achieve desired outcomes for Shellharbour. Opportunities identified will require the involvement of other parties to assist in implementation such as other government agencies, non-government organisations, not-forprofit organisations and community groups.

To date, the 'Life Begins @ 50' Think Tank has been integral in the planning and development of the Strategy. This Think Tank is made up of representatives from government and nongovernment organisations and community groups servicing the Shellharbour Local Government Area. This group will continue to meet and work together throughout the implementation of this Strategy.



WHAT'S IN IT FOR ME?

There are clear benefits for individuals, the community, organisations and community groups in having people spend as much of their lives as possible in good health.

50+

People 50+

This Strategy aims to enhance physical and social well-being, increase self-esteem and establish strong social networks within the community. Physical, mental and social activity helps people remain independent and enjoy life in their later years. Equally important is empowering people to plan ahead for the future they envisage in their later years.



Community

There are many benefits of the Strategy to the community, including a strategic local direction, potential for beneficial partnerships, a fairer service system, identification of local issues and the potential to integrate specific programs.

This Strategy aims to enhance participation within the community by older people through: volunteering; mentoring; education; recreational activities; and social activities. It also hopes to better educate the whole community regarding the needs of older people and celebrate the skills and experiences of this diverse group. Encouraging greater self-reliance and independence among this age group will also help reduce the fiscal impact of population ageing.



Organisations and Community Groups

Opportunities exist for employers to benefit from and contribute to active social outcomes in an ageing population. A happy and healthy ageing population can contribute knowledge, experience and skills to the community and to the workforce. There is a good range of health and support services and community and cultural activities for Shellharbour residents and there are always benefits in strengthening relationships between providers. This Strategy reflects a partnership approach between Council, the community and community service providers. It also provides an opportunity for a whole-ofcommunity approach to ageing well in Shellharbour City.



HEALTHY AGEING REVEALED: WHAT WE ALREADY KNOW

The population worldwide is ageing. Due to falling fertility rates, increased life expectancy and falling mortality rates, the number and proportion of older people in the population is increasing faster than any other age group¹.



OVER 50S

SHELLHARBOUR 32.6%¹⁰

NSW 33.2%¹⁰

IN 2031, SHELLHARBOUR 33.8%¹¹

LAKE ILLAWARRA 40.4%

MOUNT WARRIGAL 39.5%

OAK FLATS 38.2%

37.9%

POINT

BARRACK

AKE ILLAWARRA 37.89

SUBURBS
WITH HIGHEST
50 PLUS
POPULATION 10

BY 2031, SUBURBS WITH HIGHEST 50 PLUS POPULATION¹¹



WARILLA

40.6%

BARRACK POINT

38.9%

OAK

FLATS

38.5

HEALTHY AGEING REVEALED: WHAT WE ALREADY KNOW

The Strategy has been shaped through collecting and analysing information from many people including residents, service providers, Councillors and Council staff. This Strategy has been developed in response to what the community, stakeholders and Council said.



8 POP-UP KIOSKS



2 COFFEE & CHATS

Please refer to Appendix A for a full copy of consultation results







2 STAKEHOLDER WORKSHOPS

2 STAFF WORKSHOPS











LIVE

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people and affect their ability to 'age in place'. Transport, including accessible and affordable public transport, is a key factor influencing healthy ageing.

Being able to move about the city determines social and civic participation and access to community and health services.

Adequate and safe supply of food is required throughout the different life stages to maintain functional capacity and enable healthy ageing as each life stage affects the next in a cumulative manner¹². The major nutrition-related threat to healthy ageing in Australia and worldwide is the increasing percentage of the population who are overweight. Increased weight is linked with chronic conditions of cardiovascular disease, metabolic syndrome and cognitive decline ¹³⁻¹⁸.

Housing is essential to safety and well-being¹. There is a link between appropriate housing and access to community and social services influencing the independence and quality of life of older people¹.



LEARN

Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for healthy ageing¹.

The extent to which older people participate in the social, civic and economic life of the city is also closely linked to their experience of inclusion. Ageism is the 'process of stereotyping of and discrimination against people because of their age'⁸. Ageism can negatively impact older people's health by limiting access to health care due to beliefs that health problems are just a normal part of ageing, reducing opportunities for participation in the workforce due to negative beliefs about older workers and limiting access to social activities¹⁹.

The World Health Organization states that many cities report that older people are eager and willing to work and have the experience and qualifications for work¹. Participation in work, social and community life promotes well-being by improving mental and physical health, increasing self-esteem and building a sense of belonging^{8, 20, 21}. Lifelong learning is also an essential component of healthy ageing and an avenue for participation and connectedness. Lifelong learning has a positive and lasting impact on cognition, with the capacity to improve brain health and brain function²².

Health and support services are vital to maintaining health and independence in the community. Many of the concerns raised by older people, caregivers and service providers focus on the availability of sufficient good quality, appropriate and accessible care¹.



PLAY

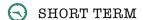
Older people's participation in social, economic, cultural, spiritual and civic affairs is essential for their health and well-being. There is a direct link between social connectedness and mental and physical health outcomes²³.

Social participation and social support are strongly connected to good health and well-being throughout life.

Participating in leisure, social, cultural and spiritual activities in the community, as well as with the family, allows older people to continue to exercise their competence, to enjoy respect and esteem, and to maintain or establish supportive and caring relationships. It fosters social integration and is the key to staying informed.

Volunteering has also been shown to have a positive health and well-being impact on older people with improvement in functional health indices, self-reported health and life satisfaction and social integration^{24,25}.

LIVE



MEDIUM TERM

O LONG TERM



MY
NEIGHBOURHOOD
IS DESIGNED
TO BE MORE AGE
FRIENDLY.

WHAT YOU COULD DO:

- Participate in road and pedestrian safety education for older drivers, including mobility scooter education.
- Find out if you are eligible for Community Transport.
- Report incidents using Shellharbour City Council's Safer Roads Shellharbour app.
- Join the Women's Health Centre or Men's Shed.
- Ask the Men's Shed if you can utilise their tradesman trailer to access handyman services.
- Determine if you are eligible for the home modifications scheme.
- Attend the next Community Safety Pop-Up meeting.

"I LOVE WHERE I LIVE AND ALL THE FACILITIES AVAILABLE TO ME."

Shellharbour resident

BIG IDEAS!

- Make Shellharbour City more agefriendly by developing a tool that will assist in identifying characteristics that make Shellharbour a place where people want to live now and in the future.
- Promote and encourage essential features of Age-Friendly Cities¹, Dementia-Friendly Design⁵, Healthy Spaces and Places²⁶, and Livable Housing Guidelines²⁷ in land use planning, development and asset renewal.
- Provide professional development to engineers, traffic, town planning, parks and property staff about essential features of Age-Friendly Cities¹.
 - Ontinue to explore grant funding opportunities for the installation of further outdoor exercise equipment that can be utilised by all ages and abilities.
 - Engage older people in the development of neighbourhood/community planning including strategies to improve safety, amenity, access and connection.



IT IS EASY FOR ME TO GET AROUND.

BIG IDEAS!

- Support motor scooter users by encouraging parking and promoting where you can hire scooters.
- Investigate the establishment of a bicycle hire scheme in Shellharbour City.
- Advocate for improvements to the flexibility and accessibility of public transport including extending the free circulating bus service across the Illawarra.
- Investigate the introduction of a car share scheme in Shellharbour City to gain many benefits including reduction of private vehicle use.
 - Implement a pilot travel training program for older drivers to increase their confidence with using public transport, offer bicycle skills training and encourage walking.
 - Investigate the need for and benefits of developing a transport access guide for key facilities in Shellharbour City.

BIG IDEAS!

- Investigate creative wayfinding signage that is suitable for people of all age groups and adheres to Age-Friendly¹ and Dementia-Friendly⁵ principles.
 - Explore the viability of public touch screens or apps in public places.

DISCOVER
NEW WAYS TO
COMMUNICATE
AND FIND MY
WAY AROUND
SHELLHARBOUR.



BIG IDEAS!

- Investigate the development of intergenerational programs or activities that enable the exchange of skills and knowledge.
- Extend Community Safety Pop-Up meetings to include information talks for seniors at the library.
- Shellharbour City Council's Aged Services and Youth Services collaborate on an intergenerational activity and share their skills and experience with one another.
 - Investigate mentoring opportunities between older people and young people.
 - Investigate digital storytelling and public art projects to improve the perception of safety.
 - Implement projects that encourage us to know our friends over the fence e.g. adopt a neighbour/friend.

SUPPORT INITIATIVES THAT MAKE ME FEEL SAFE.



BIG IDEAS!

- Explore healthier food options at Council events and within Council facilities.
 - Investigate the feasibility of running food and produce markets (including multicultural food festivals) and establishing and promoting community gardens.

"I WANT A PLACE
THAT IS GOOD TO
LIVE IN AND WHERE
I CAN AFFORD TO
LIVE IN."

Shellharbour resident

SATISFY MY GRUMBLING STOMACH WITH FRESH AND HEALTHY FOOD OPTIONS.







- Promote domestic and gardening services, home modification, community transport, respite and social support services.
 - Advocate for information and workshops on downsizing and relocating.
 - Investigate a lifestyle skills project which empowers 50+ people to stay healthy and independent in their own homes.
 - Explore free courses for seniors e.g. cooking for men or cooking for one courses.



SUPPORT MY CHANGING HEALTH NEEDS.



Advocate for more outreach services such as free health screenings at workplaces and mobile doctors.

- Link all health and community services to Shellharbour Connect.
- Create a booklet that lists all the health services covering the Shellharbour area.



ENABLE ME TO AGE IN PLACE BY STAYING HEALTHY AND INDEPENDENT.

BIG IDEAS!

- Develop a Shellharbour Seniors
 Connect Communication Strategy
 that includes providing information in a
 number of different ways including a new
 webpage, e-newsletters, newsletters, walk
 and talks and social media.
- Run a "seniors proud" campaign in which Shellharbour is promoted as a great place to be for residents and tourists.
- Promote positive images of older people and positive ageing stories.
- Support community groups and local organisations who already do awesome stuff in the community.
 - Provide and support professional development opportunities for community groups and organisations including grant writing skills to access funds to support projects for older people.

TELL ME ABOUT ALL THE GREAT STUFF GOING ON FOR THIS GROUP.



LEARN

- SHORT TERM
 - MEDIUM TERM
- LONG TERM

BIG IDEAS!

- Improve access to digital information, communications and assistive technologies for seniors, such as computer training, e-books and audio books in public places such as libraries and community centres.
 - Offer professional development opportunities for seniors groups to promote their service or activity.
 - Support education programs that enable older people to utilise information technology to assist them to stay connected and empowered e.g. smart phones, tablets and computers.

TEACH ME
SKILLS
TO KEEP
MY MIND
ACTIVE.







KEEP MY
MIND, BODY
AND SOUL
HEALTHY.

BIG IDEAS!

Continue to support Council's older workers through our existing human resource policy and procedures and encourage other organisations to do the same.

Explore and promote workshops focusing on moving from a full-time income to pension and superannuation.

Encourage local businesses to offer senior's days and provide discounts.

BIG IDEAS!

Advocate for more health resources and talks at libraries and online and partner with other organisations to run "seniors seminars" based on community needs.

Investigate the opportunity for health and art programs to take place in Shellharbour.

Investigate the opportunity for a men's health centre.



HELP ME PLAN MY RETIREMENT.





WHAT YOU COULD DO:

- Represent your organisation or community group at the next Illawarra Interagency meeting.
- List your activity or community group on Shellharbour Connect
- Send your media stories to Lake Times.
- Access the language translation services available at Council.
- Visit the Aboriginal Medical Service.
- Sign-up to be coached through the Get Healthy Information Line
- Attend one of the Department of Human Services' talks on financial security and superannuation.
- Enrol in a course at TAFE, WEA Illawarra or our libraries to allow for lifelong learning.

"COUNCIL NEEDS TO BE THE LEADER
IN FOSTERING PRIDE AND POSITIVE
MESSAGES ABOUT LIVING IN
SHELLHARBOUR." Shellharbour resident



BIG IDEAS!

- Explore opportunities for this target group to be considered in a future play strategy for Shellharbour.
- Provide free entry to pools and Council facilities during Seniors Week.
- Develop a passport/incentive program for visitation of facilities.
 - Work with 'Seniors Card' to increase the number of discounts available to seniors living in Shellharbour City and promote these opportunities to the community.

ALLOW ME TO STAY YOUNG AT HEART.



PLAY

- SHORT TERM
- MEDIUM TERM
- O LONG TERM

BIG IDEAS!

- Promote family history opportunities for grandparents and grandchildren to get involved in.
- Investigate a multicultural cooking competition for grandparents and grandchildren.

HELP ME BE A FUN GRANDPARENT.





WHAT YOU COULD DO:

- Get active at one of our 4 swimming pools, 2 outdoor exercise equipment facilities, 4 libraries and in our beautifu natural environments.
- Familiarise yourself with the Shared Pathway Policy.
- Take part in the Bass Point Indigenous Cultural Walk.
- Participate in one of the many walking groups or falls prevention programs.
- Search Shellharbour Connect and find local community groups to join.
- Get creative! Exhibit your artworks at the Shellharbour Village Exhibition Space or see the next show at the Roc Theatre.
- Participate in one of our many fantastic community groups such as U3A,
 Probus, Rotary or multicultural groups.
- Get creative by joining an art and cultural group such as the Woodcarvers group, Art Society, Writers Groups or Older Musician Club.
- Volunteer your time at Shellharbour Visitor Information Centre, Community Transport, Shellharbour Village Exhibition Space or the Museum.
- Visit Shellharbour Tourism to find out about all the great community events and activities.
- Take part in any of the great activities taking place during Seniors or Carers Week each year.



PROMOTE RECREATIONAL OPPORTUNITIES AVAILABLE FOR ME.

BIG IDEAS!

- Promote a range of walking and cycling routes and recreational opportunities available in Shellharbour City.
 - Create a bucket list of things to do and places to see in Shellharbour.

BIG IDEAS!

Create a directory for volunteers and inform businesses about their options for becoming a volunteer organisation.



SHARE MY SKILLS AND OFFER A HELPING HAND.

WHERE TO FROM HERE?

The Healthy Ageing Strategy provides Shellharbour City with an opportunity to plan, provide and advocate for improved health and well-being of older people in the community. This Strategy will align with Council's Delivery Program and will therefore be implemented during 2015-2017. 'Big ideas' from this Strategy will be incorporated into Council's Operational Plan each year and will be dependent on partnerships and funding.

These indicators will help to track whether Shellharbour City Council is achieving the vision for an active, healthy, connected, safe and inclusive community in Shellharbour over the lif of the Strategy.

	INDICATOR	HOW WILL IT BE MEASURED
	Connection to the community	Community Survey
	Partnerships between Council and other organisations that result in facilitating opportunities for people 50 years of age and over	Number of partnership projects
▼	Overweight and obesity	NSW Health Statistics
	Satisfaction and attendance at community events and activities	Community Survey
▼	Hospitalisations	NSW Health Statistics
	People receiving information	Mailing list subscribers
	Perception of safety	Community Survey
	Participation in information sessions	Library users
	Volunteer rates	Census
V	Social isolation	Census





"YOU ARE
NEVER TOO
OLD TO SET
ANOTHER
GOAL OR
TO DREAM
A NEW
DREAM..."

We would like to thank members of the Shellharbour community, community groups and organisations for providing their input as part of the community consultations. We have also valued the integral support and advice we have received from the organisations who make up the Healthy Ageing Think Tank including Illawarra Shoalhaven Local Health District, Illawarra Shoalhaven Medicare Local, Access Community Group, IRT, University of Wollongong, Department of Human Services, Illawarra Forum, University of the Third Age (U3A), Multicultural Communities Council of Illawarra and Warrigal Care.

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APPENDIX A

RESULTS OF COMMUNITY ENGAGEMENT

AGE RANGE

Under 50 years: 12.3% 50-59 years: 22.1% 27.2% 60-69 years: 70-84 years: 34.2% 85 years and older: 4.2%

GENDER

Male: 26.6% 73.4% Female:

ABORIGINAL OR TORRES STRAIT **ISLANDERS**

Yes: 2.5%

SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME

Yes: 12.2%

SUBURB

Albion Park: 10.4% Albion Park Rail: 12.3% Barrack Heights: 7.6% Blackbutt: 4.0% Flinders: 6.8% Lake Illawarra: 6.8% Mount Warrigal: 9.6% Oak Flats: 10.6% 5.4% Shell Cove: Shellharbour: 8.7% Warilla: 10.4% 7.4% Other:

EMPLOYMENT STATUS

Working full-time: 12.4% Working part-time: 7.3% Working casually: 4.5% Retired: 61% Student: 1.7% 14% Volunteer: Other: 10.4%

HOW I GET AROUND

Car: 91.6% Walk: 41.3% Train: 29.2% Bus: 16.0% Bike: 12.9% Friend/Family: 8.7% Community Transport: 5.9% Mobility Scooter: 1.7% 3.1% Other:

BEST WAY TO RECEIVE INFORMATION

55.8% Mail: My local GP: 48.5% Newspaper: 39.4% Television: 36.3% Radio: 29% 25.9% Email: Library: 17.7% 13.5% Social media: Community Centre: 11.3% 3.1% Other:

IDENTIFIED PRIORITIES

Availability of services Independent living Access to services Financial security Safety Public facilities and infrastructure

Knowledge of services and activities Transport and mobility options

Sense of belonging

Leisure/recreational programs and activities

Attitudes towards 50+

Housing

Lifelong learning Food choices

Media

Volunteering

Digital information & community technology

Cultural services

Workforce participation





For more information please contact Shellharbour City Council

Mail:

The General Manager Shellharbour City Council Locked Bag 155 Shellharbour City Centre NSW 2529

Telephone: (02) 4221 6111 Facsimile: (02) 4221 6016

Email: records@shellharbour.nsw.gov.au
Website: www.shellharbour.nsw.gov.au

