

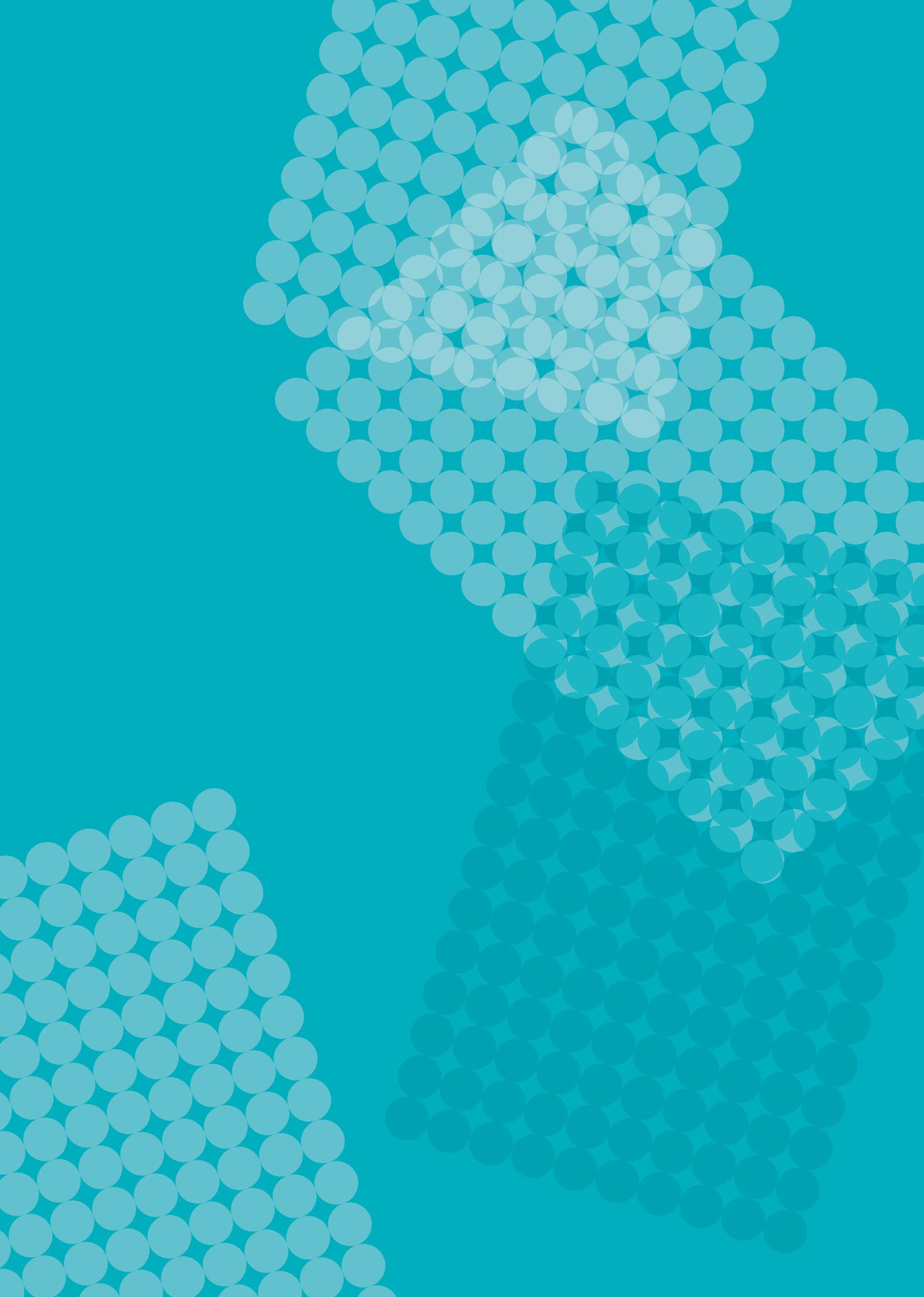


Hobsons Bay  
CITY COUNCIL



Hobsons Bay City Council  
**Ageing Well Strategy 2007-2017**  
Live Well, Age Well in Hobsons Bay

Updated Version 2012



## Message from the Mayor Hobsons Bay City Council



**Through the development of its first Ageing Well Strategy in 2006, the Hobsons Bay City Council demonstrated its commitment to recognising the value of our older residents and the contribution they make to our community.**

The development of the Ageing Well Strategy was guided by demographic analysis, research and consultation with stakeholders. In the past five years, the Ageing Well Strategy has informed the work of the Council to be able to achieve improvements that contribute towards ensuring all residents are able to age well and remain active within their local communities.

A mid-term review of the Ageing Well Strategy was undertaken in 2011 to reflect current global, national, state policies and demographic changes since 2006 to ensure the needs of the next generation of ageing residents, 'the baby boomers', is understood and reflected.

This updated version of the Ageing Well Strategy ensures that our strategic directions remain relevant so that the Council continues to be able to address the needs of older residents through its role as advocate, planner and direct service provider.

On behalf of the Council, I thank all those involved with the Ageing Well Strategy, past and present and look forward to celebrating all the achievements that are still to come.



Councillor Tony Briffa  
Hobsons Bay Mayor 2012

# Introduction Hobsons Bay City Council Ageing Well Strategy 2007-2017



Since the time of writing the current Ageing Well Strategy in 2006, there have been many policy initiatives and changes in the field of ageing. Through a midterm review undertaken in 2011, the Council is ensuring that the Ageing Well Strategy remains relevant for the next five years until 2017.

The Hobsons Bay City Council's Ageing Well Strategy 2007-2017 guides the Council's work in service provision, planning and advocacy for its residents over 55 years of age.

Over the past five years, the Ageing Well Strategy has provided a platform for collaboration between all areas of Council business, service providers, other tiers of government and the community.

Undertaking a midterm review has allowed the Council to ensure that the Ageing Well Strategy's directions remain reflective of current policies, demographics and the community's views on ageing.

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**The strategic areas presented within this updated version of the Ageing Well Strategy are as follows and build on the work undertaken by the Council over the first five years of the Strategy:**

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An Age Friendly Community.

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Active and Positive Ageing.

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Care and Support.

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Information and Communication.

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**These strategic areas present the Council's vision towards:**

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An age friendly municipality where older residents are able to live in suitable and affordable housing, move about their community safely and access affordable and flexible services, facilities and physical infrastructure which meets their needs.

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A municipality which values diversity, promotes social connections and encourages participation and cooperation.

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Actively providing, planning and advocating for the provision of a wide range of appropriate services which address the needs of older residents.

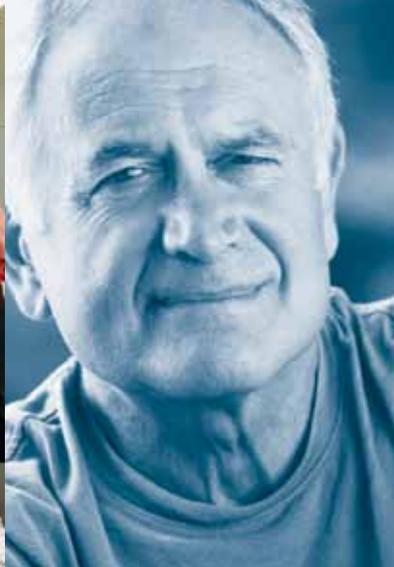
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Ensuring older residents will benefit from open channels of communication with the Council which facilitate both the dissemination and gathering of information.

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This updated version of the Ageing Well Strategy has also allowed for the recognition of human rights principles through acknowledgement that all residents have the right to age with dignity and respect.

Most importantly, the Ageing Well Strategy continues to be an acknowledgement of the Council's commitment to understanding, respecting and valuing older residents.



**Live Well, Age Well  
in Hobsons Bay**



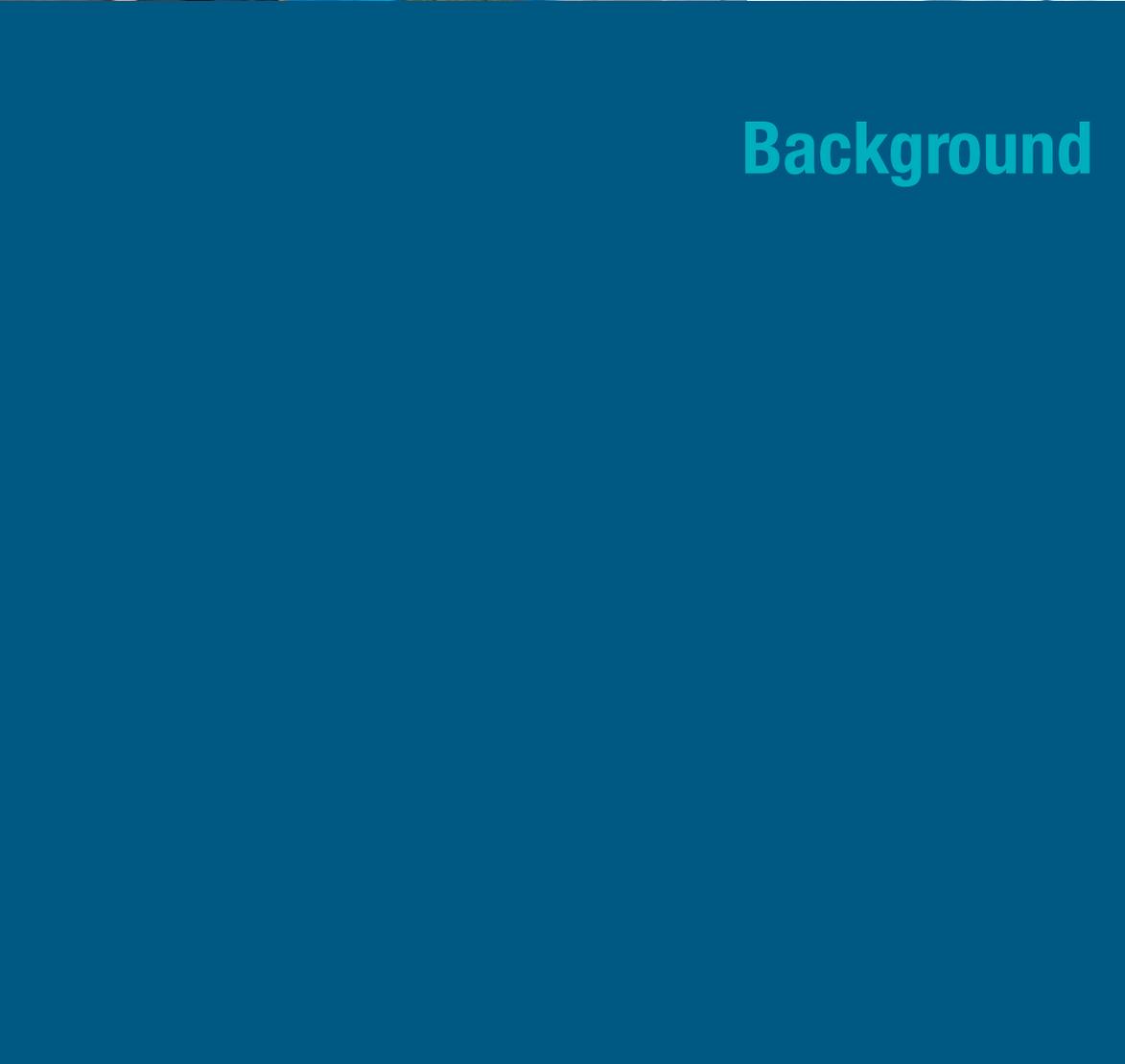
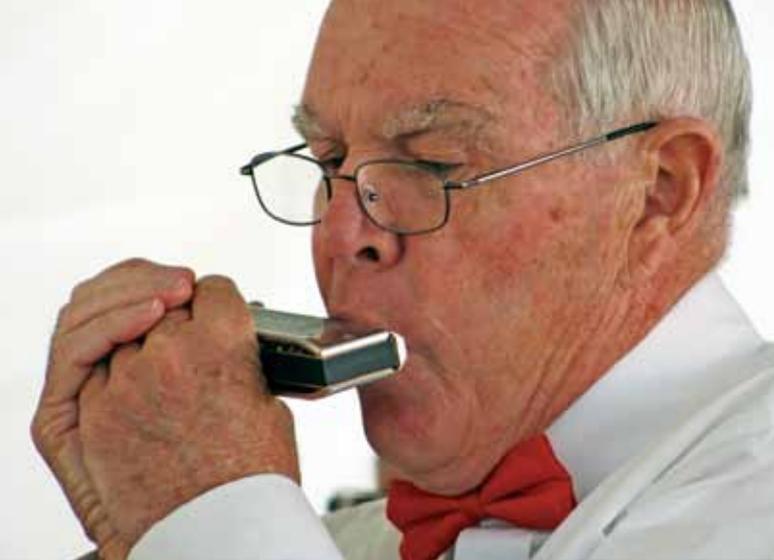
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## Ageing Well Strategy

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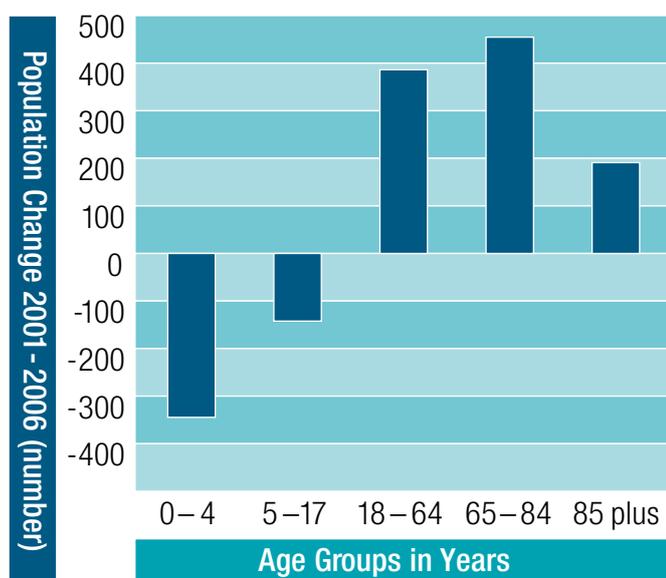
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# Background Ageing in Hobsons Bay



Close to a quarter of the Hobsons Bay population is over 55 years of age. Since 2001, population growth within the municipality has been among adults over 18 years of age, with the number of young people and children under 17 declining. The highest growth has been in the 65-84 year age group.



**Figure 1 Municipal Population Changes between 2001 and 2006**  
Data Source: 2006 Census of Population and Housing, Australian Bureau of Statistics (Usual Place of Residence)

The 'Baby Boomers' aged between 55 and 64 years of age represent the highest growing population group in Hobsons Bay. Projections indicate that by 2021, the number of residents aged 55 years and over will have increased by 33 per cent. In comparison, the number of residents between birth and 54 years of age is only forecast to grow by 4 per cent.

The 65-74, and over 85 year age groups will see the greatest growth over the next 15 years with the number of residents in these age groups forecast to be 36 per cent and 54 per cent higher respectively than today. This will have a significant impact on the service delivery targeted to seniors and the frail aged.

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**In many ways, the demographic profile of Hobsons Bay residents over 55 years of age has remained fairly consistent over the last five years:**

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The neighbourhoods with the highest proportions of people aged 55 years and over continue to be Altona/Seaholme, Altona North, Altona Meadows and Williamstown.

62 per cent of residents over 55 years of age live as husband and wife in a registered marriage and 23 per cent of people live alone.

61 per cent of residents over the age of 55 work full time.

Residents over the age of 55 still have below average incomes with 51 per cent earning less than \$400 per week.

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**In other ways, the demographics of older residents have changed:**

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There has been a marked rise of 33 per cent in the numbers of older residents accessing the internet, with close to 50% having access to the internet (compared to approximately 14% in 2001).

Aged Care Assessment data shows the increasing trend towards services in the home and delaying entry into residential care until needs are high. Recommendations for low care residential options have decreased by seven percent, and recommendations for community care have increased by five percent, making up the overwhelming majority of recommendations for care at 71%.

*The development of the Ageing Well Strategy 2007-2017 was informed by the demographic analysis presented in the 2011 **Ageing Community Profile Update** and can be found on the Council's website or by contacting the Council on 9932 1000.*

# Background Key Feedback from the Consultations



**‘Baby Boomers’ are the fastest growing population group in Hobsons Bay. To ensure the Council’s Ageing Well Strategy remains relevant, both now and into the future, considering the views of baby boomer residents is very important.**

In October 2011, residents aged between 55–65 years of age (baby boomers), were invited to attend the ‘Reinvent or Retire: Community Forum and Information Expo’ where their views on ageing were explored. The forum opened the consultation period for the midterm review of the Ageing Well Strategy and was successful in targeting Baby Boomers, with 80 percent of those who responded to the survey aged between 55 and 65 years of age.

The initial consultation for the Ageing Well Strategy held in 2006 revealed that being happy in older age means being healthy, independent and participating in social activities. The factors that make us happy in older age have not changed significantly. During the mid-term review, Baby Boomers added that remaining active, having disposable income, permanent and comfortable housing and family and friends around were also very important.

In 2006, almost half of all respondents identified improving transport as a significant issue affecting older people’s wellbeing. Improving transport continues to be an issue with 76% of Baby Boomers during the mid-term review highlighting that better transport is still needed.

Access to medical services was also something identified both in the initial consultations and the mid-term review. Better access to doctors and other health services would make things better for older people in Hobsons Bay.

Although many similarities were found between the target group consulted in 2006 and the Baby Boomers consulted in 2011, a major point of difference relates to preferences for services and recreation options. Baby Boomers overwhelmingly identified libraries (87%) and sporting clubs/programs (48%) as places they would use as they aged. These will become important locations to engage older residents in the future as opposed to more traditional places like senior citizens centres.

*The development of the Ageing Well Strategy 2007-2017 was informed by the findings of a comprehensive community consultation. Consultations with Baby Boomers are presented in the **Community Consultations Report and Mid Term Review Policy Analysis and Consultation Background Report**. Both reports can be found on the Council’s website or by contacting the Council on 9932 1000.*

# Background Ageing Well Strategy Policy Context



**The Ageing Well Strategy 2007-2017 has been developed and reviewed in the context of global, national and state policy frameworks. Since 2006, there have been many policy initiatives and changes in the field of ageing.**

Globally, healthy and positive ageing policies such as the *World Health Organization (WHO) Active Ageing Policy Framework* continue to promote the independence and wellness of older people. More recently, a better understanding of the importance of improving access for all has made the *World Health Organization's Age Friendly Cities Guide* a powerful tool for encouraging older people to be valued as citizens and for communities to be designed with their needs in mind.

At the time of writing the Ageing Well Strategy in 2006, the *Aged Care Act 1997* had already introduced the concept of ageing in place to enable choice over housing and level of care, allowing an older person to remain at home for as long as possible. Since then, flexible supports have become more commonplace, with a move away from care in a residential setting to in home supports such as community care packages.

The desire for increased flexibility, control and choice relating to care also led to the Commonwealth government's introduction of *Consumer Directed Care*. Developed by the Department of Human Services (DHS), the Home and Community Care (HACC) Active Service Model is guiding service provision at a local level, promoting a shift beyond the 'dependency' model to a 'restorative' and 'capacity-building' model which maximizes client independence and autonomy. This model of care is closely aligned with the wellness and active ageing approach reflected at a global level by the WHO.

Released in 2011, the Productivity Commission's Report *Caring for Older Australians* also acknowledges and promotes respect and equity for older people and notes that older people generally want to remain independent and in control of how and where they live.

With more people living independently at home for longer, one of the most significant policy changes since the writing of the Ageing Well Strategy in 2006 relates to the recognition of the role that carers play in our community. The *Carer Recognition Act 2010* is the first element of the National Carer Recognition Framework, and the *National Carers Strategy* which formally acknowledges the important social and economic contribution carers make in providing vital daily care and support for older people.

*The development and mid-term review of the Ageing Well Strategy 2007-2017 was informed by the findings of a policy review. The initial **Policy Review** document, as well as the **Mid-Term Review Policy Analysis & Consultation Report**, can be found on the Council's website or by contacting the Council on 9932 1000.*



# Strategic Directions



# Strategic Directions An Age Friendly Community



**An age friendly community is a place which provides opportunities to enhance quality of life as people age through inclusion and participation.**

An age friendly community is one which prioritises the needs and rights of older people. Achieving an age-friendly community benefits everyone, not only older people as it creates a culture of inclusion enjoyed by people of all ages and abilities.

The majority of older people in Hobsons Bay equate ageing well to maintaining their independence for as long as possible; ageing in their own homes, maintaining their community connections and friendships, whilst having appropriate levels of support. Many older people like to shop locally, use public facilities, engage in social interactions, recreation and learning as well as cultural and religious activities.

As people grow older, the chances of experiencing some form of disability which inhibits their ability to safely move about the community, increases. Some people are confronted with the inability to get around or live independently in their homes. Having good access to transport (public and community) and a well built environment which allows people to continue to participate in community life is therefore a major determinant of older people's health and wellbeing.

Within an age friendly community, the negative impacts of ageing and disability can be lessened as policies, services and structures related to the physical and social environment are designed to support and enable people to age actively, that is, to live in security, enjoy good health and continue to participate fully in society for as long as possible.

Through advocacy and facilitation, the Council can work towards ensuring older residents have access to housing developments within the municipality which are designed with the needs of an ageing population in mind; that people have access to the services they need within their local community which are affordable and flexible, and that community infrastructure, activities and programs are accessible for people of all ages and abilities.

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#### **It is the Council's policy to:**

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Ensure Council policies, services and structures related to the physical and social environment are designed to support and enable people to age actively.

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Advocate and facilitate affordable housing outcomes which provide suitable options for residents as they age.

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Advocate for suitable transport outcomes that allow residents to fully participate in community life.

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# Strategic Directions

## Active and Positive Ageing



**The Council will ensure that Hobsons Bay will be a municipality which values diversity, promotes social connections and encourages participation and cooperation.**

The Council recognises that ageing is a continuum consisting of phases including: old age, active old age and frailty and dependency in old age. These phases are not age specific and as a result, everyone's experience of ageing is different.

Taking this view allows us to challenge traditional stereotypes applied to older people and at the same time, acknowledges that the future needs of the 'Baby Boomer' generation differ in comparison to current or previous generations of older people. Some people are no longer identifying with the term 'senior citizen' preferring other terms such as 'retirees' or 'older people'.

Throughout consultations, older residents expressed concerns about the risk of isolation. In particular, older residents expressed concern about the lack of culturally appropriate activities and social options for older people from culturally and linguistically diverse backgrounds, whose English language skills limit their capacity to meaningfully engage in community activities.

For many residents, their local community provides them with a sense of belonging, activity and involvement. Older residents in the municipality are very fond of the community they live in and highly value their friendships and involvement in community activities.

It is therefore important that the Council plays a role in fostering inclusiveness by acknowledging barriers, such as a limited income, which make it difficult for older people to maintain social connections, and also by facilitating opportunities that allow older residents to maintain a healthy and active life.

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### **It is the Council's policy that:**

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Opportunities for residents to feel socially connected are facilitated through a broad range of physical, social, recreational, and culturally appropriate and affordable activities.

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Community facilities are used in innovative and flexible ways which reflect the diverse interests of people as they age.

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# Strategic Directions Care and Support



**The Council will actively provide, plan and advocate for the provision of a wide range of appropriate services which address the needs of older residents.**

The Council provides of a range of high quality aged care services for frail older persons and their carers.

In line with the principles of the Active Service Model, the Council will aim to provide its services in a manner which ensures clients are able to gain the greatest level of independence they can possibly achieve, and that they can be as actively involved in making decisions about their life as possible.

The Council is not the sole provider of services for the older population of the municipality. As such, it also has a key role in advocating for appropriate and affordable local services for its residents to ensure they have access to the supports they need to be able to age well within their community.

Carers also play a crucial role in supporting older people to remain in their homes and to stay connected to their community for as long as possible. The Council will acknowledge this important role and recognise their value to the community.

The Council is in a position to lead planning for the needs of older residents and to work closely with all levels of government to ensure available funding keeps pace with the changing population demographics and increases in service delivery costs.

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**It is the Council's policy to:**

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Deliver services in a way that ensures residents are actively involved in making decisions about their life.

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Continuously strive for best practice in affordable service delivery to ensure residents get the supports they need while maintaining the greatest level of independence possible.

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Advocate on behalf of residents to ensure funding investment in aged, health and medical services is appropriate and reflective of the needs of an ageing population.

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# Strategic Directions Information and Communication



## **Residents will benefit from appropriate open channels of communication which facilitate both the dissemination and gathering of information.**

The population of Hobsons Bay is extremely diverse with significant variations in character between different areas of the municipality. Low income and low levels of English language skills are factors which often impact on residents' ability to meet costs of living as well as access activities which would enhance their ability to age well.

The Council has a significant role to play in ensuring communication methods are appropriate for older people from a wide variety of different cultures and socio economic backgrounds. The Council recognises the need for older residents to have access to timely and accurate information to allow them to make informed choices about their own, or a loved one's needs.

Given the broad range of services that the Council provide, the Council will increasingly play an important 'gateway' role to information on positive ageing and aged care services for residents.

Not only does the Council aim to be an effective provider of information, but it would also like to be an effective receiver of information to ensure it can better service and advocate on behalf of its older residents.

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## **It is the Council's policy that:**

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Information about the Council's services is provided in a variety of formats and language so that residents are empowered to make informed decisions.

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Resident's contributions are sought, valued and considered to inform the Council's decision making processes.

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# Development and Implementation





There were many steps in the process of developing Hobsons Bay's Ageing Well Strategy. The development of the Strategy has involved several phases including the analyses of demographics, a review of government policies and the gathering of the community's views relating to ageing related issues.

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#### A set of background documents accompany the Ageing Well Strategy 2007-2017 including:

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The **The Ageing Community Profile Update** contains data including local demographics, employment and education levels, and many more ageing related trends in Hobsons Bay.

The **Policy Review** document summarises relevant global, national and state policies related to ageing.

The **Community Consultation** report provides a summary of the methodology employed and outcomes of the community consultation process with residents, service providers and Council staff.

The **Mid-Term Review Policy Analysis & Consultation Report Update** prepared in 2011 provides a summary of updated demographics, recent global, national and state policy developments and trends related to ageing and data obtained from a consultation with Hobsons Bay residents aged between 55 and 65 years.

*These documents can be viewed on our website [www.hobsonsbay.vic.gov.au](http://www.hobsonsbay.vic.gov.au). Alternatively, copies of these documents can be attained by contacting the Social Planning and Policy Officer at the Council on 9932 1000.*

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#### Compliance with the Charter of Human Rights and Responsibilities and the Equal Opportunity Act 2010.

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The Charter of Human Rights and Responsibilities is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values: freedom, respect, equality and dignity.

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#### In developing the strategic directions of the updated Ageing Well Strategy 2007-2017, the Council has considered these human rights, particularly those that relate specifically to the rights of older people as follows:

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Freedom of expression.

Right to liberty and security of person.

Recognition and equality before the law.

Protection from torture and cruel, inhuman or degrading treatment.

Freedom of thought, conscience, religion and belief.

Cultural rights.

These relate to people's rights to freedom and safety, protection against discrimination and to be treated with respect. Through realising older people's right to freedom of expression, they have a right to have a voice in relation to decisions affecting them.

Similar to the Charter of Human Rights and Responsibilities, the objectives of the Equal Opportunity Act 2010 aim to encourage the identification and elimination of discrimination, and to promote equality. The strategic directions of the updated Ageing Well Strategy 2007-2017 will allow the Council to provide and advocate for services and facilities which will meet the needs of all older people in Hobsons Bay.



**“A key determinant of an older person’s capacity to function is the environment in which they live”  
WHO, 2011.**

The World Health Organization recently commenced a program designed to foster “age-friendly” environments that encourage “active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age”. The core of the program is the WHO Global Network of Age-friendly Cities.

***The Checklist of Essential Features of Age Friendly Cities features ways to ensure the local environment is more age-friendly, including considerations relating to:***

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Outdoor spaces and buildings.

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Transportation.

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Housing.

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Social participation.

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Civic participation and employment.

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Communication and information.

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Community and Health services.

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For this checklist to be effective, the full participation of older people is essential. They should play a role in suggesting changes and in monitoring implementation. Although the Council is not a member of the Global Network of Age-friendly Cities, this checklist provides an invaluable framework for considering the needs of older people and for implementing the Ageing Well Strategy.

*A full version of the checklist is available in Appendix 3 of the **Ageing Well Strategy 2007-2017: Mid-Term Review Policy Analysis & Consultation Report Update** on the Council's website [www.hobsonsbay.vic.gov.au](http://www.hobsonsbay.vic.gov.au)*

**Annual action plans will be developed in order to work towards the goals and objectives of the updated Ageing Well Strategy 2007-2017.**

The actions identified will be measurable to help determine whether any benefits have arisen as a result of the work undertaken.

A meeting of senior management from business areas across the Council will oversee the implementation of the updated Ageing Well Strategy 2007-2017.

The updated Ageing Well Strategy 2007-2017 will also be subject to a six monthly reporting cycle, with progress reports presented to the Council on an annual basis.

*These reports will be made available to the community via the Council's website.*

# Acknowledgements Ageing Well Strategy 2007-2017



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The Council would like to acknowledge the following people for their contribution to the development and mid-term review of the Ageing Well Strategy 2007-2017. Special thanks to:

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All residents who participated in all phases of the consultation process.

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## Mid-Term Review of Ageing Well Strategy in 2011

### The Council's Ageing Well Strategy Internal Working Group Members:

- Kylie Riley, Social Planning and Policy Officer
  - Alexandra Sosa, Coordinator Social Planning and Development
  - Michelle Findlay, Coordinator Active Community Support
  - Peter Doull, Service Delivery Coordinator
  - Phuong Ho, Coordinator HACC Services
  - Marg Scanlon, Manager Recreation
  - Joanne Smith, Acting Coordinator Community Learning and Access, Libraries
  - Pam Giumarra, Coordinator Community Learning and Access, Libraries
  - Tamara Churchill, Neighbourhood Development Officer
  - Heidi Petterson, Community Development Officer
- 

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### Social Policies Cross Directorate:

- Peter Gaschk, Director Planning and Environment (Chair)
- Peter Hunt, Director Community Services
- Natalie Walker, Manager City Strategy
- Michael Daley, Manager Community Care
- Tony Blackwell, Manager Community Development
- Marg Scanlon, Manager Recreation
- Suzanne Gately, Manager Libraries
- Jeff Herz, Manager Capital Works and Assets
- Craig Bruckner, Manager Health and Regulatory Services
- Terri Rowe, Manager Human Resources
- Leanne McGuire, Manager Family Youth and Children's Services
- Brendan Murphy, Manager Urban Planning and Development
- Suzanne Patterson, Manager Customer Service
- Janet Dawes, Manager Arts, Events and Tourism
- Stephen Cooper, Manager Communications and Governance
- Eddie Knight, Manager City Maintenance and Cleansing

### Consultant:

- Vivien Clark, Clark Phillips Pty Ltd
- 

### Development of Ageing Well Strategy in 2006

- Hobsons Bay City Council Project Team
- Hobsons Bay City Council Ageing Well Advisory Group
- Consultants

For a full list of acknowledgements from 2006 please refer to the previous version of the Strategy on the Council's website.

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For further information or to have a copy of a report in an alternative format contact the Council on Telephone (03) 9932 1000

The full text documents: Ageing Community Profile Update; The Policy Review; The Community Consultation Report; and The Mid-Term Review Policy Analysis and Consultation Report Update; may be accessed from the Council's website.

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