

Progress regarding implementation of Age-friendly Melville Strategy – Directions for Seniors – January 2010.

Communication

Strategy:

“Facilitate and advocate for improved communication between community support and health service providers with seniors to ensure information provided is up to date, easily accessible and understood”

Actions

1. *Ensure the City's Customer Service Team and other relevant staff are trained to provide accurate, up-to date information regarding seniors' services in various communications and language formats*
 - Updated 'Senior Services Directories' available to staff, community centres, Libraries, Community Information Centre, Garden City, community
 - Melville Information Centre, Garden City (regional shopping centre) regularly visited to update information and network
 - 'Seniors' email distribution list established & maintained to ensure relevant information is circulated within the community
 - City's Customer Service team & other relevant staff trained to provide accurate/up to date senior services information in various communications & languages
 - Updated 'Senior Services Directories' available internally & externally listing a wide range of services available in the City
 - 'Senior', 'Have a Go', Melville Herald & Melville Times (local papers) publications available throughout COM including Senior Citizens Centres
 - Information sessions (9) provided to City's Internal Service areas in regard to Directions for Seniors strategy and research findings – ongoing 2009

2. *Inform the Melville Aged Services Network of results of seniors' research with reference to concerns that seniors have regarding communication about their rights and providers' responsibilities.*
 - Information provided to Network of Melville Aged Services providers

3. *Facilitate service providers workshops to disseminate information provided to us by seniors and assist in determining relevant actions (involve key government agencies, private organizations, Chamber of Commerce, Garden City (large shopping centre) management, banks, residential care and retirement village groups, General Practice (Medical) networks.*
 - Various workshops conducted to disseminate information from research
 - hosted forum in conjunction with the Western Australian Office for Seniors Interests & Carers to present Directions for Seniors Strategy to local Governments 2007
 - Local Government Conference, Sydney 2007
 - Local Government Managers Association Conference March 2008
 - Chamber of Commerce, October 2008
 - National Seniors Forum, Perth May 2008
 - Articles published - National Local Government Magazine (2007)
 - National Seniors Magazine

4. *Facilitate a Local Government network of seniors and multicultural community development officers to meet regularly to share information and work collaboratively.*
 - Network established and meeting monthly to share and disseminate information and work collaboratively on related projects and programs

5. *Establish processes to ensure that relevant seniors' publications are available and easily accessible from a wide range of Council facilities*
 - Publications ensured to be available from Council libraries, community centres, and recreation centres

6. *Ensure Library Services have a key role with information provision to seniors.*
 - Technology education for seniors explored, established or, highlighted through lesson sessions in community centres. All libraries now have available public access computers available for library members with full access to internet and the suite of Microsoft Office application
 - Acknowledged social isolation through Library services. Home Delivery service (talking books, DVD's/CD's & large print books available) & Book Clubs
 - Facilitated the commencement of a new computer social/support group 'Trouble Shooters Club'



7. *Ensure life long learning opportunities regarding new technology are available at community facilities through the City of Melville.*
 - Telstra Connected Seniors' Grant funded the purchase of mobile phones & in partnership with a local Senior High School, students provided lessons to seniors as part of their community service
 - Active Ageing funding from Department of Local Government & Regional Development was used to create a program that formed new partnerships, engaged City services, linked community groups and organizations while providing a combination of social, physical and mental activities
 - Bi-monthly seniors forums held in conjunction with Council of the Ageing provides information on various topics including health, community services, safety, care, housing/residential care, active ageing
 - Additional forums held at "Go Wild" in various neighbourhoods 2008 (Expos that provided information and activities for seniors to experience)
8. *Develop a Seniors Forum providing information regarding personal safety.*
 - Seniors Forum was conducted with focus on personal safety
9. *Provide seniors exhibitions in local neighbourhood settings to disseminate a wide range of information about services relevant to seniors.*
 - External funding was received to provide several "Seniors Expos" badged as "Go Wild in ... various neighbourhoods" Displays, and various activities were provided as opportunities for seniors to explore new experiences etc.

Transport

Strategy:

“Facilitate sustainable transport options to consider different forms of movement networks, including bus, cycle and pedestrian routes to connect the community”

Actions

1. *Host a workshop with relevant government agencies to disseminate information regarding suggestions seniors have made to improve transport options and develop appropriate responses*
 - Information collected at focus groups forwarded to the various transport related State Government Departments to promote awareness of Melville senior's concerns

2. *Ensure Council design processes consider pedestrian walkways that are accessible and provide good linkages*
 - Information provided to relevant Council departments and planning underway for inclusion in future budgets

Other activities:

- 'Magical Mystery Tours' conducted by Travel Smart Officer, to engage Seniors with various forms of public transport for those in driving transition or requiring updating
- Driver safety & transport Information sessions provided with a focus on practical assistance available for senior's & provision of current information



Housing

Strategy:

“Facilitate suitable housing options to allow seniors to remain in contact with their social network”

Actions

1. *Provide a Seniors Forum to promote awareness and positive outlook for residential care that assists in seniors making informed decisions.*
 - Seniors Forums provided promoting awareness & a positive outlook for residential care to assist seniors in making informed decisions
 - Housing & Community Care Seminar, June 2008
 - Hosted information session for all Perth Metropolitan Local Government staff to support them when considering a care placement of their relatives or family: Seniors Care Options
 - Hosted seminar for seniors by an independent company whose business is to provide specialised real estate services for over 55's. Included City Urban planning staff

2. *Review the current Town Planning Scheme Number 5, incorporating information provided to us from seniors regarding housing options*
 - Neighbourhood workshops comprised of cross organisational personnel providing an opportunity to acknowledge seniors concerns regarding housing



Respect and Inclusion
Social Participation

Strategy:

“Create opportunities that enhance social participation in both built and natural environments with a focus on frail aged and socially isolated seniors”

Actions

1. *Neighbourhood Planning processes to include opportunities that enhance social participation for seniors (including socially isolated seniors, those from culturally and linguistically diverse backgrounds, those with varying abilities and older men).*
 - Opportunities created whereby socially isolated, frail aged seniors and older men could participate in neighbourhood planning processes

2. *Review the operation of the three senior citizens centres to ensure they are multi-purpose, available to a larger age range of seniors, including intergenerational opportunities and that facilities can be utilized at a low cost by other user groups.*
 - Southern Districts Senior Citizens Club working collaboratively with the City to ensure the facility has multi purpose community usage
 - Three Senior Citizens Clubs reviewed & information available

3. *Develop a strategic plan for the Melville Volunteer Resource Centre that includes accessibility of the service and the promotion of volunteering opportunities for seniors.*
 - Centre currently being reviewed

4. *Investigate opportunities for outdoor activities for seniors in neighbourhood settings*
 - Engagement within aged care facilities & outdoor spaces through numerous activities including 'Go Wild' events funded by Active Ageing

5. *Ensure adequate seating is available on pedestrian walkways.*
 - Information provided to relevant internal business units for incorporation in their planning processes

6. *Ensure that policies relating to public toilets and those situated in retail/commercial centres incorporate age-friendly features.*
 - Public toilet policy updated to ensure age-friendly features



7. *Provide seniors exhibitions in local neighbourhood settings which are inclusive of frail aged and socially isolated seniors*
 - "Go Wild" sessions in neighbourhood settings instigated which included transport to ensure inclusion of frail aged and socially isolated seniors.

8. *Progress "Liveable Communities" Project. (A neighbourhood intervention to strengthen mental health wellbeing of seniors developed as a result of the "Mental Wellbeing: Leading the Way Action Plan 2006/07 – Office for Seniors Interests and Carers, Department for Communities).*
 - Toolkit developed to assist groups with creating 'Liveable Communities'

Other activities:

- Local secondary school volunteers engaged in Seniors/Multicultural event 'Music & Dances of the World' 2009 providing intergenerational inclusion opportunity
- Provision of local mall walking groups in a neighbourhood setting with assistance from community partnership funding to socially enhance opportunities for seniors
- Development of health related forums in neighbourhood settings at Senior Citizen's centres to promote neighbourhood social inclusion through accessibility "Act, Belong, Commit"
- Inclusion of senior specific programs at recreation centres
- Data base of all registered seniors in the community who are informed of senior events, activities & opportunities – ongoing
- Senior Forums held bi-monthly in the community now address a range of senior health related topics highlighted at the consultations
- Community information sessions hosted with guest speakers on senior related topics such as Centrelink retirement options; Alzheimer's disease
- Recreation centres engaged in the provision of specific senior activities promoting health opportunities

For further information please see: <http://www.melvillecity.com.au/>. And follow links to age friendly



AGE-FRIENDLY MELVILLE STRATEGY

directions for seniors

2007- 2009

An Age-Friendly
environment benefits
all the community for
current and future
generations.

MESSAGE FROM THE MAYOR

Katherine Jackson JP

Welcome to the Age-Friendly Melville Strategy: Directions for Seniors.



Like many municipalities in Australia and around the world, the City of Melville has an ageing population. We are taking a leading role in developing and implementing initiatives such as Directions for Seniors, to make sure we are a city that is well prepared and positioned for the impact of an ageing population.

At the City of Melville, we have actively researched seniors' issues since 1993, demonstrating our commitment to responding to the changing demographics of our community.

This strategy not only provides a snapshot of what we have done and what we are doing to make the municipality accessible to, and inclusive of, older people but outlines the direction and specific actions we plan to take to guide the City in the development of a more Age-Friendly Melville.

The strategy has been developed over the past two years with extensive community consultation. The City of Melville partnered with the State Government through the Office for Seniors Interests and Carers, Department for Communities to conduct the research as part of the World Health Organisation Age-Friendly Cities project. We were one of only two cities in Australia to participate in this project.

On behalf of the City of Melville, I would like to thank all the focus group participants that took part in the World Health Organisation Age-Friendly Cities Project through the focus groups and workshops. Everything you have told us will be considered over the next four years. We appreciate the time you have taken to share your knowledge and experiences so generously.

Katherine Jackson JP

Mayor
City of Melville

OUR VISION

The community vision for the City of Melville is: 'A safe, attractive City where the consequences of our actions for future generations are taken into account; natural and built facilities are accessible to everyone and a sense of place and community spirit is generated with our voices being heard through opportunities to participate in decisions that affect our lives'.



'People, Places, Participation' a Community Plan for the City of Melville 2007 – 2017 has identified several initial priorities to work towards fulfilling the community's

aspirations. The focus of this particular strategy links with the priority to 'Create an Age-Friendly City'.

Our vision for an Age-Friendly City is one that:

- Promotes "active ageing" where seniors are able to live safely, enjoy good health and participate fully in their communities
- Helps to remove the barriers that people encounter as they grow older
- Ensures policies, services and structures are designed to support and enable seniors to age actively
- Creates an age-friendly environment that benefits all the community for current and future generations.

WHAT'S IMPORTANT

From the analysis of the Community Plan, the World Health Organisation Age-Friendly Cities project, international, national, state and local research and other consultative processes, the following areas have been identified as priorities for action for the future:



- Communication between community support and health service providers with seniors.
- Sustainable transport.
- Social participation.
- Sustainable housing options.

WHAT WE ARE DOING

Community Support and Health Services Communication and Information

Strategy

Facilitate and advocate for improved communication between community support and health service providers with seniors to ensure information provided is up to date, easily accessible and understood.



Actions

- Ensure the City's Customer Service Team and other relevant staff are trained to provide accurate, up-to-date information regarding seniors' services in various communications and language formats.
- Inform the Melville Aged Services Network of results of seniors' research with reference to concerns that seniors have regarding communication about their rights and providers' responsibilities.
- Facilitate service providers workshops to disseminate information provided to us by seniors and assist in determining relevant actions (involve key government agencies, private organisations, Chamber of Commerce, Garden City management, banks, residential care and retirement village groups, GP Network etc).
- Facilitate a Local Government network of seniors and multicultural community development officers to meet regularly to share information and work collaboratively.
- Establish processes to ensure that relevant seniors' publications are available and easily accessible from a wide range of Council facilities.
- Ensure Library Services have a key role with information provision to Seniors.
- Ensure life long learning opportunities regarding new technology are available at community facilities throughout the City of Melville.
- Deliver a Seniors Forum providing information regarding personal safety.
- Provide seniors exhibitions in local neighbourhood settings to disseminate a wide range of information about services relevant to seniors.

Transport

Strategy

Facilitate sustainable transport options to consider different forms of movement networks, including bus, cycle and pedestrian routes to connect the community.

Actions

- Host a workshop with relevant government agencies to disseminate information regarding suggestions seniors have made to improve transport options and develop appropriate responses.
- Ensure Council design processes consider pedestrian walkways that are accessible and provide good linkages.



Housing

Strategy

Facilitate suitable housing options to allow seniors to remain in contact with their social networks.

Actions

- Provide a Seniors Forum to promote awareness and a positive outlook for residential care that assists in seniors making informed decisions.
- Review the current Town Planning Scheme No.5, incorporating information provided to us from seniors regarding housing options.



Facilitate suitable housing options to allow seniors to remain in contact with their social networks.



Respect And Inclusion Social Participation

Strategy

Create opportunities that enhance social participation in both built and natural environments with a focus on frail aged and socially isolated seniors.



Actions

- Neighbourhood Planning processes to include opportunities that enhance social participation for seniors (including socially isolated seniors, those from culturally and linguistically diverse backgrounds, those with varying abilities and older men).
- Review the operation of the three senior citizens centres to ensure they are multi-purpose, available to a larger age range of seniors, include intergenerational opportunities and that facilities can be utilised at a low cost by other user groups.
- Facilitate intergenerational opportunities that encourage mutual respect.
- Develop a strategic plan for the Melville Volunteer Resource Centre that includes accessibility of the service and the promotion of volunteering opportunities to seniors.

Create opportunities that enhance social participation in both built and natural environments with a focus on socially isolated and frail older seniors.

- Investigate opportunities for outdoor activities for seniors in neighbourhood settings.
- Ensure adequate seating is available on pedestrian walkways.
- Ensure that policies relating to public toilets and those situated in retail/commercial centres incorporate Age-Friendly features.
- Provide seniors exhibitions in local neighbourhood settings which are inclusive of frail aged and socially isolated seniors.
- Progress “Liveable Communities” Project. (A neighbourhood intervention to strengthen mental health wellbeing of seniors developed as a result of the ‘Mental Wellbeing: Leading the Way Action Plan 2006/07 – Office for Seniors Interests and Carers, Department for Communities).



For further information or to get involved in Directions For Seniors contact the Community Development Officer for Seniors at the City of Melville contact details below.

Related documents listed below are available to be downloaded from our website or can be posted on request.

- World Health Organisation (WHO) Global Age-Friendly Cities Guide & Checklist
- WHO Age-Friendly Cities Project (City of Melville Summary)
- Complete Version of the Melville Age-Friendly Strategy Directions for Seniors
- City of Melville Seniors Asset Map

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