

8 October 2014

To Whom it May Concern

WHO Global Network of Age-friendly Cities and Communities

We are writing to demonstrate support for Maroondah City Council's application to join the WHO Global Network of Age-friendly Cities and Communities and to confirm Council's commitment to the Network cycle of continual improvement.

By 2020, over 40% of Maroondah's population will be aged over 45 years. Maroondah's current population aged over 60 is higher than the metropolitan average and has the highest proportion of people aged over 85 in the Eastern Metropolitan Region of the State of Victoria. Maroondah City Council recognises that local governments that plan and take action to accommodate the changing needs of older residents can ensure that their communities remain attractive places to live with features that not only benefit seniors but support the health, safety and participation of residents of all ages.

Over the past 12 months Maroondah City Council has worked with the community to develop a long term vision for its future, looking ahead to the year 2040 and beyond. 'Maroondah 2040' is Council's highest level strategic document and provides the roadmap for the community, Council and other levels of government to partner together and create a future that enhances Maroondah as a great place to live, work, play and visit.

Thousands of seniors were involved in the community consultation and engagement process and as a commitment to Maroondah's age friendly journey there are over 26 key directions in 2040 which directly link to the WHO Age-Friendly Framework and principles.

Council has commenced the development program for the Active and Healthy Ageing (AHA) Initiative which links directly to these directions with all Council service areas committed to age friendly initiatives. The AHA Initiative will be the tool used to guide Maroondah's journey to becoming an age friendly city. The initiative aims to explore the 8 age friendly themes by asking the older community to assess the current status and rating of age-friendliness in Maroondah and to identify priority areas for Maroondah. To assist in this process, an age friendly Champions Training Workshop was initiated in partnership with the Council on the Ageing (COTA) Victoria by nominating key stakeholders in the community within the age cohort to support and champion the age friendly work from the beginning.

Maroondah's AHA Initiative will drive age friendly concepts and actions through partnerships and collaborations to enable older people to continue to contribute significantly to their communities, their families, the economy and society. As a key ongoing strategy to ensure effective process Council is collaborating with COTA to progress its age friendly work.

On 21 July 2014 Maroondah City Council demonstrated its overall commitment to creating an age friendly Maroondah through Council's endorsement of:

- The progression of the Active and Healthy Ageing Initiative, in particular to pursue an Age Friendly Cities approach to support the health, safety and participation of residents of all ages;
- Seeking to register with the WHO Global Network of Age-friendly cities; and
- The approval to partner with the District of Saanich, BC, Canada to exchange and share age-friendly activities (the initiation of an Age Friendly Mentor City Program).

Maroondah will also be represented in the upcoming Age-friendly Communities Conference initiated by the Municipal Association of Victoria (MAV). At this particular conference, it is the intent of Maroondah City Council to sign up to the Seniors Participation Action Plan which is a joint agreement between the MAV and the Victorian Government to show commitment across the two levels of government to pursue age-friendly initiatives in support of an ageing population.

Yours sincerely,



Cr Les Willmott
Mayor



Steve Kozlowski
Chief Executive Officer