

PARTICIPATE

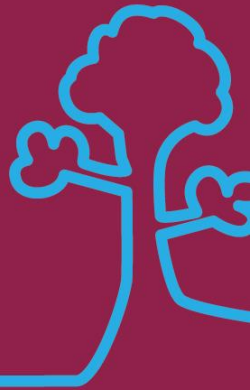
POSITIVE AGEING PLAN

2020-2025



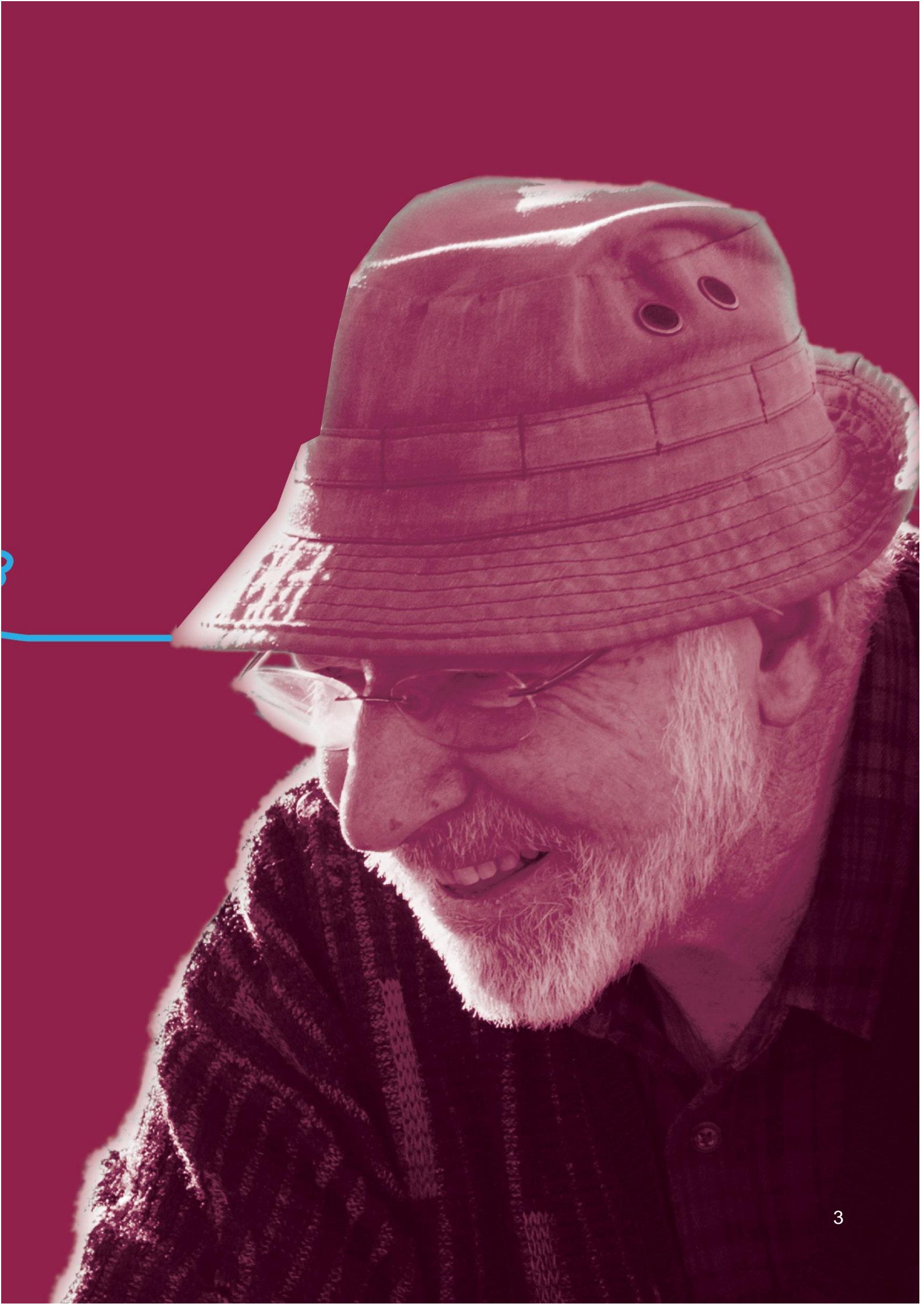
**Macedon
Ranges**
Shire Council

ACKNOWLEDGEMENT



Macedon Ranges Shire is on the land of the Dja Dja Wurrung, Taungurung and Wurundjeri Woi Wurrung Peoples. These Traditional Owners and Custodians have a living culture with distinct cultural and legal rights and an ongoing connection to this Country with obligations for its management and care.

We acknowledge their living culture and their unique role in this region.



Thank you to all who have contributed to the community consultation and the development of this plan. We'd like to acknowledge our valued community members, volunteers and staff, local community groups and organisations, whose input has informed the creation of PARTICIPATE.

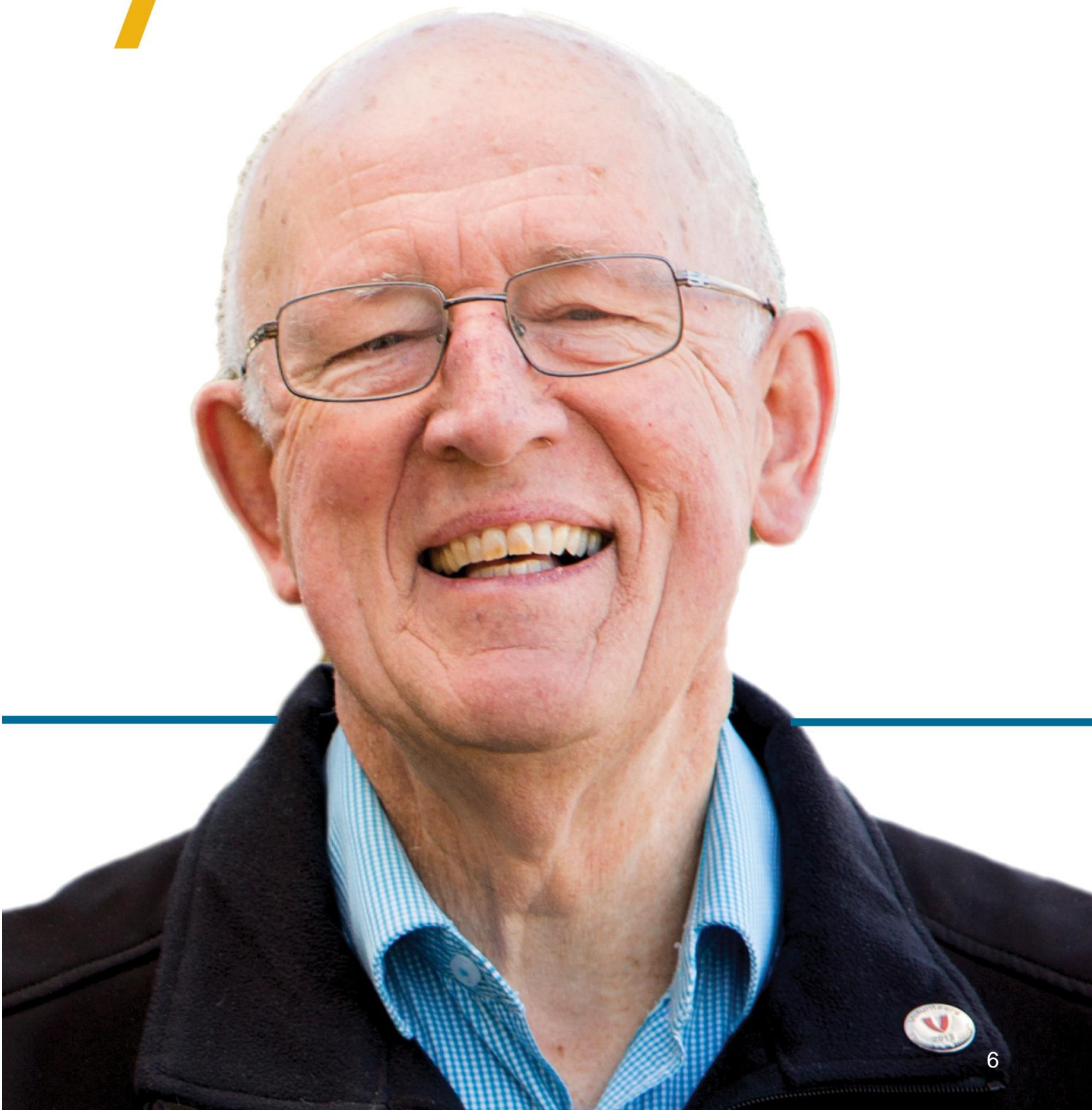
A summary of this report has been created and can be accessed via our website mrsc.vic.gov.au/PARTICIPATE

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THE STORY OF

PARTICIPATE





An introduction

PARTICIPATE is a five year plan that responds to the needs, priorities, aspirations and challenges of older people in the shire. This plan replaces the Positive Ageing Plan 2016-2020.

The name PARTICIPATE has been chosen in response to the community engagement process, expressed the desire of older people to participate in and be recognised within, community life.

PARTICIPATE recognises that the term ‘older people’ covers a large age range. The attributes, needs and interests of older people are as diverse as with any other population group and, as we live longer and more active lives this is likely to become even more the case. Age, like gender, sexuality, race, class and other attributes, affects people in different ways at different times.

An ‘age-friendly’ Macedon Ranges needs to cater for the diverse interests, abilities and lifestyles of older people. It also values and respects their contributions and recognises the benefits they add to the community.

PARTICIPATE – A foreword from the Mayor

The concept of ageing is changing. Demographics show that the proportion of our population over 65 years of age is increasing, and older people today have different expectations, needs, interests and lifestyles to previous generations.

Older people come from diverse social and cultural backgrounds and their health and support needs vary greatly. People are generally living longer and enjoying better health, allowing them to work longer and actively participate in and contribute to their community.

The forecast increase in the number of older residents in the shire is likely to result in an increased demand for services and support.

Improvements to local infrastructure such as community and cultural facilities, footpaths, trails and public / open spaces that accommodate the needs of people of all ages and abilities will also need to be an important planning consideration.

PARTICIPATE is Macedon Ranges Shire Council's Positive Ageing Plan 2020–2025. The plan will guide our activities as we cultivate an age-friendly community where older people feel valued, safe and connected. This plan replaces the Positive Ageing Plan 2016-2020.

PARTICIPATE was developed through community consultation and engagement with older residents and service providers. A range of priority action areas were identified to respond to needs for now and into the future.

The priority action areas are as follows:

1. Older people stay socially connected and active
2. Older people live well in the community
3. Older people's needs are recognised in infrastructure, housing and the built environment
4. Older people are respected and valued by the community.

In implementing PARTICIPATE, Macedon Ranges Shire Council will take actions that are consistent with its role as a provider of services, an advocate, a facilitator and planner, to improve the lives of older members of our community.

Cr Janet Pearce

Mayor

PARTICIPATE - what we did

Council is committed to meaningful consultation with all members of the community and recognises a strong community plan should reflect the community's needs, concerns, priorities and aspirations. We sought the views of a range of stakeholders, **primarily older people**, but also community groups, service providers and other community members in the shire.

The consultation entailed a range of innovative engagement activities, including place-based community pop-ups at key events and activities in the shire, meetings with targeted stakeholders and community groups, and a survey available online via Council's website and in hard copy.

These activities attempted to capture people's views on **four main questions**:

1. What three things are the most important to improve in the Macedon Ranges to ensure older people can live a safe, healthy, connected and happy life?
2. What challenges do you think older people have living in Macedon Ranges?
3. What are your ideas for making Macedon Ranges an age-friendly shire?
4. What do you like about being an older person in the Macedon Ranges?

We also looked at the issues that we know will shape the funding and supply of services for older people. The aged care sector is undergoing significant reform as the Australian Government plans for an ageing population. There are many changes that Council and others will need to consider in the period 2020-2025.

PARTICIPATE - why we did it

Setting out Council's commitment to an age-friendly Macedon Ranges

The previous Council Plan (2013-2017) identified working towards membership of the World Health Organisation Global Network of Age-friendly Communities (the Network) as a Year 1 Action, and this was achieved in 2015. Network communities are of different sizes and located all over the world. Their efforts to become more age-friendly take place within diverse cultural and socio-economic contexts.

As a member of the Network, Council shares the desire and commitment to promote healthy and active ageing and a good quality of life for their older residents¹. Appropriate consultation and engagement with older residents is considered an integral element of all age-friendly communities. At the time of this plan being developed Council is still an active member of the Network.

In 2017, Council reaffirmed its commitment to an age-friendly Macedon Ranges, becoming a signatory to the Age-friendly Victoria Declaration, an initiative of the Victorian Government and Municipal Association of Victoria (Appendix 2).

The actions identified in PARTICIPATE require Council departments to work together and as such are linked to several Macedon Ranges Shire Council plans and strategies including:

- Macedon Ranges Shire Council Plan 2017–2027 (the Council Plan)
- Municipal Health and Wellbeing Plan (in the Council Plan)
- Disability Action Plan (in the Council Plan)
- Arts and Culture Strategy 2018-2028
- Municipal Emergency Management Plan
- Sport and Active Recreation Strategy 2018-2028
- Elevate Youth Strategy 2018-2028
- Walking and Cycling Strategy 2014 (-2024)
- Shire-wide Footpath Plan
- Asset Management Plan – Footpaths
- Asset Management Plan – Open Spaces
- Climate Change Action Plan 2017

Our work in the development of this plan has been guided by the vision, themes and priority areas outlined in the current Council Plan (2017-2027).

A 2019-2020 action under the priority area of Promote Health and Wellbeing is to 'develop a Positive Ageing Plan to prioritise need, attract funding and guide allocation of resources to services and programs'. PARTICIPATE delivers this action.

¹ World Health Organisation, [WHO Global Network for Age-friendly Cities and Communities](#)

Council Plan Priority Area	Ageing context
Promote health and wellbeing	<ul style="list-style-type: none"> • We are living longer and more active lives and have differing expectations but generally, older people seek purposeful, meaningful participation and the opportunity to contribute to their community. • Ageism and ageist stereotypes reduce older people's opportunities to participate, contributing to mental and physical health issues and increased risk of elder abuse. • Rates of elder abuse are difficult to estimate due to under-reporting, however it is estimated that in Australia, between 2-6 per cent of people aged over 65 year's experience elder abuse, financial abuse being the most common form of abuse. • As we age, we are increasingly vulnerable to physical and mental health conditions affecting our capacity to function independently. In 2016, 12.2 per cent of Macedon Ranges residents aged 65 years and older needed assistance with daily activities due to severe or profound disability (compared to 4.1 per cent across all Macedon Ranges residents)². • There were approximately 759 people with dementia in 2017 in the shire. By 2050 this is expected to increase to approximately 5,787 people. This is the fifth highest projected growth rate of all Victoria's 79 Local Government Areas³. • Older people often experience significant losses and risks, including loss of work-related identity, death of a partner, siblings and friends, reduced contact with family and friends, reduced/limited income, reduced physical function and fewer opportunities for social contact.
Promote the natural environment	<ul style="list-style-type: none"> • Older people often have a good understanding of and strong commitment to the natural environment. They are well placed and want to contribute to preservation of the natural environment for future generations. • Older people are particularly vulnerable to environmental impacts such as extreme weather events due to climate change. For example, during the 2009 heatwave in Victoria (Black Saturday bushfires), in those aged 75 years and over there were 248 excess deaths, representing a 64 per cent

² Australian Bureau of Statistics, [Census of Population and Housing 2016](#)

³ Dementia Australia, [Dementia statistics for Victoria](#)

	<p>increase over the preceding five years.⁴ In those aged 65-74 years there were 46 excess deaths, representing a 46 percent increase (compared with the average over the proceeding five years).⁵ Mortality during heatwaves can be difficult to measure, as deaths tend to occur from exacerbations of chronic medical conditions as well as direct heat related illness, particularly in the frail and elderly.</p> <ul style="list-style-type: none"> • For people to remain at home and living within their community as their needs change, the environment in which we live needs to be conducive to older people's needs. Open space planning needs to consider older people's needs such as cleanliness and feeling safe, accessibility including safe bike tracks, footpaths and pedestrian crossings, adequate toilets and seating⁶.
<p>Improve the built environment</p>	<ul style="list-style-type: none"> • Older people represent 16.5 per cent of our community, increasing to 19.7 per cent by 2026⁷. They face specific challenges in the built environment in terms of distances to walk, risks at road crossings, steps, uneven surfaces and unclear signage. • An increasing commitment to universal design and consulting with older people is required to ensure that these factors are not barriers to their active participation in their community. • The need for diverse housing options is essential to the safety and wellbeing of older people. This includes consideration of access, affordability, design, ability to modify and maintain, access to services as well as connections to community and family⁸.
<p>Enhance the social and economic environment</p>	<ul style="list-style-type: none"> • In 2016, Macedon Ranges had a higher than state average employment participation rate for residents aged over 65 (employed part time or full time) comprising 5.9 per cent of the population, compared to the Victorian average of 4.2 per cent⁹. • Older people contribute economically as workers, business owners, consumers, carers and volunteers but face increasing barriers to participation in the community and in maintaining their personal

⁴ Department of Health and Human Services, [January 2009 Heatwave in Victoria: an Assessment of Health Impacts](#)

⁵ *Ibid*

⁶ World Health Organisation [Age-friendly Cities Guide](#)

⁷ Australian Bureau of Statistics, profile id [Population and age structure](#)

⁸ World Health Organisation [Age-friendly Cities Guide](#)

⁹ Australian Bureau of Statistics, [Resident workers key statistics – all industry sectors](#)

	<p>networks, particularly if they don't drive and/or have limited mobility.</p> <ul style="list-style-type: none"> • In 2014, 34.6 per cent of Australians aged 65-74 years, 25.5 per cent of those aged 75 – 84 years and 18.9 per cent of those aged 85 and over had volunteered in the last 12 months¹⁰ • In 2016, 26 per cent of the Macedon Ranges population aged 15+ reported doing some form of voluntary work (a slightly higher proportion than for regional Victoria at 24.3 percent)¹¹. Many of these volunteers are older residents. • In 2018, almost all older Australians (living in households) had participated in social activities at home (97.4 per cent) or outside their home (94.4 per cent) in the previous 3 months¹². • Low income and limited assets increase some older people's vulnerability to isolation, poor nutrition and unsafe environments. • In the era of technology and the focus on delivery of information and services online, older people who cannot or choose not to access the technology and/or do not have access to support are often significantly disadvantaged.
<p>Deliver strong and reliable government</p>	<ul style="list-style-type: none"> • PARTICIPATE has been developed after consultation with a wide range of older people and those who support them. The issues, priorities and values expressed by older people have been taken into account in developing PARTICIPATE. • Council's Community Consultation Framework was used to complete the consultation for the development of this plan adhering to best practice guidelines. • PARTICIPATE will inform Council in relation to the implications of decisions and resource allocation for older people. • PARTICIPATE will be supported by the development of annual action plans that will report to Executive on a quarterly basis and to Council annually. Where additional resources are required these will be sourced through grants and/or the annual budget process.

¹⁰ Australian Bureau of Statistics, [General Social Survey: Summary Results, Australia, 2014](#)

¹¹ Australian Bureau of Statistics, profile id [Macedon Ranges Shire Volunteer work](#)

¹² Australian Bureau of Statistics, [Disability, Ageing and Carers, Australia: Summary of Findings, 2018](#)

Macedon Ranges Shire
Total Population

Aged 65+

20.4%



2036

19.7%



2026

16.5%



2016

SITUATION

Older people in the Macedon Ranges

The number of older people (aged 65+) in the Macedon Ranges totalled 7,688 in 2016

That equalled 16.5 per cent of the total population

By 2036, this number is expected to grow to 13,247 (20.4 per cent) (forecast.id Census 2016)

Over 750 people with dementia resided in the shire in 2016

This is expected to increase to 5,787 people by 2050 (Dementia Australia 2017)

There are 298 (0.6 per cent) people living in the shire who identify as Aboriginal and/or Torres Strait Islander (forecast.id Census 2016)

The current situation

Older people in the Macedon Ranges

The shire's total population was approximately 46,000 people at the time of the 2016 census and is projected to grow to just over 64,000 people by 2036¹³. A large proportion of all growth (45 per cent) is projected to occur in the Gisborne district. The Riddells Creek, Kyneton and Romsey districts are also projected to experience strong population growth.

The shire's older population is also increasing rapidly. To illustrate, the number of people aged 65+ is projected to grow at 2.8 per cent per annum to 2036, resulting in an additional 5,559 people aged 65+ across the shire. Population growth in the 65+ age group will be greatest in the Gisborne district, followed by Kyneton and Woodend. Proportional growth in areas such as Riddells Creek will be significant.

Diversity in the older population

The Australian government funds aged care services for non-Indigenous people aged 65 years and older, and for Aboriginal and Torres Strait Islander (ATSI) people aged 50 years and older. The lower age range reflects the disparity in health status between ATSI people and the non-Indigenous population which is influenced by socio-economic disadvantage and geographical, environmental and social factors¹⁴.

In the 2016 Census, 298 people living in Macedon Ranges Shire or 0.6 per cent of the population identified as Aboriginal and/or Torres Strait Islander. This is less than the regional Victorian percentage of 1.6 per cent¹⁵. Their median age was 25 years, slightly higher than the Victorian median of 23 years¹⁶.

In 2016, 79.8 per cent of Macedon Ranges' residents were born in Australia and English was the only language spoken at home in 89 per cent of households. The most common countries of birth were England (4.2 per cent), New Zealand (1.3 per cent), Germany (0.6 per cent), Scotland (0.6 per cent) and (Italy 0.5 per cent)¹⁷.

The Australian Institute of Health and Welfare states that 'there is currently no way to identify LGBTI older Australians accessing aged care services. Recently, the specific concerns of the older LGBTI community have been highlighted at the national level in the form of The National Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) Ageing and Aged Care Strategy. This strategy addresses the need for change in aged care services, to promote equitable access to high-quality aged care for all people who identify as LGBTI'¹⁸.

¹³ Australian Bureau of Statistics, profile id – [Population and age structure](#)

¹⁴ [National Aboriginal and Torres Strait Islander Health Plan 2013-2023](#)

¹⁵ Australian Bureau of Statistics, [2016 Census Quick Stats: Macedon Ranges \(S\)](#)

¹⁶ [ibid](#)

¹⁷ Australian Bureau of Statistics, [2016 Census Quick Stats: Macedon Ranges \(S\)](#)

¹⁸ Australian Institute of Health and Welfare - [Older Australia at a glance report](#)

Older people and local government

PARTICIPATE follows in the footsteps of the previous Positive Ageing Plan 2016-2020, which like the current plan, was informed by extensive community consultation.

Macedon Ranges Shire Council has been a leader in the promotion and implementation of age-friendly principles. Initiatives include:

- Five years membership of the World Health Organisation Global Network of Age-friendly Communities and signing the Age-friendly Victoria Declaration in 2017
- Leadership of Loddon Mallee Move It project which aims to encourage older Australians, particularly those who are least active, to increase physical activity.
- Development of an Age-friendly Checklist and Welcome Pack to enable community groups to become more welcome and inclusive, and the Age-friendly Community Group Directory
- The Macedon Ranges Over 55s Connect Facebook page, which aims to inform older people about services, activities and topics of interest.

All of the above have been developed and implemented in collaboration with older residents.

Council is funded by the Australian Government to deliver the Commonwealth Home Support Program (CHSP), which enables older residents to continue to live safely and independently in their own homes. We also support local seniors groups and offer grants to assist clubs and groups to engage older residents through the Community Funding Scheme.

The Macedon Ranges Elder Rights Network was established during 2018 with funding from the Victorian Government. The long-term goal of the network is to prevent elder abuse, but to date, activities have focussed on raising awareness of elder abuse and its impact on older people, and the services and support available for older people who are experiencing abuse.

Council is also supported by the Victorian Government to offer activities during the annual Victorian Seniors Festival in October. This includes the popular Greylight Dance, run in partnership with Victoria Police.

Municipal health and wellbeing

Local government plays an important role in planning for optimal health and wellbeing of its residents. This ongoing work permeates many of the functions of Council, with our Council Plan broadly reflecting social determinants of health.

During the drafting of this plan, the COVID-19 pandemic was declared. This disease is having a profound impact on older Victorians, and council continues to work with other levels of government to respond and seek to protect communities.

Council remains committed to supporting our vulnerable community members during the current and any future pandemics.

Victorian Government

In 2016, the management of aged care began transitioning from the Victorian Government to the Australian Government. Through this transition phase to the present, the Victorian Government's ageing agenda has focused on:

- Responding to the changing demographic profile of Victoria
- Supporting older Victorians' ability to age well across three main areas: optimising health and wellbeing at all life stages, addressing disadvantage and improving social participation
- Improving access and quality of service responses for our diverse older population¹⁹.

In April 2016, the Victorian Government signed an Age-friendly Declaration with the Municipal Association of Victoria (MAV). The Declaration is a commitment to planning for and establishing age-friendly communities across Victoria.

The Department of Health and Human Services (DHHS), through MAV, has supported Macedon Ranges and other local government areas with:

- Age-friendly initiatives, such as the Macedon Ranges Over 55s Connect project
- The establishment of the Macedon Ranges Elder Rights Network
- Annual Seniors Festival activities.

Australian Government

The Australian Government has responsibility for the coordination and management of aged care services across Australia and the implementation and monitoring of National Aged Care Quality Standards.

My Aged Care is now the starting point to access all government-funded aged care including the Commonwealth Home Support Programme, Home Care Packages and Residential Care. The Australian Government's aim is a nationally consistent system to be implemented beyond 2022, resulting in major changes to the funding and delivery of aged care services nationwide.

In 2018, the Australian Government initiated the Royal Commission into Aged Care Quality and Safety, to "establish the full extent of problems with Australia's aged care system and how to best meet the challenges and opportunities of delivering aged care"²⁰. The interim report, delivered in October 2019, flagged the need for significant reform. The final report was not available at the time of developing PARTICIPATE but is expected to recommend major "systemic and transformational" change²¹.

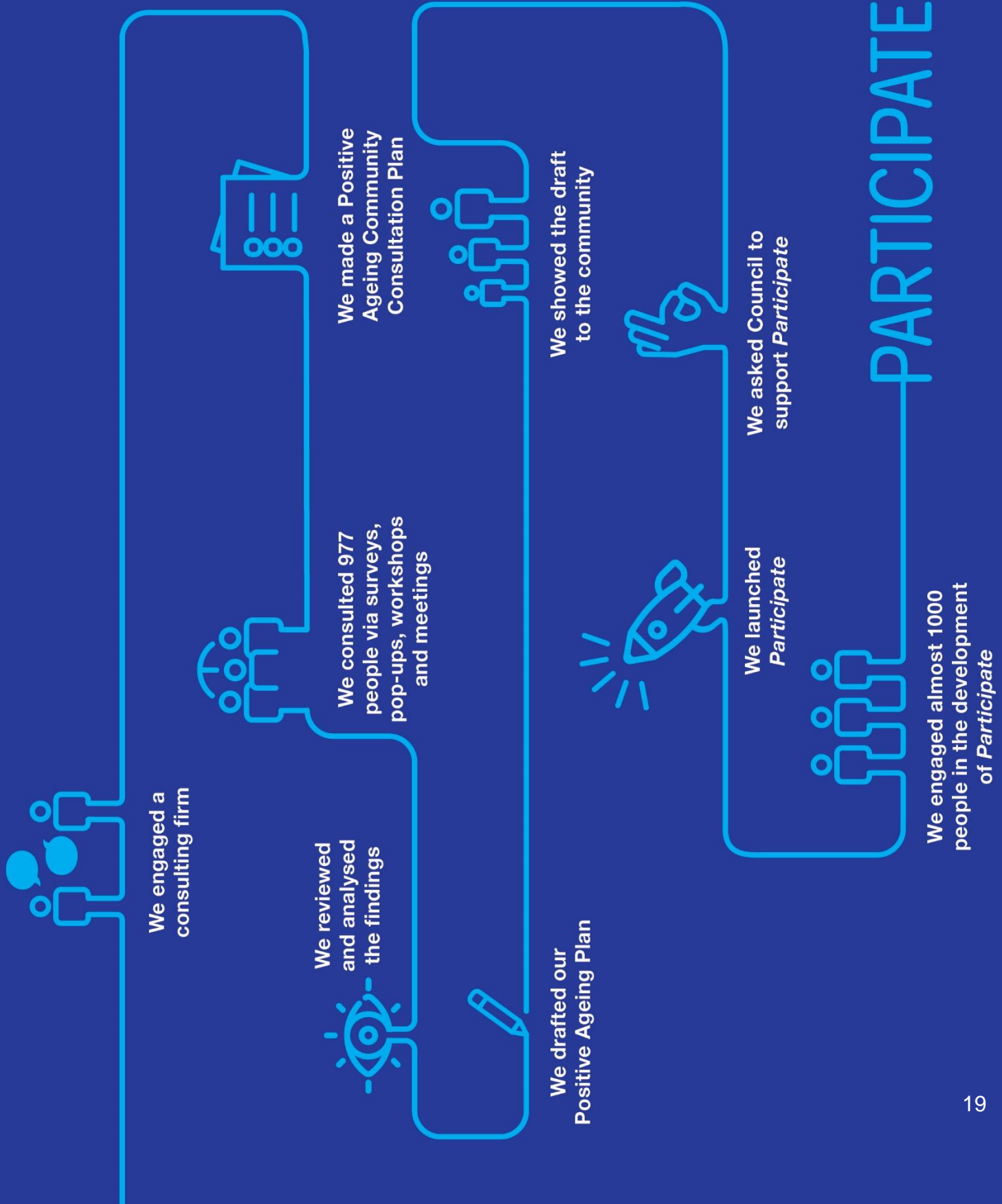
Council will monitor and respond to these changes to ensure our older residents are appropriately informed and will continue to have a role in promoting the health and wellbeing of all residents, including older people, in accordance with the priorities identified in the Council Plan.

¹⁹ Victorian Government – [Ageing and Aged Care April 2020](#)

²⁰ Royal Commission into Aged Care Quality and Safety – [Interim Report](#)

²¹ *ibid*

THE HOW



PARTICIPATE - how we did it

Council engaged consultation experts to plan an extensive community engagement program using Council's engagement framework. The framework aligns with the International Association for Public Participation (IAP2) methodology²² and ensures a strategic approach to identifying and reaching key stakeholders, selecting engagement methods and tools, and identifying the information needed from people to inform planning.

Consultation for PARTICIPATE engaged nearly 1,000 people with responses from across the shire. To do so we:

- Engaged face-to-face with 283 participants through meetings, workshops and drop-in sessions with service providers, health service providers, at community events and with seniors groups across the municipality
- Had 305 engagements with residents via social media
- Engaged 70 participants through five place-based community pop-ups at key locations. These enabled us to meet a diverse range of community members in busy locations during their normal day to day activities or whilst they were attending special community events, and
- Received 310 responses to the online and hard copy survey about how to create an age-friendly community.

With an aim of reaching 10 per cent (890) of the older population in the shire, a focus of the consultation was to ensure we used appropriate engagement strategies and consultation methods that are accessible to older people.

Here is a breakdown of the consultation activities process that led to PARTICIPATE, how we went about it and what was found.

Positive Ageing Plan specific engagement activities	Participants
Positive Ageing Plan surveys (hard copy and online)	310
Positive Ageing Plan workshops, meetings and drop-in session participants	283
Positive Ageing Plan social media engagements (Twitter/Facebook)	305
Pop-Up engagement dotmocracy participants	44
Pop-up engagement chat board participants (approx.)	35
Total participation	977

²² [International Association for Public Participation](#)

WE FOUND

From our consultation and 310 survey results we found

The main issues affecting older people are:



Transport



Health and Wellbeing



Safety



Social Connection and Isolation



Clubs, Groups, Events and Activities

Most common ideas for an Age-friendly Macedon Ranges:



Footpaths



Accessible Health Services



Accessible Housing



Socially Connected and Inclusive

Most common ideas of what an Age-friendly Macedon Ranges looks like in the future:



Respected and Valued



Advocacy and Support



Support Services and Maintaining Independence

PARTICIPATE - what we found

Most people we heard from were aged between 70-84 years (40.6 per cent) followed by 60-69 years (21.6 per cent). Almost 15 per cent of respondents are over 85 years. More women than men participated in our consultation.

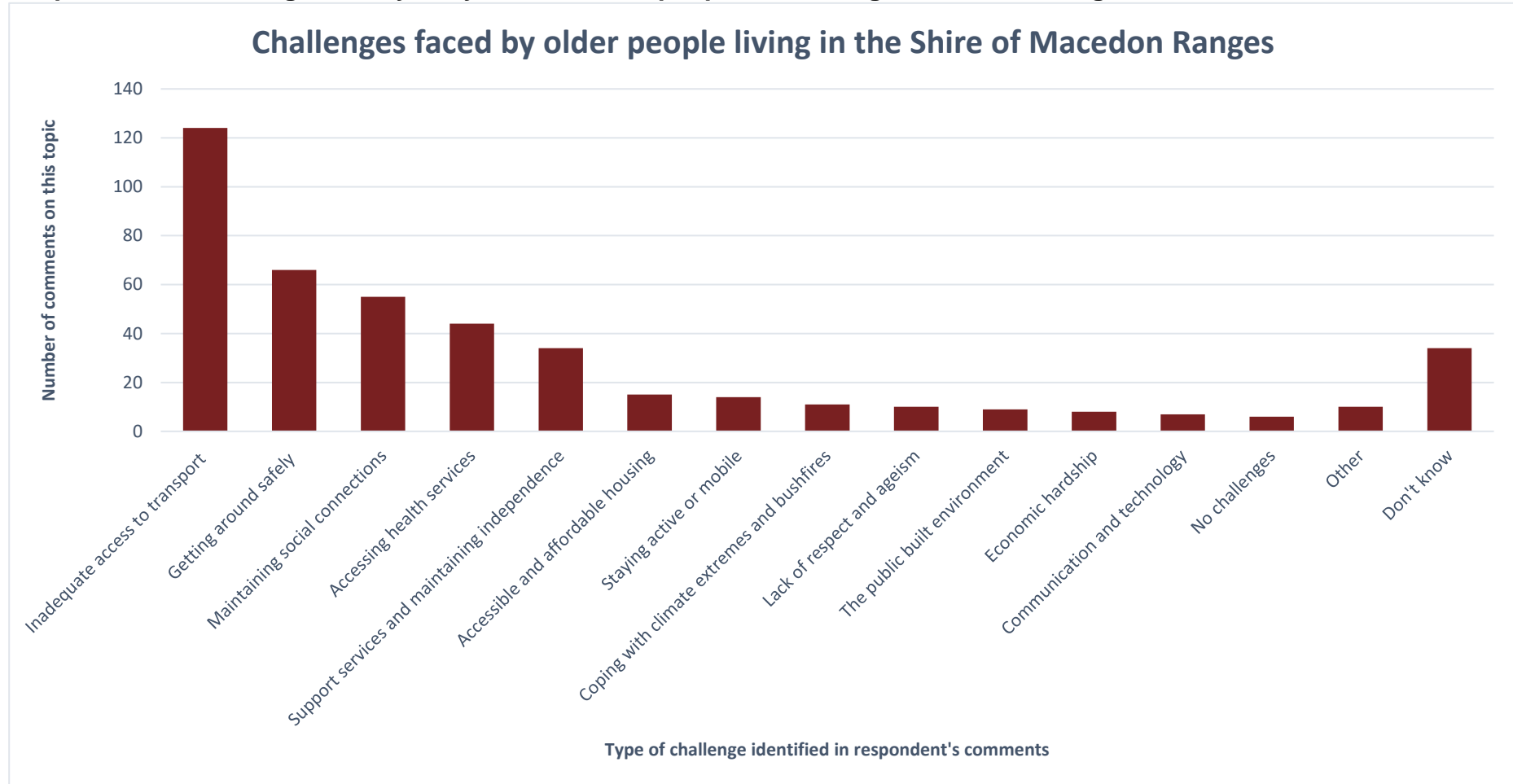
Just over a quarter (28 per cent) indicated that they currently use Commonwealth Home Support Program services delivered by Council. In the 2016 census, 12 per cent of Macedon Ranges residents aged 65 years and older needed assistance with daily activities due to severe or profound disability. Although the data are not directly comparable, the proportion of consultation participants using Council services is therefore likely higher than would be expected across the broader population of older Macedon Ranges residents.

There were four areas of focus about which we gathered data and information, including older people's priorities, aspirations and challenges, and what they liked about growing older in the Macedon Ranges.

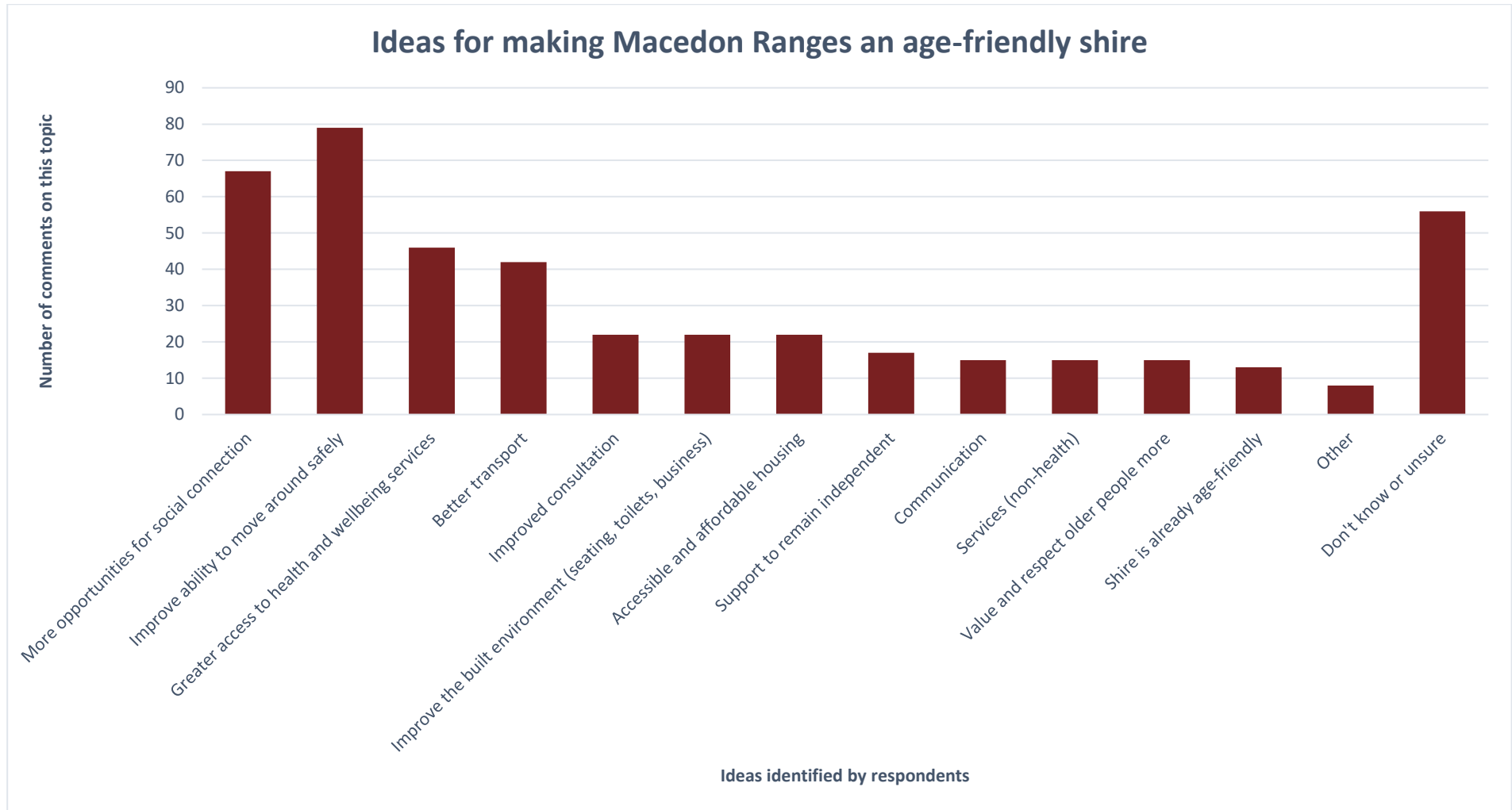
Open-ended survey questions

Responses to the four open-ended survey questions were analysed, sorted and categorised using some prescribed themes as well as themes and sub-themes that emerged in the consultation process. See Appendix 3 for an explanation of how comments were analysed and themed into priority action areas. The key findings relating to each question are described below.

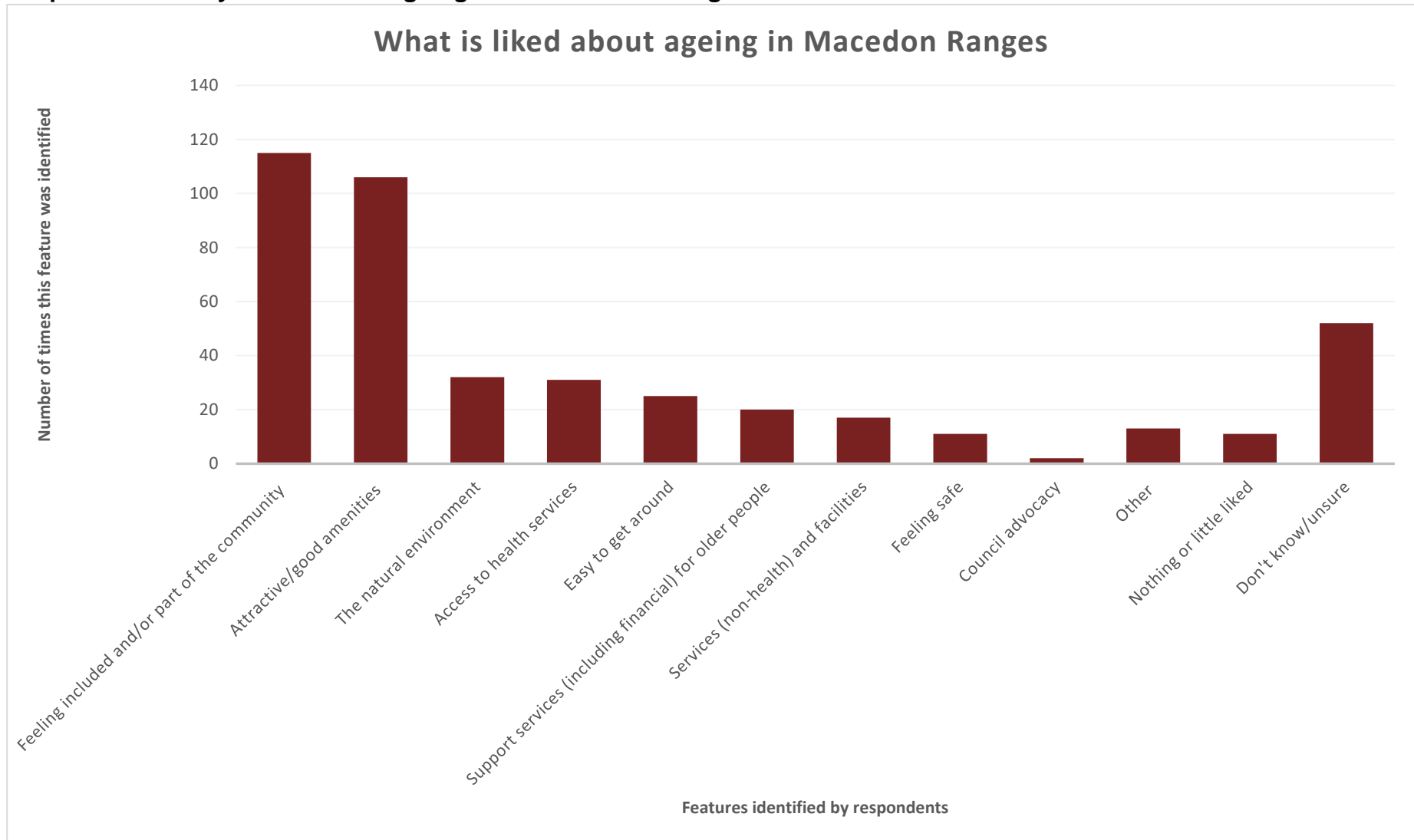
Graph 1. What challenges, if any, do you think older people have living in Macedon Ranges?



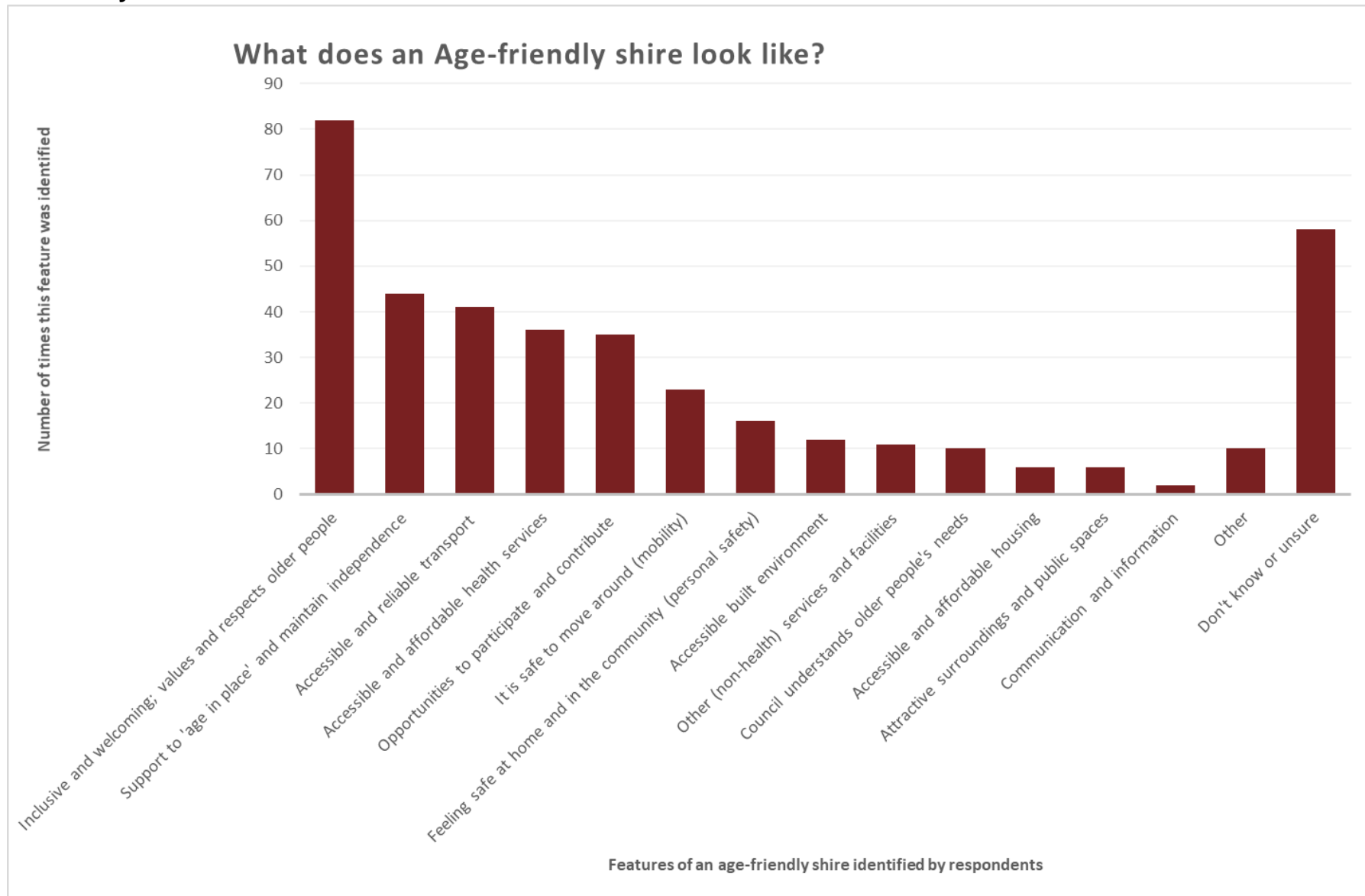
Graph 2. What are your ideas for making Macedon Ranges an age-friendly shire?



Graph 3. What do you like about ageing in the Macedon Ranges?



Graph 4. Thinking about Macedon Ranges in the future, describe what an age-friendly shire looks or feels like and/or what it means to you.



PARTICIPATE, what we found cont'd...

Older people want to stay connected and active by accessing transport options and by being able to move around safely and easily.

Moving around safely and easily was considered the biggest challenge for older residents. They told us that the lack of **local transport** options in the shire compromised their ability to be active and connected, and to access the services and facilities they needed. This was particularly concerning for people who had lost or will lose the ability to drive.

The topics of transport and safety combined generated the largest number of ideas for making the shire more age-friendly. These included better, more or more frequent buses; affordable transport options; more disabled parking spaces close to shops and services; footpath improvements including better connectivity; lowering speed limits; safer road crossings and longer crossing times.

'A bus that is suitable for older people to access'

'Footpaths for safe walking and wheelchairs'

'More traffic lights, making it safe to cross roads'

'Travelling to activities can be difficult if no car / license to drive'

While safety was a concern for a substantial number of older people, a considerable number of comments also indicated that it was something people liked about ageing in the shire.

Older people want better access to health and support services

A considerable number of older people expressed concern that health facilities were not close enough to get to easily, and that travel to hospital or specialist medical services was difficult. Many people also wanted more transport options to access these services.

'Medical services (hospitals) further away'

'Limited professional/specialist medical services'

However, a comparable number of older people identified access to **physical and mental health** services as something they liked about living in the Macedon Ranges.

Many older people also expressed concern about the difficulty in maintaining their own homes and the challenges of accessing home-support services in general but in particular, services that assisted with home maintenance.

'Maintaining large homes and gardens with limited home care services'

Suggestions included increasing in-home support services including firewood deliveries, a housemate, meals on wheels, cleaning services, home care packages, help with shopping, gardening and mowing services would assist in addressing these challenges. However, a moderate number of people also indicated that the support services available were something they liked about ageing in the Macedon Ranges.

'People can age in place and have choices'

Older people want to be connected and stay active by participating in clubs, groups and activities.

An **age-friendly shire** was seen as offering a range of suitable, accessible and affordable social events and activities for older people to stay connected, active and mobile. There was a considerable number of comments indicating that Macedon Ranges' clubs and groups were something they liked about ageing here, and in particular that they like ageing in the Macedon Ranges because of its community feel.

'Sense of community – there is still a village willingness to help others... at this stage'

'The community spirit and fellowship of the long term residents'

However we heard that many older people were worried about becoming **isolated or lonely**, with a moderate number indicating that accessing 'clubs and groups' was a challenge for them. 'Clubs and groups' were also identified by a considerable number of people as an idea for making Macedon Ranges a more age-friendly shire. It is not clear whether this was because of a perceived lack of clubs and groups, because clubs and groups were difficult to access or both.

'Continue to provide access to social and volunteer activities'

'Let's have more community activities across ALL ages'

'Opportunities for older people to engage in community spaces/groups/outings'

Specific suggestions included gardening, craft, social activities, swimming, dances, Men's Shed, volunteering opportunities, singalongs, community meals, local movie showings, entertainment, an all ages sports day, senior citizens' centre, community gardens, activities with childcare centres, informal coffee mornings or book groups, grandparents network and inclusive events. Several of these activities are already offered within the shire so it may be that people just don't know about them, or that they have difficulty accessing them.

Access to housing and improvements to the built environment are a concern for older people.

Although not mentioned as frequently as other issues, access to affordable and appropriate housing and improvements to the **built environment**, (mainly seating, toilets and shops), were a concern for older people.

People also commented that they would like to see a wider variety of shops in the shire and more places that offer delivery.

'Housing costs – limited affordable "downsized" housing'

'Well maintained accessible (public) toilets'

'Accessible shops with disabled-friendly doorways'

Other concerns for older people are being respected and tackling ageism.

People expressed concern about **attitudes towards older people** and not being taken seriously because of their age. Several older people wanted to be **recognised and respected** and given more of a voice in their communities.

It was considered important by several people that an age-friendly shire ensured older people felt **included, valued and respected**.

'Valuing older people and prioritising needs'

'The aged residents are treated with respect and courtesy'

'There is evidence of a culture of respect for the elderly, and all planning decisions have considered the needs of the elderly in the community'

THE PRIORITY ACTION AREAS

We found that an age-friendly shire is one where older people can move around easily and safely and access services and activities needed to live active, healthy, valued, connected and independent lives within a supportive and strong community.

Older people want to be:

- Able to move around safely and easily
- Connected and social
- Respected
- Healthy
- Able to access supports they need
- Safe
- Valued
- Able to contribute to community
- Able to access housing that supports independent living



PARTICIPATING IN THE COMMUNITY

What's important to older people

Staying socially connected and active

Deliver accessible and inclusive programs, activities and events

Support the community to deliver a diverse range of activities inclusive of older people that support social connections

Support the contribution of older people, as workers and volunteers, to the Macedon Ranges' economy

Living well in the community

Support people to live safely and independently in the community

Enable and empower people to make informed decisions about their needs and interests

Support and advocate for the interests of the community in a changing aged care sector



Needs are recognised in infrastructure, housing and the built environment

Improve accessibility of Council facilities and buildings

Deliver improvements that support older people to move around safely and easily

Collaborate with community to identify and respond to transport needs

Actively seek and respond to the needs of people of all ages and abilities in planning processes

Being respected and valued by the community

Deliver opportunities for older people to contribute to community decision-making processes

Inform older people about Council decisions that affect them

Promote older people's rights and reduce risks to their safety

Recognise and celebrate age-friendly aspects of the local community

Deliver initiatives to address ageism and promote age-friendly practices

THE ACTION PLAN



The PARTICIPATE Action Plan has been developed based on the four priority action areas:

- 1 - Staying socially connected and active**
- 2 - Living well in the community**
- 3 - Needs are recognised in infrastructure, housing and the built environment**
- 4 - Being respected and valued by the community.**

These priority areas were developed based on the community engagement process, as well as Council Plan priorities and strategies, important work across other areas of Council, as well as other known community priorities.

The PARTICIPATE actions provide the framework that sets out Council's response to community feedback and supports our aim of being an age-friendly community. Implementation will be collaborative with the community and delivered in partnership with community groups, clubs and organisations within the shire.

Action Plan

Priority Action Area 1 – Staying socially connected and active

I feel included and am able to participate in the community, events and activities that I choose

STRATEGY 1.1: Deliver accessible and inclusive programs, activities and events					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
1.1.1	Coordinate and promote accessible and inclusive programs, activities and events	Planning and Environment MRSC Arts & Culture Strategy 2018-2028	Within existing resources	2020-25	Community Satisfaction Survey score for Community and Cultural Activities Performance shows an improvement annually for people aged 65 years and over
1.1.2	Work in partnership to explore opportunities to improve access (or increase transport options) to local programs, activities and events e.g. trialling of volunteer transport support service for some events	Assets and Operations MRSC Sport and Active Recreation Strategy 2018-2028 Planning and Environment MRSC Arts & Culture Strategy 2018-2028 Romsey and Lancefield Neighbourhood House	Within existing resources	2020-25	Funding sourced for a new transport program to be trialled Community Satisfaction Survey score for Community and Cultural Activities Performance shows an improvement annually for people aged 65 years and over

STRATEGY 1.2: Support the community to deliver a diverse range of activities inclusive of older people that support social connections

ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
1.2.1 Support local groups and organisations to increase opportunities for social connections and participation	<p>Assets and Operations MRSC Sport and Active Recreation Strategy 2018-2028</p> <p>Planning and Environment MRSC Arts & Culture Strategy 2018-2028</p>	Within existing resources	2020-25	Number of programs, activities and events delivered (specifically for older people) and annual increase in participation rates
1.2.2 Direct Council community grant funding to initiatives that emphasise inclusiveness	Planning and Environment Community Funding Scheme	Within existing resources	2020-25	Number of Community Funding Scheme grant applications funded that support increased opportunities for older people to participate
1.2.3 Support and encourage greater diversity in community organisations/groups catering for older people to be inclusive of people regardless of their ability, cultural background, gender, sexual orientation and to deliver new initiatives as appropriate to support this	Corporate and Community	Within existing resources	2020-25	<p>Delivery of annual community education sessions and production of a resource to support and encourage diversity</p> <p>Number of participants from community groups in sessions</p>
1.2.4 Promote and share outcomes of (age-friendly) local projects and support them to be sustainable	Corporate and Community	Within existing resources	2020-22	Loddon Mallee Move It project evaluation completed and results disseminated with partners and community

STRATEGY 1.3: Support the contribution of older people to Macedon Ranges' economy as workers and volunteers				
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
1.3.1 Facilitate diverse and meaningful volunteer and work opportunities for older people (within and outside Council)	CEO Volunteer Central Victoria	Within existing resources	2020-21	Increase in number of older people volunteering Increase in the diversity of roles older people are undertaking
1.3.2 Collaborate with Volunteer Central Victoria and across Council to coordinate, support, engage and recognise volunteers	CEO Volunteer Central Victoria	Within existing resources	2020-21	Annual celebration held for volunteers
1.3.3 Improve access to volunteer and work opportunities for older people	CEO	Within existing resources	2021-25	Number of staff and volunteers aged 65+ maintained and/or increased annually

Priority Action Area 2: Living well in the community

I am confident that there are services, supports and programs available that meet my needs

STRATEGY 2.1: Support people to live safely and independently in the community					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
2.1.1	Continue to support and encourage older people to live independently and enable them to participate and contribute to their community	Corporate and Community	Australian Government and Council funding to July 2022	To July 2022	90% of clients report satisfaction with the Macedon Ranges Commonwealth Home Support Programme Services
			Fees apply		
2.1.2	Provide information to the community about local services and supports, evolving aged care sector reform including the outcomes of the Royal Commission into Aged Care	Corporate and Community	Within existing resources	2020-25	Relevant information about services and support including aged care reforms is communicated promptly with the community via local and social media and relevant publications.
2.1.3	Identify organisational and service implications of the changing landscape of aged care reform	Corporate and Community	Within existing resources	2020-25	Correspondence submitted to Victorian and/or Australian Governments as required
2.1.4	Raise awareness of mental health issues, and educate the community to enable them to support older people who are experiencing mental health problems	Corporate and Community	Within existing resources and some additional resources to be sourced	2020-25	Three Older Person Mental Health First Aid Courses delivered annually

			Some cost recovery		
2.1.5	Support the community to be well informed about how to keep safe during emergencies	Planning and Environment	Within existing and additional resources	2020-25	Deliver at least 8 community education sessions per year on emergency planning and readiness Community Satisfaction Survey score for Emergency and disaster management Performance shows an improvement annually for people aged 65 years and over
2.1.6	In partnership with local public and community health agencies, support networks and community groups, raise awareness about dementia and support people living with dementia and their carers	Corporate and Community Health agencies and networks, community groups / organisations	Within existing resources	2020-25	Local dementia initiatives are promoted and supported as appropriate
2.1.7	Work in partnership with local public and community health agencies, networks and community groups to investigate new ways to support community members to access and use technology (including phones, tablet, internet)	Corporate and Community Macedon Ranges health agencies and networks, community groups / organisations Goldfields Library	Within existing and additional resources	2020-22	New project identified and delivered Number of people supported to use IT for social connection with family and friends

2.1.8	Identify gaps in services for older people and advocate for local needs in relation to diversity and disadvantage	Corporate and Community	Within existing resources	2020-25	Community Satisfaction Survey score for Elderly Support Services Performance shows an improvement annually for people aged 65 years and over Community Satisfaction Survey score for Lobbying on behalf of the community Performance shows an improvement annually for people aged 65 years and over
2.1.9	Investigate reported gaps in health and medical services and advocate to increase availability where need is evidenced.	Corporate and Community	Seek resourcing options	2021-25	Community Satisfaction Survey score for Lobbying on behalf of the community Performance shows an improvement annually for people aged 65 years and over
2.1.10	Support the establishment and/or expansion of health and medical service businesses based on gaps identified	Planning and Environment	Seek resourcing options	2021-25	Number/breadth of health and medical services/ supports increased
2.1.11	Develop principles to guide Council's response to developer applications for residential aged care facilities	Planning and Environment	Seek resourcing options	2020-25	Number of appropriate development submissions received

2.1.12	Continue to invest in older people by actively sourcing appropriate funding opportunities in partnership with the community	Corporate and Community	Within existing resources	2020-25	Funding opportunities that meet local needs and appropriate partners are identified and applications submitted
2.1.13	Collaborate with the community to increase the number of programs and activities available to older people	Corporate and Community	Within existing resources	2021-25	New programs and/or activities are supported as appropriate <ol style="list-style-type: none"> 1. in response to an identified community need, and 2. to become sustainable and independent in the long term

STRATEGY 2.2: Enable and empower people to make informed decisions about their needs and interests					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
2.2.1	Educate the community about services and supports that assist them to advocate for their rights	Corporate and Community Older Persons Advocacy Network Elder Rights Advocacy Seniors Rights Victoria	Existing	2020-25	At least 75 per cent of participants in awareness and/or education sessions indicate increased understanding of where they can obtain support
2.2.2	Disseminate information that enables older residents to improve environmental sustainability in their homes and reduce utilities costs	Planning and Environment Climate Change Action Plan	Part within existing resourced projects	2020-25	Older residents across the Macedon Ranges receive information that informs them of ways to safely reduce home energy use and environmental costs

	Seek resourcing for more targeted information	Uptake of energy-saving initiatives by older residents
Links to 2.1.1 & 2.1.3		

STRATEGY 2.3: Support and advocate for the interests of the community in a changing aged care sector				
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
2.3.1 Maintain an active watch on aged care reform changes impacting the shire	Corporate and Community	Within existing resources	2020-22	Participate in forums and meetings related to reforms. Respond to relevant inquiries, using regional or local approaches.
2.3.2 Continue to advocate to Australian and Victorian Governments for fair and equitable access to service and support needs of the community	Corporate and Community	Within existing resources	2020-22	Community Satisfaction Survey score for Elderly Support Services Performance shows an improvement annually for people aged 65 years and over Community Satisfaction Survey score for Lobbying on behalf of the community Performance shows an improvement annually for people aged 65 years and over
2.3.3 Develop and implement a plan for Council's future role in supporting older residents to live safely and independently	Corporate and Community	Within existing resources	2021-23	A plan has been developed that identifies how older people will be supported in the context of: <ul style="list-style-type: none"> • Ongoing aged care reforms

- The Australian Government's response to the Royal Commission into Aged Care Quality and Safety, and
- Local needs and gaps in services and support
- Council priorities and responsibilities

Priority Action Area 3: Needs are recognised in infrastructure, housing and the built environment

I feel I can participate in and move around my community safely and easily

STRATEGY 3.1: Improve accessibility of Council facilities and buildings					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
3.1.1 Plan for inclusion of people of all ages and abilities in design and development of the new Macedon Ranges Regional Sports Precinct	Assets and Operations	Within existing resources	2020-21	Macedon Ranges Regional Sports Precinct is an inclusive development and is accessible for people of all ages and abilities	
3.1.2 Review assets by auditing compliance with accessibility requirements (including age and dementia friendliness) and seek to address gaps identified in audit	Assets and Operations	Some within existing resources Additional resources may be sought for specific items	2020-25	Number of assets audited annually Number of upgrade works addressing accessibility completed annually	
3.1.3 Use accessible design standards for new/upgraded signage in Council owned and managed facilities and at Council sponsored events	CEO Assets and Operations Council Branding Guidelines	Within existing resources or as part of relevant project funding	2020-25	Council staff demonstrate improved understanding and emphasis on accessible design for signage New/upgraded signage at Council-owned and managed facilities and at Council-sponsored events complies with the relevant standards	

STRATEGY 3.2: Deliver improvements that support older people to move around safely and easily

ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
3.2.1 Improve accessible parking in key locations	Assets and Operations	Within existing resources	2020-25	Community Satisfaction Survey score for Parking Facilities Performance shows an improvement annually for people aged 65 years and over
3.2.2 Deliver improvements to footpaths, including footpath connectivity, to meet local needs	Assets and Operations Shire-wide Footpath Plan	Existing annual funding allocation Additional resources may be sought for specific identified projects/issues	2020-25	Community Satisfaction Survey score for Condition of Local Streets and Footpaths Performance shows an improvement annually for people aged 65 years and over
3.2.3 Include in improvements to parks and public spaces accessibility considerations for older people, including exploring age and dementia-friendly modifications to these spaces such as reducing trip hazards, improving wayfinding cues	Assets and Operations MRSC Open Space Strategy Walking and Cycling Strategy Shire-wide Footpath Plan	Additional resources may be required	2020-25	Number of works completed annually to parks and public spaces that focus on accessibility Activation of Healthy Heart of Victoria outdoor exercise equipment completed
Links to 1.1.2				

STRATEGY 3.3: Collaborate with community to identify and respond to transport needs				
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
3.3.1 Advocate to the Victorian Government for improved public transport within the region	Corporate and Community	Within current resources	2020-25	Community Satisfaction Survey score for Lobbying on Behalf of the Community Performance shows an improvement annually for people aged 65 years and over
3.3.2 Advocate for Victorian Government funding for a feasibility study to expand bus services and on-demand transport within and between Macedon Ranges townships. <i>(On-demand transport includes taxis, ride-sharing, car-sharing, volunteer transport)</i>	Corporate and Community	Within current resources	2020-22	Funding for a feasibility study is obtained

STRATEGY 3.4: Actively seek and respond to the needs of people of all ages and abilities in planning processes					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
3.4.1	Ensure structure plans consider diverse housing options to reflect demographic change, including smaller dwellings for older people in well serviced locations	Planning and Environment Gisborne Structure Plan Kyneton Town Centre Urban Design Framework project	Within existing resources	2020-25	Gisborne Structure Plan and Kyneton Urban Design Project provide for diverse housing options
3.4.2	Ensure that planning for all aspects of the built environment addresses accessibility issues for people of all abilities and includes seating and public toilets	Planning and Environment Gisborne Urban Design Framework Kyneton Urban Design Framework	Within existing resources	2020-25	MRSC planning for the built environment incorporates seating, public toilets and other features important for older people
3.4.3	Review Council's Developer Contribution Plan to include footpath connectivity, transport and access to community facilities	Planning and Environment Developer Contribution Plan	Within existing resources	2020-21	Review completed and reported in annual work plan
3.4.4	Seek input from older people into the regular consultative process for the 10 Year Asset Plan	Planning and Environment Council's annual budget process MRSC Community Consultation Framework	Seek resources	2020-25	Consultation data collects age related data and responses received from the over 65 year population.

Priority Action Area 4: Being respected and valued by the community

My right to live a safe, dignified life and make my own decisions is respected and my contributions and input are valued

STRATEGY 4.1: Deliver opportunities for older people to contribute to community decision-making processes				
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
4.1.1 Inform, enable and encourage older residents to 'Have Your Say' on Council-related activities	CEO Corporate and Community MRSC Community Consultation Framework	Within existing resources	2020-25	Community Satisfaction Survey score for Community Consultation and Engagement Performance shows an improvement annually for people aged 65 years and over Increased subscribers to Macedon Ranges Over 55s Connect newsletter and Facebook
4.1.2 Ensure that Council policy and plans for communication, consultation and advocacy include processes that address the needs of older people	CEO Corporate and Community MRSC Community Consultation Framework	Within existing resources	2020-25	Community Satisfaction Survey score for Community Consultation and Engagement Performance shows an improvement annually for people aged 65 years and over Increased subscribers to Macedon Ranges Over 55s Connect newsletter and Facebook

STRATEGY 4.2: Inform older people about Council decisions that affect them

ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
4.2.1. Communicate and share information in a range of ways/methods to cater to the diverse needs of the community e.g. newsletters, information and education sessions	CEO	Within existing resources	2020-25	Community Satisfaction Survey score for Informing the Community Performance shows an improvement annually for people aged 65 years and over

STRATEGY 4.3: Promote older people's rights and reduce risks to their safety

ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES
4.3.1 Reduce elder abuse by raising awareness of older people's rights and how risks of abuse can be addressed	Corporate and Community	Within available resources	2020-22	At least 75% of responses to feedback after community education activities (not just those focusing on elder abuse) indicate they are more aware of their rights after participating
4.3.2 Promote personal safeguards against fraud/scams	Corporate and Community	Within available resources	2020-22	Community Satisfaction Survey score for Informing the Community Performance shows an improvement annually for people aged 65 years and over

STRATEGY 4.4: Recognise and celebrate age friendly aspects of the local community					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
4.4.1 Explore initiatives to recognise local businesses, groups, organisations and services that celebrate ageing and/or adopted positive ageing practices and strategies to support older people	Corporate and Community Municipal Association of Victoria Victorian Government	Within available resources	2021-22	Seek and support at least one nomination each year from the community for the Victorian Government Age-Friendly Victoria Award (which recognises an organisation for creating age-friendly communities, promoting active ageing and improving quality of life and inclusion for older people). Seek to include recognition of positive ageing practices in councils business awards and events and Festivals Grants process	

STRATEGY 4.5: Deliver initiatives to address ageism and promote age-friendly practices					
ACTIONS	RESPONSIBILITY & RELATED STRATEGY/PLAN	RESOURCES	TIMELINE	INDICATORS AND MEASURES	
4.5.1	Council continues to lead in promoting and demonstrating age-friendly practice in Macedon Ranges.	Corporate and Community	Within existing resources	2020-25	Annual work plan for Positive Ageing Plan completed and actions completed Council approves and endorses commitment to drafting new plan beyond 2025
4.5.2	Deliver on annual requirements of membership to the World Health Organisation's Global Network of Age Friendly Communities Network and the Age Friendly Victoria Declaration	Corporate and Community	Within existing resources	2020-25	Council supports the maintenance of Macedon Ranges Shire's membership of the Global Network Council renews its endorsement of the Age-friendly Victoria Declaration Submission of two Age-friendly Practice case studies per annum to WHO GNAFC
4.5.3	Support and promote age-friendly community initiatives, to address inclusion and promote respect of older people	Corporate and Community	Within existing resources	2020-25	Seek and support at least one nomination each year from the community for the Victorian Government Age-Friendly Victoria Award (which recognises an organisation for creating age-friendly communities, promoting active ageing and improving quality of life and inclusion for older people).
4.5.4	Investigate the feasibility of delivering a new education and awareness raising	Corporate and Community	Seek resources	2021-22	Council supports the EveryAGE counts campaign

	program for Council to counteract ageism, such as the EveryAGE Counts campaign				35 per cent of Council staff complete the EveryAGE counts 'Am I Ageist'? quiz
4.5.5	Consider and implement a process whereby policies and plans are reviewed with an age-friendly lens	Corporate and Community	Seek resources	2021-22	A process is developed that enables assessment of Council policies and plans The process is implemented and reviewed
4.5.6	Ensure that the contributions of older people to the community are appropriately recognised	Corporate and Community Volunteer Central Victoria	Within existing resources	2020-25	Older people and relevant Council departments have been consulted and an options for recognition identified – 2020-2021 The preferred option is implemented 2021-2025
4.5.7	Ensure that the diversity of older people is accurately portrayed and reflected in Council publications and materials	CEO	Within existing resources	2020-25	Build on photo library of council and use local images and images of people in publications (where possible) A review of Council publications and materials indicates older people are represented at their portrayal does not depict stereotypes about older people and ageing.

PARTICIPATE - how we will implement

Council's Community Support unit will be responsible for leading the implementation of PARTICIPATE and reporting to Council annually.

A collaborative approach is required and in several instances responsibilities of some actions may extend across other areas of Council and partner agencies. This includes a range of service providers, agencies of the Victorian and Australian government and local community groups, clubs and organisations. Emphasis has also been placed on building capacity in the community to support programs that encourage community-led initiatives.

We acknowledge the importance of having older people involved in the planning and design of new activities and aim to facilitate this where appropriate to encourage greater PARTICIPATION.

An annual work plan will be developed by the Healthy Ageing Engagement team that incorporates PARTICIPATE actions. This work plan will inform reporting to key stakeholders and review of strategies as appropriate in the light of changing priorities at all levels of government, emerging issues and opportunities such as new funding streams.

It is acknowledged that the success of the plan relies on Council, identified stakeholders and the community working together.

PARTICIPATE - how we will evaluate

- Against the measures and/or indicators specified in the Action Plan
- Inclusion and measurement in service planning
- Reporting progress against selected activities as part of the quarterly reporting process
- Annual review and briefing to Council

PARTICIPATING

Everyone – no matter what their age – has the right to a life with dignity, purpose, meaning and opportunity.

When older people are able to participate fully in their community, we all benefit.





SUPERVISOR

CROSSING
SUPERVISOR

STOP

Appendix 1: Age-friendly Victoria declaration



Vision

The vision of the Victorian Government and the Municipal Association of Victoria in signing this Declaration is for better state and local planning for the creation of age-friendly communities. This is the focus of our shared activities on common goals and directions.

Population ageing is a world-wide phenomenon as a consequence of increasing life expectancy. In Victoria, people are living longer and many of today's young Victorians will live beyond 90, even 100, years. We need to create communities that respond to this significant social change and better support people as they age.

It is vital that governments focus on the opportunities as well as the challenges of an ageing population. While older people contribute significantly to our communities, there is more to be done to support and develop the roles and contributions of older people. Ageing populations require actions that promote quality of life and wellbeing, value the contributions that older people make to their communities, remove barriers to participation, and enable people to 'age in place' and maintain local connections and community belonging.

Age-friendly communities encourage active ageing and optimise opportunities for good health, social and economic participation and personal security. They recognise the great diversity of our older population, promote inclusion of older people and respect their decisions and lifestyle choices. They involve service providers, businesses, community leaders and older people in planning to meet ageing-related needs. They enhance quality of life for people as they age, and benefit the whole community.

Local government plays a key role in planning and establishing age-friendly communities and has been assisted in this by the Victorian Government in collaboration with the Municipal Association of Victoria. The Victorian approach is informed by the World Health Organization's *Age-friendly Cities* framework, and the experience of councils' use of World Health Organization's information and tools.

Experience shows that the best way to strengthen the age-friendly capacity of local communities is through partnerships between seniors, governments, communities, businesses, services and support agencies. In partnership with the Municipal Association of Victoria, the Victorian Government has been supporting local government since 2006 with initiatives aimed at improving their capacity to plan for and support seniors, and to create communities that better accommodate their ageing populations.

This partnership approach has raised the awareness of ageing across both levels of government, improved knowledge and understanding of international age-friendly cities and communities, and created local age-friendly initiatives. This Declaration builds on these strengths and furthers the partnership between state and local government to continue to support and assist Victorian councils to create age-friendly communities.

Martin Foley MP
Minister for Housing, Disability and Ageing

Date: 14 April 2016

Cr Bill McArthur
President, Municipal Association of Victoria

Commitment

The Victorian Government and the Municipal Association of Victoria will build the age-friendly capacity of local communities by:

1. promoting an age-friendly Victoria through the role and achievements of local government in creating age-friendly communities and providing leadership to encourage local councils and stakeholders to develop the principles of the age-friendly cities and community directions
2. supporting state and local planning processes to create age-friendly communities and using the knowledge, information and tools available through the World Health Organization's Global Network of Age-friendly Cities
3. providing local councils with leading advice, expertise, access to networks, policy information and other support to encourage local age-friendly initiatives
4. empowering seniors' involvement in local age-friendly initiatives by assisting councils to develop active engagement structures and models of localised seniors community input
5. encouraging seniors to get involved in areas they see as important such as local community transport, volunteering, community participation, diversity of housing options, seniors safety, technology access and lifelong learning
6. addressing the built environment, transport, housing, social participation, respect and social inclusion, civic participation and employment, communication, and community support and health services for age-friendly communities as listed in the 2008 World Health Organization's *Age-friendly Cities: A Guide*
7. valuing stakeholder engagement and working together to promote and strengthen partnerships with peak bodies, community organisations, businesses, retailers and council-run facilities.

The undersigned council endorses and supports the intention and commitments of this Declaration.

Mayor JENNIFER ANDERSON


Council MORNINGTON RANGES SHIRE

Date 28/6/2017

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MUNICIPAL ASSOCIATION OF VICTORIA

VICTORIA
State Government

Appendix 2: Survey questions and findings



COMMUNITY SURVEY FOR THE POSITIVE AGEING PLAN SHARE YOUR IDEAS FOR AN AGE FRIENDLY SHIRE

Introduction

What does an age friendly Shire look like? How can we make sure older people live safe, healthy and connected lives within our community?

All your feedback and ideas will help inform the development of the Macedon Ranges Positive Ageing Plan.

This plans will guide us into the future and outline how we can best support older people (65+ years) in response to the significant growth over the next 10 years in Macedon Ranges and in light of major Government reforms impacting aged care services.

We want to know how older people can be more connected and active, move around safely and easily, have good access to public spaces and buildings, feel valued and part of the community and live healthy and happy lives, accessing the support and services they need.

The survey
This survey is divided into two sections: A little about you and A age friendly Shire and should take approximately 5 minutes to complete. Please feel free to answer a few or all questions that are relevant to you. You can also complete this survey online at mrcs.vic.gov.au/About-Council/News/Have-Your-Say

A little about you

This information helps us ensure that a diverse range of people have shared their ideas including people of different ages, locations across the Shire, parent, carer and genders.

- Where do you live?**

<input type="checkbox"/> Gisborne	<input type="checkbox"/> New Gisborne
<input type="checkbox"/> Kyneton	<input type="checkbox"/> Kiddell Creek
<input type="checkbox"/> Luncefield	<input type="checkbox"/> Ramsey
<input type="checkbox"/> Malmsbury	<input type="checkbox"/> Woodend
<input type="checkbox"/> Mount Macedon/ Macedon	<input type="checkbox"/> Other: _____
- How old are you?**

<input type="checkbox"/> Under 11 years	<input type="checkbox"/> 50-59 years
<input type="checkbox"/> 12-17 years	<input type="checkbox"/> 60-69 years
<input type="checkbox"/> 18-24 years	<input type="checkbox"/> 70-84 years
<input type="checkbox"/> 25-34 years	<input type="checkbox"/> 85+ years
<input type="checkbox"/> 35-49 years	<input type="checkbox"/> Prefer not to say
- Gender**

Female

Male

Prefer to self-identify: _____

Prefer not to say
- I identify as: (tick as many that apply)**

A person with a disability

Aboriginal or Torres Strait Islander

LGBTIQ+

A carer of a person aged over 65 years

A parent or carer of a child/ren under 9 years

None of the above

Prefer not to say
- Do you speak a language other than English at home? (please tick)**

No

Yes What Language: _____
- Are you a current user of Council's Aged Care Services? (example: home support, respite)**

Yes No

Age Friendly Shire

- What three things are the most important to **IMPROVE** in Macedon Ranges to ensure that older people can live a safe, healthy, connected and a happy life? (Number your top THREE only with 1 being the most important)

<input type="checkbox"/>	Access to public spaces and buildings (i.e. accessibility of parks, footpaths, toilets, seating and buildings)
<input type="checkbox"/>	Moving around safely and easily (i.e. transport, driving, walking etc)
<input type="checkbox"/>	Access to suitable housing to support independent living
<input type="checkbox"/>	Access to and enjoying social activities, including events and groups
<input type="checkbox"/>	Opportunities to get involved in the local community and contribute (i.e. work and volunteering)
<input type="checkbox"/>	Access to information on events, activities, support services and learning opportunities
<input type="checkbox"/>	Access to community support such as home care services
<input type="checkbox"/>	Access to health services
<input type="checkbox"/>	Feeling a valued and an important part of the community

- What challenges, if any, do you think older people have living in Macedon Ranges?

- What are your ideas for making Macedon Ranges an age friendly Shire?

- What do you like about ageing in the Macedon Ranges? (Your response will help us to know what you like and would like to see maintained or improved that already contributes to positive ageing in the shire)

- Thinking about Macedon Ranges in the future describe what an age friendly Shire looks or feels like and/or what it means to you?


Thank you for providing your feedback and ideas

- If you would like to be kept up to date about this project and be informed when the Draft Positive Ageing Strategy is ready for community feedback, please leave your details below. If you are under 18 years of age, please **only** provide your first name and no other details.

Name:	
Email:	
Address: (if you don't have email):	

Privacy statement:

We are committed to the responsible collection and handling of personal information, consistent with the principles in the Information Privacy Act and the Health Records Act. We will only use the personal information you provide for the purposes for which it was collected and any other authorized use. The information we collect may also be used for other planning and research purposes to improve our services to the community. We will never reveal personal information we collect to third parties, unless disclosure is required or authorized by law.



Appendix 3: We Found – additional supporting data from consultations

Approach to data analysis for open-ended survey questions

As the consultation generated large volumes of personalised feedback via the online and hard copy surveys open ended questions, the responses were analysed, carefully sorted, and categorised using some prescribed themes as well as emergent themes and sub-themes. Over 4,200 individual comments were received via the eight open-ended questions in both surveys.

The feedback was collated and manually reviewed for recurring and common themes, which were then identified as sub-themes. Following the identification of sub-themes, each statement within the feedback was coded to generate frequency counts that reflected the relative centrality of the topic. Where a statement did not appear to neatly fit within a theme or sub-theme, it was classified as “Other”.

To understand the number of comments received under each open-ended question the following terms were used to describe the number of comments received in each theme and sub-theme.

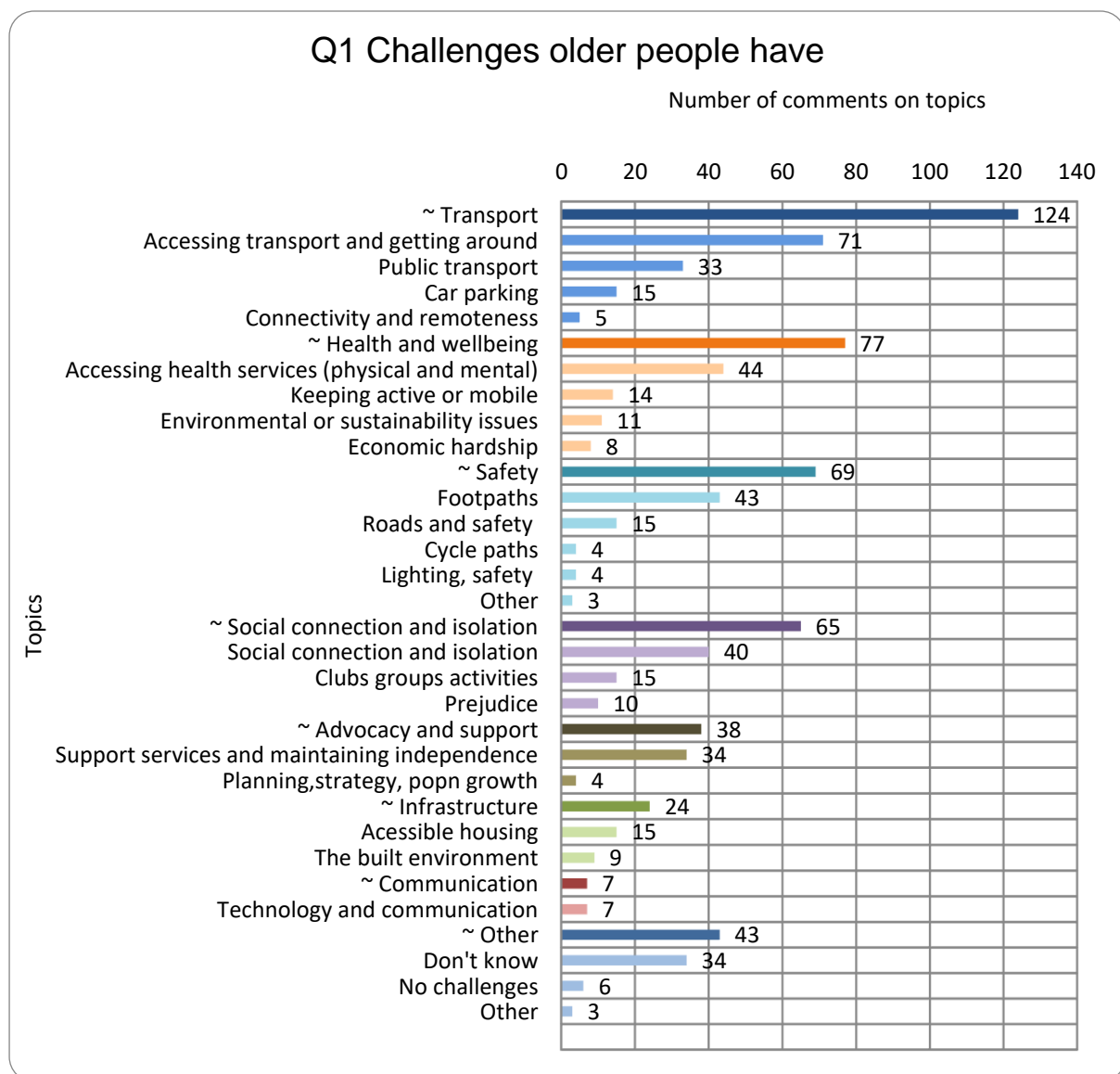
Term	Number of comments
Very large amount/number of comments	= 150+
Large amount	= 100–149
Sizeable amount	= 75–99
Substantial amount	= 50–74
Considerable amount	= 25–49
Moderate amount	= 15–24
Several comments	= 8–14
Small number	= 4–7
Few	= 3
Couple	= 2

The findings

Challenges for older people

The most frequently identified challenges facing older people in the shire were accessing transport, the ease of getting around generally and accessing health services. In addition, the issue of footpath quality and continuity was frequently raised, making ease of movement the most identified issue for respondents.

Other topics with a considerable number of comments included public transport (predominantly the need for more, and more accessible public transport), the importance of opportunities for older people to make social connections in order to reduce social isolation, and support services availability to assist people to maintain independence.

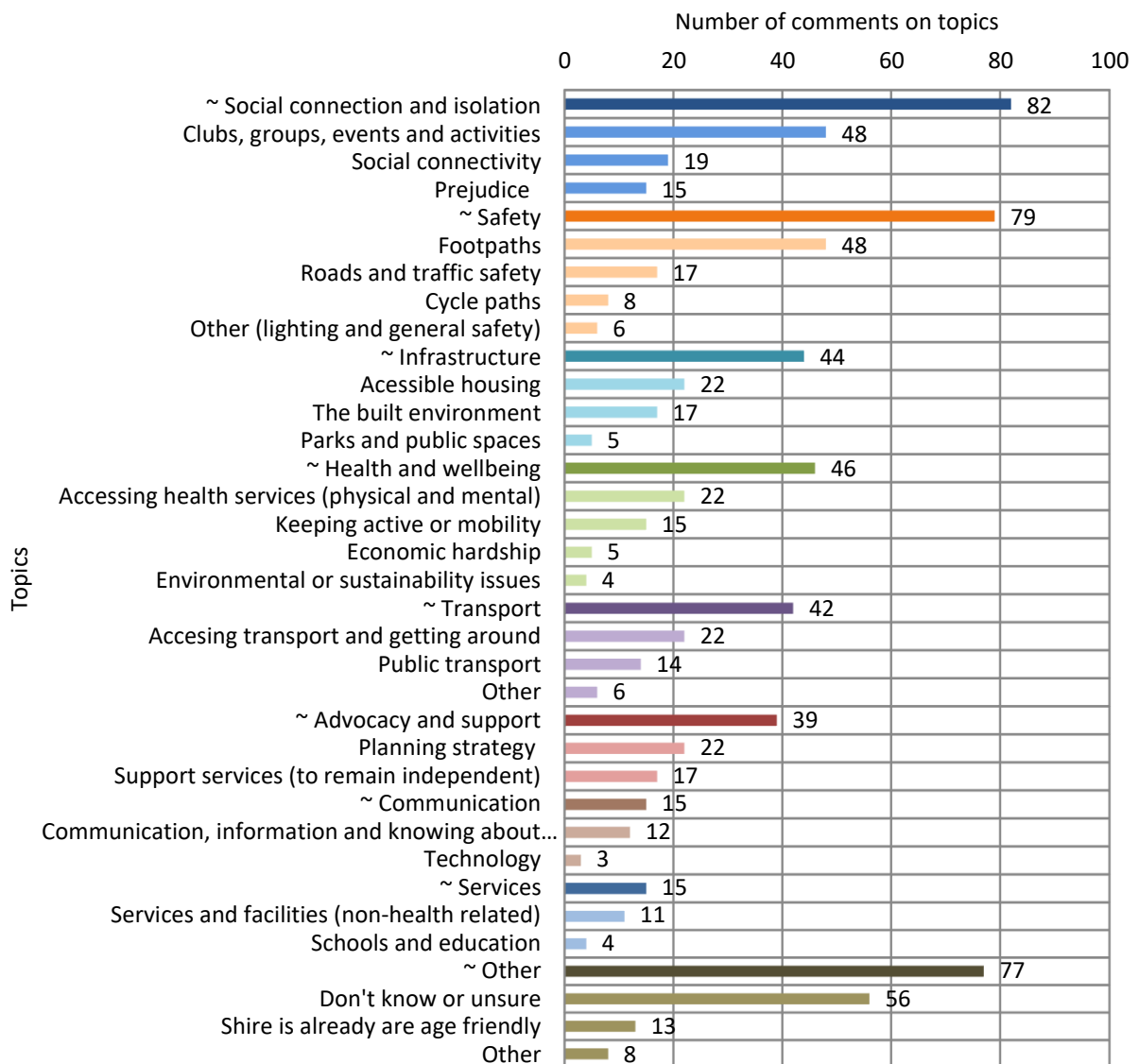


Ideas for making an age-friendly shire

Ideas for an age-friendly shire most commonly discussed the availability and accessibility of activities and events. The social connections and inclusion that this was considered to facilitate were viewed as essential to create an age-friendly shire. Good transport was again considered an important facilitator of positive outcomes. Increased housing and health provision were also considered important aspects of making an age-friendly shire.

Again, footpaths were identified as an aspect of infrastructure in need of improvement. This was viewed as enabling shire residents to move about more freely and safely.

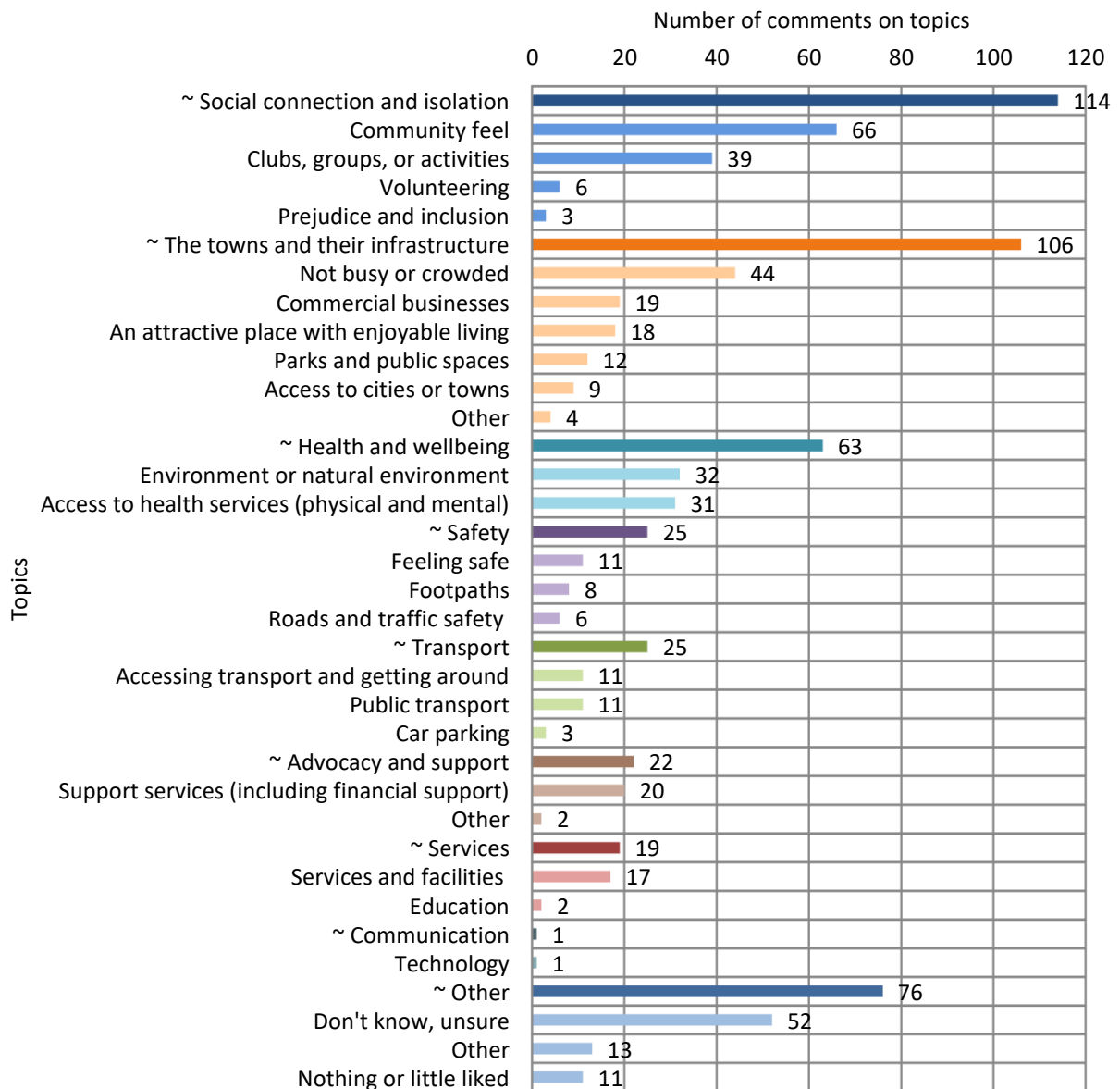
Q2 Ideas for making Macedon Ranges an age-friendly shire



What is liked about ageing in the Macedon Ranges?

The most liked aspects of ageing in Macedon Ranges was the community feeling created by being surrounded by friendly and supportive people. In addition, living in a lightly populated place and being able to access good health services were liked by many. People valued the positive community feel of where they live and the unhurried pace of life, typical of smaller towns. A number of respondents also appraised the attractiveness of the area or the quality of the natural environment. A substantial number of respondents stated they did not know what they liked about ageing there.

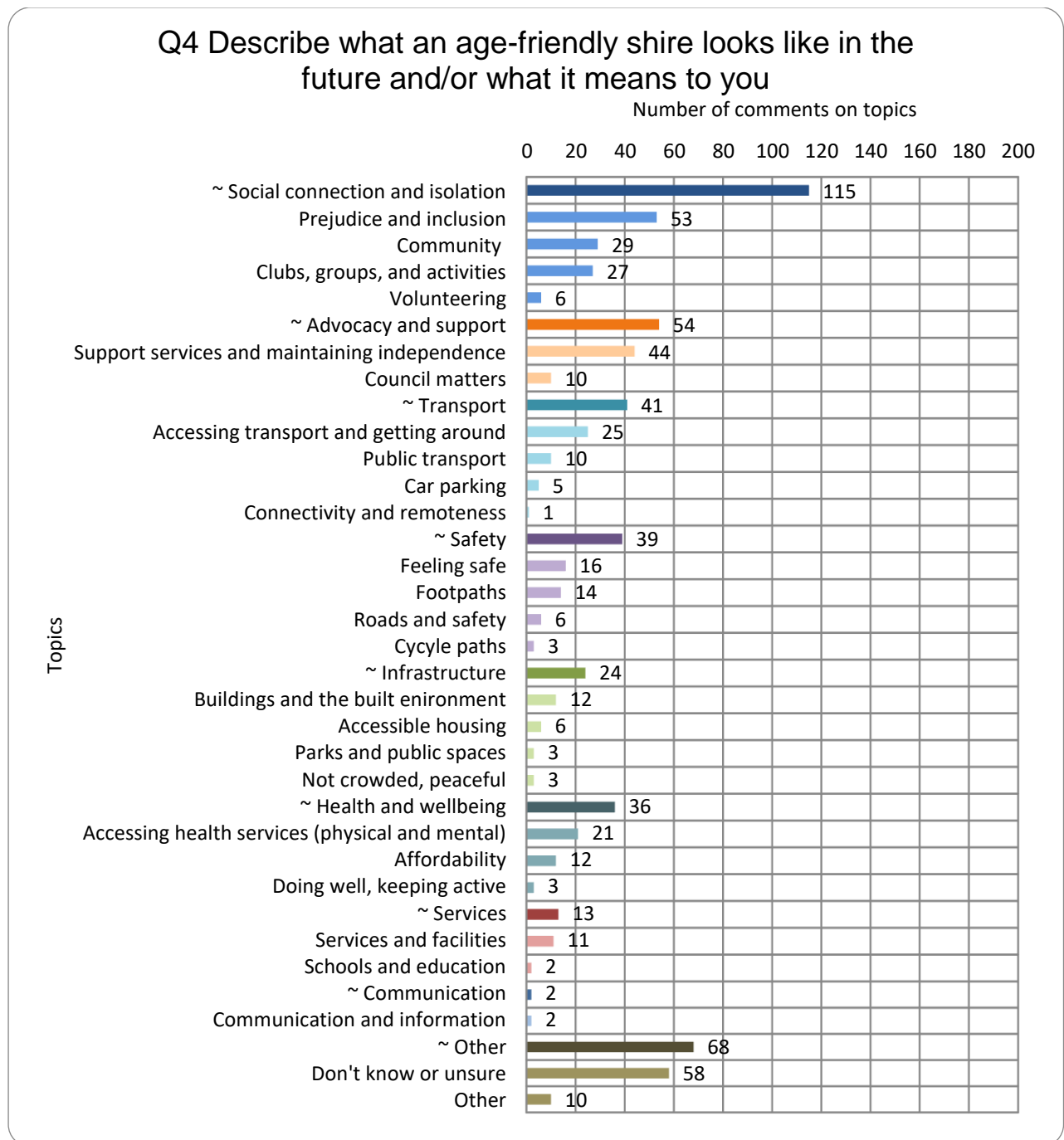
Q3 What already liked about ageing in the Macedon Ranges



What an age-friendly shire looks like

Respondents' aspirations for an age-friendly shire discussed feeling included, welcome, and valued, and the ability to access support services into old age so that independence can be maintained. For many, this meant a strong sense of community with informal supports in place.

In addition, the ability to participate socially, including ease of movement to and from activities, were important for people. Other fundamental aspects of an age-friendly shire were individuals feeling safe and having access to quality health care.

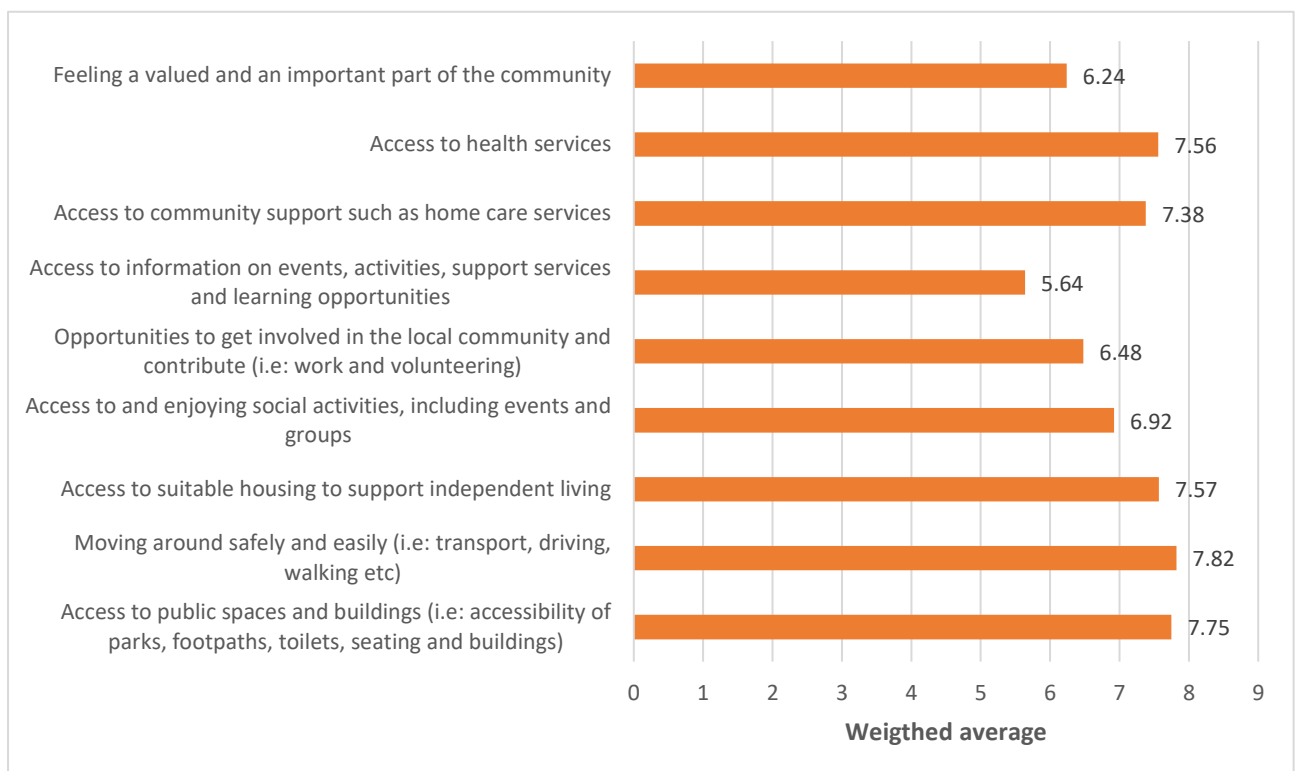


Things that are most important to improve in Macedon Ranges to ensure older people can live a safe, healthy, connected and happy lives

Survey respondents were asked to select from a list of nine predetermined items the three things that were **most important to improve** to ensure older people lived safe, healthy, connected and happy lives.

Of the 292 respondents who answered this question, moving around safely and easily was the most important with a weighted average of 7.82, followed access to public spaces and buildings (weighted average 7.75), access to suitable housing to support independent living (weighted average 7.57) and access to health services weighted average 7.56).

What three things are most important to IMPROVE in the Macedon Ranges to ensure older people can live a safe, healthy, connected and happy life?



Appendix 4. Qualitative consultation locations and audience reached

GROUP	TOWN	TYPE
Romsey/Lancefield Feed It forward	Romsey	Community Lunch
Woodend Community Lunch	Woodend	Community Lunch
Residents - no specific group	Kyneton	Community lunch
Residents - no specific group	Gisborne	Info table + surveys
Kyneton University of the third Age (U3A)	Kyneton	Interactive Workshop
Men's Shed/ Senior Citizens Group	Riddells Creek	Interactive workshop
Council staff - Healthy Hearts Victoria, Aquatic and Leisure, Arts and Culture, Immunisation, Infrastructure (playgrounds/maintenance/outdoor space), Maternal Child Health, Early Years Staff, Community Support Unit, Customer Support unit, Youth services	-	Interactive workshop
Men's sheds/ Senior Citizens Group / U3A (2)	Kyneton	Interactive workshop
Men's sheds/ Senior Citizens Group / U3A (1)	Gisborne	Interactive workshop
Invited U3A, Seniors, Men's Sheds + targeted other local community groups	Woodend	Interactive workshop
Invited U3A, Seniors, Men's Sheds + targeted other local community groups	Lancefield	Interactive workshop
Invited U3A, Seniors, Men's Sheds + targeted other local community groups	Romsey	Interactive workshop
Macedon Ranges Community Care Partnership group	Gisborne	Meeting
Cobaw Community Health, Macedon Ranges Health, Kyneton District Health, Aged Care providers etc. (Doctors surgeries/specialist – Occupational Therapist/Speech pathologist)		Phone consults and surveys
Kyneton Agricultural Show	Kyneton	Pop up 1
Residents - no specific group	Woodend	Pop-Up 2
Residents - no specific group	Kyneton	Pop-Up 3
Residents - no specific group	Woodend	Pop-Up 4
Residents - no specific group	Gisborne	Pop-Up 5

Qualitative findings

Community Groups

Six interactive sessions were held with community members and representatives from local groups to facilitate targeted discussions about positive ageing in Macedon Ranges. In total fifty-four people attended these sessions and included residents and representatives from:

- Kyneton U3A
- Kyneton Senior Citizens Group
- Macedon Ranges Health
- Gisborne Church of Christ
- Riddell & District Senior Citizens Club
- Intereach
- Lancefield Men's Shed

In addition, a separate meeting was also held with representatives from the Macedon Ranges Community Care Partnership Group that was attended by seven people with representatives from:

- Kyneton District Health (newly named Kyneton Health - Central Highlands Rural Health)
- Macedon Ranges Health (supported by Benetas)
- Cobaw Community Health
- Macedon Ranges Shire Council
- Department of Health and Human Services

Council staff also attended a range of groups and community lunches to talk about the project and distribute information and hard copy surveys. Over 275 surveys were distributed to attendees.

Below is a summary of the feedback received at these sessions. Not all sessions provided opportunities for instant feedback, with many participants taking home a hard copy survey to be returned via a reply-paid envelope.

Interactive sessions

At the interactive session, people were asked *'What challenges do older people have living in Macedon Ranges.'*

The highest number of responses to this question involved people's health and wellbeing (19 comments), in particular being able to access various health services. The second highest number of responses involved transport (13 comments) including the lack of public transport and transport options to help older people stay mobile, connected and less isolated.

Comments relating to infrastructure were raised 11 times and included concerns about lack of footpaths and parking. Unsafe footpaths was also raised several times

under the theme of safety. Other topics under safety included fear associated with bushfires, increased traffic and cars speeding and lack of street lighting.

Isolation of older people across Macedon Ranges was also raised as an important challenge (mentioned in 9 comments) as well as poor internet access.

The table below shows the number of comments made under each theme:

Theme	No of comments
Health and wellbeing (including access to services)	19 comments
Transport	13 comments
Infrastructure	11 comments
Safety	10 comments
Social connection and isolation	9 comments
Communication	7 comments
Advocacy and support	1 comment
Other	3 comments

Participants in these sessions were also asked: *What are your ideas for making Macedon Ranges an age-friendly shire?*

A range of ideas was provided across all the key themes. There were 13 ideas under health and wellbeing, which mainly involved increased services for older people in Macedon Ranges like:

- Services to help people remain independent:
 - outreach services to smaller towns and rural areas
 - delivered meals
 - assistance with getting groceries and shopping
 - assistance with maintaining properties in the lead up to bushfire season
- Places for older people to connect like a drop-in centre and recreational activities
- Support services including for mental health and for those who have lost a partner

There were eight ideas involving Council supporting already existing seniors' groups to help them grow and be successful and eight ideas relating to communications, seven of which were about Council increasing and improving communications with older people and information available.

Other ideas included undertaking a footpath audit and improving unsafe footpaths, more community bus services, celebrating and promoting Neighbours Day to get neighbours to look out for each other and more intergenerational activities and opportunities.

The table below shows the number of comments made under each theme:

Theme	No of comments
Health and wellbeing (including access to services)	13 comments
Advocacy and support	8 comment
Communication	8 comments
Social connection and isolation	6 comments
Transport	5 comments
Infrastructure	4 comments
Safety	2 comments

Five of the six groups participated in an activity where they were asked to prioritise which of these ideas or focus areas was most important. They were asked to pick their top three priorities. The top-rated priority areas were:

- addressing isolation
- better access to medical services in particular mental health services
- better roads and footpaths
- improved information and communications
- more and extended bus services

At the interactive sessions 23 participants provided input into a dotmocracy activity which asked: 'what three things are the most important to improve in Macedon Ranges to ensure older people can live safe, healthy, connected and happy lives?'. People were given three dots to place on the dotmocracy board.

Feedback was fairly even across the dotmocracy board, but the three top responses were:

- feeling valued and an important part of the community (13 dots)
- access to health services (9 dots)
- moving around safety (9 dots)
- opportunities to get involved (9 dots)
-

DOTMOCRACY								
What three things are the most important to improve in Macedon Ranges to ensure older people can live safe, healthy, connected and happy lives?								
Access to Public Spaces	Moving around safely	Access to suitable housing	Access to and enjoying social activities	Opportunities to get involved	Access to information on events, activities	Access to community support	Access to health services	Feeling values and an important part of community
4	9	7	7	9	4	7	9	13

The final activity in these sessions involved discussing the Australian Government’s aged care reforms and how these may impact Council and the delivery of in-home aged care services.

After discussing the reforms, participants were asked: ‘given what we have just spoken about, if other providers are available, how important is it that Council provides home care services? (Including personal care, domestic assistance - assistance with household tasks, shopping, support in accessing the community and respite)’.

Participants were asked to tick their preferred option. 22 people participated in this activity.

Very important	Important	Neutral	Low importance	Not important
6	5	2	5	4

*Please note: the above figures are from five of the six interactive sessions facilitated by consultants. Comments from the Lancefield Men’s Shed session hosted by Council staff indicated that most participants (out of 19) felt it was important for Council to continue to deliver home care services. 54 attendees at the Riddells Creek Senior Citizens Group, which was also attended by Council staff, indicated they thought it was very important that Council continue to provide home care services.

Feedback on this topic from the sessions was mixed.

Some people felt it was important for Council to still provide in-home aged care services because:

- they were concerned with the quality of services from other providers
- they didn’t want to have to ring around different companies to get services
- they preferred a trusted service provider that could make accessing services easy

Others felt it was not as important for Council to deliver the services but to play a supporting or ‘watch dog’ role on behalf of the community including:

- helping people to find the right care
- monitoring service providers to make sure they are good operators
- dealing with concerns and complaints about local service providers

Given the complexity of the topic, and lack of time in the sessions, this could be seen as a good starting conversation with the community about the potential impacts of the Australian Government reforms.

Community Care Partnership Group meeting

A meeting was held with seven representatives from the Community Care Partnerships Group.

The key challenges that they identified for older people in the area included:

- social support and transition packages – not enough funding in the packages
- long wait list for home care packages
- social isolation especially for LGBTIQ older people
- physical isolation and issues around bush fires and climate change (heat)
- lack of transport options including taxi's / lack of accessible transport
- financial stress for many older people including paying rates and bills
- footpaths – lack of them and many are unsafe
- shortage of qualified staff in the area such as Occupational Therapists, physiotherapists, speech pathologists
- poor internet access

This group felt the priorities that should be focussed on to make Macedon Ranges more age-friendly included:

- improved communications and information for older people – e.g.: joint effort by agencies to cross promote and inform about services and campaigns
- increased transport options for older people
- a focus on social and affordable housing – e.g.: social and affordable housing strategy
- improved internet access

In relation to the Australian Government's aged care reforms, this group indicated that it was important to continue the conversation with the community but to be clear about what the community could influence in relation to Council's decision making on the future of these services.

Council staff workshop

A workshop was held with key staff on Thursday 12 December 2019. Twenty staff from across a range of Council departments attended the workshop to provide input and feedback to inform both the Early Years Plan and the Positive Ageing Plan.

Below is a summary of the feedback provided at these session's.

Staff were asked '*what challenges do you think older people have living in Macedon Ranges?*'

The highest number of responses to this question involved social isolation, being able to meet and connect with people of all ages and having events and activities to keep people active and connected.

There were seven comments about access to services for older people and six comments about local infrastructure needing improvement and being inaccessible, in particular housing and footpaths.

There were also six comments about the challenges around communications and older people accessing information, especially when it is online. This was followed by five comments about the lack of transport options for older people across the shire.

The below table shows the number of comments made under each theme:

Theme	No of comments
Social connection and participation	13 comments
Health and wellbeing (including access to services)	7 comments
Infrastructure	6 comments
Communications	6 comments
Transport	5 comments
Safety	4 comments
Other	2 comments

Participants in this meeting were also asked: *‘What are your ideas for making Macedon Ranges an age-friendly shire?’*

A range of ideas was provided across most themes. Some of these ideas are listed below:

- Establish a volunteer dog walking program to enable people to continue to keep their dogs and exercise them when mobility becomes an issue
- Activities that link generations like inter-generational playgroups and school visits and all age outdoor spaces
- Increase funding for footpath improvements and improvements to the built environment
- Capitalise on the strong local culture of volunteering for transport solutions and to connect people
- Age-friendly Council awards for local businesses and services
- Better outcomes from developer contributions for more age-friendly housing

The table below shows the number of comments made under each theme:

Theme	No of comments
Social connection and participation	4 comments
Advocacy and support	4 comment
Infrastructure	4 comments
Transport	1 comment
Health and wellbeing (including access to services)	1 comment
Safety	0 comments
Communication	0 comments

Participants were also asked to *‘describe what an age-friendly shire looks like’*.

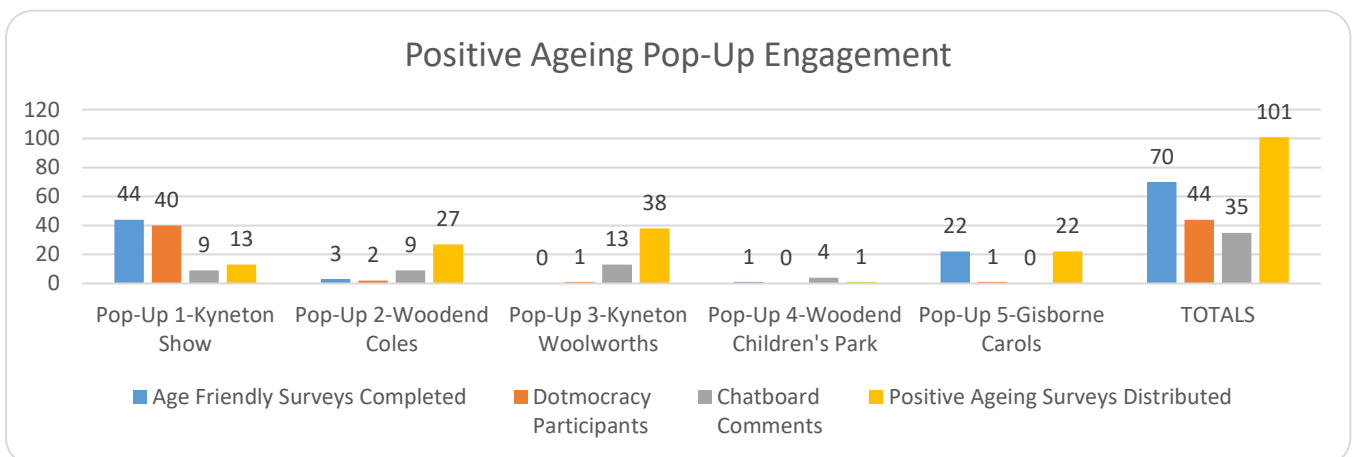
Responses included a place where there was more diverse, affordable and accessible housing, better transport options and where people were connected to the community and each other.

Age-friendly shire pop-up results

There were a range of ways the community could provide their feedback and ideas during the five place-based pop-up events. They could provide their feedback via a dotmocracy board, chat board, Big Ideas drawing sheet as well as via the hard copy survey.

Below are the results of the chat board responses and dotmocracy activity. The age-friendly surveys collected at the pop-up events have been analysed alongside the online surveys, which can be found on section 6.1.

Participation at the five place-based pop-up events were higher at the large-scale community events such as the Kyneton Show and Gisborne Carols by Candlelight. The other three smaller pop-up events were a great opportunity to engage with and inform the community, especially older people who were out shopping, of their opportunity to share their feedback and ideas with many taking a hard copy survey to post back.



Age-friendly chat board responses

A total of 35 comments were written on the chat board in response to the question 'What are your ideas for making Macedon Ranges age-friendly?'

There was a diverse range of comments including the need for more and improved footpaths (improve footpaths, more footpaths rather than walking on roads) which came up at most pop-up events, the need for more transport (a GisBus in every town, community transport, transport for out of towners, more community transport to shopping centres), support for older residents (grass cutting, property maintenance, home care) as well as comments about dogs off lead/dog parks and the need for more LGBTI events and social activities.



COMMENTS	
Improving footpaths	Suggestion boxes
Bike lanes and paths	Footpaths
Peace and quiet shire	Improve waiting times for Aged Support
Dog friendly parks	Help with grass cutting
Glass skip in town	Transport
To keep home care services with shire	Transport for out of towners
Parking free	Help to maintain properties
Make planning permits easy to access	Ad hoc in-home services to access when needed
Transport	Enforcement of dogs off-lead (impacting safety) e.g. by the river
More affordable housing	Community transport
Lights at High Street (Coles)	More footpaths-safer for older people rather than walking on roads
Signage and crossing outside Woodend Coles	More disability parking spaces
A GisBus in every town	40km speed limits in built up areas
Better maintained public toilets	More bus/community transport to shopping centres (well publicised)

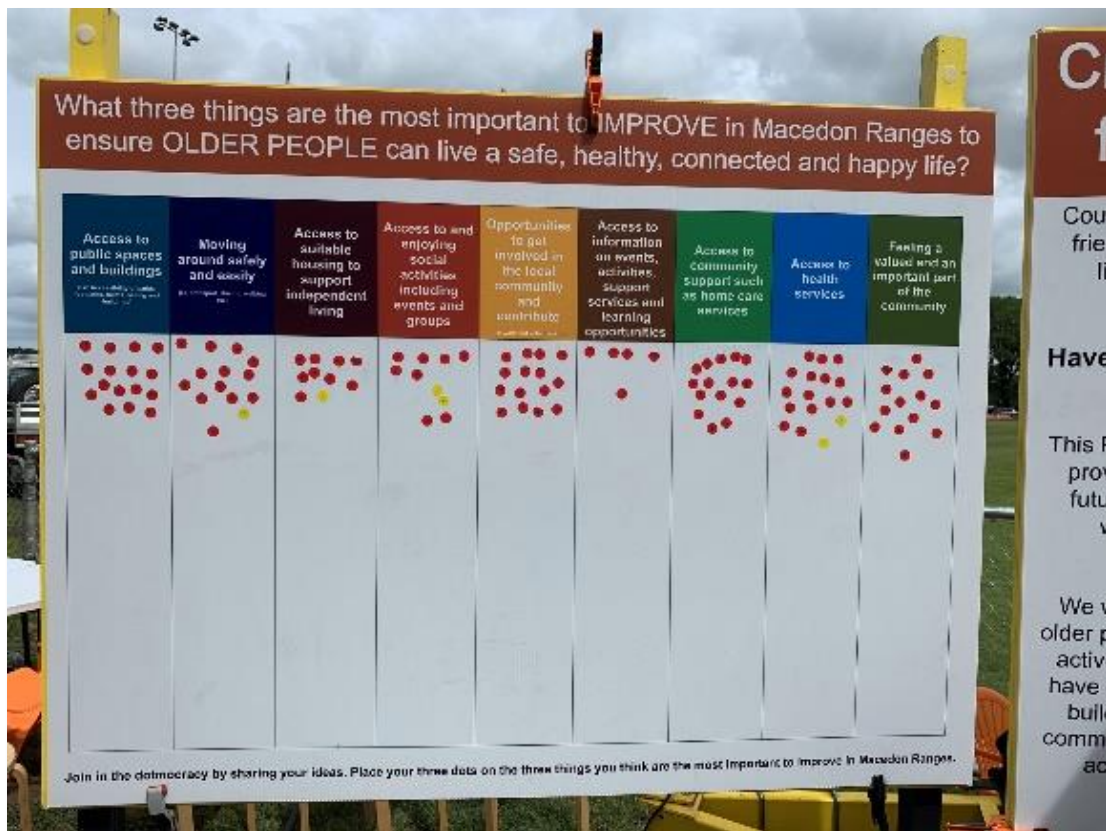
COMMENTS

Footpaths	More LGBTI social events
IGA/shops for New Gisborne	50 metre New Gisborne pool
Better community/helping	Better bike path connecting to train stations for local residents and day trippers from the city
More LGBTI friendly	

Age-friendly dotmocracy results

Forty-four people participated in the age-friendly shire dotmocracy activity. Participants were asked what the most important things were to improve to ensure older people can live safe, healthy, connected and happy lives.

Four themes received the same number of responses from people over 18 years. Access, to public spaces, moving around easily, opportunities to get involved and access to community support. Access to health services and feeling valued and important also received a moderate number of votes.



Pop up session findings

	Access to Public spaces		Moving around safely		Access to suitable housing		Access to and enjoying social activities		Opportunities to get involved		Access to information on events, activities		Access to community support		Access to health services		Feeling valued and important	
	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18	Under 18	Over 18
Pop-Up 1-Kyneton Show	0	17	1	15	1	11	2	8	0	15	0	4	0	15	2	16	0	14
Pop-Up 2-Woodend Coles	0	0	0	1	0	1	0	1	0	1	0	0	0	1	0	0	0	1
Pop-Up 3-Kyneton Woolworths	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Pop-Up 4-Woodend Children's Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pop-Up 5-Gisborne Carols	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0
Sub total	0	17	1	17	1	12	2	10	0	17	0	6	0	17	2	16	0	15
TOTALS	17		18		13		12		17		6		17		18		15	

Consultation challenges and our approach

Although the overall response to the consultation activities was high, we did experience some key challenges and constraints when planning and delivering the engagement program. The table below outlines these engagement constraints or challenges, and the mitigation strategies used to minimise negative impacts.

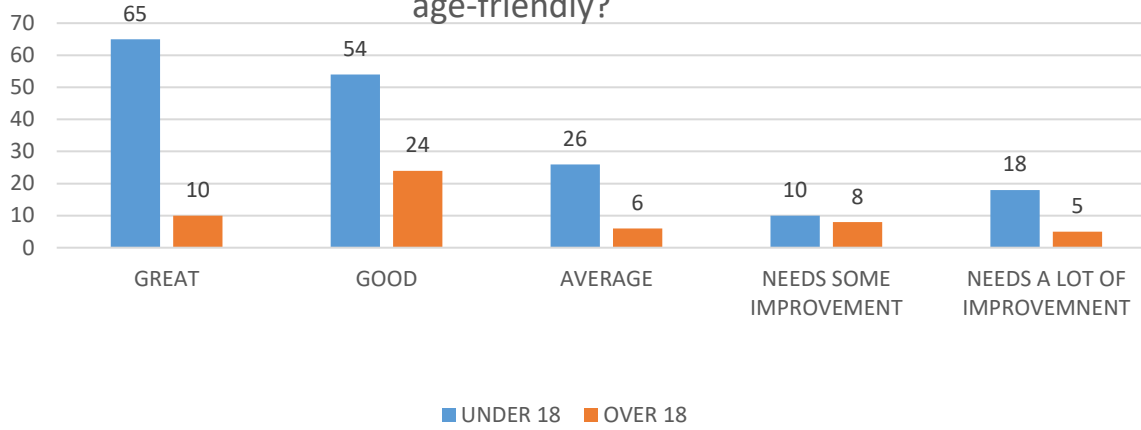
Engagement challenges/constraints	Mitigation
Large area to cover - Macedon Ranges Shire is a geographically large area, covering approximately 1,747 km ² , with a population of 49,388 (2018 estimated resident population-ABS) across nine major towns and a total of 46 towns and villages.	A detailed schedule of engagement activities was developed to ensure careful selection of as many towns and villages as possible to be included.
Engaging beyond the physical area – reaching residents who commute outside of Macedon Ranges Shire each day.	Developed and promoted the online survey.
Planning for adverse weather for the place-based pop up consultation events.	The engagement program had some flexibility built in in case consultation events had to be re-scheduled.
Obtaining the views of ‘hard to reach’ residents including people with a disability or from low-socioeconomic backgrounds, people from Culturally and Linguistically Diverse (CALD) backgrounds, people who are socially isolated	Use of pop-ups to engage participants during normal daily activities e.g. shopping

The feedback was collated and manually reviewed for recurring and common themes, which were then identified as sub-themes. Following the identification of sub-themes, each statement within the feedback was coded to generate frequency counts that reflected the relative centrality of the topic. Where a statement did not appear to neatly fit within a theme or sub-theme, it was classified as “Other”.

Additional considerations

We ran some of the Participate consultation activities alongside consultation for the development of Council’s new early years plan. A voting pod, as part of place-based pop-ups, was the only tool where a general question was asked that related to both Early Years and Positive Ageing. 226 people participated in this activity, with most being under 18 years. A substantial majority of those who participated think that Macedon Ranges is either ‘Good’ or ‘Great’ at being child and age-friendly.

How do you think that Macedon Ranges is at being child and age-friendly?



Read the Positive Ageing Plan 2020-2025:

PARTICIPATE on our website

mrsc.vic.gov.au/PARTICIPATE

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