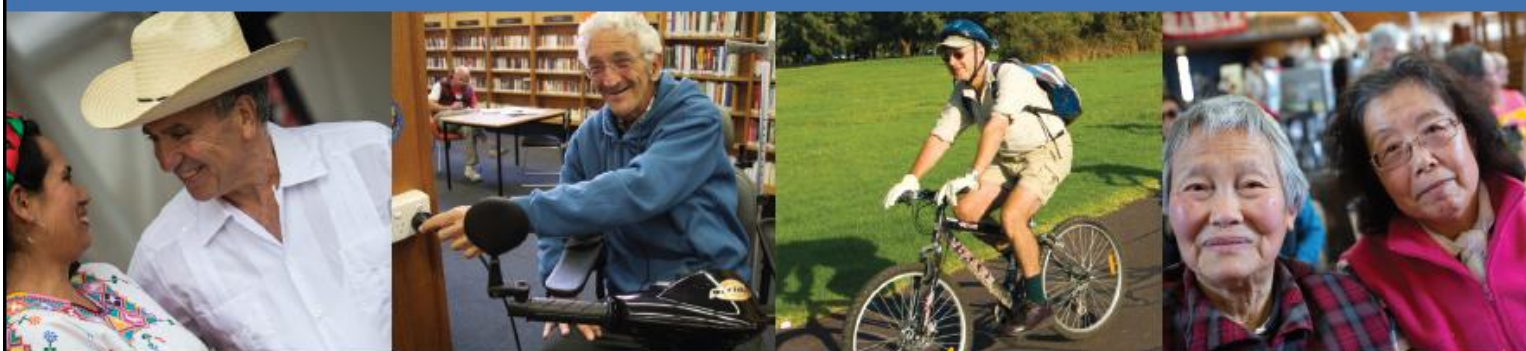


age friendly monash a positive ageing plan

2015-2019





ACKNOWLEDGEMENT OF COUNTRY

Monash Council acknowledges local Aboriginal Indigenous Australians, with the Wurundjeri people and Boon Wurrong clans of the Kulin Nations, as the original custodians of the land now known as Monash and pays respect to their elders, past and present.

ACKNOWLEDGEMENT OF AGE FRIENDLY

Monash Council would like to thank and acknowledge the Age Friendly Ambassadors, members of the Positive Ageing Reference Group, seniors groups, community interest groups, and Council staff who contributed to the development of Age Friendly Monash 2015 – 2019.

INTRODUCTION

Council has developed the Age Friendly Monash 2015 - 2019 based on the World Health Organisations (WHO), 'Age Friendly Cities' framework. The WHO, Global Network of Age-Friendly Cities is a group of municipalities that seek to improve the living experience of its senior residents. The Age Friendly Cities supports older adults in the following 8 domains.

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community Support and Health Services

If ageing is to be a positive experience, it must be supported by ongoing opportunities for health, participation and security. The World Health Organisation has adopted the term "active ageing" to express the process for achieving this vision.

WHY AGE FRIENDLY and OUR COMMITMENT

Monash Council values the importance of maximising opportunities for older residents to participate in healthy activities and develop and maintain healthy lifestyles. Age Friendly Monash 2015 – 2019, will guide Council over the next five years in service provision, planning, engagement and advocacy for its older people.

The Monash Council approach to an Age Friendly City will be to:

- Support and facilitate a community that ensures older residents are connected and engaged;
- Support and facilitate a community which respects and celebrates older residents;
- Deliver services that are based on feedback and the genuine needs of our older population; and
- Provide an accessible community for our older residents.

Monash continues to have an ageing population, with 47,466 or 28.04% of the total population being over 55 years of age (2011 Census). In addition, it is forecasted that by 2031 there will be approximately 56,161 people over the age of 55. Overall, the over 55's will comprise of one in three residents, which will pose challenges for services, programs and health provision in the future for all levels of government.

Council has substantial experience in local community planning, service provision and contributes significantly to sustain and improve the available services so that older people can be supported to live in their own homes and local community. Council's role is vital in supporting this demographic through the provision of quality built environments, services, social, cultural, and civic engagement opportunities that promote healthy and active ageing.

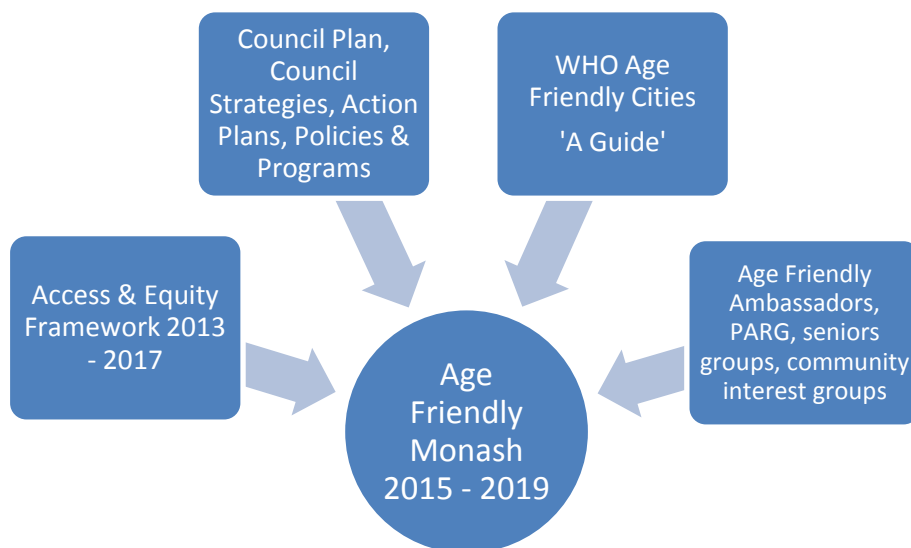
This plan outlines a wide range of social, cultural, health promotion and intergenerational actions. This plan aims to strengthen our community where older people's skills and experiences are valued and opportunities to participate in all aspects of social, community and public life is available and enhanced.

INTEGRATION AND PARTNERSHIPS

Age Friendly Monash 2015-2019, forms part of the suite of plans developed under the overarching framework of the Access and Equity Framework 2013 - 2017. The Access and Equity Framework provides a central policy context to the development of strategic plans for the City of Monash.

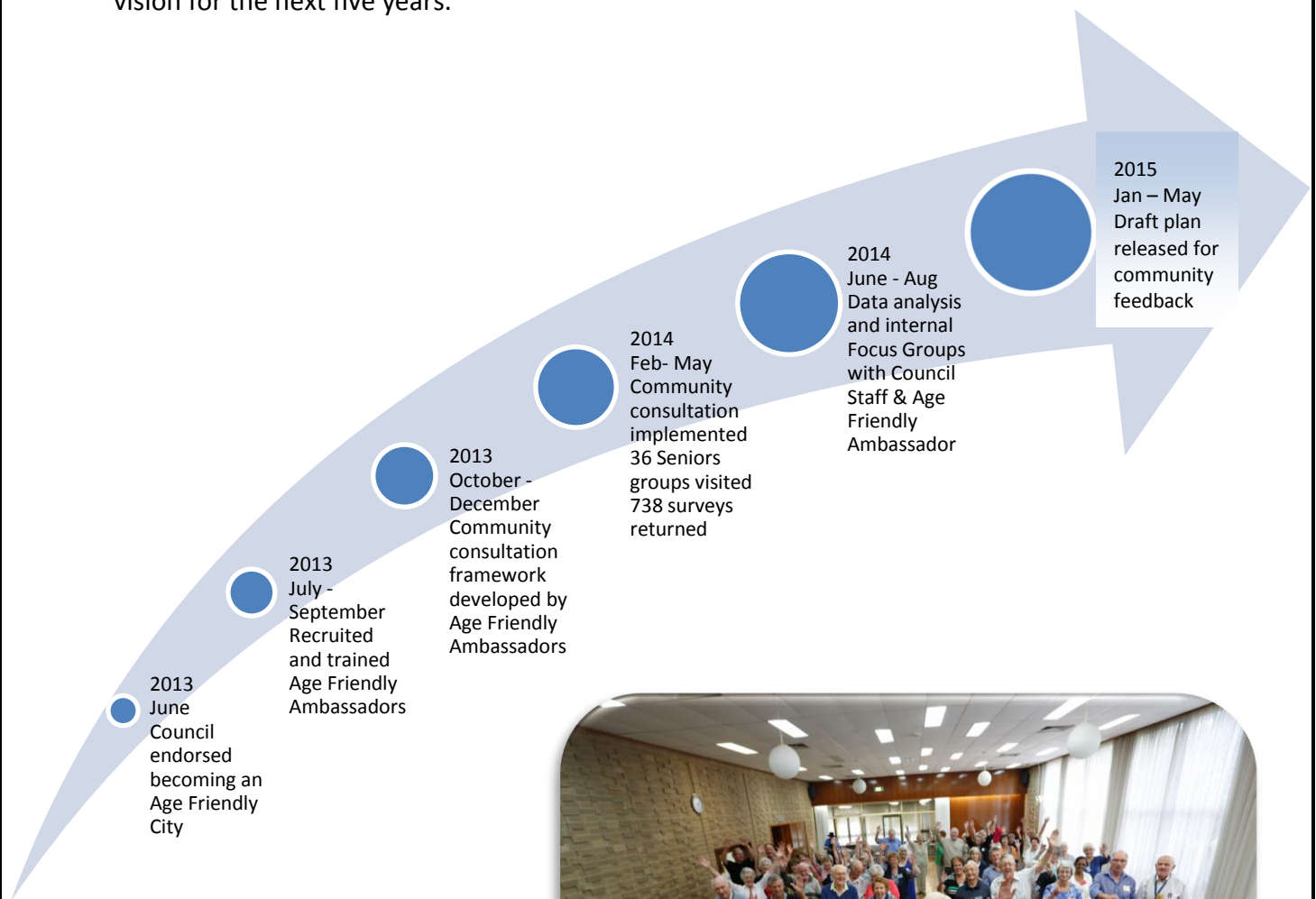
Additionally, Age Friendly Monash 2015-2019, has been shaped and informed by considering a range of sources as illustrated below.

In delivering on the actions outlined in the Age Friendly Monash 2015-2019, it is important to acknowledge that Council will be working in close partnership with members of the community and community organisations. These partnerships are considered critical in ensuring that the City of Monash is Age Friendly.



AGE FRIENDLY AMBASSADORS AND CONSULTATIONS

In the development of the Age Friendly Monash 2015 - 19, twenty-one Age Friendly Ambassadors were recruited and trained. These Ambassadors played a key role in the development and implementation of a comprehensive community consultation framework. Council also examined the data of our ageing population, identified our major Age Friendly priorities, and worked in partnership internally and externally to create our age friendly vision for the next five years.



OUR OLDER PEOPLE 'Seniors'

"Population ageing is one of humanity's' greatest triumphs, it is also one of our greatest challenges."

(World Health Organisations, Active Ageing Policy Framework)

Below are some features specifically related to the demographic profile of the ageing population in Monash and aspirations for an age friendly community.



22.5% of the Monash population is **60 years & over**. This is higher than the greater Melbourne average of 18.2%.

Monash has a large % of seniors aged 70 - 84 (10.3%) compared to greater Melbourne (7.4%)

Monash residents have **higher life expectancy** than the state average: females (85.8 years) males (81.5 years) compared to 80.3 years & 84.4 years respectively.

Community consultation suggests that **communication & information** is fundamental in supporting active ageing.

Monash is projected to experience one of the **highest growths in dementia prevalence** between now & 2050, ranking 4 out of 79 Local Governments areas. This will increase demand for dementia care services.



For the purposes of this document it has been recommended by Councils, Positive Ageing Reference Group and the Age Friendly Ambassadors to use the title 'senior' throughout. The title of 'senior' is used by all state and federal government departments and 'seniors' is also used internationally and on the smartraveller government website 'travelling seniors'. There is also a Commissioner for Senior Victorians, a position that has been endorsed by the State Government until 2018. The Council on the Ageing (COTA) is sponsoring the Age Friendly Victoria initiative and also uses the words 'senior' Victorians. There is a mutual understanding regarding 'senior' and a view that 'senior' needs to be promoted as a respectful and proud title within this strategy.

IMPLEMENTATION OF THE PLAN

Age Friendly Monash 2015 - 2019 is a strategic document which provides the overarching framework to guide the development of Council programs, policies and services to strengthen our response to the meet the aspirations of our ageing population. This plan provides the opportunity to respond to a rapidly-changing environment, emerging research, and act on the current health and wellbeing needs of our ageing community.

To action the age friendly priority areas we will:

1. Continue to consult with our older community members with the support of our Age Friendly Ambassadors.
2. Evaluate the Age Friendly Plan annually, and present a progress report to Council, Positive Ageing Reference Group and to the World Health Organisation.

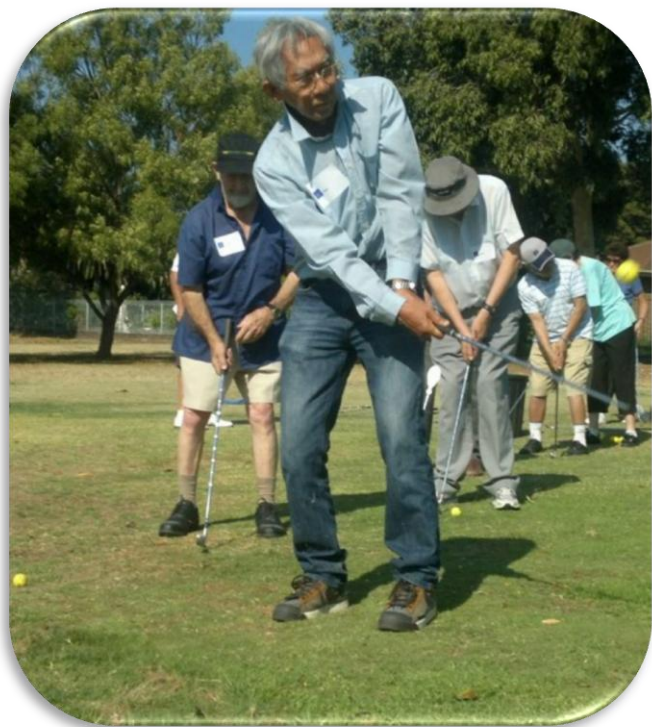


HOW WILL WE KNOW THE PLAN HAS BEEN EFFECTIVE

Monitoring and evaluation will be central to this plan and to meeting the needs of our ageing community.

Age Friendly Monash 2015 – 2019 will be reported annually to Council highlighting key milestones and achievements of our work against our key priority areas.

Each action outlined in the following action plan has a measurable outcome and a time line of expected completion, which will be reported on as part of the Council planning process and will provide evidence of implementation.



ACTION PLAN:

DOMAIN 1: OUTDOOR SPACES AND BUILDINGS

Safe and accessible outdoor environments and public spaces are important for the mobility, independence and quality of life of seniors

1.1 ACCESSIBILITY - FOOTPATHS					
As Seniors, we aspire to have safe, well maintained footpaths so that we can move freely about in our community					
No.	Action	Performance Measures	Timeframe	Lead	Resourcing
1.1.1	Engage Age Friendly Ambassadors and Positive Ageing Reference Group when reviewing Council's Road Management and Footpaths Plans	Road Management Plan and Monash Footpath Plans reviewed every 3 years in consultation with Age Friendly Ambassadors and Positive Ageing Reference Group.	Years 1, 2 and 3 On-going	Strategic Asset Management	Within existing resources
1.1.2	Provide community information which: <ul style="list-style-type: none"> • Is written in simple and clear language • 'Road test' draft community information with Positive Ageing Reference Group • Raises community awareness about Council's footpath maintenance procedures • Informs residents of scheduled footpath maintenance including works to be undertaken • Considers community advice in identifying footpaths that may require assessment 	<p>Community reports improved understanding of communicated information</p> <p>Relevant and up to date information provided by Council on footpath maintenance procedures using a range of communication methods</p> <p>Footpath maintenance map developed and promoted</p> <p>Community reports feeling better informed about footpath works</p> <p>Community reports improved responsiveness of Council in relation to footpath issues</p>	Years 1, 2 and 3 On-going	Capital Works Communications	Will require additional resources

1.2 ACCESSIBILITY - FREE FROM OBSTRUCTION

As Seniors, we aspire to have external surroundings which are free from obstructions such as overhanging trees, bushes and objects

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
1.2.1	Provide information and raise community awareness of Council and community responsibilities to maintain clear, safe and accessible pathways	Information widely distributed with regular reminders via Councils website and bulletin	Years 1, 2 and 3 On-going	Development and Statutory Services Engineering Communications	Additional resources may be required
1.2.2	Campaign to promote availability of Council Customer Request Card (CRC) to older residents in the community.	Customer request cards(CRC's) included in the PALS mail outs CRC's sent to Aged and Community Care clients Increased numbers of CRC's completed and returned to Council Increased responses to CRC's by Council resulting in improved customer service	Years 1,2 and 3 On-going	Corporate Administration and Customer Service Community Planning and Development Communications	Additional resources required to cover printing
1.2.3	Review Council's tree planting and management guidelines to take account of safety and tree debris considerations	Council's tree planting/management guidelines broadened to take account of safety and tree debris considerations	Years 3 and 4 On-going	Horticultural Services City Strategy	Within existing resources
1.2.4	Create links with newly established community safety committees to identify safety concerns of seniors	Issues referred to Internal working group for action, with half yearly reports to Positive Ageing Reference Group	Year 1 and On-going	Community Planning and Development	Within existing resources

				Aged and Community Care	
--	--	--	--	----------------------------	--

1.3 ACCESSIBILITY - PUBLIC AMENITIES

As Seniors, we aspire to have well maintained and easily accessible public amenities which are placed in convenient locations

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
1.3.1	Develop a comprehensive Public Toilet Strategy	<p>Public Toilet Strategy developed which includes but is not limited to:</p> <ul style="list-style-type: none"> Mapping of Council and other public toilets Assesses the appropriateness of their accessibility, number, locations and distances in between <p>Community awareness campaign encourage older residents to use the automated toilets Community reports improved knowledge of public toilets</p>	Years 2 and 3	Economic Development	Within existing resources or may require additional resources
1.3.2	Improve and increase the number of 'places to rest' in public places	<p>Audit of 'places to rest' undertaken and appraised for their suitability, location and number</p> <p>Dependant on outcomes of the audit, develop a plan to increase provision of rest places in identified public places</p>	Years 2 and 3	Urban Design	Within existing resources or may require additional resources dependant on outcome

1.4 ACCESSIBILITY - SECURE ENVIRONMENTS

As Seniors, we aspire to living in an environment that supports us to participate in community activities and enjoy everyday life, because our community is well lit, has safe roads and has clean and inviting spaces and places to rest

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
1.4.1	Develop a Pedestrian Safety Strategy which incorporates information received during the Age Friendly and other community consultations	<p>Pedestrian safety strategy developed to capture education and safety messaging.</p> <p>Community Road Safety campaign developed and implemented</p> <p>Community reports improved knowledge of safe pedestrian practices</p>	Years 3 and 4	<p>Engineering</p> <p>Aged and Community Care Communications</p> <p>Victorian Traffic Police</p>	Within existing resources
1.4.2	Advocate to Vic Roads to review duration of selected signalised pedestrian crossings in the Monash vicinity to make crossing easier for Seniors and slower foot commuters	<p>Internal review of selected sites undertaken</p> <p>Letters sent to appropriate minister outlining issues and concerns around pedestrian crossings time limitations for older residents</p>	Years 2 and 3	Engineering	Within existing resources
1.4.3	Raise community awareness of scooter usage and safety considerations for pedestrians and scooter users	<p>Annual Scooter Safety event during October</p> <p>Scooter users report feeling safer and more included in the community</p>	<p>Years 2 and 3</p> <p>On-going</p>	<p>Community Planning and Development</p> <p>Communication</p> <p>Community Information & Arts</p> <p>Economic Development</p>	Within existing resources
1.4.4	With respect to the growing numbers of scooter users, review the adequacy of the	<p>Review of scooter recharging stations undertaken</p> <p>Re-charge locations promoted and feedback from</p>	Years 4 and 5	Community Planning and	Within existing

	current number and location of recharge stations	scooter users received		Development Engineering	resources or may require additional resources dependant on outcome
--	--------------------------------------------------	------------------------	--	-------------------------	--------------------------------------------------------------------

DOMAIN 2: TRANSPORTATION

Transportation, including accessible and affordable public transport, is a key factor influencing opportunities for active ageing.

2.1 PUBLIC TRANSPORT					
As Seniors, we aspire to a good local public transport system so that we can maintain our independence and move confidently around in our community					
No.	Action	Performance Measures	Timeframe	Lead	Resourcing
2.1.1	Advocate for improved public transport connectivity and resources	Representations to VIC Roads, Public Transport Victoria and relevant Ministers by participating in the Eastern Transport Coalition (ETC) and Metropolitan Transport Forum (MTF) take place	On-going	Engineering Aged and Community Care	Within existing resources
2.1.2	Strengthen relationship with the Department of Transport Planning and Infrastructure, Public Transport Victoria and local bus companies to advocate on a range of issues relevant to Seniors, including, however not limited to: <ul style="list-style-type: none"> • Bus driver education focusing on the issues and concerns of older commuters (falls prevention, departures from stops only when passengers have had time to be seated, improving confidence in utilising public transport) • Increase promotion of the low floor buses in Monash. • Provide route maps promoting better access to Public Transport 	Representations take place with the Department of Transport Planning and Infrastructure, Public Transport Victoria and local bus companies to raise issues and concerns Council continues to participate in the Eastern Transport Coalition (ETC) and Metropolitan Transport Forum (MTF)	On-going	Engineering Aged and Community Care	Within existing resources
2.1.3	Further develop the current public transport	Recruitment of additional public transport mentors/	Years 3, 4	Aged and	Within

	volunteer mentor program run through Council's Positive Ageing Lifestyles Program (PALS)	volunteers to support the program Program promoted to Aged and Community Care clients Identified opportunities to expand the volunteer mentor program across generations and cultural groups	and 5 On-going	Community Care Community Planning and Development	existing resources
--	------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------	------------------------------------------------------	--------------------

2.2 TAXIS

As Seniors, we aspire to have access to reliable taxi services that support short trips and treat us with respect as valued consumers

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
2.2.1	Advocate to the Victorian Taxi Directorate and local Taxi Companies to better understand and recognise issues seniors experience when using a Taxi service, with attention to:- <ul style="list-style-type: none"> • short trips, • respectful behaviour, • treatment of walking frames and other mobility devices, • developing maps for locations of taxi rank and taxi calling signs • signage in large font 	Concerns raised at Municipal Association of Victoria via the Positive Ageing Network New 'Cab Stops' initiative is promoted in Monash A positive response from Victorian Taxi Directorate and local Taxi Companies demonstrating a willingness to address issues raised Community reports improved taxi service outcomes	Year 3 and On-going	Aged and Community Care Community Planning and Development Economic Development	Within existing resources

2.3 PARKING

As Seniors, we would like to work with Council representatives to explore issues and barriers which we face when parking our vehicles in Monash

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
2.3.1	Establish a working group to further explore and investigate the issues and barriers seniors face when parking in Monash and consider all possible solutions	Working group established which includes internal stakeholders and Age Friendly Ambassadors Issues and barriers further explored and investigated Solutions identified and pilot initiative/s implemented	Year 1 and On-going	Aged and Community Care Community Planning and Development Engineering City Development	Within existing resources
2.3.2	Promote the parking concessions available through the Victorian Disabled Parking Scheme	Increased uptake of parking concessions	Year 1 and On-going	Aged and Community Care Engineering City Development	Within existing resources

2.4 COMMUNITY TRANSPORT

As Seniors, we aspire to a safe, flexible and reliable community transport system so that we can remain active and engaged in community life

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
2.4.1	Develop a Seniors Community Bus Strategy for the City of Monash	Seniors Community Bus Strategy developed and implemented Increased shopping trips developed to respond to increased demand Increased demand for community bus trips to other community destinations	Years 1, 2 and 3	Aged and Community Care Community Planning and Development Communication	Within existing resources Strategy implementation may require some additional resources
2.4.2	Explore the feasibility of establishing a neighbourhood bus service to link neighbourhoods to public transport routes	Feasibility study undertaken including consideration of possible funding streams	Years 4 and 5		Would require significant new additional resources

DOMAIN 3: HOUSING

Appropriate housing is essential to safety, quality of life and maintenance of independence.

3.1 HOME MODIFICATIONS

As Seniors, we aspire to home modification information and support so that we can remain living independently for as long as possible in our home of choice

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
3.1.1	<p>Develop a series of 'Thinking Ahead' information sessions and fact sheets to cover a diversity of topics targeted to seniors including:</p> <ul style="list-style-type: none"> • building raised garden beds • sustainable gardening practices • sustainable homes • downsizing your home • home modifications consideration • energy saving techniques 	<p>Workshops, fact sheets and information developed and promoted widely through Positive Ageing Lifestyles Program, Council website, seniors groups. Other communication and information methods as identified in the Communication and Information domain</p> <p>Seniors community reports effectiveness of actions</p>	<p>Year 2 and On-going</p>	<p>City Strategy Aged and Community Care Communication</p>	<p>Within existing resources</p>
3.1.2	<p>Council promotes its existing commitment to the economic, social and environmental sustainability in the planning and design of new homes in Monash.</p>	<p>Fact sheets and information developed to promote the benefits of good design as a means of supporting safe, accessible and environmentally sustainable housing stock in Monash.</p>	<p>Year 2 and On-going</p>	<p>City Strategy Development & Statutory Services</p>	<p>Within existing resources</p>
3.1.3	<p>Council to provide appropriate and timely referrals to seniors requiring home modification services</p>	<p>Appropriate and timely referrals provided and seniors reporting retaining their independence</p>	<p>Year 2 and On-going</p>	<p>Aged and Community Care</p>	<p>Within existing resources</p>

3.1.4	Develop information to assist in the process of hiring trades people for home maintenance, home modifications and other services	Information developed and available on website and through Aged and Community Care Community reports that information is useful	Year 3 and On-going	Engineering Aged and Community Care Strategic Asset Management Capital works	Within existing resources
-------	----------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------	---------------------------	---------------------------------------------------------------------------------------------	---------------------------------

3.2 HOME MAINTENANCE

As Seniors, we aspire to have access to home maintenance services that support us to remain living in our home of choice

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
3.2.1	Investigate the feasibility of volunteer support for seniors who require assistance with gardening and home maintenance	Strategies that link volunteers with seniors requiring gardening and home maintenance assistance developed and implemented	Years 3 and 4	Strategic Asset Management Aged and Community Care	Within existing resources
3.2.2	Support seniors seeking to contract the services of reliable and reputable tradespeople. Consider the feasibility of the developing following actions: <ul style="list-style-type: none"> • A code of good practice developed for tradespeople • An opportunity for tradespeople to voluntarily sign up to the code of good practice • A directory of tradespeople who have been vetted for compliance to good practice principles and who have signed up to the code of good 	Measures that prove to be feasible are developed and promoted Seniors report more confidence in contracting tradespeople	Years 3 and 4	Strategic Asset Management Aged and Community Care	Within existing resources

	practice				
3.2.3	Promotion of Council's Home Maintenance services to seniors requiring property related support to remain living safely at home	Increased referrals and uptake of Home Maintenance services Seniors report being better informed about service availability	Year 1 and On-going	Aged and Community Care	Within existing resources

3.3 HOUSING OPTIONS

As Seniors, we aspire to have secure, affordable housing options close to family, friends, social groups, shops and health services

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
3.3.1	Advocate to Council on the Ageing (COTA) and Seniors Rights Victoria to continue providing information on residential rights and choices	Letters sent to identified agencies and organisations Attend the quarterly Municipal Association of Victoria Positive Ageing Network meetings	On-going	Aged and Community Care	Within existing resources
3.3.2	Identify and progress opportunities for the development of affordable and accessible housing opportunities in Monash	Audit current affordable housing stock in Monash and set a target to see that number increase as the population ages Support the efforts of organisations seeking to increase housing options for seniors in Monash Affordable and accessible housing stock in Monash is at least maintained or ideally increases in number	Years 3 and 4 and On-going	Community Planning and Development Aged and Community Care Strategic Asset Management	Within existing resources

3.4 NEIGHBOURHOOD CONNECTEDNESS

As Seniors, we want to live in connected, friendly and caring neighbourhoods where everyone has a sense of 'belonging'

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
3.4.1	Develop and promote the Neighbourhood Matching Grant Program and encourage local community projects that build community connectedness	Small community grants program implemented	Year 1 and On-going	Community Planning and Development	Within existing resources
3.4.2	Facilitate easier opportunities for local neighbourhood gatherings and street parties	Street party policy reviewed More street parties held in the municipality	Year 2 and On-going	Engineering	Within existing resources

DOMAIN 4: SOCIAL PARTICIPATION

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

4.1 INVOLVED

As Seniors, we are keen to be a part of local activities and events

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
4.1.1	Support Council funded organisations to deliver outreach activities to seniors groups	Outreach activities to seniors groups increased	Year 2 On-going	Community Planning and Development Aged and Community Care	Within existing resources
4.1.2	Support local community groups to be part of Council events and programs such as Positive Ageing Lifestyle Program (PALS), Seniors Festival, <i>National</i> Aboriginal and Islander Day Observance Committee (NAIDOC) Festival, Community Festivals etc	Seniors groups continue to participate in the Positive Ageing Lifestyles Program and other Council events such as 'open days' and 'bring a friend day'	On-going	Aged and Community Care Community Information and Arts	Within existing resources
4.1.3	Provide training opportunities for groups on 'simple' event management, risk management and promotion	Training sessions held to support community groups with events Seniors groups host activities and events with increased participation levels	On-going	Community Information and Arts Aged and Community Care	Within existing resources
4.1.4	Make improvements to the Positive Ageing Lifestyle Program (PALS)	Review of PALS program undertaken in conjunction with the Positive Ageing Reference Group	Year 1 and On-going	Aged and Community Care	Within existing resources

		Agreed changes to PALS Program implemented			
--	--	--------------------------------------------	--	--	--

4.2 ACCESS TO EVENTS AND ACTIVITIES

As Seniors, we would like activities and events to be hosted in locations that are easy for us to access

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
4.2.1	Respond to the challenges faced by some seniors when seeking to access Council facilities and events , including choosing locations which: <ul style="list-style-type: none"> • Offer easy access to public transport • Offer supported transport for those who might otherwise be unable to attend • Offer accessible parking options 	Supported transport opportunities provided for identified frail and socially isolated residents Parking and public transport options displayed on council festival and events promotional material and council website where ever possible	On-going	Aged and Community Care All	Within existing resources

4.3 ADDRESS ISOLATION

As Seniors, we want to be able to continue to participate in a broad range of community based activities

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
4.3.1	Develop and implement strategies to engage socially isolated and 'hard to reach' seniors: <ul style="list-style-type: none"> • Social Support programs • Engagement with community organisations, churches etc • Residents of retirement villages and supported accommodation • CALD seniors group and emerging senior 	Increased participation of socially isolated residents in social support programs Continued development of programs and activities directed to supporting carers	On-going	Aged and Community Care Community Planning and Development	

	<p>communities</p> <ul style="list-style-type: none"> • Carers 				
4.3.2	Promote Monash Public Libraries as hubs for social opportunities, lifelong learning and information.	<p>Public libraries and events widely promoted</p> <p>Measure the patronage of seniors attending libraries</p> <p>Address any impediments to library participation, including but not limited to parking and pedestrian access</p>	<p>On-going</p> <p>Years 2 and 3</p>	<p>Community Information and Arts</p> <p>Aged and Community Care</p>	Within existing resources
4.3.3	Explore opportunities for Council to encourage intergenerational programs	Intergenerational programs developed with seniors and young people reporting the benefits	Years 4 and 5	<p>Children and Family Services</p> <p>Aged and Community Care</p> <p>Community Planning and Development</p>	External funding applications
4.3.4	Review the current seniors aquatic and recreational promotional material (Prime of Life)	<p>Prime of Life brochure reviewed and a new brochure developed and widely promoted</p> <p>Increased 'Prime of Life' membership reported</p>	<p>Year 1</p> <p>On-going</p>	Active Monash Communications	Within existing resources
4.3.5	Provide pathways to continuing social opportunities for seniors groups with declining memberships and/or organisational capacities.	Identify groups at risk of disbanding and provide support for continuance or offer other supported social opportunities for remaining members	<p>Years 2 and 3 and</p> <p>On-going</p>	<p>Community Planning and Development</p> <p>Aged and Community Care</p>	Within existing resources

DOMAIN 5: RESPECT AND SOCIAL INCLUSION

Community attitudes and behaviours towards older people can affect their sense of belonging

5.1 EMBRACE AGEING

As Seniors, we aspire to be part of a community that encourages respectful and courteous behaviour between all of its members

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
5.1.1	Participate in the broad review of Council's Customer Services, taking into account the interface with older Monash residents	Engage Positive Ageing Reference Group in determining areas and actions to improve customer services Community reports improved satisfaction via annual customer satisfaction survey	On-going	Human Resources Corporate Administration and Customer Services Positive Ageing Reference Group	Within existing resources
5.1.2	Actively promote respect and social inclusion of seniors	Campaign developed and a range of activities implemented across various Council departments that promote and embrace ageing, to include: <ul style="list-style-type: none"> • Monash Public Library Service • Monash Gallery of Art • Recreation • Youth and Active Communities • Aged and Community Care 	Years 2 and 3 and On-going	Community Information and Arts Aged and Community Care Community Planning and Development Active Monash Communications	Within existing resources
5.1.3	Acknowledge Age Friendly local business initiatives through the implementation of the Seniors Card Program initiative	Seniors card initiative implemented Businesses report back on impact of Seniors Card	Year 2 and	Economic Development	Within existing resources

			On-going		
5.1.4	Continue to promote Age Friendly communities at Council festivals and events	Age Friendly Ambassadors continue to attend Council festivals and events	On-going	Aged and Community Care	Within existing resources

DOMAIN 6: CIVIC PARTICIPATION AND EMPLOYMENT

Well being is enhanced through participation in paid employment or voluntary work

6.1 FLEXIBLE AND INTERESTING VOLUNTEER OPTIONS

As Seniors, we want to be engaged in flexible and interesting roles as volunteers so that we can support our community whilst at the same time, maintain our own health and social connections

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
6.1.1	Develop a 'Council Volunteer' promotional flyer highlighting volunteer opportunities offered in Monash	Volunteer flyer and fact sheet created Increased number of seniors seeking to volunteer for Council and in the community Increased numbers of younger people seeking to support seniors through volunteering	Year 2 and On-going	Aged and Community Care Community Information and Arts Active Monash Communications	Within existing resources
6.1.2	Review Council volunteer opportunities and work with key stakeholders to identify opportunities for volunteers to support community activities	Review of volunteer opportunities complete and position description developed Increased number of seniors seeking to volunteer for Council and in the community	Year 2 and On-going	Aged and Community Care Community Planning and Development Community	Within existing resources

				Information and Arts	
--	--	--	--	----------------------	--

6.2 EMPLOYMENT OPTIONS					
<i>As Seniors we aspire to flexible and fair employment opportunities tailored to our needs and interests</i>					
No.	Action	Performance Measures	Timeframe	Lead	Resourcing
6.2.1	Promote government economic incentives for employing seniors to local employers	Strategies developed and enacted to encourage local employers to employ older adults	Years 2 and 3 and On-going	Economic Development Aged and Community Care Community Planning and Development	Within existing resources
6.2.2	Encourage businesses in Monash to embrace economic opportunities created by an ageing population through promotion of age friendly practices including Age Friendly Partners Program	Economic Development to run information sessions encouraging local traders to support the retention of older workers by outlining the benefits of having an older workforce	Years 2 and 3	Economic Development Aged and Community Care Community Planning and Development	Within existing resources

DOMAIN 7: COMMUNICATION AND INFORMATION

Active Ageing means staying connected with people, events and external surroundings

7.1 AWARE OF COUNCIL SERVICES					
As Seniors, we aspire to being well informed about events and opportunities which happen in our community					
No.	Action	Performance Measures	Timeframe	Lead	Resourcing
7.1.1	Ensure that communications are accessible to all community members including those whose first language is not English.	Greater participation in services and activities by seniors, including those from non English speaking backgrounds	Year 1 On-going	Aged and Community Care	Within existing resources
7.1.2	Utilise notice boards located in Council Halls and venues as one of the means of promoting upcoming Council events and other community events for seniors	Inventory of Council Hall notice boards completed Notice board maintenance/management system developed Information and events posters/flyers promoted at Council halls and venues	Year 1 and On-going	Corporate Administration & Customer Service Community Information and Arts	Within existing resources
7.1.3	Provide listening posts at Seniors Festival events	Listening post program expanded taking in a range of events across council Information from listening posts fed back to Positive Ageing Reference Group	On-going	Communication	Within existing resources
7.1.4	Convene an internal working group to strengthen communication of information, events and opportunities for engagement by seniors	Key internal staff identified and working group established <ul style="list-style-type: none"> Develop recommendations to support Council to better communicate with seniors 	Year 1 and On-going	Aged and Community Care Community Planning and	Within existing resources

		<ul style="list-style-type: none"> • Half yearly reports presented to Seniors Consultative Committee • Retain open dialogue with seniors on effectiveness of communication strategies 		Development Communication Community Information and Arts ALL	
7.1.5	Continue to develop and expand the relationships with local shopping centres as venues for promotion of Council Services and events	Council services, community groups and events promoted through local shopping centres and activity centres	Year 1 and On-going	Aged and Community Care Community Planning and Development Economic Development	Within existing resources

7.2 BE TECH SAVVY

As Seniors, we want opportunities to learn about current technologies so that we can develop the confidence to use them

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
7.2.1	Review the current computer and technology classes/programs available to seniors	Confer with the Positive Ageing Reference Group to determine if any programming changes are required	Year 2 and On-going	Aged and Community Care Community Information and	Within existing resources

				Arts	
7.2.2	Create opportunities for People to support each other and; Younger people to teach older people how to use technical devices	Investigate and deliver programs that have been successful at other local councils	Year 2 and 3	Aged and Community Care Community Information and Arts Children and Family Services	May require additional resources to be sourced externally

7.3 FUTURE ROLE OF AGE FRIENDLY AMBASSADORS

Age Friendly Ambassadors aspire to have a future role in facilitating better communication outcomes for Seniors

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
7.3.1	In consultation with the Positive Ageing Reference Group expand the Age Friendly Ambassador program to be utilised by Council when undertaking community consultations	Program expanded and more Age Friendly Ambassadors recruited and trained More Age Friendly Ambassadors actively involved in consultation activities	Year 1 and On-going	Aged and Community Care	Within existing resources
7.3.2	Identify opportunities to link Age Friendly Ambassadors into projects, programs and initiatives that support the actions and outcomes of the Age Friendly Monash Plan	Ambassadors linked in to actions of the Age Friendly plan	Year 2 and On-going	Aged and Community Care	Within existing resources
7.3.3	Promote the Age Friendly Plan and World Health Organisation Endorsement and the success of the program to the Monash Community	World Health Organisation Age Friendly endorsement awarded Media campaign implemented	On-going	Aged and Community Care Communications	Within existing resources

7.3.4	Further develop the role of Age Friendly Ambassadors (including CALD Ambassadors) in connecting with seniors and community groups	Age Friendly Ambassadors Program expanded and outreach undertaken to seniors groups.	Years 1 and 2 and On-going	Aged and Community Care	Within existing resources
-------	-----------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	----------------------------	-------------------------	---------------------------

DOMAIN 8: COMMUNITY SUPPORT AND HEALTH SERVICES

Health and support services are vital to maintain health and independence in the community

8.1 ACCESS TO HEALTH SERVICES

We aspire be aware of and have access to different activities and events offered to us by a range of health providers

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
8.1.1	Engage and keep the Positive Ageing Reference Group and Age Friendly Ambassadors informed as Council transitions from Home and Community Care to the Commonwealth Community Home Support Program	Regular reports provided to the Positive Ageing Reference Group with opportunities to convey preferences for future service design to Council	Year 1 and On-going	Aged and Community Care	Within existing resources
8.1.2	Promote benefits of active ageing to community	Increased participation in PALS and other Council programs by Aged and Community Care clients Mailing list for PALS information expanded Increased levels of participation in active ageing programs	On-going	Aged and Community Care	Within existing resources
8.1.3	Demonstrate leadership and advocacy to the wider community and health service providers by identifying emerging issues and opportunities for partnership development to deliver meaningful	Develop and deliver health promotion activities targeted to priority health issues: <ul style="list-style-type: none"> • Convene Men's discussion groups • Liaise with Council of the Ageing 	Year 2 and On-going	Aged and Community Care	Within existing resources

	council and community programs relevant to seniors	<ul style="list-style-type: none"> • Social inclusion opportunities • Cultural awareness initiatives • Address social isolation • Mental Health initiative • Engagement with Aged Care facilities <p>On-going partnerships established with internal and external stakeholder. Increased communication and programs occurring</p>			
--	----------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--

8.2 HOME SERVICES

We aspire to have a wide range of good quality Aged and Community Care services that support us to remain active and independent

No.	Action	Performance Measures	Timeframe	Lead	Resourcing
8.2.1	Review Home based care services rostering to facilitate a more flexible and efficient service delivery for clients and carers	<p>Trial 'am' and 'pm' service times for new Aged and Community care clients</p> <p>Report outcomes of trial to Seniors Consultative Committee</p>	Year 1	Aged and Community Care	Within existing resources
8.2.2	Actively promote services to seniors groups, including Culturally and Linguistically Diverse (CALD) seniors	<p>Aged and Community Care to nominate a staff representative to attend the quarterly CALD Seniors Forum</p> <p>Raise awareness of Aged and Community Care services directly to the leaders of the CALD seniors groups</p> <p>Visit CALD groups as required to provide information on Aged and Community Care services</p> <p>Promote the 'try a meal' offer to communities who are under- represented in the service</p>	Year 1 On-going	Community Planning and Development Aged and Community Care	Within existing resources

