



Age Friendly Illawarra

a thriving region for everyone



A regional approach

...city centric solutions do not always
transpose to a regional context...

Across the Illawarra Shoalhaven

- There will be an increase of 40,000 persons aged 70+ over the next 20 years.
- The majority of people still age in place.
- Only 5.4 % in Retirement Villages

Four councils, similar profiles:

Region	Adult (15+) population	Growth (15+) 2007 to 2012	% of adult population aged 65 years and over	Median age (Census 2011)
Shoalhaven LGA	80,100	8%	29%	46
Eurobodalla LGA	31,000	4%	32%	50
Shellharbour LGA	52,900	9%	19%	37
Wollongong LGA	166,200	6%	20%	38
Illawarra PEA	330,200	7%	23%	41
New South Wales	5,925,700	8%	17%	38
Australia	18,419,600	10%	18%	37

Source: ABS, Estimated Residential Population, 2012 and 2007; ABS, Census of Population and Housing, 2011

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Where our story began



Dr Kalache helped us generate momentum in our region for age-friendly principles.



Alexandre Kalache, past Director of WHO, & President of the International Longevity Centre, Brazil, promoted the idea of age-friendly cities.

The eight domains of an age-friendly city provided our framework.

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services

Cross sectorial engagement, not just local government was critical.

Organisations and individuals came from:

- aged care
- social support and consumer groups
- education and training providers; researchers
- finance and economic influencers
- industry groups
- not for profits | social enterprise
- government
- business and technology

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Consultation:
strengths vs gaps

Identify gaps but avoid
the whingefest...



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Showcase your capabilities,
embrace unique challenges,
work together to influence...
The regional advantage.



Refining an approach ... our three focus areas

1. Communication and Information
2. Social Participation
3. Outdoor Spaces

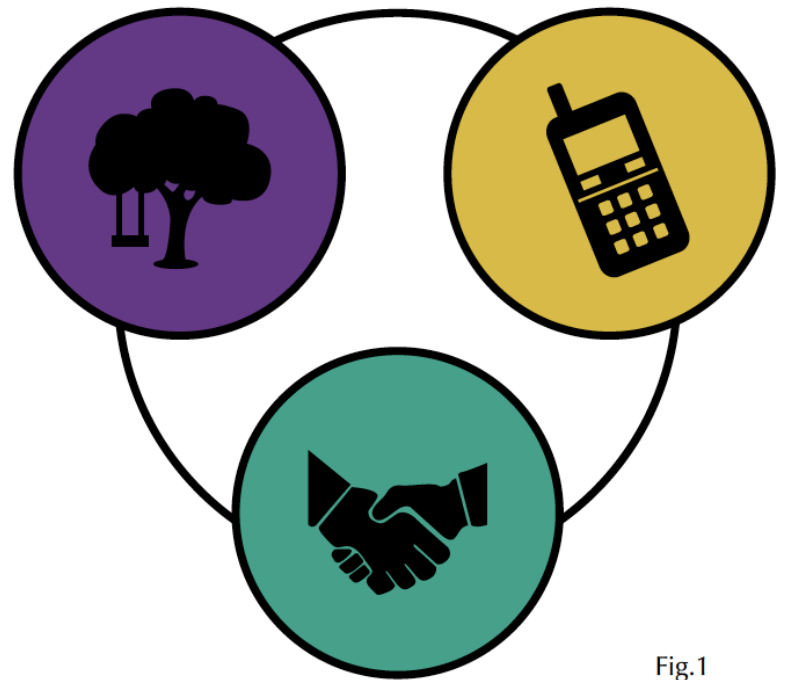


Fig.1

Don't duplicate ... define your role

- Organise and communicate
- Advocate for age-friendly
- Tap into existing, don't compete
- Be the framework, the structure, the body
- Maintain reliability and predictability

Find your champions...

...who has a similar mission, and who is already supporting your mission?

“Age Friendly Illawarra is an alliance that aims to create opportunities for older people to lead active, engaged lives and contribute positively to Illawarra communities.”

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Document your plan



Share your message



Capture outcomes





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Age Friendly Illawarra is committed to helping other regions work collaboratively as a region to improve their age friendliness.

Questions? contact@agefriendlyillawarra.org

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a thriving **region** for **everyone**

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