

Age-Friendly Baseline Assessment Summary

Acknowledgement of Country

Surf Coast Shire spans the traditional lands of the Wadawurrung, Gulidjan and Gadabanud people.

We acknowledge them as the Traditional Owners and protectors of this place.

We acknowledge their ancestors who cared for the land, rivers and sea – and all of its creatures – for thousands of generations.

We pay our respects to elders past, present and future who continue on this path

Background:

The Surf Coast Shire continues to be one of the fastest growing municipalities in south-western Victoria, with a population forecast of 44,000 by 2036. During this period, the Shire will experience an 84% increase in population of 60+ years. As a proportion of the population, in 2036, the 60+ cohort will grow from 24% to 29%.

In 2016, the Commonwealth Government of Australia released the Aged Care Reform Agenda and determined that reform is necessary to ensure the aged care and disability service system is best placed to meet the needs of an ageing population in an efficient, fair and sustainable way. Since its release, the Surf Coast Shire Council has been considering its implications for the community and its' ageing population. One of the outcomes of this process has been the decision to transition Council's in-home support services to other service providers. This has set Council's new direction, moving from the historical service delivery model, to one of building Age Friendly Communities, so that residents can age well in the place where they live.

In 2016, the Age Friendly Victoria Declaration was signed by Surf Coast Shire Council. In signing this declaration, Council set its commitment to work toward attaining World Health Organisation Status as an Age Friendly Community and further affirmed its commitment to this and to its role in leading and facilitating communities where people of all ages, regardless of ability or life stage, can live a quality, engaged and meaningful life.

Council has been advised by its Positive Ageing Advisory Committee since late 2018. The Committee's advice has been instrumental in assisting both officers and Councillors to consider options for the future. The Committee has been actively involved in the development of the Age Friendly Strategy 2020-2024 and will provide leadership in enacting the Plan within their communities.

The Surf Coast Shire Age Friendly Strategy 2020-2024 was adopted by Council in August 2020.

Community Engagement

Community Engagement was undertaken across all townships in the Shire to gauge age friendliness in communities and to inform the development of the Age Friendly Strategy 2020 -2024. The

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International Association of Public Participation (IAP2) framework was utilised when designing the community engagement process, with levels of engagement including collaboration, consultation and involvement.

The Positive Ageing Advisory Committee members provided leadership in developing and co-facilitating community engagement processes to gather information. Feedback relating to each of the Age Friendly key areas as defined by the World Health Organisation's Age Friendly Communities framework was collated by township, reviewed by the Advisory Committee members, and then developed into a Shire wide plan.

There was a strong focus on seeking feedback from clients and interested individuals, as well as from local groups and organisations. The activities undertaken to achieve this included:

- Positive Ageing Advisory Committee meetings (11 members)
- Shire wide Community Forum (45 participants)
- Interactive presentations with community members/groups/stakeholders (330 participants)
- Individuals discussions via phone
- Individual surveys
- Phone calls
- Utilisation of relevant community consultative data and strategies
- Utilisation of relevant Council data and strategies

ASSESSMENT DATA: KEY THEMES

Key themes:

Transportation: accessible public and private transportation; safe roadways and signage for drivers and pedestrians

Housing: appropriate, accessible, affordable housing; accessible home-safety designs and products

Social Participation: places and programs for active leisure and socialisation; activities, programs and information to promote health, social and spiritual wellbeing

Respect and Social Inclusion: positive images of older persons; safety from elder abuse and criminal victimisation

Civic and Economic Participation: inclusive opportunities for civic, cultural, educational and voluntary engagement; appropriate and accessible employment opportunities and flexible work practices

Communications and Information: accessible public information and appropriate training

Community Support and Health Services: social support and outreach; accessible and appropriate health services; services to assist with household chores and home maintenance; supports for caregivers

Public Open Space and Buildings: hazard-free streets and buildings; accessible shops, banks and professional services; supportive neighbourhoods; barrier-free and enabling interior and exterior spaces

Creating Priorities and Recommendations from the Assessment Data

Working with the Positive Ageing Advisory Committee, Council prioritised the outcomes of the community engagement process and developed the Age Friendly Strategy 2020-2024. The Age Friendly Strategy 2020-2024 is based on the World Health Organisation's Age Friendly Communities framework which defines eight key factors required to create age friendly communities – transportation; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; community support and health services, and public outdoor spaces and building.

Within the Strategy, the eight key areas each have five clear components:

- Goal
- Identified needs/issues
- Council's role
- Strategic actions
- Indicators of success

The community consultation process indicated that this must be a Shire wide plan, with implementation using a place-based approach, responsive and unique to each township.

Additionally the success of the Plan is dependent on a whole of Council response. Although driven by the community strengthening team, officers from across departments will be engaged in specific actions to support the projects and initiatives within the Plan.

Partnerships and collaborations with community groups and organisations, health services, local businesses and individual community members are also imperative to ensure goals are met.

Driven by the Positive Ageing Advisory Committee, an asset based community development approach will form the foundational framework for creating age friendly communities across the Shire.

Over the life of the strategy, Council plans to undertake two major projects per year. Baseline assessments will continue to be conducted to assist with ongoing planning and evaluation.