

Age Well Live Well Strategy 2022-2025



Creating an age friendly community in Moorabool Shire

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Message from the Mayor



*“working together to
create an age-friendly
community”*

I am pleased to present the Age Well Live Well Strategy (2022-2025) which is a four year plan of how Council will work in partnership with governments, the service and business sectors and the local community to improve the health and wellbeing of our residents as they age.

The Strategy is informed by community knowledge and strengths and provides opportunities to support positive ageing.

The Strategy is based on the World Health Organisation’s *Age-Friendly Cities Framework* which is a global initiative that uses a human rights approach to address the challenges of ageing populations both in Australia and around the world.

Moorabool Shire made the commitment to be an age-friendly community in 2017 by signing the Age-Friendly Victoria Declaration with the Victorian government. We will continue to make the built environment more accessible and strengthen community services and supports to ensure that our older residents thrive.

The COVID-19 global pandemic has presented challenges for local government but has also provided an opportunity to re-think how we support our communities.

We recognise the integral role of the involvement of our older residents in the development of an age-friendly community and would like to thank all the individuals and local community-based services and groups who participated in the consultation.

I would also like to thank the Positive Ageing Advisory Committee for their contribution to the Strategy and we look forward to working together to implement the four year action plan.

Cr Tom Sullivan
Mayor

Executive Summary

The Municipal Association of Victoria (MAV) recognises that local government plays a significant role in creating age-friendly communities¹ to improve the health and wellbeing of older people.

The Age Well Live Well Strategy (2022-2025) is a four year plan that is informed by community and stakeholder consultation, research and data.

Community-based services and groups are key partners in the development of the Strategy as they provide essential supports that improve the health and wellbeing of older residents.

We work in partnership with our residents to understand their needs and expectations.

The Strategy will be informed by:

- The World Health Organisation's (WHO) Age-friendly cities framework
- 2020-2030 WHO Decade of Healthy Ageing Priorities
- Eight Attributes to Ageing Well developed by the Commissioner for Senior Victorians
- Royal Commission into Aged Care 2021 report

- The Positive Ageing priorities of the Municipal Association of Victoria (MAV) and Council on the Ageing (COTA)
- Local and national demographic data
- Positive Ageing engagement projects that were delivered in Moorabool Shire between 2018 and 2021
- Council Plan 2021-2025 survey results from older residents
- Deliberative community and stakeholder consultation undertaken between November and December 2021



¹ MAV & COTA, 2017, Age-Friendly Cities and Communities: Information kit for local government Councillors and Senior Management

Context

Moorabool community

Moorabool Shire is located to the west and north-west of Melbourne and is nestled in between Melbourne, Geelong and Ballarat. Moorabool spans more than 2,110 kms and is made of 64 localities, hamlets and towns. More than 74% of the Shire comprises of water catchments, state forest and national parks. Residents can enjoy an urban lifestyle in towns like Bacchus Marsh (45km west of the Melbourne CBD) or take advantage of Moorabool’s small towns and hamlets, rural open spaces and natural surrounds.

The area has been impacted by significant housing growth. Bacchus Marsh has been identified as a regional centre in the *Plan Melbourne* and *Central Highlands Regional Growth Plan* due to its suitable location and easy accessibility to Melbourne, Geelong and Ballarat².

Moorabool Shire’s total population recorded in 2021 was 36,341 and is expected to grow to 63,831 by 2041. In 2021 the 50+ population comprised of 36% of total Moorabool Shire population.

Population Projections		
	2021	2041
Total population	36,341	63,831
50-59 population	4,896	6,810
60-69	4,148	5,448
70-79	2,963	4,457
80+	1,180	2,767
Total 50+	13,187	19,482

Moorabool Profile	
74 50+ residents from Aboriginal and/or Torres Strait Islander background	2,232 residents from a cultural & linguistic background
6,200 residents have a disability	16% of 50+ residents live alone
32% earn less than \$650 a week	18% earn a high income
32% of households own their own property	16% of 50+ live alone
78% of households have internet broadband connection	4,007 provide caring unpaid assistance

Id.community profile information has been used to analyse population data

² Moorabool Shire Council, 2018, Housing to Bacchus Marsh 2041

A global ageing population

Governments and services globally face challenges preparing for ageing populations that require accessible infrastructure, housing and services to meet changing needs. The global COVID-19 pandemic has highlighted the need to strengthen health and community support services that are responsive and adaptive to the needs of older people through different life changes.

Many of the challenges faced by Moorabool's ageing population are consistent with those identified in national and international data.

The Australian context

National Aged Care Reforms

Australia's national aged care program has been undergoing significant reforms over the past 10 years. The Commonwealth government took full responsibility for aged care in 2011 which coincided with the establishment of the National Disability Insurance Scheme.

Reforms are underpinned by:

- the increase in number of Australians that will require aged care services in the future
- high cost of aged care
- systemic service challenges related to inefficient use of resources, gaps in services and abuse of older people

These national reforms have resulted in significant changes to funding and services that have created challenges for Councils and other providers who deliver aged care services and supports. Government policy reform includes strengthening universal health and support services to meet the needs of the ageing population.

Many older Australians have had difficulty with navigating the My Aged Care system to get the services they need to continue living independently.

Disability

The prevalence of developing disability increases with age in Australia. For people under 65 years of age the likelihood of developing some form of disability is one in nine people (11.6% of the population). For people over 65 years of age, the risk increases to one in two people (49.6% of the population)³.

Data from the Australian Bureau of Statistics assumes that 17% of the Australian population has some form of disability. Using this assumption, up to 6,200 Moorabool Shire residents have some form of disability.

In 2017 Dementia Victoria recorded that 473 people living in Moorabool Shire had some form of dementia. In 2050 this is projected to increase to 3,206⁴.

³Australian Bureau of Statistics, 2018, Disability, Ageing and Carers, Australia

⁴Dementia Australia, 2017, Victorian Government areas statistics

Carers

The increase in prevalence of disability increases the need for carers. The number of carers in Moorabool who provided unpaid assistance in 2021 was 4,007. Number of carers will increase to 6, 847 by 2041. Carers are at risk of experiencing social isolation and increased stress and require services such as social support.

Social Isolation and Loneliness

Sixteen per cent of people over 50 years of age in Moorabool are living alone (2021). This increases the risk of experiencing loneliness and social isolation. Risk factors include the development of depression and chronic physical conditions such as coronary heart disease, stroke and dementia⁵.

COVID-19 pandemic

The COVID-19 pandemic has disproportionately affected older residents and their carers. Restrictions have resulted in the suspension of vital services and supports and limited contact with family and friends has reduced health and wellbeing and confidence to access activities and events.

Ageism & Elder Abuse

New research has found that ageism is the most accepted form of prejudice in Australia.

⁵Australian Government Australian Institute of Health and Welfare, 2021, Social Isolation and Loneliness

Stereotypical projections of older people still prevail in the media. People feel that health services give them lower priority and many feel patronised when dealing with professionals. There is a community perception that older people need assistance without being asked and employment opportunities reduce after 50 years of age.

Elder Abuse has been identified as a form of ageism. In an Australian Human Rights Commission study, 71% of Australians over 65 years of age reported that they had experienced some form of physical, emotional or financial abuse. Older Australians have been the largest victims of telephone scams in Australia⁶.

Digital Literacy

The decline in the production of print publications and face to face customer service has impacted on the ageing population. Essential information and services such as Centrelink and Medicare have moved to online business transactions discriminating against those who don't have access to a smartphone or computer.

Seventy one percent of older Australians between the ages of 50 and 65 have access to a smartphone. This drops to 57% for those between the ages of 70-79 years and declines further to 34% for 80+ age cohort⁷.

⁶ Human Rights Victoria, 2021, What's age got to do with it?

⁷Australian Government, 2018, Understanding the digital behaviours of older Australians

A framework for Positive Ageing

Healthy Ageing is defined by the World Report on Ageing and Health as “the process of developing and maintaining the functional ability that enables wellbeing in older age”.

This includes a person’s ability to:

- meet their basic needs
- learn, grow and make decisions
- be mobile
- build and maintain relationships
- contribute to society⁸

The term *positive ageing* has been used in this Strategy to reflect the language used by the Municipal Association of Victoria (MAV).

WHO Age-friendly communities

Age friendly communities are based on WHO Age-friendly cities framework and:

- operate within a human rights framework
- focus on independence, well-being and quality of life
- value the social and economic contributions that older people make
- promote their inclusion and contribution in all areas of life

- respect decisions and lifestyle choices
- anticipate and responds to age-related needs and preferences
- use an integrated approach to ageing from government and community⁹

2020-2030 – Decade of Healthy Ageing

The World Health Organisation (WHO) has declared 2020 to 2030 as the decade of healthy ageing, highlighting the need for governments and communities to create change in the following areas.

- Creating age-friendly environments
- Combatting ageism
- Integrated and Long-term Care¹⁰

⁸World Health Organisation, 2020, Healthy Ageing and Functional ability

⁹World Health Organisation, 2007, Global Age-friendly Cities: A guide

¹⁰WHO, 2020, Decade of Healthy Ageing: Plan of Action

WHO Age Friendly Cities Domains

The World Health Organisation's *Age-Friendly Cities Framework* has identified eight domains areas that are integral to improving the lives of older people.

The Age Well Live Well Strategy (2022-2025) community consultation and action plan is underpinned by the following areas:

The Built Environment

Outdoor Spaces and Buildings, Transportation and Housing.



The Social Environment

Social Participation, Respect and Social Inclusion and Civic Participation.

Services

Council Services, Community and Health Services and Communication and Information.

These age-friendly domains have been integrated with the eight attributes of ageing well developed by the Commissioner for Senior Victorians¹¹.

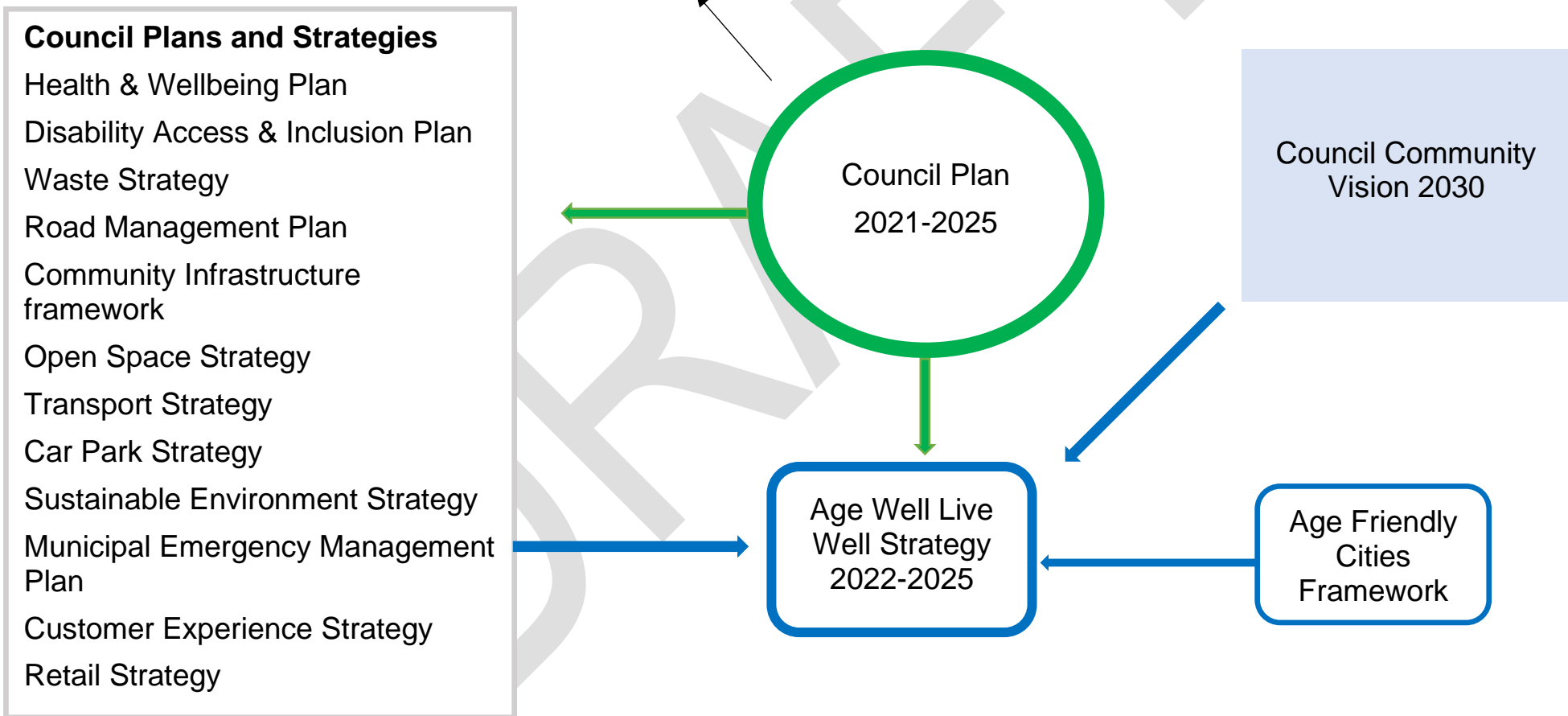
- A positive attitude
- Life has purpose and meaning
- Respected and be respected
- Connected to family, friends and society
- In touch with a changing world
- Safe and secure at home and financially
- Able to manage health issues including mental health
- Able to get around

¹¹ Commissioner for Senior Victorians, 2020, Ageing Well in a Changing World Report

Council's Planning Framework

Council strategic objectives

- Healthy, inclusive & connected neighbours
- Liveable & thriving environments
- A council that listens and adapts to the needs of our evolving communities



Council's Role

Council has an important leadership role in building age-friendly communities.

Planner

Strategic planner of land use and providing physical and social infrastructure.

Planning of integrated care across the areas of health, housing, disability, aged care and social participation.

Provider

Asset Manager of buildings and facilities that provide a range of community services.

Delivery of community services that address identified gaps and respond to community needs.

Advocate

Promotion of interests and needs of the community within Council and with other stakeholders that include governments, service and business sectors.

Partner

Facilitating networks that bring stakeholders together to improve understanding of issues that impact on the ageing population.

Building the capacity of local community-based services and groups to respond to community needs.

Working alongside residents to strengthen social capital to improve the ageing experience.



Community Consultation

A deliberative community consultation process was undertaken between November and December 2021 to engage older residents in conversations about ageing. The *eight Age Friendly Cities* domains were used as conversation starters and discussions were focussed on the barriers to ageing well in Moorabool Shire.

A total of 179 community and stakeholder participants contributed to the development of this plan.

Consultation for the Strategy

Residents accessing local community based groups participated in the conversations at their activity venue. This was convenient for residents and provided a worthwhile opportunity to visit different venues around Moorabool Shire. Efforts were made to engage with groups from the townships and rural areas.

Participation summary:

- 141 volunteer community group members participated in mostly face to face community conversations
- 16 residents completed an online survey on Moorabool Shire's Have your Say Portal
- 3 members of the Positive Ageing Advisory Group participated in face to face meetings
- 6 telephone interviews with Moorabool aged care services client

The following 14 community groups participated in the community conversations:

Embroiders Group Bacchus Marsh
Bacchus Marsh U3A
Bacchus Marsh Men's Shed
Bacchus Marsh RSL
Blackwood Seniors
Probus Club of Bacchus Marsh
Bungaree Comm. Centre
Buninyong Historical Society
Bungaree & District Senior Citizen's Club
Bungaree Walking group
Ballan & District Men's Group
Ballan Men's Shed
Ballan Coffee Klatch
Ballan Seniors

Stakeholder Consultation

- 13 Council staff participated in three Microsoft Teams meetings.



Other community consultations

In addition to the deliberative consultation process, the Strategy is informed by other consultations and projects. These include:

- 44 Council Plan 2021-2025 survey results from residents over 50 years of age
- In 2018 *Making Moorabool a great place to grow old*, engaged 80 older residents
- In 2020 the *Virtual Social Support Program* supported 42 Moorabool Aged Care Services clients to use tablet devices to participate in regular online activities



Positive Ageing in Moorabool Shire

What residents like

- Access to rural lifestyle - beautiful parks, gardens, rivers, waterways, lakes and wetlands
- The village atmosphere of some areas such as Buninyong
- Strong sense of community and significant volunteer networks that provide informal support to older residents

“Moorabool is a caring and engaged community”

- Good public transport in Bacchus Marsh and Ballan with access to trains that go to Melbourne, Ballarat or Melton
- Feel valued and respected by the local community
- Some good services in Bacchus Marsh and Ballan

Consultation Summary

All of the consultation and data has been sorted into the eight age-friendly domains and discussions were focussed on the barriers to ageing well. Most participants felt that each of the domain areas were important to ageing well but priorities varied as individuals had different needs and varying levels of support.

The Built Environment Outdoor Spaces & Buildings

*Footpaths *Parking *Roads *Crossings *Traffic management *Seating *Signage * Lighting, *Open spaces *Buildings *Shopping precincts

Barriers to Positive Ageing

- The built environment caters for the needs of car drivers— many older residents don't drive.
- Poorly maintained footpaths.
- The lack of footpaths in some areas forces people who use scooters or wheelchairs to travel on roads. Footpaths become slippery in wet weather when using a scooter or wheelchair.
- Poor connectivity of footpaths to community facilities, shopping precincts, housing areas, transport and open spaces. The needs of pedestrians, cyclists and dog walkers all need to be equally considered.
- Large number of potholes on roads impacts on driver confidence and safety.
- Increasing traffic in the townships and the presence of trucks reduces the feeling of driver safety.
- Some open spaces are not well maintained - long grass near parks rivers, waterways, lakes and wetlands attracts snakes. This reduces the use of these spaces.
- Need more seating and shade in open spaces.
- Inadequate number of available Disability Parking bays in Ballan and Bacchus Marsh shopping precincts. More enforcement is required. Bays are not wide enough.
- Ballan Library is too small and there is no indoor swimming pool facility.
- Lack of appropriate retail options for example there are limited clothing shops for older women.

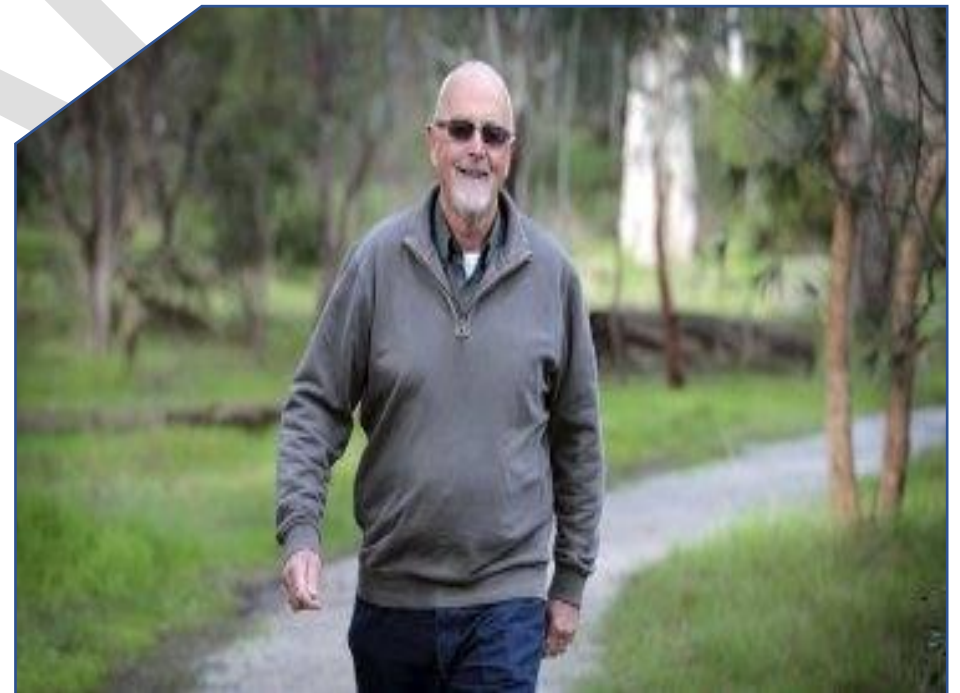
The Built Environment Housing

*Diverse range of housing options that are well designed, affordable, accessible and meets local needs

*Public, private and social housing

Barriers to Positive Ageing

- Concerned about population growth and housing development in Bacchus Marsh that is changing the rural and community feel of the area. There has been a loss of sense of community.
 - Need to develop towns outside of Ballan and Bacchus Marsh.
 - Concerned about the significant increase in cost of housing.
 - Limited secure long-term and affordable rental properties particularly in the townships.
 - Need diverse range of housing options particularly for people who want to downsize or live in independent residential units.
 - Lack of housing options for individuals who require support (includes people who are affected by homelessness, disability, domestic violence and chronic health issues).
- Housing development and population growth needs more investment in infrastructure such as roads and community facilities.



The Built Environment Transport

*Public transport *Taxis (including maxi taxis) *Volunteer transport services including community buses * Driving

Barriers to Positive Ageing

- Lack of knowledge of public transport routes and timetables. Difficult to access information in print when don't have access to computers.
- Limited public transport infrastructure outside the townships prevents some residents to age in place when they can no longer drive. This also impacts on ability to access services or activities.
- Ageing reduces capacity to continue driving and access to public transport, taxis and supported transport becomes very important.
- Walking to bus and train stations is difficult with reduced mobility.
- Scooter and wheelchair users find it difficult to use public transport -need to organise at least two days in advance.
- Limited affordable supported transport options for non-drivers – this includes community bus and/or individual volunteer driver services.
- Limited accessible transport options in rural areas for non-drivers. Public buses are infrequent or don't operate regularly in some areas and there are increased difficulties with accessing available and

affordable taxis. Volunteer driver services are difficult to access in rural areas. This reduces access to services and supports.

- Some non-drivers rely on personal and community networks to transport them to activities or appointments. This creates a dependency.



The Social Environment - Social Participation

*Social Connections *Accessible and conveniently located activities *Diverse range of options to learn and socialise
*Support for those in need *Support for community based groups

Barriers to Positive Ageing

- Social isolation increases with age – risk factors include: loss of a partner, disability or chronic illness language or cultural barriers, poor health, limited contact with family, personal and community networks.
- COVID-19 restrictions, and prolonged isolation, has reduced confidence to connect with people and access groups, activities and events. *“I no longer feel part of the community”*.
- Need to have a variety of local, free or affordable activities and events to connect with others. Limited options in rural areas. Duplication of activities can result in low participation rates in some areas. Need more options on weekends and evenings for those who work during the week.
- Rural residents don't feel part of Moorabool Shire. There is a divide. Council is focussed on the townships.
- Need clear, accessible print and online information on activities and events. Difficult to find out what is available in local area. Uncertain about the COVID-19 impact on community groups and activities.
- Community based groups need support; access to suitable venues in convenient locations; assistance with paying insurance premiums and re-engaging members.
- Concerned about the decline in membership and future of “senior clubs”.
- Need more inclusive social connection opportunities for socially excluded groups such as carers, people with disability and residential care home residents.
- Intergeneration contact is important – contact with children or young people improves wellbeing and sense of belonging.
- Some people do not want to participate in groups - informal social contact is very important. Families and young people should be encouraged to “help their neighbour”.
- Limited transport options to activities and events can be a barrier to social participation.
- Important to have opportunities to maintain and develop skills.
- More investment in community engagement is needed to reduce social isolation.

The Social Environment Respect and Social Inclusion

*Respect and Social Value *Ageism *Elder Abuse *Social Inclusion

Barriers to Positive Ageing

- There is a “perception that it is okay for older people to die from COVID-19. Feel we are a liability to society”.
- Constantly being the target of scams. Reluctance to report or tell family or friends.
- Important to have meaning and purpose in life.
- Ageism is an issue – *“we are treated as children when we go to the GP, we must be valued as human beings”*.
- Gender equity is important – *“it’s a boys town in Ballan”*.
- Increase in likelihood of discrimination if you have disability or chronic health issues.



The Social Environment – Civic Participation

* Employment *Volunteering *Involvement in decisions

Barriers to Positive Ageing

- Job seekers don't have access to a diverse range of local jobs.
- It is important to have a say in decisions that affect individuals and the community if concerns are valued and if it results in real change.
"Council needs to listen to us"
- Need more information on volunteering opportunities.
- Important to promote the benefits of volunteering – good for mental health and it is important to contribute to the local community.
- *"No more surveys" – we want face to face opportunities to be informed of Council managed projects that will affect the local community.*
- *"Don't know how to provide feedback on Council policies or projects as I don't use a computer".*

Services - Council, Community and Health Services

* Council Services *Aged Care Services and supports *Support for community based services and groups * Health services and health promotion activities *Emergency Management

Barriers to Positive Ageing

- No free hard and green waste kerbside collection service. Accessing tip facilities is difficult for residents who don't drive or can't access a truck.
- Moving bins to collection point when you live on a large property.
- Lack of pensioner discounts on services.
- Council staff not following up on concerns and issues.
- Absence of a large hospital with specialist services.
- Access to public health services – difficult to access podiatry, occupational therapy, physiotherapy, dental care and pathology testing services. High turnover of GPs impacts on continuity of care. Need more COVID-19 testing sites. No access to mental health care services in rural areas.
- Lack of understanding of available Aged Care services.
- Need more indoor preventative activities such as men's health education or indoor exercise classes.
- Limited affordable beautification gardening services (such as managing trees, weeding, pruning or planting) particularly for residents living in larger rural properties.
- Limited affordable home maintenance services (such as cleaning gutters, fixing roof tiles, replacing light bulbs).
- Limited outreach services for people in need who are confined to the house. This includes telephone and online social support.
- Need to create “community hubs” in rural areas which provide access to: defibrillators, Council, community and emergency management information.
- Vulnerable older residents are not getting support to respond to emergency situations. Many don't have access to smartphones and do not have access to information.

Services Communication and Information

*Access to online and print information *Digital Literacy

Barriers to Positive Ageing

- Not “being in the communication loop” when you don’t have access to a computer, the internet or social media account.
- Lack of basic computer skills to manage smartphones or tablet devices.
- Not knowing how to access information on services or supports. “*Where do I go?*”. Computer users with internet access also find it difficult to find information online.
- Limited accessible and up to date print information on community services, activities and events.
- Sometimes receive too much irrelevant information.



Age Well Live Well Strategy 2022-2025 Action Plan

The Built Environment – Outdoor Spaces and Buildings

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
<p>Improve the accessibility of the built environment by fostering integrated community planning and design</p>	<p>The development of a Moorabool Community Access Toolkit. The toolkit will include but will not be limited to:</p> <ul style="list-style-type: none"> ▪ Information on universal design principles and best practice models to address issues related to: buildings, housing developments, retail precincts, open spaces, parking, roads, footpaths, cycling, parking, crossings, seating, lighting and signage. ▪ Development of Social Impact Assessment Framework that will include a process of residents undertaking audits. ▪ Creation of an Access Reference Group to provide expertise and feedback on the Community Access Toolkit. 	<p>2022-2023</p>	<p>MSC Active Ageing & Diversity MSC Comm. Planning & Eco. Development MSC Comm. Assets and Infrastructure</p> <p>Positive Ageing / Disability Advisory Groups</p>
	<p>Deliver training to Council staff on the Moorabool Community Access Toolkit to inform planning and infrastructure decisions.</p>	<p>2023</p>	<p>MSC Active Ageing and Diversity MSC Community Assets and Infrastructure</p>

The Built Environment – Transport

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Increase the usage of transport services	<p>Produce a Moorabool Transport print leaflet that provides information on public, community and private transport services.</p> <p>Distribute and promote Moorabool Transport information to residents, community-based groups and networks.</p> <p>Update and promote the <i>Getting around Moorabool</i> transport options information to residents, community-based groups and networks</p>	2022	<p>MSC Active Ageing & Diversity MSC Communications, Media & Advocacy Officer Community based groups</p>
Improved accessibility of transport services	<ul style="list-style-type: none"> ▪ Map transport needs of older residents to improve understanding of transport barriers that impact on quality of life. ▪ Address transport issues through Council planning process and advocacy. 	2023	<p>MSC Active Ageing & Diversity</p> <p>Community based groups</p>
Improve driver safety and awareness	Organise and deliver Wiser Driver and Mobility Device education sessions to the local community.	2022-2023	<p>MSC Active Ageing & Diversity VicRoads Community based groups</p>

The Built Environment – Housing

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Strengthen housing diversity options for ageing population	<ul style="list-style-type: none"> ▪ Identify existing and emerging housing needs of different cohorts through data analysis and mapping. ▪ Advocate for affordable housing options through the community planning process. 		<p>MSC Active Ageing & Diversity MSC Connected Communities</p>

The Social Environment – Social Participation

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Activation of places and spaces to enable social connection	<ul style="list-style-type: none"> ▪ Activate under-utilised Council owned “senior citizen centres” and community halls through the organisation of activities and events. ▪ Map the demand and usage of “senior citizen centres” to inform future decisions related to the management of Council owned buildings. ▪ Develop or update Hire Agreements for all “senior citizen centres”. 	2022-2023	MSC Active Ageing & Diversity MSC Connected Communities MSC Community Assets & Infrastructure
Increased social connection opportunities	<ul style="list-style-type: none"> ▪ Organise regular activities and events that are inclusive and accessible (includes Seniors Festival). 	2022-2025	MSC Active Ageing & Diversity MSC Connected Communities Community based groups
Increased social participation of socially excluded populations	Develop and implement a grassroots engagement strategy to connect socially excluded groups to activities and events.	2022	MSC Active Ageing & Diversity MSC Libraries Community based services and groups

The Social Environment – Social Participation

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Increased capacity of services and groups to deliver social connection programs	<ul style="list-style-type: none"> ▪ Create and distribute infographics data information to inform services and activities. ▪ Secure funding and resources for new or existing age-friendly activities. 	2022-2025	<p>MSC Active Ageing & Diversity</p> <p>MSC Connected Communities</p> <p>Community services and groups</p>

The Social Environment – Respect and Social Inclusion

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Support age-friendly environments	<p>Create Age-Friendly Awards rewarding, individuals, community organisations and local businesses who provide outstanding support to older residents.</p> <p>Align the Age-Friendly Awards with the Moorabool Disability Access and Inclusion Awards.</p>	2023	<p>MSC Active Ageing & Diversity MSC Economic Development</p>
Reduce incidence of ageism	<ul style="list-style-type: none"> ▪ Participate in the <i>Every Age Counts</i> campaign and encourage Council and other stakeholders to sign the pledge against ageism. ▪ Develop regular positive ageing stories in the media using a diversity of images and portraying different life experiences. ▪ Participate in MAV and regional network projects and events. 	2022-2025	<p>MSC Active Ageing & Diversity MSC Communications, Media & Advocacy Officer Municipal Association of Victoria (MAV)</p>
Increased awareness and understanding of Elder Abuse in the community	<ul style="list-style-type: none"> ▪ Promote information on support services. ▪ Develop and deliver elder abuse education activities. ▪ Develop media communications on different forms of elder abuse. ▪ Distribute elder abuse resource information. 	2022-2025	<p>MSC Active Ageing & Diversity MSC Communications, Media & Advocacy Officer</p>

The Social Environment – Civic Participation and Employment

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Increase participation in civic engagement activities	<ul style="list-style-type: none"> Provide advice to Council and other stakeholders on suitable consultation methods that are appropriate for older people who don't have access to computers. Continue to promote participation in the Positive Ageing Reference Group. Organise annual resident forum to better understand the emerging needs of older residents. 	2022-2025	MSC Connected Communities MSC Active Ageing & Diversity
Increase participation in local volunteering opportunities	<ul style="list-style-type: none"> Organise an annual volunteering celebration event for 50+ volunteers to coincide with International Volunteer Day in December. Distribute information on volunteering opportunities. Organise annual media communication promoting the benefits of volunteering. 	2022-2025	MSC Active Ageing & Diversity MSC Connected Communities Community-based services and groups
Increase local employment opportunities for older job seekers	<ul style="list-style-type: none"> Participate in the <i>Reach, Train and Employ</i> project led by COTA to support job seekers 50 years and over into paid work. Advocate for the employment of older job seekers to Council and local employers. 	2024	MSC Active Ageing & Diversity Council on the Ageing (COTA) Victoria

Services – Communication and Information

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Increased accessible digital learning opportunities that address community needs	<ul style="list-style-type: none"> Support the delivery of free online education programs such as the <i>Be Connected</i> in accessible community hubs. Distribute online learning resources to residents and networks. Create inter-generational digital learning opportunities where younger people teach skills to older learners. 	2022-2023	MSC Active Ageing & Diversity MSC Libraries Community-based services and groups
Greater awareness of services, activities and events	<ul style="list-style-type: none"> Organise an annual information expo during the Seniors Festival. Develop and distribute regular print communication material on activities and events. 	2022-2025	MSC Active Ageing & Diversity Community-based services and groups
Improved accessible community information on Council Services	<ul style="list-style-type: none"> Develop Council posters suitable for large community noticeboards. Encourage Council staff to use community newsletters to distribute information on services and projects. 	2022-2025	MSC Active Ageing & Diversity MSC Senior Communications, Media & Advocacy Officer

Services – Council, Community and Health Services

What is the outcome we want to achieve?	How will we achieve our outcome?	When	Who will lead it? Stakeholders/Partners
Increase the age-friendliness of Council services	<ul style="list-style-type: none"> Address customer concerns in monthly feedback meetings with Council departments. Develop an age-friendly service assessment toolkit that can be used to assess Council and other services. Undertake an age-friendly assessment of Council services. 	2023	MSC Customer Experience & Innovation MSC Active Ageing and Diversity
Improve Emergency Management responses to at risk older residents	<ul style="list-style-type: none"> Support Council and community-based services and groups to assist older residents to prepare, respond and recover from emergency situations such as fire, storms or heatwaves. 	2022-2024	MSC Community Health and Safety MSC Active Ageing & Diversity Country Fire Authority
Improve health and aged care services and supports	<ul style="list-style-type: none"> Identify service needs through data analysis and mapping. Work in partnership with governments and services to develop integrated health and aged care services that are responsive to community needs. Advocacy to governments to address funding and service gaps. 	2022-2023	MSC Connected Communities

References

	Resource Name and Web Address
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2	Moorabool Shire Council, 2018, Housing to Bacchus Marsh to 2041 https://www.moorabool.vic.gov.au/files/assets/public/residents/documents/housing_bacchus_marsh.pdf
3	Australian Bureau of Statistics, 2018, Disability, Ageing and Carers, Australia https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings
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6	Human Rights Victoria, 2021, What's age got to do with it? https://humanrights.gov.au/our-work/age-discrimination/publications/whats-age-got-do-it-2021
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8	World Health Organisation, 2020, Healthy Ageing and Functional ability https://www.who.int/news-room/questions-and-answers/item/healthy-ageing-and-functional-ability
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11	Commissioner for Senior Victorians, 2020, <i>Ageing Well in a Changing World</i> https://www.seniorsonline.vic.gov.au/services-information/commissioner-for-senior-victorians/ageing-well