

Active Ageing Plan

2013 - 2017





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1. Executive summary

Medical, health and nutrition advances are enabling current generations of Australians to live longer than previous generations. In addition to an increase in life expectancy, the proportion of older people in the population is also increasing.

This is particularly the case with Mandurah, a sea change destination, with over 20 percent of the City's population being over 65 years of age, compared to the state average of 12.3 percent and the national average of 14 percent.¹

The City of Mandurah has responded to this ageing population trend with a number of initiatives including:

- Ac-cent Mandurah - an activity centre for over 55 year olds;
- The Active Ageing Plan 2008-2012;
- The Age Friendly Community Strategy 2010-2014: Accent on Seniors;
- Specialist recreation programs targeting over 50 year olds;
- Library services for the wider community including a home delivery service.

In developing the Active Ageing Plan 2013-2017, the City acknowledged that seniors are vital to the social and economic wellbeing of the community as workers, volunteers, neighbours, friend, carers, parents and grandparents.

The Active Ageing Plan 2013-2017 consolidates previous City plans, research and community engagement results and builds on current international, national and state knowledge relating to the concept of active ageing.

The 2013-2017 plan has five key focus areas:

- Health and wellbeing;
- Access to essential services;
- Economic security and protection of rights;
- Welcoming and well-planned communities;
- Opportunities to contribute.

This framework and the accompanying implementation plan will enable the City of Mandurah to investigate existing programmes and services, identify gaps and opportunities, facilitate interaction and engagement between stakeholders, and build on strategies that contribute to active ageing.

Key outcomes of the Active Ageing Plan 2013-2017 will be to:

- Investigate and increase Ac-cent Mandurah's capacity to provide broader resources and information;
- Promote and advocate for funding sources and government policies that support seniors to remain in their homes;
- Explore opportunities to increase relevant health services in Mandurah;
- Improve knowledge and understanding of local, regional and state ageing trends, especially to guide future planning;
- Review the centre name 'Ac-cent Mandurah' with a process that includes member and community input.

2. Background

The City of Mandurah is a rapidly developing area of Western Australia located in the Peel Region, approximately 70km south of Perth. The City covers a geographical area of 173.5km and represents a 50km long coastal strip ranging from the northernmost suburbs of Madora Bay and Lakelands to the southernmost areas of Clifton and Herron.

Mandurah remains one of Australia's fastest growing cities, having experienced strong long-term growth over the past half-century, expanding from a seaside village with less than 2000 people in 1954 to a city with a population of more than 76,000 residents. Mandurah's population is expected to continue to grow strongly, to reach approximately 122,000 by 2036.²

An over-riding aspect of the City of Mandurah's demographic profile is the City's popularity as a retirement and sea change destination. The 2011 Census indicated that 20.4 percent of Mandurah's population is 65 or over, compared to the State average of 12.3 percent and the national average of 14.0 percent.³

By 2021, the most populous forecast age group in Mandurah will be 60-64 year olds, with the number of people aged over 65 expected to increase by approximately 80 percent and represent around 23 percent of Mandurah's population. The age group forecast to have the largest proportional increase relative to its population size by 2021 is the over 85 group which is forecast to increase by approximately 117 percent to

more than 2,000 people.⁴

Issues of an ageing population also extend to the City's neighbouring Local Governments in the Peel region with many seniors from these locations utilising a range of services within Mandurah.

Key areas for consideration within the City's ageing demographic are around transport, lifestyle, health, income, employment productivity and activity, and accommodation both in aged care and residential housing.

3. Trends and issues

3.1 International

The World Health Organisation (WHO) identifies that many communities worldwide have a larger proportion of older people than ever before. A sustained period of low birth rates and longer life spans means that both the proportion and number of older people is rapidly growing. It is expected that by the year 2050, 22 percent of the world's population will be aged over 60, outnumbering the proportion of children under 14 years

of age for the first time in human history.⁵

Additionally, the WHO anticipates that the proportion of people living in urban areas will rise and that by 2030 approximately three out of five people will live in cities. Ageing populations, combined with an increase in urbanisation are two major global trends shaping the 21st Century and the implications will be profound if they are not well planned for.

The WHO identifies that without structures, facilities and services to support an ageing population, the wellbeing and productivity of entire communities could be severely compromised. With this in mind, the WHO recommends that the long term future needs of older people should be considered in planning for urban developments, in shaping policies and in providing services.

3.2 Australia

The Australian Bureau of Statistics (ABS) supports the WHO data on an ageing global population, and predicts that the most profound change to Australia's population in coming years will be the ageing demographic.⁶

The ABS reports that population ageing is characterised by an upwards shift in the age structure, so the proportion of younger people declines as the proportion of older people increases. Further population ageing will be influenced by the tendency for people today to live longer, and the reality that fertility and migration can only play a marginal role in limiting the extent of ageing.

During the 12 months to the end of June 2010, the

ABS reported that the number of people aged 65 years and over in Australia increased by 94,800 people, representing a 3.3 percent increase.⁷

These changes are important factors that will impact the future provision of income support, health and aged care services, as well as having implications for economic growth in Australia.

It is worth noting that Aboriginal and Torres Strait Islander people have a significantly different ageing structure, with a lower life expectancy than the general population of approximately 17 years. In fact, in 2011 persons aged 65 years and over comprised around 3 percent

of the Aboriginal and Torres Strait Islander population, compared to just over 14 percent of the non-Indigenous population.⁸

To ensure that Aboriginal and Torres Strait Islander elders can derive the same outcomes for active ageing strategies generally aimed at over 55 year olds, it is recommended a younger indigenous demographic is targeted for participation and inclusion in active ageing programs.

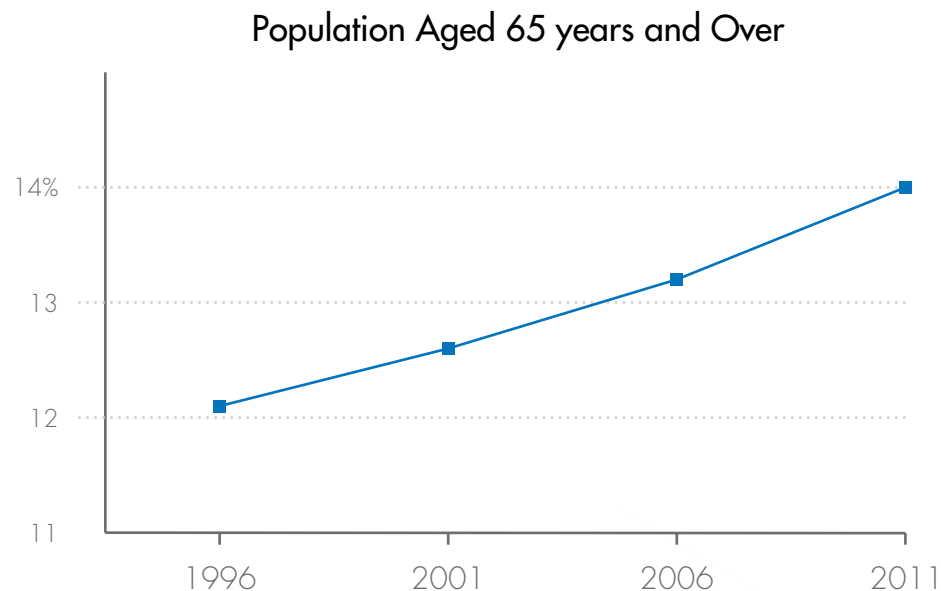


Figure 2. Source: ABS 3201 Population by Age and Sex, Australian States and Territories, June 2010

Five key pathways to an age-friendly community

Identified by the Department for Communities:

Key pathways

1. Promoting health and wellbeing
2. Access to essential services
3. Economic security and protection of rights
4. Welcoming and well-planned communities
5. Opportunities to contribute

Key outcomes

- Being involved
- Friendly communities
- Key services and supports

3.3 Western Australia

During 2011, the Western Australian Department for Communities identified that there were approximately 410,000 people aged 60 years and over living in Western Australia, representing 17.6 percent of the total population. By 2021, it is projected that this will increase by 50 percent to approximately 595,000 people, representing 21 percent of the total population. By 2050 the number of people aged 65 to 84 years will double, and the number over 84 years will quadruple, a trend that is expected to continue for several decades. This trend reflects the combined impact of the ageing baby boomer generation, longer life expectancies and decreasing fertility rates.⁹

The Department for Communities' Seniors Wellbeing Indicators (2012) and the Profile of WA Seniors (2011) publications highlight the following issues:

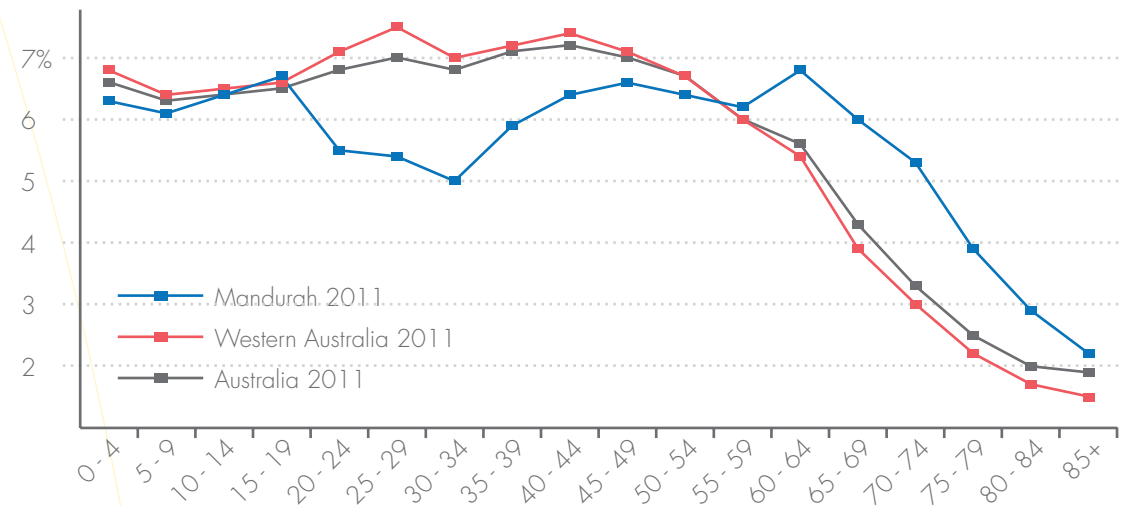
- A rapid growth in the population aged 80 years and over, at a rate far higher than any other age group;
- A large, growing number of seniors who speak English as a second language. By 2026, around one in five older people in WA will be from a culturally and linguistically diverse (CaLD) background;
- Increasing numbers of seniors living on their own;
- Changes in patterns of home ownership and retirement savings. Many retired seniors currently own their own home, but have small incomes that are only partially self-funded. By 2030 more seniors will have larger superannuation balances, but potentially fewer assets;
- A growth in the number of seniors and pre-seniors find themselves supporting adult children and grandchildren, as well as caring for their ageing parents;
- Increasing numbers of older people in rural areas, with population growth at a more rapid rate in these areas than in most major urban and regional centres;
- Seniors are working longer, often in a part-time capacity.

The senior's population now spans forty years from 60 to 100+ years, making it very diverse in terms of health, family, economic, emotional, physical, financial and household circumstances and requiring a varied range of responses at a Federal, State and local level.¹⁰

4. At a local level

Mandurah currently has Western Australia's highest proportion of residents aged 65 years and over (20.4 percent). This compares with the current Western Australian average of 12.3 percent, and the national average of 14.0 percent. The below figure demonstrates the over representation of the 65 years and over population group in comparison to the Western Australian and national figures.

Mandurah's Age Structure: a comparison



Source: ABS 2011 Census QuickStats



- The high percentage of the 65 years and over population group highlights the importance for a clear approach to Active Ageing for the long-term. As a Local Government, the City of Mandurah is uniquely positioned to have a positive impact on the ageing population. The Australian Local Government Association (ALGA) supports Local Government's role in active ageing because, Local Government's:
- Know about the local community and the diversity of older people
- Ensure that the physical, social and economic environment of the local community positively contributes to the overall wellbeing of older people

- Provide contemporary programs that are local, flexible and appropriate to the needs of older people
- Enable community participation in local decision making and supports the development of community networks
- Are a strong advocate on behalf of the local community with other government and non-government organisations.

Many of the elements that are central to the concept of age friendly communities are within the capacity of Local Government to shape or influence. Facilitation of social relationships is important in age friendly communities,

with local services, activities and events that bring people of all ages together. Social connectedness through friends, neighbours and networks encourages people to look out for each other and share information skills, knowledge and resources and create an environment where people feel included, safe and valued and less socially isolated.

4.1 City of Mandurah

4.1.1 Positive Ageing in the Peel Region: Ripples of Change

In 2005, the Peel Community Development Group (PCDG) in partnership with the City of Mandurah, other regional Local Governments and the Peel Development Commission (PDC) conducted the Positive Ageing in the Peel Region: Ripples of Change study.

This publication focused on the effects of an ageing population in the Peel Region in the areas of:

- Health and wellbeing;

- Income;
- Employment and activity;
- Lifestyle, family and relationships;
- Transport and planning;
- Governance.

One of the recommendations from this report was to increase employment opportunities for older people in the region. With funding from the Peel Regional Development Scheme the City of Mandurah and Shire of Murray

subsequently established an Active Ageing Employment Strategies Project.

This project was designed to develop guidelines on phased retirement as well as employment options for people aged 45 and over returning to work. During this period, the City worked with industry to develop a brochure, website and other resources relating to the transition from work to retirement and from retirement to part-time work. This project also promoted senior's involvement in volunteering, mentoring, and educational opportunities.

4.1.2 Active Ageing Plan 2008-2012

In 2008, the City of Mandurah endorsed the City's Active Ageing Plan 2008-2012. The primary focus of this plan was to rebrand the Mandurah Senior Citizens Centre. In 2009, Council endorsed a change of name for the centre to Ac-cent Mandurah, which means Active (Ac) - Centre (Cent), a name that was developed by centre members and that promotes a more active demographic.

The City's Active Ageing Plan 2008-2012 delivered a number of significant achievements including:

- Promoting positive images of Mandurah's residents in City publications and media;
- Linking with media to provide interesting, positive articles and information on older local people's achievements and intergenerational activities;
- Delivering an annual event in Senior's Week. At the end of 2011 a review of Senior's Week was completed and the event scope was successfully altered to refocus on providing community services;
- Highlighting through a range of mediums, the achievements of seniors in the arts, employment, education, physical activity, community activities and creativity;
- Promoting and actively engaging with senior's groups with community grant funding and supporting their pursuit of funding and sustainable group development;
- Active representation by City Officers on peak senior's interests groups at a state level to further the local interests of Mandurah's senior's groups;

- Forming a number of partnerships and network opportunities across a range of organisations and business sector groups;
- Promoting healthy living and healthy food choices, through a review of Ac-cent Mandurah dining options, and by supporting Environmental Health Officers to implement a Healthy Eating Strategy.

During this period, a number of other initiatives were also developed across the City including specialist recreation programmes for seniors, the City's Community Safety and Crime Prevention Plan 2011-2016, the Disability Access Inclusion Plan 2011-2015, and the Health and Wellbeing Plan 2011-13.

4.1.3 Age-Friendly Community Strategy

In 2010, the City developed the City's Age-Friendly Community Strategy: Ac-cent on Seniors 2010-2014. This process utilised the World Health Organisation's (WHO) Age-friendly Cities Guide to consult with a selection of older Mandurah residents.

The WHO regards active ageing as a lifelong process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life. An age-friendly city encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.¹²

In developing the City's Age-Friendly Community Strategy the City consulted with almost 200 participants including

service providers, senior's organisations, carers and older people from various age groups. During this process a total of eight topics were explored:

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

The strategic priorities identified through this process included:

- Advocating for sustainable transport options, particularly in regard to other forms of movement than cars, including train, bus, pedestrian and gopher;
- Supporting appropriate housing options that enable Mandurah residents to 'age in place' and have access to health and care services as appropriate;
- Liaising with stakeholders to ensure that improved communications between service providers and older residents provides effective and efficient local delivery, and maximise opportunities to use the City's many available resources and facilities;
- Creating opportunities to enhance social participation, with a focus on the socially isolated and those with cultural, health and disability considerations.

The City continues to address key areas that foster the broader 'Age Friendly City' initiative and supports a positive ageing framework by:

- Encouraging lifelong learning across all ages;
- Encouraging volunteering and flexible and accessible employment to enable people to continue to participate and actively contribute to civic life as they age;
- Providing activities and events that are diverse, accessible and affordable for people as they age;
- Providing services that are respectful and inclusive of older people and that promote a positive image of ageing;
- Providing positive ageing health and wellbeing activities, initiatives and programs that encourage and promote participation.

4.1.4 City of Mandurah facilities, programs and activities

Ac-cent Mandurah

The City currently provides a variety of services for seniors, primarily through Ac-cent Mandurah, an activity centre for people aged 55 and over. Ac-cent Mandurah is owned and operated by the City, and began operating in 1990 as the Mandurah's Senior Citizens Centre.

Currently Ac-cent Mandurah has more than 1700 members, and offers a range of services and activities that enable seniors to participate in recreational and social pursuits. This also provides opportunities for age-integration as well as age targeted social participation, which in turn encourages strong social connection and personal empowerment.

Ac-cent Mandurah prides itself on a culture that recognises, respects and includes older people with differing abilities and people from diverse backgrounds. The centre is an important social space, however it only represents one dimension of a wider ageing strategy and the development of a strategic response to the ageing population is also a key focus. Ac-cent Mandurah has undergone major refurbishment in recent years, including the replacement of the common area floor tiles, insulation and ceiling improvements to the atrium, and a major refurbishment of the toilet facilities to improve disability access for seniors.

Libraries

The City of Mandurah Libraries offer a home library service for residents in their own homes or residential care facilities who:

- Have difficulty visiting the library due to illness, frailty or disability (temporary or permanent);
- Are caring full-time for someone who is confined to their home by illness, frailty or disability.

Additional services that the libraries provide:

- Members are able to download ebooks to ebook readers, smart phones or other personal devices at no cost;
- Book clubs that allow avid readers to read and talk about books with other people;
- Falcon eLibrary and Community Centre conduct free computer classes;
- The Mandurah Digital Hub provides a gateway for local people to improve their online skills and access National Broadband Network applications in their own home;
- Mandurah Libraries host a number of writers, including some of Australia's finest authors, along with international favourites.



Recreation Centres

The City of Mandurah Recreation Centres offer a Healthy Lifestyle Choices Privilege Card for a small annual fee for those aged over 50 that allows participants to receive a discount in the following classes:

- 50s+ Boomers: a low impact, lightweight workout designed for the older age group and those who have an injury or special need;
- Fabulous 50s Water Aerobics: a 45 minute aquatic workout designed for the 50+ age group;
- Fabulous 50s Badminton: a round robin style badminton game designed for participants aged 50+ who are in general good health;
- Odd Bods Class: a gentle 40 minute program in water for people with medical/ physical conditions;
- 45 minute Circuit: a great all over workout, for the beginner to the advanced using weight resistance equipment;
- 45 minute Pump: Pump is a non-impact class designed to give your body a complete workout using barbells and weights to music.

Additional programmes supported through the City of Mandurah's Healthy Active Mandurah include:

- Heart Foundation Heartmoves: a low to moderate intensity exercise program suitable for everyone and designed for people who are living with health conditions;
- Heart Foundation Walking: a Heart Foundation initiative, supported by the City of Mandurah to conduct free walking groups in and around the city;
- BEAT IT: a physical activity and lifestyle program designed specifically for people living with or at risk of diabetes and other chronic lifestyle related diseases;
- Food Sensations®: a nutrition and budgeting program, incorporating the WA Department of Health's FOODcents® initiative.

5. Active Ageing Plan 2013-2017

The Active Ageing Plan aligns with the City of Mandurah's 20 Year Strategic Community Plan 2013-2033.

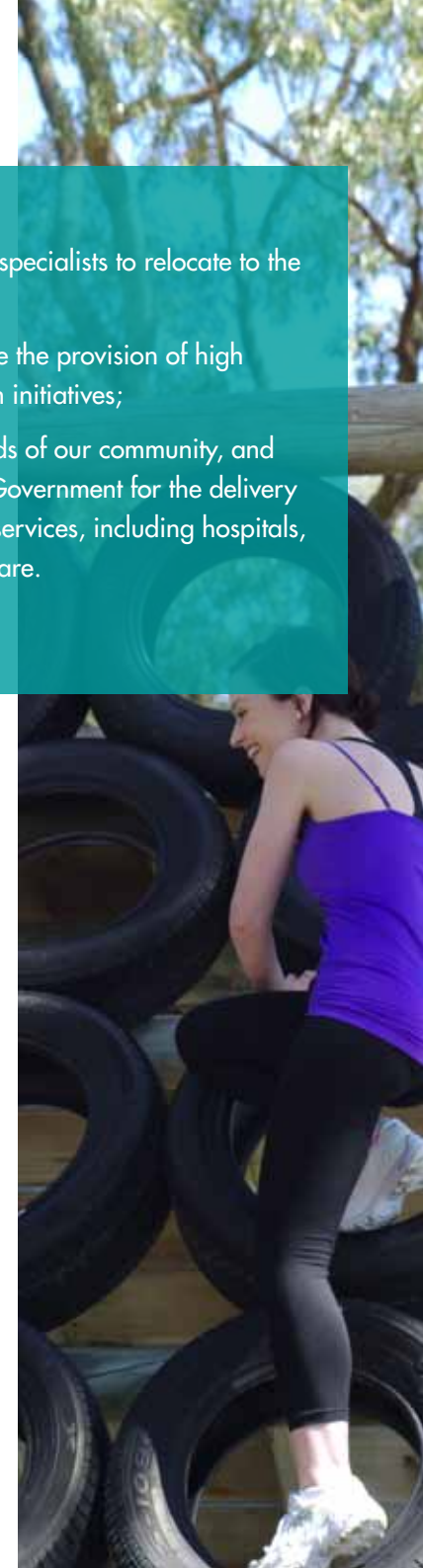
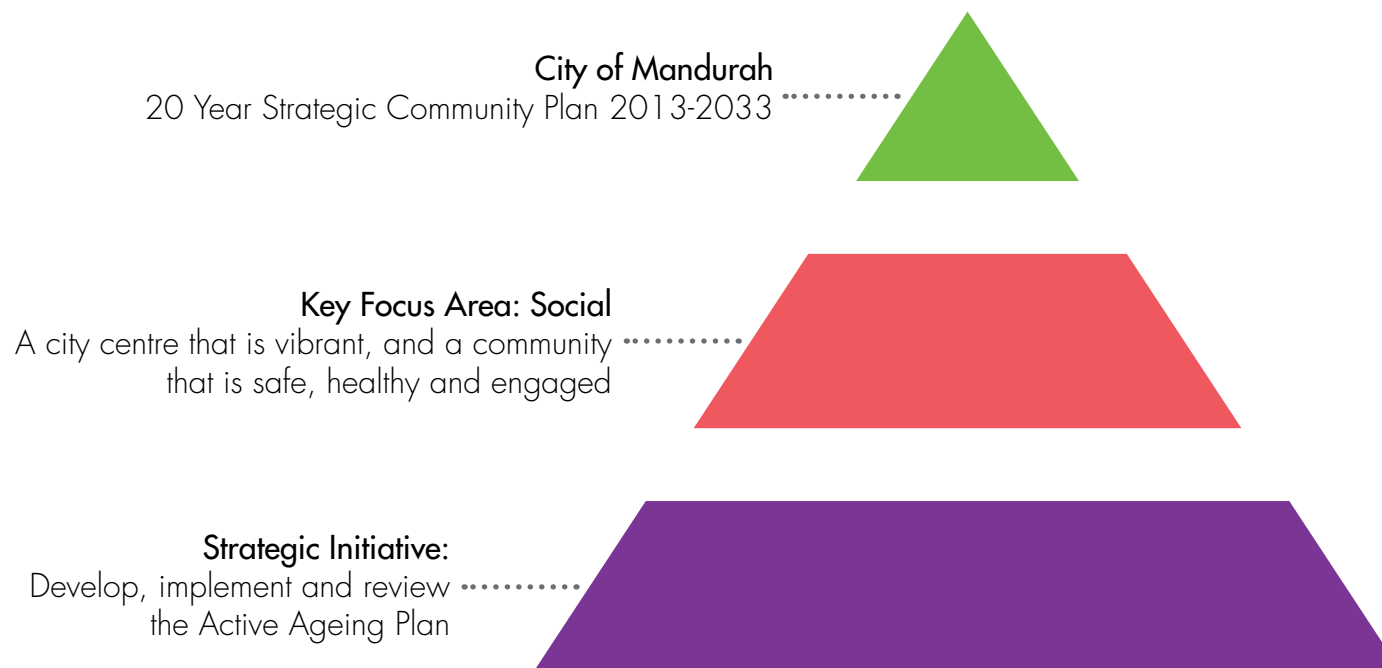
The Strategic Community Plan was developed in 2012/13, and adopted by Council in April 2013 after the City undertook an extensive community consultation process in 2012 utilising the 'Have Your Say Mandurah' community engagement tool. The City of Mandurah 20 Year Strategic Community Plan 2013-2033 has been designed to reflect the Mandurah community's broad aspirations and priorities for the future, and will determine

City's strategic objectives for the next two decades. One of the Strategic Community Plan's social objectives is the development and implementation of the Active Ageing Plan 2013-2017:

The 20 Year Strategic Community Plan also provides a number of other strategies aimed at benefiting seniors, including:

- Facilitate and advocate for seniors in their own homes;

- Encourage more medical specialists to relocate to the Peel Region;
- Advocate for and facilitate the provision of high quality preventative health initiatives;
- Define the key health needs of our community, and lobby State and Federal Government for the delivery of required facilities and services, including hospitals, mental health and aged care.





5.1 Developing the Active Ageing Plan

The Active Ageing Plan 2013-2017 consolidates previous City plans, research and community engagement results and builds on current international, national and state knowledge relating to the concept of active ageing. In developing the plan, a review of the literature and research on the demographic and social trends of seniors was undertaken. The following community consultation results were reviewed and relevant data included in the plan:

- City of Mandurah 20 Year Strategic Community Plan 2013-2033;
- City of Mandurah Community Perceptions Survey (2011);
- City of Mandurah Mapping our Community Together (2012);

- City of Mandurah Age-Friendly Community Strategy: Ac-cent on Seniors 2010-2014;
- Positive Ageing in the Peel Region: Ripples of Change (2005);
- Peel Away the Mask II (2012).

In addition to this community consultation review, a number of key stakeholders were consulted, including:

- Peel Seniors Net Group;
- Peel Seniors Recreation Council;
- Leslie Street Seniors Centre;
- National Seniors Australia - Mandurah;
- Bethanie Affordable Housing Project - Mandurah;
- Peel Seniors Services Networking Group;

- People Who Care;
- Care Options;
- Coolibah Lodge - residential, community and respite solutions for the Peel Region;
- City of Mandurah staff from Recreation Services, Environmental Health Services, and Community and Social Development.
- City of Rockingham – Active Ageing Manager;
- WA Department for Housing – Mandurah;
- Medicare Local – Mandurah;
- WA Department for Communities.



5.2 City of Mandurah's Active Ageing Plan 2013-2017

5.2.1 Active ageing

The World Health Organisation (WHO) describes active ageing as the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age. In the context of active ageing 'health' refers to physical, mental and social wellbeing.¹³

The word 'active' refers to continuing participation in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or to participate in the labour force. Older people who retire from work or live with illness or disability can remain active contributors to their families, peers, communities and nations.

Active ageing allows people to realise their potential for physical, social, and mental well being throughout their life course, and to participate in society, while sourcing adequate protection, security and care when needed.

5.2.2 Focus areas

The City Active Ageing Plan reflects the recommendations of the United Nations, the Commonwealth of Australia, the Western Australian Government, and findings from local research and community engagement.

The Plan will investigate existing programmes and services, identify gaps and opportunities, facilitate interaction and engagement between stakeholders, and build on strategies that contribute to five key focus areas:

Focus area one: Health and wellbeing

- 1.1 Encourage healthy and active lifestyles across the life-span;
- 1.2 Support people to maintain their independence;
- 1.3 Build social connections and community participation.

Focus area two: Access to essential services – health, housing, transport

- 2.1 Advocate for and facilitate access to health, housing and transport services;
- 2.2 Facilitate and advocate for support for seniors in their own homes;
- 2.3 Identify and build partnerships with the community sector.

Focus area three: Safety, security and protection of rights

- 3.1 Maximise personal safety through information, programs and support;
- 3.2 Identify and disseminate information that will allow people to plan for and develop self-reliance;
- 3.3 Facilitate connections between the relevant services and community members.

Focus area four: Welcoming and well-planned communities

- 4.1 Optimise opportunities to embed age-friendly design and consultation processes into infrastructure and social planning;
- 4.2 Support initiatives that bring the generations together and reinforce respect for older people and reduce social isolation;
- 4.3 Develop initiatives that challenge negative stereotypes about the ageing population.

Focus area five: Opportunities to contribute – work, learn and engage

- 5.1 Identify and support lifelong learning and re-training opportunities;
- 5.2 Support strategies that encourage mature age employment, education and training;
- 5.3 Support and promote volunteering.

5.2.3 Active Ageing Implementation Plan 2013-2017

The City's Recreation Services, Libraries and Ac-cent Mandurah will continue to provide services and programmes that support active ageing, whilst the four year implementation plan will deliver additional initiatives from the five focus areas.

The intent of the implementation Plan is to consolidate the City's understanding of what is occurring in the active ageing area in Mandurah, to build relationships and partnerships in order to deliver appropriate strategies, whilst remaining adaptable to evolving trends and issues.

Year one actions:

- Collect, collate and disseminate information about existing City of Mandurah active ageing projects and programs;
- Collect, collate and disseminate information about existing external organisations and the active ageing services and activities they deliver;
- Investigate opportunities to increase Ac-cent Mandurah's capacity to provide resources and information;
- Identify opportunities to enhance collaboration between the City and external agencies and service providers;
- Actively network with and support key active ageing stakeholders;
- Identify partners to deliver future projects for example Peel Volunteer Resource Centre, Injury Control Council of WA (ICCWA), Council of the Ageing WA (COTA);
- Ensure the City remains responsive to emerging issues and trends;
- Support seniors to understand the available funding options so that they can remain in their homes for example Home And Community Care (HACC);
- Establish a community development evaluation framework that will evaluate the key focus area projects;
- Undertake a balanced review of the name 'Ac-cent Mandurah' by consulting with members and the community - report to be presented to Council.



Year two actions:

Identify partners and develop appropriate strategies for Focus area two - essential services:

Health:

- Explore opportunities to increase relevant health services in Mandurah.

Housing:

- Explore opportunities to advocate for increased housing options for seniors in Mandurah;
- Support the actions in the City's Affordable Housing Strategy;
- Identify and support agencies that enable seniors to remain in their own homes.

Transport:

- Identify gaps in transport options for seniors;
- Ensure seniors are informed about transport options;
- Collaborate with key stakeholders to identify opportunities to increase transport options for seniors;
- Identify strategies to advocate State Government for essential services;
- Investigate establishing a City of Mandurah Active Ageing Advisory Group.

Year three actions:

Utilise the previous years' resources and the community networks and partnerships, to identify and deliver priority community projects from the remaining key focus areas.

Year four actions:

- Evaluate focus area projects;
- Identify new strategies to include in the subsequent Active Ageing Plan 2017-2021;
- Develop a community consultation process that will inform the development of the subsequent Active Ageing Plan 2017-2021.

6. Resources

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⁴Forecast ID City of Mandurah Profile forecast2.id.com.au/default.aspx?id=260&pg=5000

⁵World Health Organisation (WHO) Global Age-Friendly Cities: A Guide www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

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www.communities.wa.gov.au/serviceareas/seniors/Policy/Documents/SO68%20Seniors%20Strategic%20Framework%20V3.pdf

¹⁰WA Department for Communities: An Age-friendly WA: The Seniors Strategic Framework 2012-2017

¹¹Australian Local Government Association, Local Government's Response to Population Ageing 2010.

¹²World Health Organization Global Age-Friendly Cities: A guide

¹³World Health Organization What is Active Ageing? www.who.int/ageing/active_ageing/en/

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