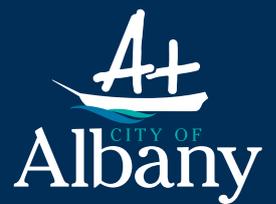




**AGE-FRIENDLY  
ALBANY  
2016-2020**



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## Mayor's Message

I am pleased to present Council's first Age-Friendly Cities Plan, *Age-Friendly Albany*. This Plan will help us provide an accessible and positive environment that recognises, encourages and supports the participation and contributions of our seniors.

Our City is already an attractive retirement destination due to its mild climate and beautiful natural environment. But we want it to be a great place to age, where seniors can stay healthy, active and engaged. Importantly, becoming an age-friendly city will benefit our families, our economy and the wider community, young and old alike.

*Age-Friendly Albany* is the result of extensive community consultation and I would like to thank all those who have contributed to its development. This collective effort has led to what we believe is a solid framework for the whole of our community to continue to offer an inclusive society that values and enables the participation of our older population.

**Dennis Wellington**  
*Mayor of Albany*

# Introduction and Background

## Introduction

The Age-Friendly Albany Plan (2016 – 2020) aims to provide strategic guidance to enable the City of Albany to become an age-friendly community where seniors, in all their diversity, are able to achieve quality of life through health, participation and security as they age.

The Plan represents a variety of initiatives to be implemented, or commence implementation over the next four years, subject to budget and resource allocations. These initiatives have been developed following comprehensive external and internal consultation with seniors, aged care providers, State and Federal government representatives, stakeholder organisations, and professionals with relevant expertise.

Age-Friendly Albany is a whole-of-City plan and will require a collective contribution from across the organisation. In committing to being more age-friendly, the City is encouraging its partners in business and wider community to also consider adopting age-friendly practices as everyone benefits from a city that values its older residents.



## Background

In 2012 the Department of Local Government and Communities released 'An Age-friendly WA: The Seniors Strategic Planning Framework 2012-2017' as a blueprint for governments and the wider community to become more age-friendly. This publication followed the release of the Seniors Wellbeing Indicators 2012, the 2011 Profile of WA Seniors, and specific consultations undertaken by the Seniors Ministerial Advisory Council to build broad community support for an age-friendly WA.

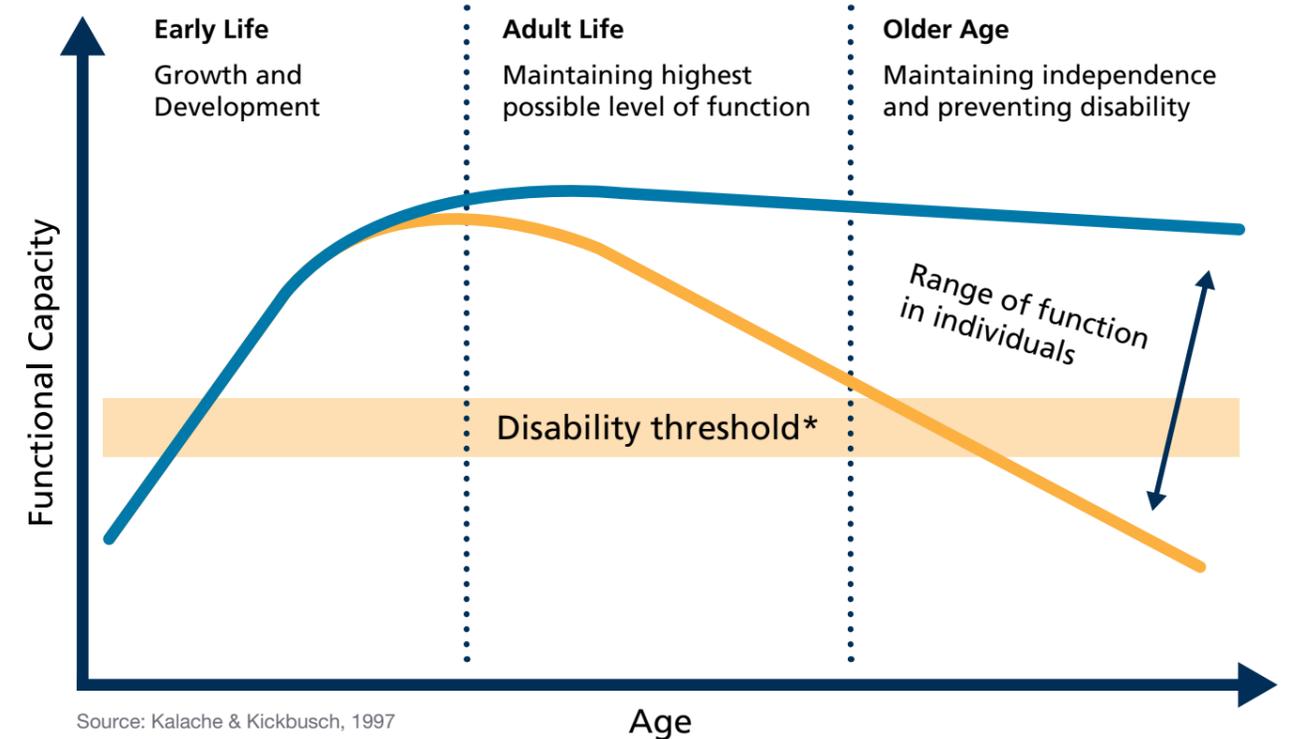
Across WA, local governments started developing their own age-friendly cities strategies and plans. Presently there are approximately 60 local governments which have committed to adopt an age-friendly approach.

In its 2014-15 budget, Council allocated funding to develop an age-friendly plan. The consultation took place during the latter half of 2014 and into 2015. This Plan has resulted from this consultation.

## About Age-Friendly Cities

Age-friendly cities is a global effort coordinated by the World Health Organization (WHO) to address physical, social and economic barriers to active ageing in cities and communities. The active ageing philosophy reorients strategic planning away from a 'needs-based' approach which assumes older people are passive recipients of services, to a 'rights-based' approach which recognises the rights of people to equality of opportunity in all aspects of their lives as they age. This philosophy further supports people's responsibility to exercise their participation in social and civic aspects of community life (WHO, 2002).

Active ageing is "the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age" (WHO, 2002). It is about ensuring that people maintain their functional capacity over their life as they age, as illustrated below:



To identify the characteristics of age-friendly cities, the WHO conducted a series of focus groups with people aged 60+ years, carers and service providers in 35 cities across the globe. These consultations identified that age-friendly cities feature eight key elements, as illustrated below:



Source: World Health Organization, 2007

# Importance of Planning for an Ageing Community

The City of Albany has an ageing population, with a higher proportion of its residents aged over 60 years compared with the overall state, and a lower proportion of people aged 25 – 49 years. Importantly, significant growth has occurred in the City's population aged 50+ years in the ten years from 2001 to 2011, with the strongest growth occurring in the 55 to 64-year age range.

With a temperate climate, relaxed lifestyle and a range of locally available support services, it is expected that the so-called 'sea change' phenomenon will continue to drive growth in Albany's older population groups.

The challenges and opportunities ageing communities face are recognised internationally.

It is further recognised that, as seniors are not a homogenous group, these challenges and opportunities will vary greatly, even within communities. Added to this is that the emerging group of seniors are different to previous generations. They are living longer, have greater material wealth, and their expectations and aspirations have changed.

Some of the challenges for governments outlined in the 2015 Intergenerational Report (Commonwealth of Australia, 2015) include a doubling of the country's population aged 65+ years over the next four decades to 25 per cent. This will result in rapid growth in the number of people aged over 80 years, placing further demand on aged and community services.



*"In 2055, there are projected to be around 40,000 people aged 100 and over, well over three hundred times the 122 Australian centenarians in 1975."*

2015 Intergenerational Report



Additional challenges include growth of older populations in rural areas occurring at a faster rate than in urban and regional centres, placing demand for services in these smaller communities. There is also expected to be an increase in the number of seniors supporting adult children and grandchildren as well as elderly parents.

Above all however, people want to continue living in their community of choice for as long as possible, and be active members of their community. Creating physical and social environments that meet these aspirations has significant policy and planning implications for governments.

Planning for an ageing population will deliver many benefits across the community.

## Community

Age-friendly communities are places where seniors can easily and safely access buildings, public spaces, a range of community events and activities, and various affordable transport options. The characteristics of age-friendly communities are also characteristics of great places for children and youth, people with disability and the broader community.

## Seniors

Age-friendly communities are places where older people feel welcomed, included and respected by the population at large. They are communities where older people feel they have a contribution to make, whether this is in the paid or unpaid workforce, by passing on their knowledge and experience to younger generations, or having diverse opportunities to participate in general community life.

## Council

Partnerships across multiple sectors to create an age-friendly community; optimal use of public facilities and resources – making public facilities more accessible leads to greater use by more people. Public services impact on the community, and in turn helps communities get more value from their public resources and improves Council accountability for its facilities.



# Community Engagement and Research

The development of this Plan has been informed by the following research and community engagement processes.

## Demographic Analyses

Analysis of the City's Community demographic and socio-economic profile to determine the proportion of people aged over 50 years, where and how they live. Analysis shows strong growth in the City's population aged 55+ years, and significant change in the number of lone older and middle-aged person households, as well as older couples without children.

## Engaging with Seniors

The City administered the Age Friendly Albany Survey to better understand the issues, needs and aspirations of Albany seniors. The survey was adapted with permission from a survey used by the University of Canberra in order to assess the age-friendliness of the Australian Capital Territory and was made available in both hard copy and electronic and web survey options. A total of 267 surveys were received from seniors.

Survey respondents are described as follows:

# A Snapshot of the City's Older Population

This Plan defines seniors as people aged 60+ years to align with the Western Australian Seniors Strategic Planning Framework. It is important to note there is considerable diversity within this demographic, including age, health, ability, household circumstances, employment status, participation in the community, location of residence in the City's municipal boundary, and even aspirations for future years. Age-friendly planning needs to recognise this diversity and the variety of issues that impact seniors in different ways.

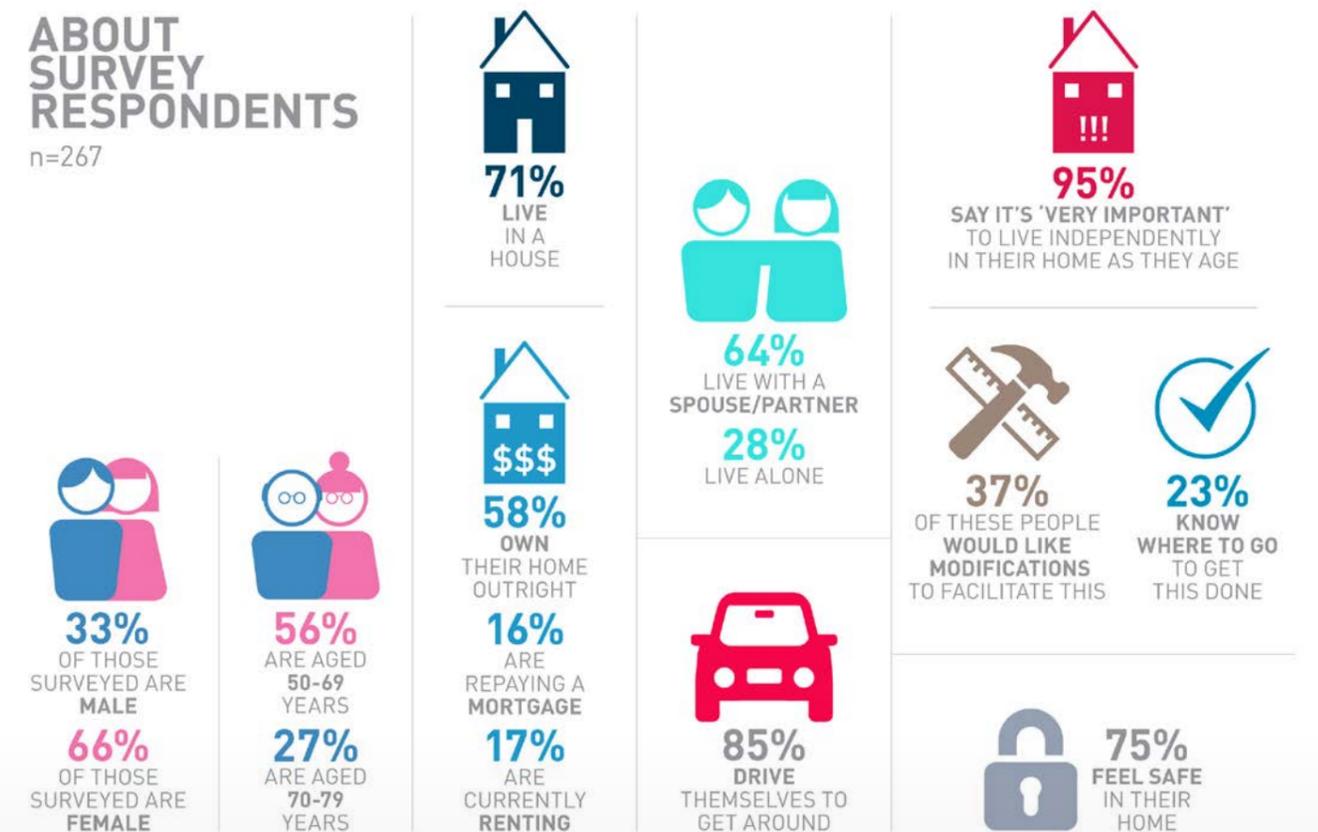
The following table is a snapshot of seniors in the City of Albany. More detailed Social, Community and Economic Profiles can be accessed from the City's website [www.albany.wa.gov.au](http://www.albany.wa.gov.au).

Table 1: Snapshot of the City's older population

Group	City of Albany	Western Australia
People aged 60+ years	23.8%	17.6%
People aged 85+ years	2.2%	1.5%
Males (% of total 60+ population)	47.0%	47.6%
Females (% of total 60+ population)	52.9%	52.4%
Volunteering among 55+ years	24.6%	17.3%
Need for assistance with core activities aged 55+ years	11.2%	10.0%
Employed full or part time aged 55+ years	22.7%	17.6%
Single person households aged 60+ years	11.1%	7.8%
Indigenous Australians aged 50+ years	1.1%	1.4%
Born overseas aged 55+ years	34.3%	44.9%

Source: Australian Bureau of Statistics Population Census, 2011

### ABOUT SURVEY RESPONDENTS n=267



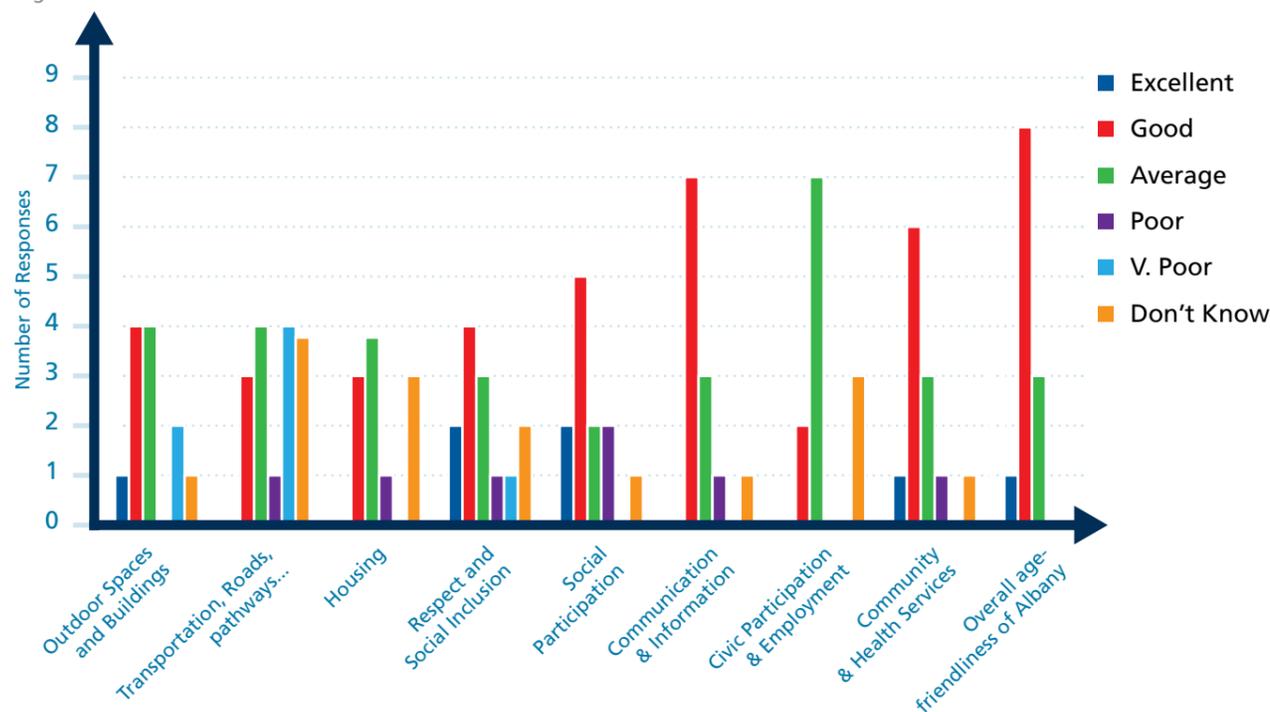
## Engaging Other Stakeholders

The City also sought written submissions from aged care providers, retirement villages, organisations that deliver services to seniors, and other stakeholders in order to better understand how age-friendly Albany is for seniors from the perspective of service delivery agencies. These agencies were asked to rate the age-friendliness of Albany on a scale of 1 to 5 with 5 representing very age-friendly. A total of 12 submissions were received from the following stakeholders:

- Department of Transport;
- Craiggcare Albany;
- Albany Community Legal Centre;
- VisAbility;
- Great Southern Development Commission;
- Association of Independent Retirees;
- Albany Senior Citizens' Centre;
- Population Health Great Southern;
- Amana Living;
- Carers WA (Great Southern);
- Albany RSL Sub-Branch, and;
- Office of Rick Wilson MP, Federal Member for O'Connor.

The survey responses from stakeholders indicate Albany is generally considered to be age-friendly:

Figure 3: Results of stakeholder consultations



## Internal Stakeholder Engagement

A working party of City staff undertook further analysis and prioritising of potential activities to align with existing asset management arrangements, service delivery and capital works scheduling. The working party comprised staff from Albany Public Library, Recreation Services, Planning, Works and Services, Community Development, Communications and Major Projects.

## Consultation

The results from the community engagement and consultation suggest a place-based approach will benefit seniors through enhancing more age friendly local environments and equitable, accessible community amenities. The consultations identified the following priority areas for the City's first Age Friendly Plan:

- Outdoor Spaces and Buildings;
- Transportation;
- Information, Communication and Engagement, and;
- Respect, Social Participation and Inclusion.

### The Importance of 'place'

Place has an impact on individual wellbeing and sense of connectedness; the social and built environments influence a person's ability to remain living independently in the community as they age. Notable aspects of the built environment include transportation, enablement of physical activity, design and aesthetic amenity that is accessible to people of all ages and abilities, housing, and environmental quality. Notable aspects of the social environment include feeling connected to others and having a strong and supportive social network. Social isolation is a risk factor for individual wellbeing, and can be deleterious to seniors' physical and mental health.

Place-based approaches have infrastructure/structural and service delivery elements. Place-based initiatives are appropriate for age-friendly planning as they are more likely to be underpinned by a holistic understanding of seniors' needs and aspirations, which can help shape the delivery of both universal and targeted amenities and services for the present and the future. Place making initiatives rely on strong collaboration between seniors, existing service providers, governments, business and other stakeholders.

### Outdoor Spaces and Buildings

As the state's oldest settlement, Albany is home to many historic and heritage buildings which, while enhancing the character and visual amenity of the town, do not always cater for universal access. Unsurprisingly this domain drew strong response from survey participants.

Themes emerging from responses to questions in this area include:

- People want improved physical access to public buildings, preferring no steps and entrances that enable independent access.
- Public toilets need to be accessible to people of varying mobility, well maintained, and accessible outside business hours.
- More seating and shelter in parks, and well maintained footpaths would encourage seniors to walk more.
- Clear directional signage is important to older people.



## Transportation

Albany is heavily car-reliant with limited public transport options. While just over 85 percent of survey respondents drive themselves to appointments, shopping and social activities, and 58 percent stated they had no problems getting transport when needed, if seniors lose their access to transport they will be at risk of becoming socially isolated and lose their independence.

Themes that emerged from consultations in this area include:

- Well maintained streets and more parking options are important to older people.
- Seniors experience difficulty walking around Albany because of uneven, unsafe footpaths, insufficient seating and sharing pathways with cyclists and gopher users.

The timing of this Plan, together with the City's recently adopted Cycle City Albany Strategy, and appointment of a Travel Smart Officer is opportune to target active transport use by Albany seniors.

## Information, Communication and Engagement

The City's information is increasingly being delivered by new technologies which can potentially exclude members of the community who still rely on being informed by paper-based communication methods. The telephone book and local newspapers are the most common sources of information for seniors about locally available services, however the internet (including social media) is used by 65 percent of respondents to find information. Newspapers are the most common source of information for seniors about events and community activities (95 percent of respondents).

Themes that emerged from consultations in this area include:

- Seniors want more assistance with accessing information online.
- Lack of knowledge of what is available is a major barrier for seniors' participation in events and activities in the community.

## Respect, Social Inclusion and Participation

The City has higher than state average volunteering rates, and this is also reflected in the survey responses with 58 percent of respondents being active volunteers. While the majority of respondents take part in regular social events, almost a quarter of respondents are attending social events on a less than monthly basis and are potentially at risk of social isolation.

Themes that emerged from consultations in this area include:

- Seniors want a range of social and recreational opportunities.
- Cost and venue comfort were the most common barriers identified as reasons for not attending events.
- Improving promotion of community events to be more inclusive of and welcoming to seniors.
- There is concern that portrayal of older people in the media is often negative and stereotypical.

# Vision, Strategic Goals and Objectives

## Vision

The City of Albany will become an age-friendly community where seniors, in all their diversity, are able to achieve quality of life through health, participation and security as they age.

### Domain 1: Outdoor Spaces and Buildings

Strategic Goal: The City's outdoor spaces and buildings support active ageing

#### Objectives

- 1.1 Public open spaces encourage walking and active living.
- 1.2 Buildings and public facilities meet the needs of older people.
- 1.3 Land use planning and design is inclusive of the needs of an ageing population.

### Domain 2: Transportation

Strategic Goal: The City's transportation systems, infrastructure and urban design enable people to get around, and to participate in community life as they age

#### Objectives

- 2.1 Enhanced pedestrian amenity for seniors.
- 2.2 Enhanced parking amenity for seniors.
- 2.3 Improved public transport options for seniors.
- 2.4 Improved information for seniors about 'TravelSmart' transport options.
- 2.5 Age-friendly transport options are included in events and activities.

### Domain 3: Information, Communication and Engagement

Strategic Goal: Seniors are able to access information about a range of local services, activities and the support they need for themselves and those they care for

#### Objectives

- 3.1 Improved communication between the City of Albany and seniors.
- 3.2 Increased technological literacy of seniors.
- 3.3 Increased access to information for seniors and older visitors to the region.

### Domain 4: Respect, Social Participation and Inclusion

Strategic Goal 1: Seniors feel they are welcome and belong in their community, and their contributions as community members are recognised and valued

Strategic Goal 2: Seniors participate in a range of regularly scheduled, enjoyable community activities and events that promote health, wellbeing and social inclusion

#### Objectives

- 4.1 Seniors feel valued and respected in the community.
- 4.2 The contributions seniors make to the community are recognised.
- 4.3 Improved opportunities for seniors to participate in social and community life.

# Policy and Legislative Context

## Western Australian and National Policy Context

There are many synergies between age-friendly planning and other guidelines, planning frameworks, standards and legislative requirements. This table highlights the way in which this Plan will contribute to the achievement of other key Western Australian and Australian government policies, plans, programs and legislative standards.

Table 2: Relationship to State and Federal government policies and legislation

	Seniors Strategic Planning Framework	Healthy Spaces and Places	Australian Standards	Building Code of Australia	Disability Services Act	Liveable Neighbourhoods	Health Promotion Strategic Framework	Vital Volunteering
<b>Outdoor Spaces and Buildings</b>	✓	✓	✓ AS1428.1, 1428.2, 1428.4 and 4586	✓	✓	✓	✓	
<b>Transportation</b>	✓	✓	✓ AS1158, 1428.1, 1428.2, 1742.1, 1742.2	✓	✓	✓	✓	
<b>Information, Communication and Engagement</b>	✓		✓ AS1428.5		✓		✓	✓
<b>Respect, Inclusion and Participation</b>	✓	✓	✓ AS1428.1, 1428.5		✓	✓	✓	✓

## City of Albany Policy Context

This Plan aligns with the City's 10-year Community Strategic Plan and contributes to the community's vision of being Western Australia's most sought-after and unique regional City to work, live and visit. The Plan addresses the Key Themes in the Community Strategic Plan, *A Connected Built Environment* and *Sense of Community*. The Plan further addresses the Strategic Objectives 3.2: To develop and implement Planning strategies that support people of all ages and backgrounds, and 4.3: To develop and support a healthy, inclusive and accessible community.

Age-Friendly Albany Plan aligns with the City's Community Strategic Planning framework as follows:



## Related City Plans, Strategies and Policies

The Plan also builds on and informs the following City Plans, Strategies and Policies:

- ➔ Corporate Business Plan 2014-2018;
- ➔ Access and Inclusion Plan 2012-2017;
- ➔ Albany Local Planning Strategy;
- ➔ Connected Communities 2014-2018;
- ➔ Cycle City Albany 2014-2019;
- ➔ Public Parkland Policy;
- ➔ Corporate Communications Strategy 2014;
- ➔ Trails Hub Strategy 2015-2025;
- ➔ Asset Management Plan;
- ➔ Community Engagement Policy.



## Implementation Plan

The four-year Implementation Plan outlines the strategic goals, objectives and actions to help the City become more age-friendly. Actions will occur on a short, medium or long-term basis where short term is in the first one to two years of implementation, medium term is in the two to three years of implementation, and long term is the final three to four years of implementation. Actions of an ongoing nature are flagged as such.

## Monitoring and Review

The success of this Plan is dependent on building partnerships between the City and key stakeholders in the community. These include seniors, community organisations, and State and Federal government agencies. Community Services is the lead department for monitoring and reviewing achievement of Age-Friendly Albany, however the Plan requires a whole-of-City response to be successful. Community Development will be responsible for ongoing advocacy of the Plan within and outside the City, as well as monitoring and reporting on progress.

Measuring achievement of the actions will be challenging as some outcomes are easily quantifiable, while others are more perception or experience-based. Evaluation of the success of the Plan will be approached in three ways: annual progress reports to track actions, development of a set of performance indicators to measure actions implemented on a long term or ongoing basis, and through satisfaction ratings captured in community perception surveys.

## Domain 1: Outdoor Spaces and Buildings

The built environment significantly impacts mobility, autonomy, and quality of life, and can influence whether people are able to remain living independently in the community as they age. The City aims to improve the inclusiveness of its built environment for seniors, with particular emphasis on pedestrian safety and the age-friendliness of the built environment and public spaces.

Strategic Goal: Outdoor spaces and buildings support active ageing.

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
1.1 Public open spaces encourage walking and active living.	1.1.1 Improve existing public spaces and planning of future public spaces to allow accessibility and walkability for seniors.	More seniors are walking and/or cycling to places.	Medium term and ongoing	Works and Services
	1.1.2 Improve design and location of park and street furniture along key routes and destinations in consultation with seniors.	Seniors feel comfortable with the level and provision of amenities.	Long term and ongoing	Works and Services
1.2 Buildings and public facilities meet the needs of older people.	1.2.1 Develop a set of enhanced universal design principles to be applied to City projects to improve accessibility.	Set of principles developed, and are applied to all new building projects through the tender application process.	Short to medium term	Community Development
	1.2.2 Ensure all public facilities when refurbished are upgraded to contemporary universal access standards.	Demonstrated, progressive improvement in accessibility to public facilities.	Short term and ongoing	Major Projects Works and Services
	1.2.3 When refurbishment or significant maintenance of public facilities occurs, accessibility for all will be ensured throughout the period of scheduled works.	Scheduled works do not impede accessibility.	Ongoing	Works and Services
1.3 Land use planning and design is inclusive of the needs of an ageing population.	1.3.1 Locate aged and retirement accommodation in close proximity to activity centres to allow older residents good access to essential services and facilities.	Seniors experience improved and/or convenient accessibility to essential services and facilities.	Medium to long term	Planning and Development Services

## Domain 2: Transportation

Transport is a key issue for people retaining their independence as they age, and remaining connected to their community and social networks. Albany is a highly car-reliant city with limited public transport, meaning access to reliable, affordable transport becomes more important for people to live independently in the community as they age. The City aims to increase the availability of transport options for seniors to enhance independence and access to community facilities and activities.

Strategic Goal: The City's transportation systems, infrastructure and urban design enable people to get around, and to participate in community life as they age.

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
2.1 Enhanced pedestrian amenity for seniors.	2.1.1 Review pedestrian crossings at key locations to enable improved access to key destinations, such as shopping areas and health facilities.	Priority actions identified and proposed to Council.	Long term	Works and Services
	2.1.2 Progressively upgrade pedestrian ramps to sit flush with the road to improve gopher and wheelchair access.	Report on the number and location of pram ramps improved.	Ongoing	Works and Services
	2.1.3 Review the City's Pathway Plan to improve the entire network to benefit all users equitably.	Seniors feel safe and confident using the City's path network.	Medium to long term	Works and Services
2.2 Enhanced parking amenity for seniors.	2.2.1 Progressively review and upgrade ACROD parking spaces to correct standards.	Report on number and location of ACROD parking bay improvements.	Medium term and ongoing	Works and Services

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
2.3 Improved public transport options for seniors.	2.3.1 Identify gaps in Albany's public transport routes and timetabling in consultation with seniors	Report produced detailing gaps in timetabling and inadequate service provision to meet the needs of seniors.	Medium term	Community Development
	2.3.2 Investigate the feasibility for providing a low cost community transport system to meet the particular needs of seniors.	Study and report completed by December 2017	Medium term	Community Development Recreation Services
	2.3.3 Undertake a healthy transport research project in partnership with at least one retirement village to determine perceived and/or actual barriers to seniors' increased use of active transport.	Project completed and evaluation results published by December 2016.	Short term	Recreation Services
2.4 Improved information for seniors about 'TravelSmart' transport options.	2.4.1 Develop a transport information kit detailing public transport timetabling, and walking and cycling as transport options.	Kit produced and distributed widely through the seniors community.	Medium to long term	Recreation Services
	2.4.2 Produce a 'TravelSmart' map detailing active transport routes.	More information about Albany public transport is in the public domain.	Short term	Recreation Services
2.5 Age-friendly transport options included in events and activities.	2.5.1 City Events Guide to provide information to event organisers regarding age-friendly transport options.	Event Guide developed and promoted to event organisers.	Short term and ongoing	Events Team Event Coordinators
	2.5.2 Events organised by the City will promote transport options for seniors, including: <ul style="list-style-type: none"> <li>• Accessible parking;</li> <li>• Adequate parking close to the event location for more frail attendees;</li> <li>• Public and active transport routes.</li> </ul>	Review of the City's Community Events Program conducted by December 2016.	Short term	Events Team

## Domain 3: Information, Communication and Engagement

Keeping socially connected and being able to find out where to go for particular needs depends upon access to necessary information. Information is increasingly being delivered by new technologies, and older people need access to programs that build their capacity to use these platforms as progressively more information about local services and activities is communicated this way. The City aims to ensure its communication systems reach community members of all ages.

Strategic Goal: Seniors are able to access information about a range of local services, activities, and the support they need for themselves and for those they care for.

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
3.1 Improved communication between the City of Albany and seniors.	3.1.1 Review and streamline various communications formats across the City.	Seniors receive communication from the City in a variety of formats of their choosing.	Short term	Communications
	3.1.2 Regular review and update of the 'seniors' page on the city's website.	The City's website reflects current and relevant information for seniors.	Ongoing	Community Development
	3.1.3 Increase the number of seniors subscribed to the weekly stakeholder newsletter.	More seniors are informed about City services and events on a weekly basis.	Ongoing	Communications

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
3.2 Increased technological literacy of seniors.	3.2.1 Continue to deliver free eLiteracy workshops at Albany Public Library and at periods throughout the year, target these especially for seniors.	Seniors feel confident accessing Library content through eLiteracy devices.	Ongoing	Albany Public Library
	3.2.2 Develop targeted promotional material to promote the free use of computers and wifi internet at Albany Public Library to seniors.	Increased use of free computers and wifi internet by seniors.	Short term and ongoing	Community Development
	3.2.3 Partner with Senior Citizens Centre to deliver seniors technology classes, in particular related to accessing government services online (myGov, Medicare, paying rates online).	Increased number of seniors feeling confident using technology to access digital information and conduct online payments.	Ongoing	Albany Public Library
3.3 Increased access to information for seniors and older visitors to the region.	3.3.1 In consultation with seniors, review communications for age-friendliness (format, accessibility etc) and relevance of information communicated.	Information about the Great Southern region is readily accessible by seniors and older tourists in a variety of formats.	Short to medium term	Community Development
	3.3.2 Promote availability of free iPad use for information on City events and activities, as well as for paying rates at the North Rd customer service area.	Seniors have ready access to information about City activities.	Short term and ongoing	Communications

## Domain 4: Respect, Social Participation and Inclusion

Seniors make significant contributions to communities, notably through a lifetime in the workforce, as carers, and as volunteers. However these contributions are often not recognised by the broader community, and consequently seniors are not afforded the respect they deserve. This can be reinforced by negative stereotypes commonly associated with ageing, and is reflected through the media with its emphasis on the desirability of youth. The City aims to show leadership in positive ageing.

Older people are at risk of social isolation and being disconnected from their families and communities, especially as they exit the workforce or relocate away from metropolitan areas to regional or rural towns. It is important that seniors have opportunities to keep them active, connected and involved in their community.

Strategic Goal 1: Seniors feel they are welcome and belong in their community, and their contributions as community members are recognised and valued.

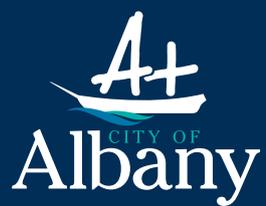
Strategic Goal 2: Seniors participate in a range of regularly scheduled, enjoyable community activities and events that promote health, wellbeing and social inclusion.

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
4.1 Seniors feel valued and respected in the community.	4.1.1 Develop and lead a positive ageing media campaign in Albany.	An increased tolerance and respect for older residents by all members of the community.	Medium to long term	Communications
	4.1.2 Community diversity, including age diversity is reflected in City communications to promote services and events.	City publications and promotional material feature positive images of older residents.	Short term and ongoing	Communications
	4.1.3 Support the ongoing implementation of activity associated with Albany Public Library becoming a dementia-friendly civic space.	The Albany Public Library is recognised as providing best practice in dementia-friendly library services.	Short term and ongoing	Albany Public Library

Objective	Actions	Outcome/Achievement	Timeframe	Responsibility
4.2 The contributions seniors make to the community are recognised.	4.2.1 Promote relevant annual awards programs and encourage nomination of local seniors.	The awards are widely promoted throughout the community, and there is an increase in Albany nominations.	Ongoing	Communications
4.3 Improved opportunities for seniors to participate in social and community life.	4.3.1 Implement a program of activities and events aimed at seniors.	Regular events are scheduled, and receive increased attendance by seniors.	Medium term	Events Team
	4.3.2 Continue to offer volunteering and lifelong learning opportunities through City business units.	Seniors take the opportunities offered to be involved in the community.	Ongoing	All departments
	4.3.3 Create links between established programs to improve inter-generational participation.	Seniors have opportunities to participate in activities and events with people of all ages.	Medium term and ongoing	Community Development

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