



**“LIVING WELL”  
AGEING STRATEGY  
2016 - 2021**

**BROKEN HILL**

**CITY COUNCIL**

**AUSTRALIA'S FIRST  
HERITAGE LISTED CITY**

QUALITY CONTROL			
<b>KEY DIRECTION</b>	Our Community		
<b>OBJECTIVE</b>	1.5 - Our health and wellbeing ensures that we live life to the full		
<b>FUNCTION</b>	Community Services		
<b>STRATEGY</b>	1.5.1.3 - Review the City of Broken Hill Ageing Strategy		
<b>FILE REFERENCE NUMBER</b>	14/125	<b>TRIM NUMBER</b>	D16/34839
<b>RESPONSIBLE OFFICER</b>	Division Manager Corporate and Human Services		
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## PRIVACY STATEMENT

The Broken Hill City Council (Council) is collecting information to inform policy decisions in relation to the preparation of the Broken Hill City Council 'Living Well' Ageing Strategy 2016 – 2020. Personal information received will be used only for that purpose. Council will receive comments and submissions, as well as collect and store information, in accordance with the Commonwealth Privacy Act 1988.

This Plan was compiled by Broken Hill City Council.

Images were sourced from Council's image library and [www.pexels.com](http://www.pexels.com)

## ACKNOWLEDGEMENTS

Council acknowledges the contribution of members of the community, services and agencies, Mrs Annie Dorrington (Social Work Student), and the Aged Care Working Group for their input and guidance in the development of this strategy.

Copies of this plan/document can be viewed on-line at [www.brokenhill.nsw.gov.au](http://www.brokenhill.nsw.gov.au)

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## EXECUTIVE SUMMARY

Broken Hill City Council's *'Living Well' Ageing Strategy* reflects Council's commitment to our older residents by promoting a healthy and safe environment, and encouraging participation in community life.

The direction in this strategy has been aligned with the World Health Organisation (WHO) global 'age-friendly' Cities policy resulting in five priority areas:

- outdoor spaces and buildings
- transportation
- housing
- health and wellbeing
- civic and social participation/inclusion

The delivery of the strategy is an opportunity for Council as a key stakeholder to work in partnership with the community, community groups and services to ensure older people in our community have access to services and supports that promote a healthy and active lifestyle.

## INTRODUCTION

Broken Hill City Council has had a *Positive Ageing Strategy* in place since 2009. The Ageing Strategy looks at planning to address the needs of our increasingly older population of 65 and over.

In 2016, the goal for the *'Living Well' Ageing Strategy* is:

*To create an accessible and inclusive community that contributes to the wellbeing and personal growth of all older residents.*

- What is ageing?

The World Health Organisation adopted the term 'active ageing' in the late 1990s. Based on the recognition of human rights and the United Nations principles of independence, participation, dignity, care and self-fulfilment, 'active ageing' is a shift in paradigm from the 'needs-based' approach of the past, to a more 'inclusive' approach for the future.

## COUNCIL'S ROLE

Council's role in promoting an age friendly city, is to set in place a strategy highlighting the needs of our increasingly ageing population.

In April 2009 the first *Positive Ageing Strategy* was adopted to guide Council in its planning processes.

In this revised *Strategy*, a theme of *'living well'* has been introduced, to establish a framework for continuous improvement and inclusion, through promoting partnerships and increasing the capacity of organisations to deliver a range of services and programs.

## COUNCIL'S PLANNING FRAMEWORK

Council's vision is that 'Broken Hill is a vibrant, prosperous and culturally rich Heritage City shared with visitors from around the world

Three key documents set out a framework for the delivery of this vision:

- Community Strategic Plan
- Delivery Program
- Operational Plan

The implementation of the *'Living Well' Ageing Strategy* is aimed to further Council's vision in particular the key direction - 'Our community'. Our Community is our people and how we can work together to

ensure we position ourselves to retain our sense of identity, our health, wellbeing, social inclusion and connectedness.

A whole of Council approach is taken to implement this 'Living Well' Ageing Strategy with responsibility for the delivery of actions outlined in the strategy shared across all Council areas.

This strategy is integrated with other supporting plans and strategies as outlined in the strategic framework below.



## CONSULTATIONS

Nine community consultations were held with a total of 62 participants - 14 males and 48 females ranging in age from 55 with the oldest participant 95 years old.

An online survey was also undertaken with 142 people submitting responses – 116 community survey responses and 26 stakeholder survey responses.

Comments and feedback were sought on the following topic areas:

- Accessibility of the environment – outdoor spaces and buildings
- Transportation – availability and costs
- Housing – options and affordability
- Respect and social inclusion – opportunities to volunteer or work
- Social participation – attendance at community events / membership of social groups
- Communication and information – access to relevant information and in an accessible format
- Civic participation - opportunities for participation in decision making
- Community support services –access to appropriate support services and programs

The WHO *Age-friendly cities project methodology: Vancouver protocol* was the resource used to guide development of the survey and to inform the discussion in the community consultations. This research protocol was used to develop the WHO *Global age-friendly cities guide* in 2007. The purpose of the document is to guide groups to assess their community's age friendliness as a basis to identify areas for action or improvement.



WHO, Global Age-Friendly Cities: A Guide pg.9

## WHAT YOU TOLD US

**Table 1: Feedback on each topic area**

Topic area	Comments
Outdoor spaces and buildings	<ul style="list-style-type: none"> <li>Need improved footpaths and roadways.</li> <li>Upgrade of signage and lighting.</li> <li>Upgrade and improvement of public toilets.</li> <li>Improved access was required for wheel chair and mobility scooters in community venues.</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>Information required on what transport options are available for older people.</li> <li>Improved links between public transport services.</li> <li>Increased community transport options.</li> <li>Increased transport options to health services.</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Housing affordability was identified as a key barrier for some in downsizing.</li> <li>Lack of affordable housing options.</li> <li>Information required on different housing options and home maintenance and modifications programs.</li> </ul>
Respect and social inclusion	<ul style="list-style-type: none"> <li>Older people felt that when they initiated interaction in a respectful way this was reciprocated.</li> </ul>

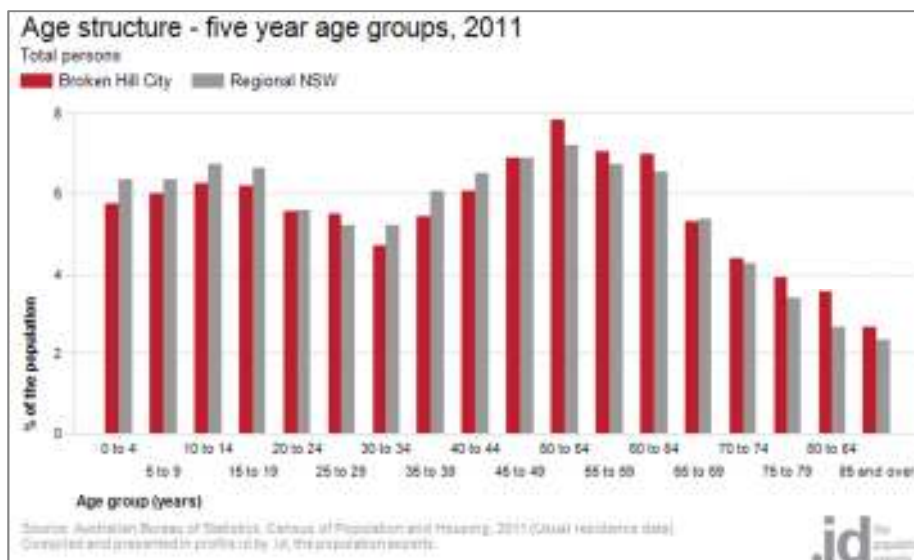
Topic area	Comments
	People felt there are plenty of opportunities to participate if the person wanted to.
Social participation	Limited public and community transport options was identified as a barrier to participation. Some members of social groups felt they could be more welcoming and inclusive to new participants. Activities need to be promoted more through newsletters / flyers.
Communication and information	Technology is not always the most effective way to communicate with this age group. Increase the use of newsletters, community noticeboards and local networks to improve communication and share information.
Civic participation and employment opportunities	Important to raise awareness of social and civic participation opportunities. The value of volunteering opportunities is to be promoted. Education about 'ageist' attitudes is required in the general workforce.
Community support and health services	Information is required on the range of support services available. Concern for lack of specialist services in the City, and issues in accessing transport to attend medical appointments out of town.

## WHERE ARE WE NOW?

### Demographic snapshot

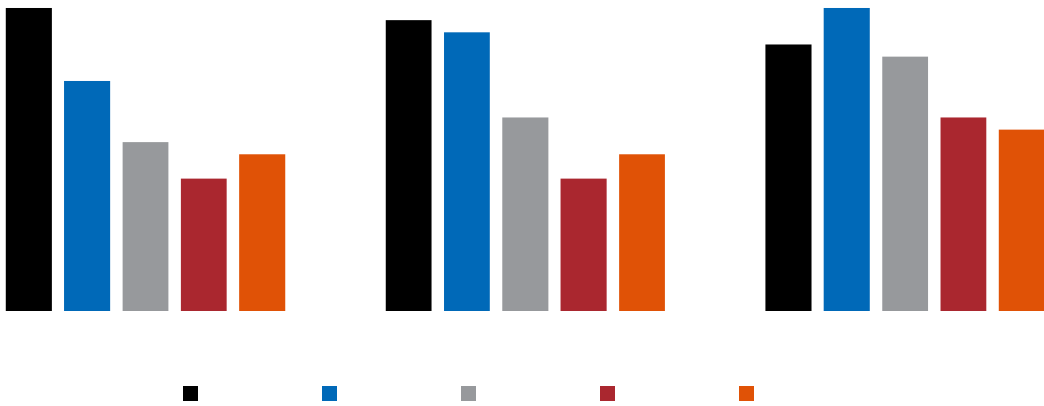
Based upon the 2011 Census data, the population of Broken Hill was 18,517 of which 48.7% were male and 51.3% female, with 1,398 or 7.5% identifying as Aboriginal and Torres Strait Islander.

Aboriginal people aged over 65 years of age comprise 3.5% of the Indigenous population highlighting the gap in life expectancy. For planning and service delivery purposes, Aboriginal people aged more than 45 years are recognised as 'older'. Almost seventeen percent of Aboriginal people living in Broken Hill are in this age group.



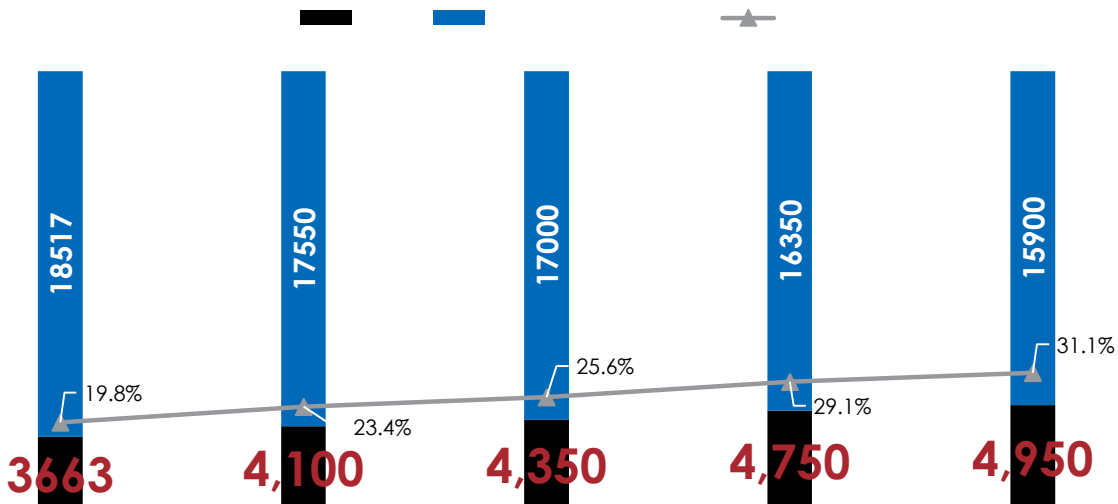
Analysis of the five year age groups of Broken Hill in 2011, compared to Regional NSW shows that there was a lower proportion of people in the younger age groups (under 15) and a higher proportion of people in the older age groups (65+).

**Projected Aged Population  
(NSW State & Local Government Area Population Projections: 2014)**



According to New South Wales State and Local Government Area Population Projections: 2014, the proportion of people aged 65 years and over is projected to rise from 19.8% in 2011 and a predicted 23.4% in 2016, to 25.6% in 2021 and 29.1% in 2026 and then 31.1% by 2031. While the Broken Hill population as a whole is expected to decrease the aged population of the City is on the rise.

**Aged Population v BH Population  
(NSW State & Local Government Area Population Projections: 2014)**





## WHERE ARE WE GOING?

In accordance with the rest of Australia, over the next 5 to 10 years the older population may:

- Include more people at different stages of ageing, from being active seniors in their 50s, 60s and 70s, through to frailer aged people in their 90s and beyond
- Be different, with a range of financial circumstances, living arrangements, family situations, cultural backgrounds, life experiences and standard of living preferences
- Be made up of 'baby boomers', who will have different interests, expectations, preferences and be more insistent on choice and looking for quality in services. They will also expect an increasing user pays system in a 'consumer directed care system'
- Have an increasing focus on retirement as a time of 'lifestyle' and have a sense of belonging; travel, fitness and volunteering activities
- Be more computer savvy, more educated and have an interest in being involved in their community and making decisions around it
- Be living alone, with less support from family due to; *"not wanting to be a burden"*, more people being divorced or single as they enter old age, and fewer available family members able to provide support as they have to work longer
- Need to rely on non-family formal carers to help around the house, garden maintenance and shopping
- Have a different attitude *towards growing older*, *"I will talk to you about the ageing strategy when I get old enough, say in 10 years....."*
- •Experience a declining workforce, and an increase in costs of retirement to be borne by their own personal savings and superannuation

## TOGETHER WE'VE ACHIEVED

### What have we been doing since 2009

- Supported and promoted distribution of Broken Hill Health Services Directory developed by Far West Medicare Local
- Reviewed and updated Council's website to improve accessibility
- Facilitated two annual Community Service Forums
- Supported community applications for increases in funding for home maintenance and gardening services
- Promoted expansion of the community transport service
- Established a Seniors Kiosk at the Charles Rasp Library
- Continued support for weekly Aged Care Interagency meetings
- Supported the development of the Pedestrian Access Mobility Plan
- Reviewed and supported the repurpose of the War Veterans Hostel and Shorty O'Neil Village
- Development of a Volunteer Strategy and coordination of annual volunteer recognition activity
- Coordination of the bi-annual Volunteer Expo
- Participation in development of a local housing strategy
- Promotion of Seniors Week awards
- Coordinated the Annual Seniors Variety Concert
- Established an Aged Care Working Group

## ACTION PLAN

**Action Plan Goal: An accessible and inclusive community that contributes to the wellbeing and personal growth of all older residents.**

The 'Living Well' Ageing Strategy Action Plan details specific objectives and related actions under each of the strategy's key priority areas. The actions are identified in three phases: short (1 year), medium (2 years) and long (3 years). Where relevant, the actions have been integrated with other Council plans and strategies.

The action plan will be reviewed and updated annually to monitor progress and to make any required changes.

### **PRIORITY AREA: 1      OUTDOOR SPACES AND BUILDINGS**

Objective:      Create inclusive environments to enhance and support physical wellbeing, promote independence, foster social interaction and enable people to participate in community life.

<b>Actions</b>	<b>Outcome</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>
<ul style="list-style-type: none"> <li>• Promote Council's Customer Request Program (CRM)</li> </ul>	Increased awareness of process for reporting footpath/building issues	Our Leadership	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>• Revise and promote Pedestrian Mobility Access Plan (PMAP)</li> </ul>	Increased awareness of accessible and safe walkways	Our Leadership	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>• Advocate for the co-location of community services</li> </ul>	Services collocated	Our Community	Short (one year)	External
<ul style="list-style-type: none"> <li>• Maintain and implement Management Plans for:                             <ul style="list-style-type: none"> <li>• Parks and Open Spaces</li> <li>• Buildings</li> <li>• Roads and Footpaths</li> </ul> </li> </ul>	Management Plans developed and implemented	Our Leadership	Medium (two years)	Internal

**PRIORITY AREA: 2      TRANSPORT**

Objective:      Increased accessible and affordable transport modes, including public and community transport.

<b>Actions</b>	<b>Outcome</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Resources</b>
<ul style="list-style-type: none"> <li>Advocate for increased transport options in and out of the city</li> </ul>	Increase in affordable transport options in rural areas	Our Leadership	Long (three years)	Internal
<ul style="list-style-type: none"> <li>Promote information on the range of transportation services (public and private) available within the community.</li> </ul>	Information available on city's transport options	Our Leadership	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>Promote walking / cycling as healthy transport options</li> <li>Revise and promote the Pedestrian and Mobility Access Plan (PMAP)</li> </ul>	Pedestrian and Mobility Access Plan reviewed and maintained	Our Leadership	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>Advocate for improved transport options to attend health appointments</li> </ul>	Health transport services available	Our Leadership	Long (three years)	External

**PRIORITY AREA: 3 HOUSING**

Objective: Promote and advocate for affordable housing options and services to support older people to age in place.

Action	Outcome	Responsibility	Timeframe	Resources
<ul style="list-style-type: none"> <li>Promote the provision of information on housing options, long term care, and home support services</li> </ul>	Information available and promoted	Our Community	Short (one year)	External
<ul style="list-style-type: none"> <li>Advocate for increased affordable and appropriate housing options</li> </ul>	Housing strategy implemented	Our Leadership	Long (three years)	External
<ul style="list-style-type: none"> <li>Promote partnerships with local accommodation and service providers to coordinate support needs of older residents</li> </ul>	Services available to support older people to remain living within the community	Our community	Medium (two years)	External

**PRIORITY AREA: 4 HEALTH AND WELLBEING**

Objective: Advocate for affordable and accessible community support services to be available for older people.

Action	Outcome	Responsibility	Timeframe	Resources
<ul style="list-style-type: none"> <li>Advocate for adequate community and health services</li> </ul>	Services available to meet community needs	Our Leadership	Long (three years)	Internal
<ul style="list-style-type: none"> <li>Promote funding opportunities for community or sporting organisations to implement health and wellbeing programs</li> </ul>	Funding opportunities identified	Our Leadership	Long (three years)	External
<ul style="list-style-type: none"> <li>Promote information on health and wellbeing activities</li> </ul>	Council's website / Library maintained as a hub for community information	Our Community	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>Promote partnership arrangements between services to meet the needs of our ageing population</li> </ul>	Partnerships established	Our Community	Long (three years)	External

**PRIORITY AREA: 5 SOCIAL AND CIVIC PARTICIPATION / INCLUSION**

Objective: Promote and encourage the participation of older people in the social, cultural and recreational activities within their community.

Action	Outcome	Responsibility	Timeframe	Resources
<ul style="list-style-type: none"> <li>Promote Council meetings and forums</li> </ul>	Older people contribute and participate in decision making processes	Our Leadership	Short (one year)	Internal
<ul style="list-style-type: none"> <li>Promote strategies to improve the dissemination of information</li> </ul>	Council's website / Library maintained as a hub for community information	Community Strengthening	Short (one year)	Internal
<ul style="list-style-type: none"> <li>Contribute to an annual Seniors Variety Concert</li> <li>Promote activities / initiatives to prevent social isolation in partnership with local agencies</li> </ul>	Annual concert held Participation in Interagency meetings and forums	Our Community	Long (three years)	Internal
<ul style="list-style-type: none"> <li>Promote volunteering activities</li> <li>Promote opportunities for older volunteers</li> </ul>	Implementation of Council's Volunteer City Strategy	Our Leadership	Medium (two years)	Internal
<ul style="list-style-type: none"> <li>Support strategies to increase inclusiveness for CALD and older Indigenous community members</li> </ul>	Support inclusive community events, including Australia Day. and NAIDIOC Week Conduct citizenship ceremonies	Our Leadership	Short (1 year)	Internal

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