



# > NO BARRIER

Positive Ageing  
Strategy  
2022-2030



*Hepburn*  
SHIRE COUNCIL



## ACKNOWLEDGEMENT OF COUNTRY

Hepburn Shire Council acknowledges the Dja Dja Wurrung as the Traditional Owners of the lands and waters on which we live and work. On these lands, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognise their resilience through dispossession and it is a testament to their continuing culture and tradition, which is strong and thriving.

We also acknowledge the neighbouring Traditional Owners, the Wurundjeri to our South East and the Wadawurrung to our South West and pay our respect to all Aboriginal peoples, their culture, and lore. We acknowledge their living culture and the unique role they play in the life of this region.

Australian Institute of Health and Welfare classes Aboriginal older people from 50 years young.

<https://www.aihw.gov.au/reports/older-people/older-australia-at-a-glance/contents/diverse-groups-of-older-australians/aboriginal-and-torres-strait-islander-people>



# > MAYOR'S MESSAGE



**It's an honour to present Council's new 'No Barrier' Positive Ageing Strategy 2022-2030. The Shire has a history of recognising community members that contribute to our dynamic and diverse region. Forty-six percent (46%) of our community is over 55 years of age, which is much higher than the Victorian average of 28%. Research shows there are many barriers to maintaining health and wellbeing as we age. This Positive Ageing Strategy identifies strategic actions to work towards eliminating these barriers and supporting people to thrive well into their later years.**

This strategy is based on the World Health Organisation's (WHO) Age-friendly Cities Framework and the Commissioner for Senior Victorians' report Ageing Well in a Changing World. Our Positive Ageing Strategy has been informed by feedback from the community and key service providers.

The strategy will set Council's direction in response to the ageing population and guide the provision of services and resources to residents so that they can age well in an age-friendly community.

An age-friendly community promotes a human rights-based approach where people of all ages and abilities are included, respected and barriers are removed to access support and social connection. Council is committed to achieving the best outcomes for all members of our community. The strategy highlights our support and investment in an age-friendly community to improve health and wellbeing outcomes for all.

Thank you to everyone who worked collaboratively to develop our 'No Barrier' Positive Ageing Strategy 2022-2030. It's an exciting time for Council as we look forward and plan together to create a happier, healthier and more connected future for all.

Mayor Tim Drylie

# > TABLE OF CONTENTS

> Mayor's Message	3
> Table of Contents	4
1> Introduction & Background	5
2> The When – Methodology	6
3> The facts – Data Analysis	8
4> What you said – Community Consultation results	12
5> Working together – Partners, Co-benefits & links to Council Plans	14
6> How this fits – Important information	16
7> Why & the future – Vision & Purpose	18
8> Focus Areas and Objectives	19
9> What's next – Review and evaluation	24

# 1> INTRODUCTION & BACKGROUND

Council's '**No Barrier**' Positive Ageing Strategy is built upon the foundations of the global research document produced by the World Health Organization (WHO), *Global Age-friendly Cities: A Guide* (2007) and the Commissioner for Senior Victorians' report *Ageing Well in a Changing World* (2020).

All this work is in response to a rapidly growing, global, ageing population and Hepburn Shire is no exception. The median age in Hepburn Shire is 52 years with population percentages of older people well above the Victorian average. Forty-six percent (46%) of Shire residents are over the age of 55 as compared to the state average of 28%.

Thirty-three cities around the world, including Melbourne, had input into the WHO's research document and nearly 5,000 older Victorians took part in the research that supported the Commissioner for Senior Victorians' report.

## What is Positive Ageing?

Positive Ageing is the ability to maintain a positive outlook, feeling good about yourself, keeping fit and healthy and fully engaged in life as you age.

The need for the 'No Barrier' strategy comes from Council's Community Vision 2021 – 2031 and Council Plan 2021-2025.

In the development of the strategy, valuable data and information was collected from the community through a mixture of:

- one-on-one targeted consultations with key stakeholders
- online and hardcopy surveys
- community pop-up sessions across the Shire.

The United Nations has declared 2021 to 2030 to be the decade of 'Healthy Ageing' with the goal of bringing together governments, civil society, international agencies, professionals, academia, the media, and the private sector to improve the lives of older people, their families, and the communities in which they live.

# 2> THE WHEN METHODOLOGY

Aug / Sep 2021

## Project Initiation

### **The project initiation involved:**

- Research and establishing a foundational approach to the strategy
- Establishing internal and external stakeholder links
- Conducting one-on-one meetings with stakeholders to introduce the positive ageing concept and the proposed way forward
- Creating management systems such as a positive ageing database and a stakeholder directory.

Oct / Nov 2021

## Data and literature review

### **The data and literature review included:**

- A review of the known data and key external and internal documents
- A gaining of knowledge as to best practice, 'cutting edge' approaches and the depth of local community issues around ageing well
- Mapping the strategy alignment with other Council strategies.

“ In the end,  
it's not the  
years in your  
life that count.  
It's the life in  
your years.  
*Abraham Lincoln*



## Nov / Dec 2021

### Preparation for consultation

#### **This stage included:**

- Development of community and service provider surveys
- Establishing an internal Positive Ageing Working Group and Project Control Group
- Connecting with other local governments to form a Regional Network.
- Preparing materials for community engagement

“ Growing old is mandatory but growing up is optional!  
*Walt Disney* ”

## Dec 2021 – Feb 2022

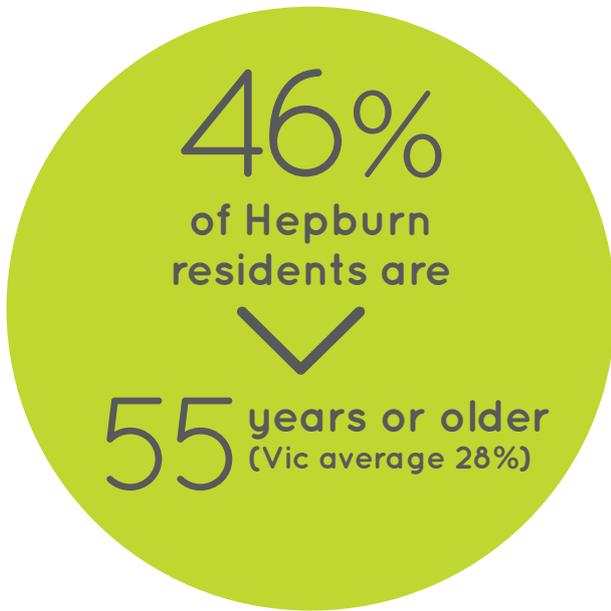
### Community & stakeholder consultation

#### **During this stage:**

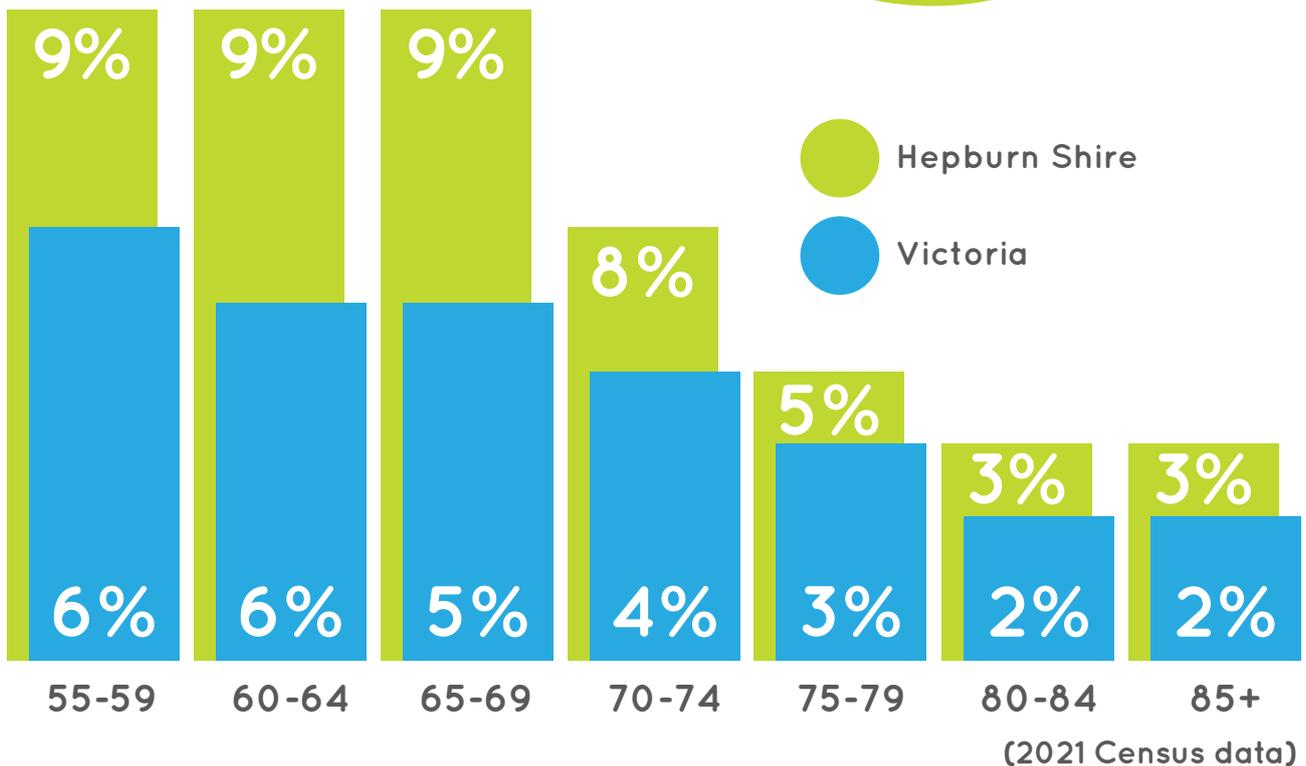
- One-on-one targeted consultations occurred with key community organisations in conjunction with aged care reform information sessions
- 113 contributions were received from a combination of online and hard copy community member surveys with three online contributions received from the online service provider survey.
- Ten pop-up sessions occurred across the Shire with representations from all wards. Clunes, Smeaton, Glen Lyon, Drummond, Clydesdale, Hepburn Springs, Daylesford, Creswick, Bullarto and Trentham.

# 3 > THE FACTS

## DATA ANALYSIS



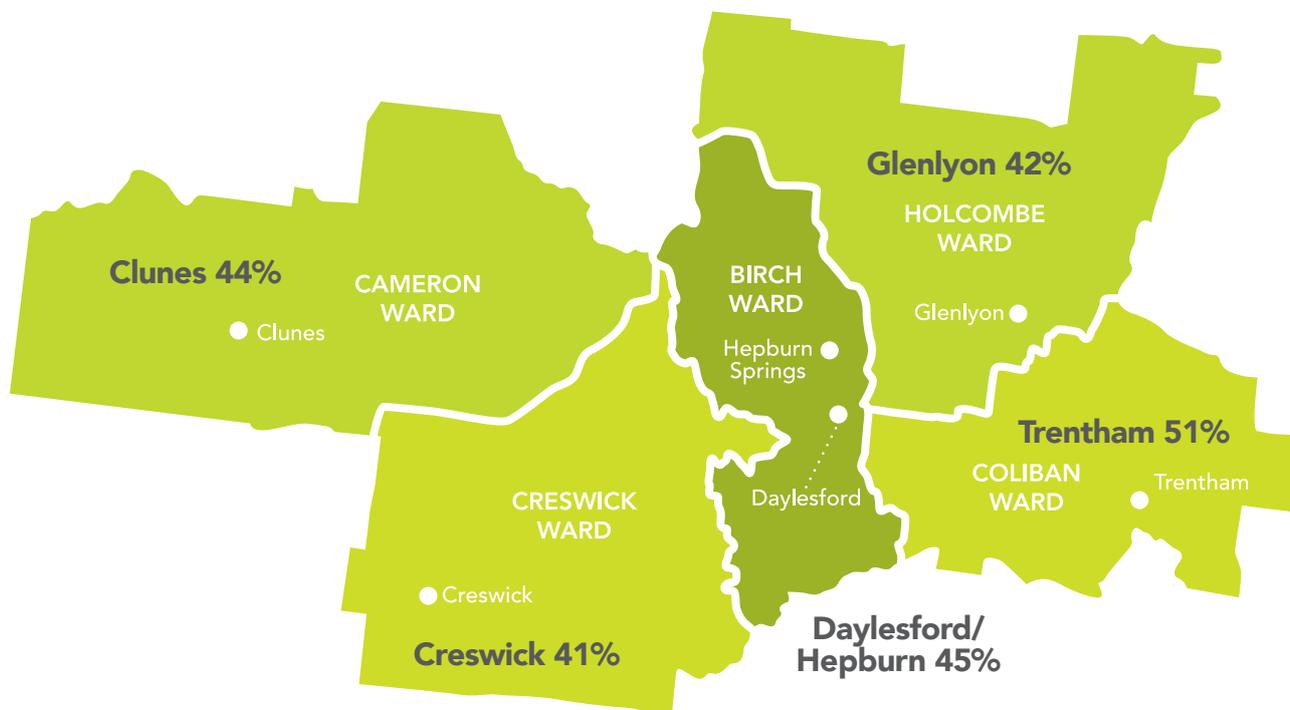
Age of Population





### 3> THE FACTS cont.

#### Total Age of Population by Area



Age of Population	Trentham	Glenlyon	Clunes	Creswick	Daylesford / Hepburn	ALL	VIC
55-59	7%	8%	9%	8%	9%	9%	6%
60-64	11%	11%	11%	7%	9%	9%	5%
65-69	11%	9%	8%	8%	8%	9%	5%
70-74	8%	8%	7%	6%	6%	6%	4%
75-79	5%	3%	4%	5%	5%	4%	3%
80-84	4%	2%	4%	4%	3%	3%	2%
85+	5%	1%	2%	5%	5%	3%	2%
<b>Total</b>	<b>51%</b>	<b>42%</b>	<b>44%</b>	<b>41%</b>	<b>45%</b>	<b>43%</b>	<b>27%</b>

(2016 Census data)

## Impact of Covid-19 Pandemic and our Community and Economic Recovery

As Hepburn Shire, along with the rest of the country navigates the new COVID normal, business support, community and economic recovery will remain a high priority. Older people in our region have been severely impacted by the pandemic lockdowns, which have contributed to challenges for access to information and social support activities.

COVID-19 has also brought along challenges of isolation and connection for many older people. This has compounded the many complex issues of living in rural communities. Mental health, social support systems and transport have become a high focus for older people moving to a COVID normal lifestyle and ensuring that we are removing any barriers to access to activities and social connection.

## Equality, inclusion and priority groups

Hepburn is a diverse vibrant community that celebrates people from all backgrounds and experiences. Every person has a unique experience of life, so it makes sense that each individual's experience of ageing will be different. We want all residents of Hepburn to enjoy a safe, fulfilling and equitable life as they age. One way to achieve this is to consider the many intersecting factors that can create inequalities for our residents.

The Council Plan identifies 'Priority Groups' to be considered in all Hepburn strategies. The Positive Ageing Strategy will pay closest attention to these groups:

- **Older women** are more likely to experience poverty, unstable housing and homelessness
- **Older men** are less likely to access mental health and wellbeing services due to traditional stereotypes
- **Older LGBTIQ+ people** experience more mental health issues and fear discrimination when accessing services from 'mainstream' organisations, particularly health and aged care
- **Older people from culturally diverse backgrounds** seek access to culturally appropriate services often unavailable in their local area
- **Disability** rates are always higher in older populations, and people already living with disability will face extra challenges as they age
- **Aboriginal and Torres Strait Islander people** face tough barriers to equality and inclusion, as recognised in all social research.

Therefore, this Positive Ageing Strategy will work across all the traditional boundaries and bring together actions that link with the Council Plan, Municipal Public Health and Wellbeing Plan, Disability Access and Inclusion Plan, Reconciliation Plan and other equity and inclusion plans that are being developed.

“

Getting old is like climbing a mountain; you get a little out of breath, but the view is much better!

*Ingrid Bergman*

# 4 > WHAT YOU SAID

## COMMUNITY CONSULTATION RESULTS

### > Housing

#### Safe and secure at home and financially

- 76% said they have adequate supports in place to age well at home and engaged in community life
- 49% said they find it difficult to maintain their home and land
- 16% have difficulty paying bills

### > Social participation

#### Connected to family, friends and society

- 7% said they often feel socially isolated or disconnected from family and friends
- 69% said they have enough social activity in their life 30%, said they didn't

### > Respect and social inclusion

#### Respected and respectful

- 2% said they are often insulted or mistreated, 13% said sometimes and 84% said hardly ever or never.
- 7% have experience elder abuse

### > Civic participation and employment

#### Life has purpose and meaning

- 75% participate in community groups 14% don't but want to, and 14% don't and don't want to
- 20% employed 79% unemployed or retired

### > Communication and information

#### In touch with a changing world

- 89% said they could access information on the internet and 74% use online banking
- How do you communicate with your community 84%: use email, 54% use social media, 66% use TV, 75% use internet, 61% use newsletters, 45% use newspapers, 17% use letters, 30% use community boards and 57% use physical meetings

### > Community support and health services

#### Able to manage health issues including mental health

- 48% feel that their needs are being met by Council, 38% said partially
- For health support including mental health 16% use My Aged Care, 70% use family or friends, 29% use other support agencies, 12% use none
- People surveyed said they had easy access to services 92% Food / Shopping, 89% Doctors/ health providers, 85% Medication and 66% social activities
- 83% had no barriers to accessing healthy food, 14% said cost was a barrier, 6% had trouble eating food, 4% need to learn more about food preparation and cooking and 2% said transport was a barrier

### > Outdoor spaces and buildings

#### Activity and a positive attitude

- 59% are physically active every day of the week, 25% 3-5 times a week, 11% 1-2 times a week, 4% not active at all
- When asked to rate out of 1-5 their attitude towards ageing, 62% rated 4 or higher with an average score of 3.7.
- 71% feel if life changed significantly, they would be able to get help, 28% said they wouldn't be confident they could get help

### > Transportation

#### Able to get around

- 91% have their own car, 25% walk or ride a bike, 11% rely on public transport and taxis, 10% rely on family and friends, 2% use mobility scooter/ wheelchair
- Common issues raised about transport were footpaths, parking, and fuel cost.

# Priorities/Top issues from community and stakeholder consultations



49%

**Communication and information**

In touch with a changing world



42%

**Housing**

Safe and secure at home and financially



# 5 > WORKING TOGETHER

## PARTNERS, CO-BENEFITS, & LINKS TO COUNCIL PLANS

### > Partnerships and co-benefits

Council will develop stronger partnerships to identify local opportunities and priorities, lead the coordination and implementation of the strategy and ensure stakeholders are committed to the success of the strategy and its objectives.

Adopting a co-benefit lens means that we will recognise the multiple benefits that may come from this strategy. For example, links can be made to other strategies for the creation of intergenerational opportunities, or an active transport project supporting people to walk or cycle to activities

could have co-benefits for positive ageing, active living and mental wellbeing. A co-benefits lens helps us to strengthen partnerships, create solutions and leverage resources to achieve greater systemic change. Links to other strategies shown in the diagram on the right.

# Council Plan 2021-2025

## Including Municipal Public Health & Wellbeing Plan



### ➤ Council's Role

Council takes a collaborative approach to positive ageing planning to ensure community members have enabling environments and opportunities to age well.

The strategy outlines the Council's role in the delivery of each priority, described using the following terms:

- Deliver - Planning and coordination, Programs and activities, Infrastructure and Accessibility
- Partner - Communication and information, Community connection, Strengthening community capacity
- Advocate - Advocacy and networking

# 6 > HOW THIS FITS

## IMPORTANT INFORMATION

### WHO and commissioners' report summary

This strategy is based on the World Health Organisation's (WHO) Age-friendly Cities Framework and the Commissioner for Senior Victorians' report Ageing Well in a Changing World. The Positive Ageing Strategy has been created to respond to feedback from the community and service providers.

The eight key topics required for 'ageing well' identified in the report and framework are:

World Health Organisation	Commissioner for Senior Victorians
Housing	Safe and secure at home and financially
Social participation	Connected to family, friends, and society
Respect and social inclusion	Respected and respectful
Civic participation and employment	Life has purpose and meaning
Communication and information	In touch with a changing world
Community support and health services	Able to manage health issues including mental health
Outdoor spaces and buildings	Activity and a positive attitude
Transportation	Able to get around

The name of the strategy 'No Barrier' is derived from the popular saying 'age is no barrier' made famous by Jackie Joyner-Kersey, a multiple gold medal Olympian.

“ Age is no barrier.  
It's a limitation you put on your mind.  
*Jackie Joyner-Kersey*

The development of this strategy is a timely implementation of Focus Area 2.2.6 of the Community Vision 2021 – 2031 Council Plan considering the Commonwealth Government's aged care reforms and how they impact on the capacity of Council to deliver aged and disability services. It is also timely in terms of social recovery from the impacts of the COVID-19 pandemic.



# 7> WHY & THE FUTURE? VISION AND PURPOSE

## > VISION

Hepburn Shire - an inclusive rural community located in Dja Dja Wurrung country where older people are valued, partnerships are fostered, environment is protected, diversity supported, and innovation embraced.

## > PURPOSE

The No Barrier Positive Ageing Strategy 2022 - 2030 aims to present a way forward for Council with actions that improve outcomes and address the barriers faced by older people in the community.

# 8 > FOCUS AREAS & OBJECTIVES

## VISION AND PURPOSE

### Focus area 1 Communication and information In touch with a changing world

#### Objectives:

- 1.1 Improve** access to information for older people that enables them to make informed decisions about their lives.
- 1.2 Increase support** for internet access and digital technology (the digital divide).
- 1.3 Promote** and **encourage** programs that help older people keep up with and adapt to a rapidly changing world.
- 1.4 Increase** community awareness of local support services.

“ Age is an issue of mind over matter. If you don't mind, it doesn't matter.

*Mark Twain*

### Focus area 2 Community support and health services Able to manage health issues including mental health

#### Objectives:

- 2.1 Encourage** older people to be physically active, have fun and eat nutritious meals.
- 2.2 Promote** healthy behaviours that help reduce the risk of serious illness.
- 2.3 Support** the transition of home care services from Council to a values-aligned service provider funded by the Commonwealth Government.
- 2.4 Promote, encourage, and advocate** for programs that provide opportunities for older people to manage their health issues, including mental health, and to have the ability to independently manage their own affairs in order to 'age well' at home, and increase referral pathways.
- 2.5 Advocate** and **partner** with local networks to ensure equitable service delivery across the region.
- 2.6 Advocate** for the needs of the community and will hold accountable Commonwealth and State Governments and the appointed home support providers for the delivery of quality services to the Hepburn community.

## 8 > FOCUS AREAS cont.

### Focus area 3

#### Housing

#### Safe and secure at home and financially

##### Objectives:

**3.1 Advocate and support** initiatives that improve the availability of a range of housing options to meet the changing needs of older people as they age. Incorporate universal design principles.

**3.2 Ensure** older residents can access emergency planning information to make informed choices regarding their personal situation.

**3.3 Promote and encourage** programs that assist older people to feel safe and secure in their homes as well as financially.

- Links to Revenue and Rating Plan 2021-2025, 5.8 Rebates and Concessions

**3.4 Support** partnerships to improve housing access and support services.

### Focus area 4

#### Outdoor spaces and buildings Activity and a positive attitude

##### Objectives:

**4.1 Design, build and maintain** open spaces, community facilities and outdoor infrastructure that helps support the health and wellbeing and social connectiveness of older community members.

- Links to Aquatics strategy, Objective 1 & 3.
- Links to Play Space Strategy 2020-2030, Pillar 1.

**4.2 Encourage** a positive attitude towards ageing by promoting enjoyment of life, living life to the full, having fun and promoting new experiences.

**4.3 Support** programs that address the challenges of ageing.



## Focus area 5 Transportation Able to get around

### Objectives:

- 5.1 Support** initiatives that provide effective, safe, affordable and accessible transport options.
- 5.2 Improve** the community's knowledge of existing local transport options available in Hepburn Shire.
- 5.3 Advocate, promote and investigate** solutions to the continual improvement of an accessible transport and mobility system that supports the wellbeing of older people.

## Focus area 6 Social participation Connected to family friends and society

### Objectives:

- 6.1 Enable** opportunities for older people to engage and socially participate in activities that address social isolation.
- 6.2 Support** existing and emerging community groups in their provision of social activities.
  - Links to Events Strategy 2020-2025, Strategy 4
- 6.3 Promote and encourage** programs that sustain connections between older people and their family, friends, and society. Including intergenerational activity.
  - Links to Aquatic strategy, Objective 1
- 6.4 Encourage** older people to increase participation in Council committees, celebrations and events, e.g. R U OK day, 16 Days of Activism, Seniors Week, Chillout Festival, etc.
  - Links to Women and Girl's strategy, Strategic Pillar 1



## 8 > FOCUS AREAS cont.

### Focus area 7

#### Civic participation and employment

#### Life has purpose and meaning

##### Objectives:

**7.1 Increase opportunities** and decrease barriers of engagement in a diverse range of employment, continual learning, and volunteering activities. Links to Gender Equality Action Plan 2021-2025, Priority 2.

**7.2 Promote** the rights and abilities of older people to participate in civic life.

**7.3 Promote** and **encourage** programs that provide older people with self-determination, fulfillment, a meaningful social role or to receive recognition.

- Links to Disability Access and Inclusion Plan 2018-2022, Objective 3.

“ You don't stop laughing when you grow old, you grow old when you stop laughing.

*George Bernard Shaw*

### Focus area 8

#### Respect and social inclusion

#### Respected and respectful

##### Objectives:

**8.1 Ensure** meaningful consultation occurs with older residents on issues that affect them.

**8.2 Create** a positive ageing network to increase awareness and accountability of support services available for older people.

**8.3 Promote** positive, respectful inclusion within the community.

- Links to Gender Equality Action Plan 2021-2025, Priority 1.

**8.4 Support** activities that help prevent elder abuse and ageism.

**8.5 Promote** and **encourage** programs that reduce any stigma associated with being older. Inc. and provides for intergenerational activities and cross generational engagement.

**8.6 Acknowledge** and **celebrate** achievements and contributions from older people.





# 9 > WHAT'S NEXT?

## REVIEW AND EVALUATION

Council will strive to meet the needs of people over 55 years (50 years for Aboriginal people) through thoughtful partnerships, planning, networking, and creating environments that remove barriers of access to local support systems that ensure everyone has the opportunity to age positively.

Council is working together with local groups and service providers all playing a key role in the development and implementation of the **'No Barriers'** strategy.

### Action Plan

An Action Plan will be developed in line with this Strategy stating the individual actions that will be taken under each objective. This will include year of priority, Council's role (Facilitate, Partner or Advocate), lead agent, cost of action and links to current Council Strategies and Plans. A communication plan will set out how Council will inform the community of implementation and outcomes to date.

### Implementation

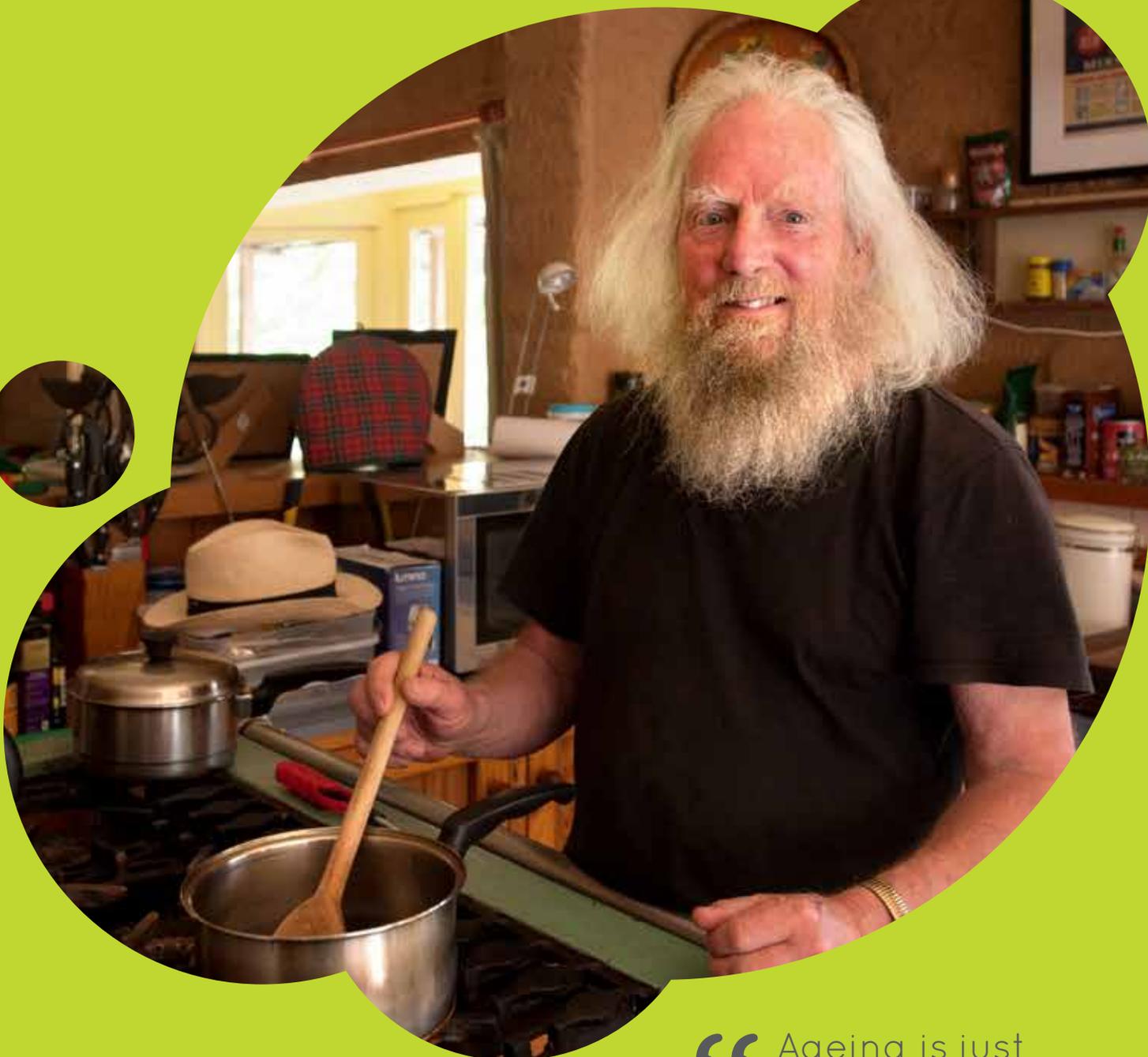
The role of local government across the positive ageing sector should focus on community connection, communication, and information, planning and coordination, advocacy and networking, programs and activities, strengthening community capacity and infrastructure and accessibility.

Council has developed strategic priorities and actions for people over 55 years of age (50+ for Aboriginal people) to guide Council's decision making over the next eight years. A process of continuous improvement will be established to allow for flexibility and adaptability for positive ageing planning. Where required, Council will develop specific action plans in partnership with key service providers and organisations to ensure the priorities are met.

### Review and evaluation

Council will monitor and report on the success and progress of the plan. The Health and Wellbeing survey will be implemented to provide a baseline measure for the strategy. This survey will be run bi-annually to review outcomes of the action plan. This will assist in determining if positive change has occurred in the community, as well as identifying any required modifications and new actions.

“ Getting old is a  
fascination thing.  
The older you get, the  
older you want to get.  
*Keith Richards*



“ Ageing is just  
another word  
for living.  
*Cindy Joseph*



A series of horizontal dotted lines spanning the width of the page, providing a template for writing.



PO Box 21 Daylesford 3460  
P: 03 5348 2306  
F: 03 5348 2911

shire@hepburn.vic.gov.au  
www.hepburn.vic.gov.au  
 [www.facebook.com/hepburncouncil](http://www.facebook.com/hepburncouncil)

#### COUNCIL OFFICES

---

##### DAYLESFORD

Corner Duke &  
Albert Streets, Daylesford

##### CRESWICK

68 Albert Street,  
Creswick

##### CLUNES

The Warehouse - Clunes  
36 Fraser Street, Clunes

##### TRENTHAM

13 Albert Street,  
Trentham