

Community Engagement summary report – ‘No Barrier’ Positive Ageing Strategy

The ‘No Barrier’ Positive Ageing Strategy 2022 – 2030 is an implementation of Focus Area 2.2.6 of the Hepburn Shire Council’s *Community Vision 2021 – 2031 Council Plan*.

With the transition out of Community Care services Hepburn Shire Council decided to put a focus on improving the outcomes of people aged 55+ living in the Shire. The ‘No Barrier’ Positive Ageing Strategy sets the direction for Council in its response to the Shire’s ageing population across two election cycles and has clear links to other Council strategies to promote joint project efficiencies.

The Focus Areas of the ‘No Barrier’ strategy seamlessly align with the globally accepted approach of the World Health Organisation’s (WHO) *Age-friendly Cities Framework* and the State-wide approach of the Commissioner for Senior Victorians’ report *Ageing Well in a Changing World* as well as the new Victorian Government’s Action Plan *Ageing Well in Victoria 2022-2026*.

This places The Hepburn Shire into a strong, rural Victorian leadership position, in terms of Positive Ageing, as the ‘No Barrier’ strategy is a very effective way of comparing local research, data and trends to Global and Victorian State equivalents. This is useful for aligning with state and federal government objectives, funding applications for Council and community organisations and comparison to urban and rural communities around the world.

Engagement methodology and timeline

Step One: Baseline data review

Literature and data analysis review found alignment with the following:

- The World Health Organization’s Age-friendly Cities research, involving the experience of older people, caregivers and service providers within 33 cities around the world, including Melbourne, Australia.
- The Commissioner for Senior Victorians research, *Ageing Well in a Changing World*, involving the experience of nearly 5000 older Victorians
- The Hepburn Shire Council’s *Community Vision 2021 – 2031 and Council Plan 2021 – 2025 including Municipal Public Health and Wellbeing Plan*
- The Australian Psychological Society (APS) definition of Positive Ageing being “the process of maintaining a positive attitude, feeling good about yourself, keeping fit and healthy, and engaging fully in life as you age”.
- Positive Ageing Strategies from other LGA’s for comparison
- Many varied documents from *Age-friendly Innovation Exchange, MAV, Victorian Government, National Heart Foundation, World Health Organisation, International Federation on Ageing, National Ageing Research Institute, Council On The Ageing, Every Age Counts*.

There was little data specific to Positive Ageing within the Hepburn Shire prior to the project engagement.

A review of the following assisted in engagement design.

- Community response to MPHWP survey data
- Remplan data specific to Hepburn Shire
- State and National data

Step Two: Community Consultation

1. One-on-one targeted consultations with key community organisations

Duration: December 2021 – February 2022

Consultations will be held in conjunction with aged care reform information sessions after the Council announced that it was considering withdrawing from aged care service provision. The consultations will also provide an opportunity to raise awareness about the concept of positive ageing and determine the focus areas required for the surveys and the future strategy.

They will be held with the following organisations:

- Daylesford Senior Citizens Club
- Daylesford Mens Shed
- Probus Club of Daylesford
- Attitude Clunes
- Creswick Senior Citizens Club
- Creswick Mens Shed
- U3A Creswick
- U3A Hepburn
- Trentham Mens Shed
- Trentham Life Activities Club

2. Community Member and Service Provider online and hard copy surveys and media campaigns

Duration: 20 January – 3 March 2022

Two different surveys will be developed and publicly displayed on the *Participate Hepburn* webpage. A *Community Member* survey for the general community and a *Service Provider* survey for Community organisations. The questions will be based on the eight 'domains' of the WHO's *Age-friendly Cities Framework* aligned with the Commissioner for Senior Victorians eight 'attributes to ageing well' contained in his report *Ageing Well in a Changing World*.

A number of questions will be used directly from the Commissioner for Senior Victorians survey found in his report which will help align Hepburn Shire's data with State data, research and trends.

Hard copy versions of the survey will also be sent out to several community organisations, Council libraries, Customer Service Centres and Visitor Information Centres.

An email introducing the concept of positive ageing along with PDF's of both surveys, will be sent to all community organisations.

Social media and the newsletter *Hepburn Life* will also advertise the surveys and educate the general community on the concept of positive ageing.

3. Shire-wide pop-up sessions

Duration: January – February 2022

The general community will be asked to comment on:

- What barriers to ageing well do they experience
- Out of the eight 'domains/attributes', what are the three most important for them to age well
- How can we make Hepburn Shire more age-friendly?

The above questions will be asked in terms of the eight aligned 'domains' and 'attributes' of the WHO and the Commissioner.

The pop-up sessions will be held at:

- Clunes
- Smeaton
- Clydesdale
- Glenlyon
- Drummond
- Daylesford
- Hepburn
- Creswick
- Bullarto
- Trentham

- **Step Three:** Community consultation key results **Participation profile**
- **Pop-up attendance** – gender, age bracket and numbers attending the various pop-up sessions across the Shire.

Male / Female	Age bracket	Clunes	Smeaton	Glenlyon	Drummond	Clydesdale	Daylesford	Creswick	Trentham	Bullarto	Hepburn	TOTAL
Female	Under 55	1		1			3	2	2		2	11
Male	Under 55						1	2	4		2	9
Female	55 - 64	1					2	3	2		4	12
Male	55 - 64						2	3	4		4	13
Female	65 - 74	3		5			2	5	4		4	23
Male	65 - 74	2					5	4	7		4	22
Female	75 - 84						4	3	2		2	11
Male	75 - 84					2		3	2		2	9
Female	85 +											0
Male	85 +										1	1
	TOTAL	7	0	6	0	2	19	25	27	0	25	111

Shire-wide percentage of Pop-up attendance by gender

Gender	Female	57	51%
	Male	54	49%
		111	100%

Shire-wide percentage of the age brackets that attended the pop-ups

Under 55	20	18%
55- 64	25	23%
65 - 74	45	41%
75 - 84	20	18%
85 +	1	1%
TOTAL	111	

Percentage contribution to overall community engagement per ward

Attendance by ward (survey and pop up data)	Cameron	Creswick	Holcolmbie	Birch	Coliban	Other	
pop ups	7	25	8	44	27		111
survey	18	24	15	34	17	18	126
TOTAL	25	49	23	78	44	18	237
	11%	21%	10%	33%	19%	8%	100%

Pop up results

- The data collected, will inform the *Focus Areas* and the *objectives* of the future Strategy
- These *objectives* are the 'what needs to be done' in the Hepburn Shire in terms of positive ageing and will give rise to the 'how it will be done' of the supporting action plans.
- Two hundred and seventeen (217) people participated in the targeted one-on-one consultations. A further 126 contributions were received through the online and hard copy surveys and 111 people contributed through the pop-ups. The total community engagement contributions received by Council were 454, making it 6.5% of the 7009 people across the Shire aged 55 and above contributing to the 'No Barrier' Positive Ageing Strategy project.

One-on-one targeted consultations with key community organisations responses

A large poster displaying the alignment of the WHO's eight 'domains' and the eight 'attributes' of the Commissioners report, was used to explain the concept of positive ageing and how the eight interlocked with each other. During the presentation, questions were asked by the participants to clarify the concept.

All 217 participants from the organisations listed, agreed that the eight 'domains' from the WHO and similarly the eight 'attributes' of the Commissioners report, had a strong relevance to ageing well with respect to their own individual and organisational situation.

Online / hardcopy surveys and Pop-up engagement responses

The eight aligned 'domains and attributes' were renamed 'Focus Areas' as in the table below and the survey questions, as well as the pop-up questions were based on these forming the community consultation results.

Focus Area	World Health Organization's 'domains'	Commissioner's report 'attributes'
1	COMMUNICATION AND INFORMATION	In touch with a changing world
2	COMMUNITY SUPPORT AND HEALTH SERVICES	Able to manage health issues including mental health
3	HOUSING	Safe and secure at home and financially
4	OUTDOOR SPACES AND BUILDINGS	Activity and a positive attitude
5	TRANSPORTATION	Able to get around
6	SOCIAL PARTICIPATION	Connected to family, friends and society

7	CIVIC PARTICIPATION AND EMPLOYMENT	Life has purpose and meaning
8	RESPECT AND SOCIAL INCLUSION	Respected and respectful

Focus area	Result
1	COMMUNICATION AND INFORMATION – In touch with a changing world <ul style="list-style-type: none"> 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
2	COMMUNITY SUPPORT AND HEALTH SERVICES – Able to manage health issues including mental health <ul style="list-style-type: none"> 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
3	HOUSING – Safe and secure at home and financially <ul style="list-style-type: none"> 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
4	OUTDOOR SPACES AND BUILDINGS – Activity and a positive attitude <ul style="list-style-type: none"> 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 (1, being very negative, through to 5, being very positive) 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
5	TRANSPORTATION – Able to get around <ul style="list-style-type: none"> 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 scooters/wheelchairs Common issues raised about transport were footpaths, parking and fuel cost

6	SOCIAL PARTICIPATION - Connected to family, friends and society <ul style="list-style-type: none"> • 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
7	CIVIC PARTICIPATION AND EMPLOYMENT - Life has purpose and meaning <ul style="list-style-type: none"> • 75% participate in community groups 14% don't, but want to, and 14% don't, and don't want to
8	RESPECT AND SOCIAL INCLUSION - Respected and respectful <ul style="list-style-type: none"> • 2% said they are often insulted or mistreated, 13% said sometimes, and 84% said hardly ever or never • 7% have experienced elder abuse