



# Age Friendly Ambassador program

## What is the Ambassador program?

The award-winning Age Friendly Ambassador program was developed to ensure older community members are connected to information, programs and services, and have a voice on local community issues. The program empowers volunteers to become local leaders and information specialists within the City of Bayswater community. The inaugural program was established in April 2019 and comprises eight volunteers from diverse backgrounds.

## Why is the Ambassador program important?

With a growing ageing population, there is a strong need for better information and resource-sharing among older adults. Word of mouth and hearing from a trusted source has been reported as the preferred method of communication by the local community.

## Who is best placed to become an Age Friendly Ambassador?

Age Friendly Ambassadors will have good community connections and may represent a special interest group, cultural group, club or diverse community. They will be passionate and knowledgeable about their local community and have an affinity for engaging with and supporting older adults.

### City of Bayswater statistics

**69,000**  
total residents  
(approx) in 2021



Suburbs with the highest number of people aged 65 and older:

<b>3,700</b>	<b>2,175</b>	<b>1,500</b>
Morley	Bayswater	Noranda



**1 in 6** residents aged 65+ in 2021



**1 in 5** residents aged 65+ in 2031

## Frequently Asked Questions Age Friendly Ambassador program

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### **What are the Age Friendly Ambassadors' duties?**

Ambassadors will serve as representatives of the City of Bayswater. Responsibilities include, but are not limited to:

- Connecting older adults to resources and information about what is happening and available in their community, including local events, activities, programs and services
- Bringing ideas to the City for ways to help our community be more connected
- Being a voice for older adults on community issues and answering questions about City of Bayswater events and activities, services, clubs and community groups
- Actively participating in City of Bayswater events and activities, including presenting to local community groups and hosting information stalls.

### **How much time commitment is expected?**

There are no set hours for this role, however Ambassadors are required to commit to the following:

- Attend a team building and training day
- Attend training sessions as required (ongoing)
- Attend monthly Ambassador meetings at the City of Bayswater
- Represent the City at a minimum of four community events per calendar year
- Offer a minimum of one hour per month providing information to older adults at the City's Community Centres, Libraries, Citizenship Ceremonies and Recreation Centres.

Outside the above, the time given to the Ambassador program is dependent on events, activities and availability.

### **How long does an Ambassadorship last?**

Ambassadorships will be appointed for a 1.5-year term with the opportunity to reapply at the end of this term. The term will run from 1 May 2024 to 30 November 2025.

### **Can I reapply if I currently volunteer as an Age Friendly Ambassador?**

Current Ambassadors are welcome to apply for a second term in line with the selection criteria for this program.

### **How will I be supported in the Ambassador role?**

Ambassadors will receive training, ongoing support and information to ensure they have the necessary skills to talk to the community. An experienced City officer will guide implementation of the program, linking Ambassadors to local events, information and services. A kit containing an Ambassador t-shirt, name badge, business cards, Service Directory for Older Adults, leaflets, resources and other materials will be provided to support you.

### What are the benefits of becoming an Ambassador?

Becoming an Ambassador affords opportunities to become actively involved in your community. As an Ambassador, you will have the chance to:

- Develop confidence and recognition as a leader in the community
- Benefit from attending training, workshops and learning new skills
- Make a real difference to the lives of older adults in the local community
- Become a registered City of Bayswater volunteer (and be invited to recognition events)
- Advocate (be a voice) on behalf of older adults on issues of concern
- Make new friendships and social networks.

### How can I become an Ambassador?

To apply for the Ambassador program, you will need to complete an Expression of Interest form and return it to the Coordinator Age Friendly and Volunteer Programs by 31 March 2024.

### How will the selection of Ambassadors be determined?

The City is looking to form a diverse network of Ambassadors within the City of Bayswater that have a wide range of skills, interests and connections. Ambassadors will be selected based on the following criteria:

1. Ambassadors will be older adults, aged 50 years and over.
2. Ambassadors will reside, work or volunteer within the City of Bayswater.
3. Ability to attend a team building day, training sessions, at least four City events and monthly meetings.
4. Ability and willingness to speak to community, share knowledge and make recommendations that support other older adults.
5. Good communication and interpersonal skills is a must.
6. Established networks, such as representation on a local community group, club or committee is desirable.
7. The ability to speak a second language will be highly regarded.

“ It’s been great to work with the City’s Age Friendly Ambassadors to better link residents to My Aged Care information. We need more passionate people like them who can change the world! ”

**Umbrella Multicultural Community Care Services**

### **Achievements**

Since June 2019, Ambassadors have invested more than 1,000 hours of volunteer time into the program.

Over 4,000 community members have engaged with the Age Friendly Ambassadors and they have distributed more than 3,000 service directories designed to support older adults.

They have also attended more than 40 community events.

The Ambassadors have become a tightknit group and friendships have blossomed.

### **How will I be notified if I am awarded an Ambassadorship?**

Successful applicants will be notified in writing by the City's Coordinator Age Friendly and Volunteer Programs. All Ambassadors will be required to undertake a standard screening process, including volunteer police check.

### **Need more information?**

For more information about the Ambassador program, contact the Coordinator Age Friendly and Volunteer Programs on **9270 4107**.