



Age Friendly Bayswater

CREATING AN ACTIVE AND
ENGAGED COMMUNITY



www.bayswater.wa.gov.au



**Age Friendly Strategy
(2017-2021) – Summary**



Photo (Home and Community Care clients at Maylands Green Day Community Event).
Cover photo (Bayswater Senior Citizen Centre members).



An Introduction

The City of Bayswater has a key role to support our community get the most out of their lives. The City's Age Friendly Strategy supports older adults within our community to live an active and engaged life.

The purpose of this Strategy is to guide the City's approach in all of its activities to become an Age Friendly City and to ensure that we meet the changing needs of our community.

To develop this plan, we asked a cross-section of our community what is important to them, and what barriers we need to think about to make our City more age-friendly.

As an outcome of the consultation, the City will focus on two priority areas for the next two years - improving information and communication, and transport for older adults.

An Age Friendly City benefits people of all ages. By viewing a community through an age friendly lens, city planners, residents, businesses, service providers and visitors can help create a city that meets its resident's needs throughout their lifetimes. The concept of Age Friendly is shifting the way we think about getting older.

Everybody is ageing and it is the quality of this experience that is important.

To access a full copy of the Strategy, please visit the City's website: www.bayswater.wa.gov.au/age-friendly



What is an Age Friendly City?

An 'Age Friendly City' encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age.

The Age Friendly Strategy incorporates the values, principles and definitions of Age Friendly Cities and Communities as outlined by the World Health Organisation (WHO).

This initiative is being taken up by communities around the world to ensure that practical measures are put in place to assist people as they age.

People are living longer and many aspects of our cities are not equipped to meet the full range of people's needs as they age.

An Age Friendly City is one where people of all ages can live healthy and independent lives for as long as possible, and remain in a secure and supportive environment that enables them to participate in the community as they grow older.

An age friendly community is developed through addressing eight domains:



Outdoor spaces and buildings



Transportation



Housing



Social participation



Respect and social inclusion



Civic participation and employment



Communication and information



Community support and health services

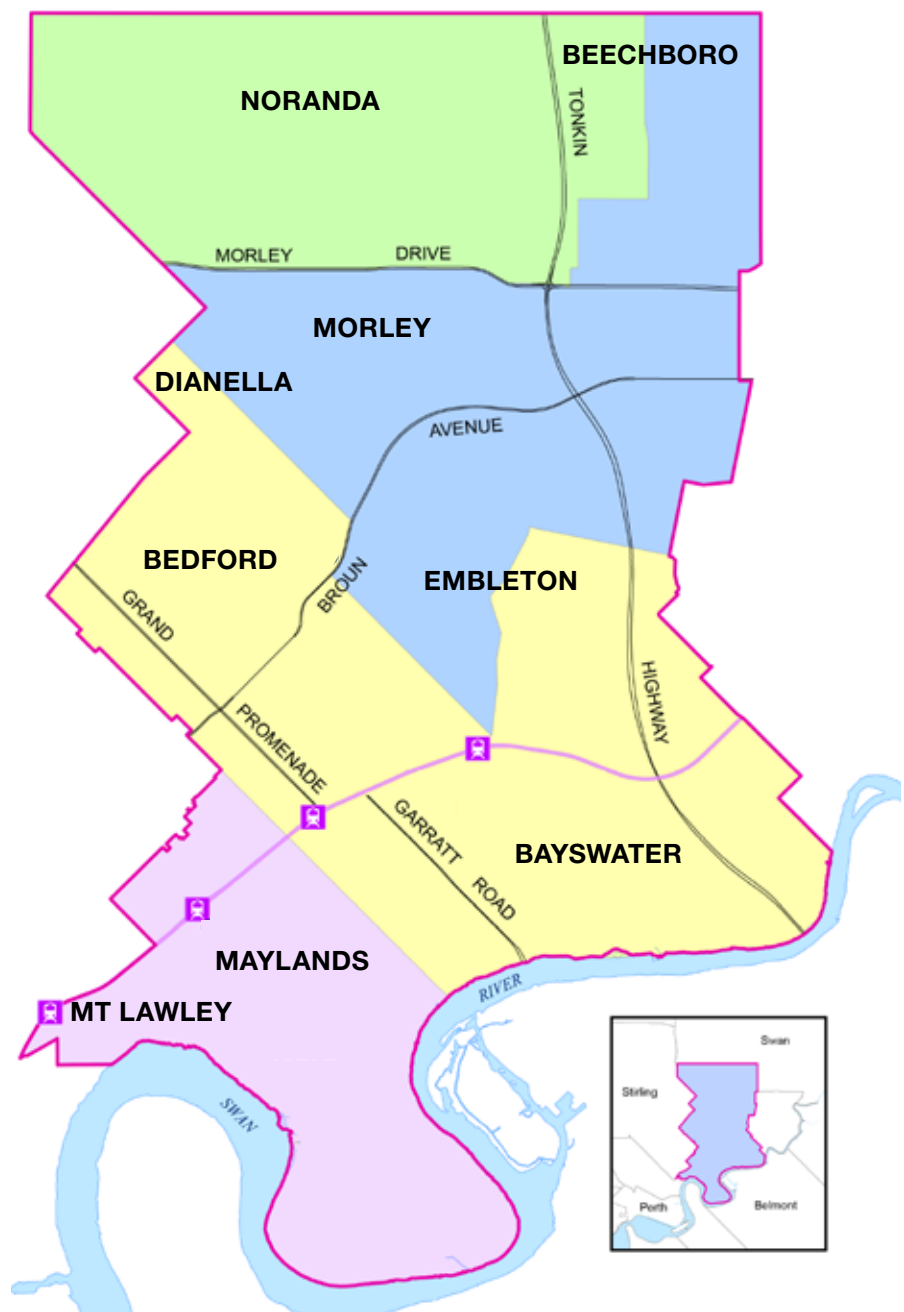
About the City of Bayswater

History and geography of the City

The City of Bayswater has a proud heritage, growing from humble rural beginnings to becoming a thriving and attractive residential and business area within easy reach of the Perth central business district. The City covers a 33km² area, just 8km north-east of Perth, with 10km of Swan River foreshore.

Known as the 'Garden City' the City of Bayswater lies between two large local governments of Swan and Stirling and sits between the coastal plain development and the semi-rural escarpment of the Darling Range.

The City includes suburbs of Noranda, Morley, Bayswater, Embleton, Bedford, Maylands and parts of Mount Lawley, Beechboro and Dianella.



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About the City of Bayswater

Population

City of Bayswater's population



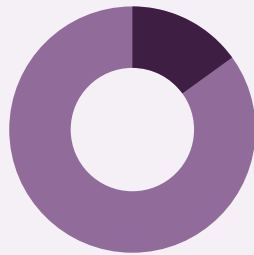
61,262

at the 2011 Census

Over 65s make up

14.45%

of the City's population



Top Birthplaces 55+ Years

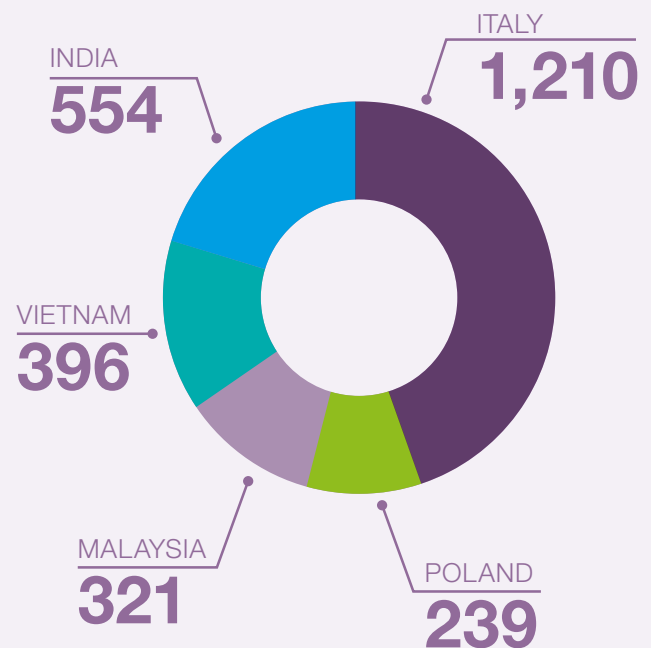


Photo (Australian Model Railway Association).

Strategic Direction

The City of Bayswater has adopted a new Strategic Community Plan for the 10 year period 2017-2027.

This is the principal planning and strategic document that will guide the delivery of the City's services to the community over this period. The Council also endorsed a new vision for the City -

“A place where community vision becomes reality”

Our Community

Aspiration: An active and engaged community

OUTCOME	STRATEGIES
A strong sense of community through the provision of quality services and facilities	Plan and provide a range of community facilities to meet current and future needs.
	Deliver community programs that encourage community interaction and participation
	Deliver a safety service which builds a strong sense of community safety
Accessible services that recognise diversity	Ensure the City's services and facilities are accessible and inclusive



Photo (Have A Go Day Event).

Community Engagement

A comprehensive community engagement plan was implemented to inform the development of the City's Age Friendly Strategy.

The plan was developed through a process that featured:

- The development of a comprehensive community engagement plan.
- Training of staff across the organisation to facilitate table conversations at workshops.
- Consultations with community members who were 40 + and 65 +, including four community workshops.
- Two online surveys targeting the 40+ and 65+ age groups.
- One multicultural service provider forum, in partnership with the Officer of Multicultural Interests.
- City of Bayswater staff and councillor consultations.
- Feedback from the City's Disability Access and Inclusion Plan (DAIP) Advisory Committee
- One forum facilitated by the City of Bayswater with other local government authorities to share the learnings from previous or current Age Friendly projects.
- Review of policy and legislation.
- Development of the draft strategy.
- Public comment period.
- Focus group of workshop participants providing feedback on draft strategy.
- Final adoption of the strategy by Council.
- Launch of strategy.

Participation in the engagement process:

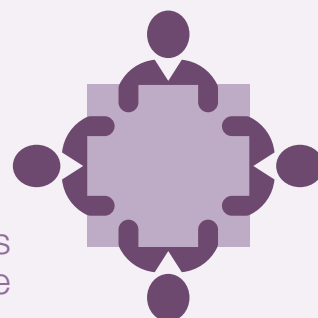


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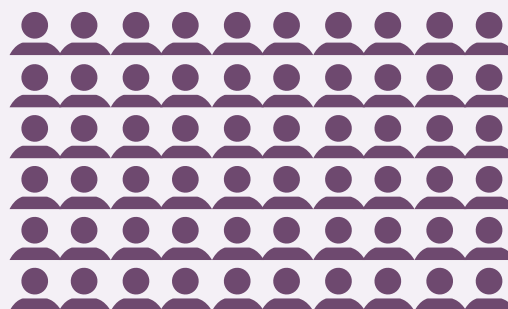
online surveys received
from people over 40 and 65

40+

community
members and
services providers
participated at the
Multicultural café



60+



people attended one of our four
community workshops

Key Findings



You told us the following were important to you:

- Access to regular, safe, affordable and appropriate transport is important for older adults;
- Information that is relevant needs to be communicated in an appropriate format;
- Being well informed on activities and services available in the city, including community activities and events, and volunteering opportunities is vital;
- It is important for older adults to be independent, feel supported and respected;
- It is important to feel safe whilst moving around the community;
- Physical infrastructure such as footpaths, seating and car parking need to be designed to be age friendly;
- Having knowledge and understanding of the latest technology is not important for many older residents;
- Not all residents have access to technology;
- There is a strong need for accurate and appropriate information on aged care services, support for carers and support people who are socially isolated;
- It is important to have opportunities to stay mentally stimulated; and
- The community should have an understanding and appreciation of the challenges of ageing.

“Word of mouth and networking is so important in getting information out there in the community – but how do we tap into this?”

Local resident, Age Friendly workshop.

“Talk to me, include me in the decisions about my future.”

Local resident, Age Friendly online survey.

Way Forward for Bayswater as an Age Friendly City

Based on your feedback, the City will focus on two areas - improving Information and Communication, and Transport for our older adults within our community.



Transport, or the ability to get out and about, was the primary issue identified by our community.

- Promote a range of safe, convenient, accessible and affordable transport options.
- Increase the number of services available.
- Support alternative transport options that are affordable and accessible.
- Increase community transport options.
- Improve parking options.
- Improve physical accessibility of public transport for those with limited mobility.
- Improve footpaths to encourage pedestrians, cyclists and other users to use the paths.
- Improve seating, shelter and shade to decrease barriers to access transport.
- Improve traffic management systems.
- Support healthy and active transport.



Communication and Information, or the ability to stay informed and connected with their communities, family and friends, was the second most important issue identified by our community.

- Information available in a variety of formats including in person, hardcopy and online
- Information available to all people in the community.
- Personal face-to-face communication is valued (word of mouth important tool for information sharing).
- More inclusive branding and language for the City's initiatives and facilities to assist community participation with all ages.
- More opportunities for greater participation by residents from culturally and linguistically diverse communities, older residents with a disability, low income older residents, and those at risk of social isolation.

Supporting an Age Friendly Environment

The City plays four roles in facilitating change to our information and communication, and transport options for older adults:



Facilitate

- Connect the Age friendly Strategy to the Corporate Business Plan.
- Engage with other service providers to share information.
- Undertake research into community needs and share the outcomes with other agencies to encourage appropriate responses to address these needs.



Deliver

- Provide support to understand information to enable older adults to consider options and make informed decisions
- Provide education and support for families and caregivers about ageing.
- Provide a range of inclusive events and activities.



Advocate

- Advocate for older adults at all tiers of government.
- Conduct awareness campaigns on older adults' issues.
- Promote the value of older adults and how they contribute to the community.



Partner

- Work with others to source and leverage funding.
- Network between departments, other local governments and corporate stakeholders.
- Engage with older adults and organisations that support older adults.
- Identify partnership opportunities to deliver services and advice



Timeframe

- Next minor review period - 2019
- Next major review period - 2021

Implementation Plan

INFORMATION AND COMMUNICATION

STRATEGIES	ACTION	CITY'S ROLE				TIME FRAME			
		FACILITATE	ADVOCATE	DELIVER	PARTNER	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021
Consider a diverse range of communication strategies and/ or alternative formats to enable older people to access information readily	Develop a communication strategy to ensure that older people have access to information about the City's services and broader community support programs.								
	Ensure the City's information, communication, internet and social media policies and procedures is consistent with the Disability Access and Inclusion Plan (DAIP) 2016-2020.								
	Improve promotion of information on seniors housing, care and support services.								
	Consider the needs of the culturally and linguistically diverse (CaLD) community when developing and implementing communication and promotion strategies and activities'.								
	Consider more inclusive language to describe our community services, facilities and events to ensure it is inclusive of all ages.								
Provide timely and appropriate information in a range of accessible formats	Utilise a range of information methods to ensure wide coverage of messages.								
	Disseminate information in both hard-copy and electronic formats with an age friendly style i.e. larger fonts, less dense text and straightforward language.								
	Investigate a consolidated marketing tool/ calendar of events for all activities within Bayswater of interest to older adults for example the City of Vincent 'Well and Wise' calendar.								
	Review the City's current Community Directory, with a view to providing alternative formats to ensure equity of access.								
	Investigate the installation of community notice-boards in the City's town centres.								
	Consider utilising a subscription service to enable community member's access to e-newsletters that is tailored to individual's needs and interests.								
	Investigate consistent signage and way-finding systems to assist older people or persons with unique challenges to navigate their way through the community.								
	Consider using pictograms and multilingual strategies in communication.								

Implementation Plan

INFORMATION AND COMMUNICATION *continued*

STRATEGIES	ACTION	CITY'S ROLE				TIME FRAME			
		FACILITATE	ADVOCATE	DELIVER	PARTNER	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021
Implement an Age Friendly Ambassador Program	Investigate and trial an Age Friendly Ambassador program to improve communication with older people.								
	Encourage community members who are well connected, valued and respected to become Age Friendly ambassadors.								
	Engage, support and empower older members of the community to connect, consult, disseminate and advocate with other community members.								
	Recruit and train Age Friendly Ambassadors from diverse backgrounds taking into account gender and cultural representation.								
	Utilise Age Friendly Ambassadors when undertaking community consultation.								
	Identify opportunities to link Age Friendly ambassadors into projects, programs and initiatives. Monitor and evaluate the program. Report to Council and recommend future action.								
Commit to using inclusive branding and language for the City's initiatives and facilities to encourage intergenerational community participation	Develop Age Friendly branding and promotion materials to promote the City as an Age Friendly leader.								
	Investigate a uniquely Bayswater name for our 'Senior Citizen Centres' that promote the service as age friendly.								
	Re-name our 'Senior Citizen Centres' and 'Autumn Centres' and consider ways to ensure that branding and messaging are welcoming for seniors from a range of backgrounds and cultures.								
	Review and report on the model of the City's three Seniors Citizen Centres.								

Are you interested in volunteering or getting involved with the Age Friendly Strategy? Contact 9270 4107 or email community.services@bayswater.wa.gov.au



Implementation Plan

TRANSPORT

STRATEGIES	ACTION	CITY'S ROLE				TIME FRAME			
		FACILITATE	ADVOCATE	DELIVER	PARTNER	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021
Increase opportunities for greater participation by residents older people	Apply the City's Community Engagement Framework to Identify and create opportunities for older adults from diverse backgrounds to be consulted and included in decision making.								
	Investigate initiatives that create accessible and supportive environments that encourage engagement, connectedness and participation, for example The Meeting Place in Fremantle.								
Older people have a range of safe, convenient, affordable and accessible transport options	Collaborate with the Department of Planning Transport and Infrastructure to provide adequate and appropriate seating and shade to bus shelters and stops.								
	Advocate and collaborate with the Department of Transport and the Public Transport Authority (PTA) to improve public transport.								
	Advocate to with the PTA for improved frequency of bus services to assist older people.								
	Promote the Taxi User Subsidy Scheme and advocate for improved access to this service.								
Community Transport services continue to evolve to be responsive and relevant to our community	Review the City's Community Bus Program to ensure it meets community needs and provides older people access to key community locations.								
	Investigate providing a local community bus service, services including shopping and social trips.								
Older people are more confident and feel safer when travelling and parking in the City	Consider partnering with a not-for-profit, for example RAC to provide advice and support regarding vehicle modifications, adjustments and driver training.								
	Advocate for sufficient ACROD parking in high use locations.								
	Partner with local shopping centres and precincts to reserve conveniently located parking for older people '65 years and up'.								

Implementation Plan

TRANSPORT *continued*

STRATEGIES	ACTION	CITY'S ROLE				TIME FRAME			
		FACILITATE	ADVOCATE	DELIVER	PARTNER	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021
Support for alternative forms of transport, such as mobility device users	Promote the addition of recharge points for mobility devices in partnership with local business, and key City locations.								
	Implement and review the Recharge Scheme Initiative.								
	Consider providing gopher and/ or mobility safety training in partnership with RAC.								
	Promote alternative forms of transport, for example walking, cycling and wheeling (gopher, wheelchairs for older adults within the City of Bayswater).								
Adequate and appropriate seating, shelter and shade is considered	Outdoor and indoor furniture and seating is designed and selected with the requirements of older people in mind, for example shelter and shade.								
Consider the perceived safety and risk that may be barriers for older people using transport in the City	Consider older people when implementing and reviewing the City's CCTV plan and Community Safety and Crime and Prevention Plan.								
Ensure appropriate traffic management for the City's town centres and key pedestrian zones	Complete and implement a City wide Local Area Traffic Management Study.								
Plan for adequate and accessible paths, bus stops and road crossings	Ensure smooth wide footpaths that cohabitate with bikes, pedestrians and other users of the paths are planned for.								
Support initiatives that promote healthy and active lifestyles for older people	Promote alternative transport options such as walking, cycling and wheeling (gopher, wheelchairs...) when promoting City events.								
	Consider the needs of older people in the City's Public Health Planning.								
	Explore a partnership with the Morley Galleria Shopping precinct to initiate walking groups for older people.								
	Instigate and promote existing walking groups within the City.								

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