AGE FRIENDLY Strategy 2021-2025



Acknowledgement of Country

Ngalla City of Bayswater kaatanginy baalapa Noongar Boodja baaranginy, Wadjuk moort Noongar moort, boordiar's koora koora, boordiar's ye yay ba boordiar's boordawyn wah.

The City of Bayswater acknowledges the Traditional Custodians of the land, the Whadjuk people of the Noongar Nation, and pays its respects to elders past, present and emerging.

Document notes

For purpose of this strategy, an older person is a person who is 65 years and older or 50 years and older if from an Aboriginal and Torres Strait Islander background. These categories are necessary to define this part of the community, but the City welcomes people younger than 65 years of age accessing programs, events and infrastructure.

Accessibility

This publication is available in alternative formats, including hard copy in large print or standard print, electronic format, audio, and Braille.

This publication can be found on the City's website and can be made available in languages other than English upon request.

可根据要求以其他格式和语言提供此信息。

Queste informazioni sono disponibili in altri formati e lingue su richiesta.

Chúng tôi có thể cung cấp thông tin này bằng những dạng và ngôn ngữ khác khi được yêu cầu.

Contents

COOKING DEMONSTRATION AT BAYSWATER COMMUNITY CENTRE

Ageing trends and issues	2
Message from the Mayor	3
Message from the CEO	4
City statistics	5
Our Age Friendly Bayswater	6
The World Health Organization – Age Friendly Cities Framework	8
What we have achieved so far	9
Integrated Planning and Reporting Framework	10
Guiding policies, strategies and frameworks	11
About the City of Bayswater	12
What we presently offer to our older adults	13
How we developed the Age Friendly Strategy	15
What our community shared with us	16
Implementation Plan	17
Age Friendly Strategy 2021-2025 Implementation Plan	18
Outcome Area 1 - Outdoor spaces and buildings	18
Outcome Area 2 – Transportation	20
Outcome Area 3 – Housing	20
Outcome Area 4 – Social participation	22
Outcome Area 5 – Respect and social inclusion	24
Outcome Area 6 – Civic participation and employment	26
Outcome Area 7 – Communication and information	28
Outcome Area 8 – Community support and health services	30
Monitoring progress and measuring success	32

Ageing trends and issues



The world's population is **getting older.**



\$39 billion

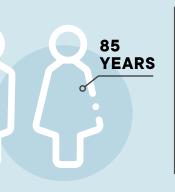
in unpaid care and volunteering contributed by older people.

Australians have one of the

80.9 YEARS

longest life expectancies

in the world.



49% increase

in homelessness in older adults since 2011.

Digital divide

People 65 and over are the least digitally included group.

Age in place

The majority of older adults have a strong desire to remain living in their own home and local community where they can maintain connections.

Elder abuse

is an increasing concern as the proportion of older adults in our communities continues to grow.

21% of older adults in

WA live alone.

https://humanrights.gov.au/our-work/education/face-facts-older-australians https://www.aihw.gov.au/reports/older-people/older-australia-at-a-glance/contents/diversity/people-at-risk-of-homelessness https://www.housing.wa.gov.au/aboutus/publications/researchandreports/Documents/Older-Adults-In-Western-Australia.pdf https://www.abs.gov.au/statistics/people/population/life-tables/2017-2019

Our journey to becoming an Age Friendly City

I am proud to present the City of Bayswater's Age Friendly Strategy 2021-2025, which will build on the work carried out as part of our previous strategy and continue our journey to becoming an Age Friendly City.



By 2031, people aged over 65 years will make up more than 20% of the City of Bayswater's population. As our population ages, it is important we make the City the most positive and inclusive place it can be.

Older adults play an important and valuable role in our community - these are people with a wealth of experience and knowledge, and their contribution is invaluable. Our commitment to them is to ensure they can live a healthy, active and engaged life right here in the City.

The COVID-19 pandemic has highlighted that loneliness and social isolation pose a challenge for communities around the world, particularly for our more vulnerable community members. When you add to this the digital divide, which puts older people without access to technology at further risk of social isolation, you can understand why strategies such as this are so important.

With this in mind, a number of actions within the strategy focus on information and communication; how to better connect older people to community services, events and programs; and increasing digital literacy.

The City's Age Friendly Strategy will guide us as we continue to create a truly inclusive community – a place where residents and visitors of all abilities and ages can enjoy this beautiful City.

Cr. Filomena Piffaretti MAYOR

Creating a positive difference in our community

Being the tier of government closest to the community, we are in a position to not only make a positive difference to our community, but to see the results of our efforts.



Over the past four years, we have worked hard to deliver the projects detailed in our Age Friendly Strategy 2017-2021, and it has been gratifying to see these projects come to life. A crowning achievement was the City's award-winning Age Friendly Ambassador program, which was established to connect older people to practical information and services. These ambassador volunteers have become an important part of our community and their work helps guide Council decision-making.

Earlier this year, it was our privilege to work with the community to develop the City of Bayswater's Age Friendly Strategy 2021-2025.

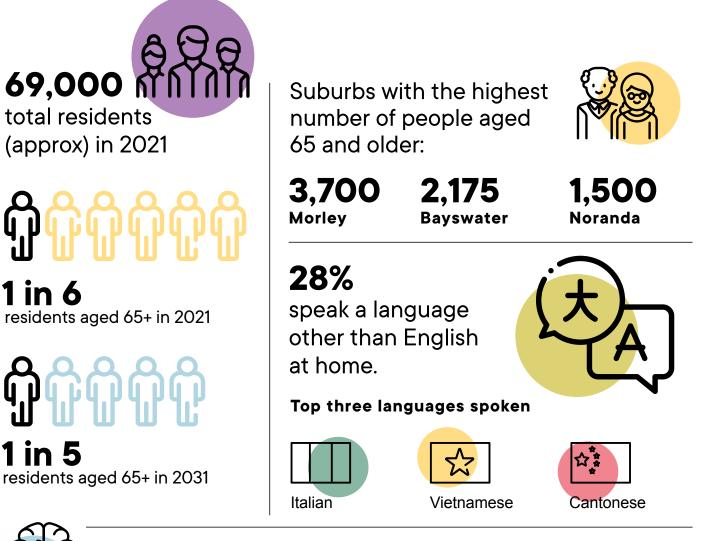
More than 800 comments were received during the engagement process, and I thank everyone who gave their time to be involved.

You have ensured the strategy will build on the success of the first strategy and will help us achieve our goal of becoming an affiliated Age Friendly City with the World Health Organization.

With the City's dedicated team of staff who are passionate about connecting older adults to community life, we are looking forward to implementing initiatives with the support of our Age Friendly Ambassador volunteers and making our community inclusive, welcoming and engaging for all who choose to spend time in the City of Bayswater.

Andrew Brien CEO

City statistics





People with Dementia projections in comparison with other LGAs



Australian Bureau of Statistics State LGS forecast by age. Australian Bureau of Statistics Data (2016) Alzheimer's WA report 2010 to 2050. Note: The Australian Department of Health defines the ageing population as people aged 65+.

Our age friendly Bayswater

With a growing population and an increasing number of older adults, the City has a responsibility to understand and respond to the changing needs of our community.



By 2031, one in five people in the City of Bayswater will be aged 65 years or older; and the Department of Communities predicts this will rise to one in four people in Western Australia by 2041.¹

When developing this, our second Age Friendly Strategy, we asked our community what was important to them and what we could do to make positive changes for older people over the next four years.

The community provided a considerable number of ideas that addressed all eight of the World Health Organization outcome areas and the result is a strategy richly informed by community input.

The City of Bayswater Age Friendly Strategy 2021-2025 identifies community priorities, future services and initiatives that will support and enhance the health and wellbeing of older people living, working and visiting the City; and details an action plan for achieving it.

¹ Department of Communities: An Age Friendly WA: the seniors strategic planning framework 2012-2017



What is an age friendly community?

An age friendly community is inclusive and accessible for people of all ages and abilities. It encompasses spaces, places, programs and initiatives that support people to live healthy and independent lives for as long as possible, and enables them to participate in the community as they grow older.

An age friendly community:

- Recognises diversity among older people.
- Promotes the respect, inclusion and contribution of older people in all areas of community life.
- · Anticipates and responds to age-related needs and preferences.

While the City has a responsibility to support and enhance the wellbeing of older people locally, community groups, businesses, service providers and government departments also have a role to play in having a positive impact and contributing to an age friendly community.

An age friendly community addresses eight areas identified in the WHO framework...



Social participation

What we have achieved so far

In 2017, the City of Bayswater launched its inaugural Age Friendly Strategy (2017 to 2021).

The strategy has made a number of positive differences in the community, including:

- The relaunch and rebranding of the City's Bayswater and Morley Community Centres, offering members a dedicated program for older adults with a wide range of activities, onsite hairdressing and podiatry services.
- Creation of a hard copy and online Service Directory for Older Adults.
- A dedicated Age Friendly Ambassador volunteer network to connect older people with information and services.
- Age friendly seating and community notice boards in the City's town centres.

- A program to create and upgrade footpaths to improve accessibility within the City.
- Self-loan kiosks at all City libraries, with translations available in 20 languages.
- A range of new and accessible communication tools, including the Bayswater Beat community newsletter, which is delivered to more than 30,000 households.

Delivering a gold standard

WA Seniors Award 2019

City of Bayswater Age Friendly Strategy 2017-2021

WA Local Government Professionals Honour Award 2020

Connecting Communities award for the Age Friendly Ambassador Program

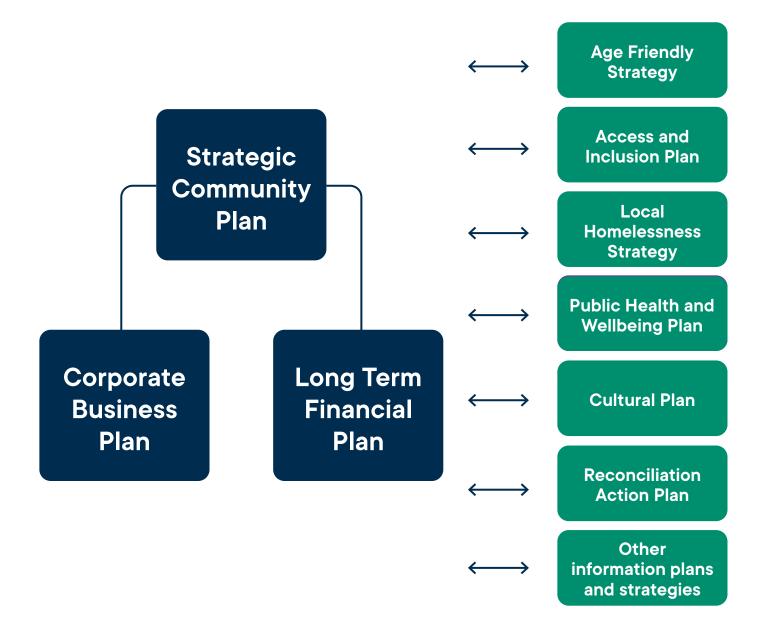
Australian Business Awards 2021

Community Connection award for the Age Friendly Ambassador Program



Integrated Planning and Reporting Framework

The City has a number of planning and reporting documents that translate the community's vision, as described in the Strategic Community Plan 2021-2031, into operational plans.



Guiding policies, strategies and frameworks

World Health Organization (WHO) Age Friendly Cities Framework

WHO has developed an Age Friendly Framework as a guide for assessing the age friendliness of communities around the world. The values, principles and definitions of the Age Friendly Cities Framework were used to guide the development of the City of Bayswater Age Friendly Strategy 2021-2025.

My Aged Care

My Aged Care is the starting point to access Australian Government funded aged care services, and the City has an important role to play in connecting people in our community to the portal.

It was established to help people navigate the aged care system and give people choice, control and access to a full range of services, including home care packages, specialist nursing, palliative care and allied health services. This service is for people aged 65 years and over or 50 years and older if from an Aboriginal and Torres Strait Islander background.

WA Strategy to Respond to the Abuse of Older People 2019 to 2029

Elder abuse affects many older Western Australians and may involve financial, social, physical, psychological and emotional abuse. On 18 November 2019, the Western Australian Government released their first strategy on elder abuse. This is a ten-year strategy and a blue print for the priorities, actions and outcomes required to respond to the abuse of older people.

All Western Australians have a role to play in preventing the abuse of older people and the City of Bayswater is committed to raising awareness and collaborating with local agencies to draw attention to this important issue.

Mental Health 2020

This is a ten-year strategic policy for mental health in Western Australia. It promotes a community where people work together to encourage and support people who experience mental health problems or mental illness to stay in the community, out of hospital and live a meaningful life.

Council on the Ageing WA (COTA WA)

COTA WA is the peak organisation representing the interests of people aged 50 years and over in Western Australia. In 2020, COTA WA was appointed as the Vulnerable Peak Seniors Body to promote, advocate and represent the interests of vulnerable seniors, including the prevention of elder abuse, and measures to protect seniors from the impact of COVID-19.

About the City of Bayswater

The City of Bayswater spans an area of 34.6 square kilometres on the banks of the Swan River (the Derbarl Yerrigan), and its closest boundary is only 4 kilometres from the Perth Central Business District.

The City is bordered by the City of Swan in the north, the Town of Bassendean in the east, and the Cities of Stirling and Vincent in the west.

The City maintains approximately 380 hectares of public open space, with 24 sporting parks and 145 passive reserves. This, together with the diverse range of facilities and major landmarks within the suburbs, provides many opportunities to encourage community participation.

BARDON PARK, MAYLANDS

What we presently offer to our older adults

The City provides a range of services and initiatives for older people, including:

- Community centres in Bayswater and Morley, offering a dedicated program for older adults (50+ years of age).
- Libraries in Bayswater, Morley and Maylands, providing a range of programs and services including a book delivery service and a digital mentor program for older adults.
- Bayswater Waves and The RISE recreation facilities, offering a number of activities suitable for older people.
- A Recharge Scheme with four gopher recharge points at City of Bayswater facilities.
- In excess of 15 aged care facilities and independent living units.

- A dedicated network of Age Friendly Ambassadors – volunteers to link the community to local information and be a voice for older adults.
- Service Directory for Older Adults providing an easy-to-navigate resource of programs and services in the local community.

There is also a range of social and recreational groups that operate throughout the City that are inclusive of older people.





How we developed the Age Friendly Strategy

Engagement with the community provided a wealth of ideas with more than 800 comments received – the result is a strategy richly informed by community input.

Community consultation for the Age Friendly Strategy 2021-2025 was carried out during April and May 2021. We welcomed input from those who live, work and visit the City of Bayswater.

The consultation process identified predominant community themes and priorities, and findings from the survey and community workshop were assessed against the World Health Organization's Age Friendly Cities eight outcome areas. This helped us develop actions for the Age Friendly Strategy 2021-2025.



surveys completed online and in hard copy

295

220 people

listening booth events



71 feedback cards received







1,200 people visited Engage Bayswater



submissions received during public comment period

What our community shared with us

Overall, you told us the City of Bayswater is a positive place for older people to live, with many people commenting on how much they value the local environment, parks, facilities and services.

You told us the following is important:

- Having clean, accessible, well-lit and adequate public toilets
- Better transport links to community venues
- Feeling safe when using outdoor spaces, footpaths and public transport
- More widely circulated information about support services, activities and events

- Having opportunities to upskill, volunteer and gain paid employment as an older person
- Knowing about appropriate housing options and being able to age in place
- Addressing social isolation, loneliness and mental health.

"There will come a time when I can't climb the stairs to my unit. I don't want to leave Maylands, **it's my village and I'm involved in many things here**."

> "The City provides good communication – translated brochures for older people would be even better!"

"Weekend and afterhours public transport is problematic – **it can be really hard to get to places and events over the weekend**."

"Have more events and programs for older people to improve their health, wellbeing and social connection – advertise them more widely too."



THE CITY'S 'PURPLE ROAD' - HAND CRAFTED FLOWERS AIMED AT INCREASING COMMUNITY AWARENESS AND EDUCATION ABOUT ELDER ABUSE*

Implementation Plan

An implementation plan has been developed to guide a range of initiatives that reflect the themes identified during community consultation.

The implementation plan has 40 actions that address each of the eight World Health Organization Age Friendly Cities outcome areas; and will be implemented over four financial years.

*In partnership with Northern Suburbs Community Legal Centre,

OUTCOME AREA 1 - OUTDOOR SPACES AND BUILDINGS

Goal: Outdoor spaces, toilets and public buildings are clean, accessible, well sign-posted and safe.

- 1 Develop a Public Toilet Strategy for the City of Bayswater, to plan for upgrade, renewal and/ or removal of existing facilities, including design guidelines to address lighting, accessibility and compliance, and recommendations on funding for actions identified.
- 2 Raise awareness of available public toilet facilities, opening hours and accessibility through promotion of the Australian Government's National Public Toilet Map and City of Bayswater's online mapping tool.
- 3 Continue to ensure the recreational and infrastructure needs of older people are supported through the City's Community Recreation Plan and Play Space Strategy.
- 4 Continue to identify local safety hotspots through engagement with community members, local businesses and WA Police to ensure a targeted approach to community safety issues.
- 5 Continue to undertake safety audits of lighting, pathways and vegetation, and ensure reported graffiti is addressed in a timely manner.
- 6 Explore opportunities to provide a program of activities for older adults in City parks and reserves in line with the City's Public Health Plan 2019-2024.
- 7 Continuously improve the accessibility of the City's public open spaces and buildings in line with the City of Bayswater Access and Inclusion Plan.



Responsibility	21/22	Time1 22/23	frame 23/24	24/25	Anticipated Budget
Building Works		•			Capital Works
Community Development		•			Operational
Engineering and Spacial Services					
Major City Projects	•	•	•	•	Capital Works
Rangers and Security					Operational
Community Development		•	•	•	
Rangers and Security	•	•	•	•	Operational
Environmental Health and Statutory Building					Operational/ Grants
Community Development	•	•			
Major City Projects	•	•	•	•	Operational/ Capital Works

Age Friendly Strategy 2021-2025 Implementation Plan

OUTCOME AREA 2 - TRANSPORTATION

Goal: Transport infrastructure and services that meet older people's needs are advocated for on behalf of the community.

Action

- 1 Review the City's existing Community Bus Hire Program and explore opportunities to maximise participation of older residents.
- 2 Partner with Transperth to facilitate information sessions and network tours, e.g. Get on Board, to educate and improve the confidence of older adults to use public transport.
- 3 Invite Public Transport Authority (PTA) representatives to inform and engage older residents on public transport concerns and projects.

OUTCOME AREA 3 - HOUSING

Goal: Information about aged care support services and housing options is communicated, to support those who wish to age in place.

- 1 Actively promote the Government's Aged Care Guide Western Australia resource to raise community awareness of local housing, residential care options for older adults, and other initiatives to age in place.
- 2 Facilitate a regular program of in-person sessions, in partnership with key agencies, to educate older people and their families on retirement planning, aged care support services and housing options.
- 3 Promote existing accommodation and homelessness support options for older people in line with the City of Bayswater Homelessness Strategy.
- 4 Continue to partner with local agencies and Culturally and Linguistically Diverse (CaLD) groups to deliver regular My Aged Care information in the City's top three languages spoken within the City of Bayswater.
- 5 Advocate for new housing design developments beyond legislative requirements, within the City of Bayswater, that support adaptable and accessible options for older adults to age in place.

	01/00	Timefr		04/05	Anticipated
Responsibility Community Development	21/22	22/23	•	24/25	Budget Operational
Community Development	•			•	Operational
Community Development	•	•	•	•	Operational
		Time	frame		Anticipated
Responsibility	21/22	22/23	23/24	24/25	Budget
Community Development	•	•	•	•	Operational
Community Development	•		•		Operational
Community Development		•		•	Operational

Community Development

Development

and Place

Operational

Operational

OUTCOME AREA 4 - SOCIAL PARTICIPATION

Goal: Opportunities for social participation are accessible, affordable and inviting

- 1 Continue to facilitate free and low-cost activities and events at the City's community centres and libraries that connect and engage older people.
- 2 Continue to support and promote the City's volunteer Library Services delivery program to ensure it remains responsive to community needs.
- 3 Facilitate a focus group with key stakeholders to investigate ways the City can better promote its community events to increase participation by older adults.
- 4 Promote initiatives that assist older residents to get to know their neighbours and increase community safety, e.g. City's Community Grants program and Neighbourhood Watch Week.

		Time	Anticipated		
Responsibility	21/22	22/23	23/24	24/25	Budget
Community Development	•	٠	•	•	Operational
Community Development					Operational
Communications and Marketing	•	•	•	•	
Community Development		٠			Operational
Community Development		٠			Grant

Age Friendly Strategy 2021-2025 Implementation Plan

OUTCOME AREA 5 - RESPECT AND SOCIAL INCLUSION

Goal: Older people are valued, treated with respect and empowered to engage with all aspects of community life.

- 1 Continue to support the Age Friendly Ambassador network to provide feedback to the City at monthly meetings and be a voice for older adults on community issues.
- 2 Investigate opportunities to partner with local businesses and community groups to showcase stories that celebrate 'ageing' in the City of Bayswater.
- 3 Establish a monthly 'Chatty café' at the City's community centres to provide an opportunity for older adults to informally connect in a safe and welcoming space.
- 4 Continue to provide support to vulnerable older residents in times of crisis, e.g. COVID-19 lockdowns, through the City's community care team.
- 5 Support and actively promote initiatives that raise awareness of elder abuse and broaden the conversation in the community.
- 6 Continue to consult with local Aboriginal Elders to strengthen reconciliation and inclusive opportunities in the local community in line with the City's Reconciliation Action Plan.

		Time		Anticipated	
Responsibility	21/22	22/23	23/24	24/25	Budget
Community Development	•	•	•	•	Operational
Community Development Development and Place Communications and			•		Operational/ Grant
Marketing					
Community Development		•			\$3,000
Community Development	٠	•	•	•	Operational
Community Development	•	•	•	•	Operational
Community Development	•	•	•	•	Operational

Age Friendly Strategy 2021-2025 Implementation Plan

OUTCOME AREA 6 - CIVIC PARTICIPATION AND EMPLOYMENT

Goal: Opportunities for older people to upskill, volunteer and gain employment are actively facilitated and promoted

- 1 Expand and promote the City of Bayswater's Link and Learn and Upskillers programs to support lifelong learning and assist older adults to gain skills for employment and volunteering opportunities.
- 2 Explore opportunities to partner and connect with Perth Metropolitan volunteer resource centres to link older adults with volunteering options.
- 3 Update the City's workforce plan to ensure the needs of ageing employees are considered and included.
- 4 Continue to deliver a sustainable Digital Mentor program at the City's libraries through the Federal Government's Be Connected initiative to increase digital literacy in older adults.

		Time	lines		Anticipated
Responsibility	21/22	22/23	23/24	24/25	Budget
Community Development					Operational
Communications and Marketing	•	•			
Community Development		•			Operational
People, Culture and Safety	•				Operational
Community Development	٠				Operational/ Grants

OUTCOME AREA 7: COMMUNICATION AND INFORMATION

Goal: Information on services, activities and events is communicated in both hard and electronic formats, with strategies implemented to reach people who may be isolated.

- 1 Continue to provide information in a range of formats, including hard copy as detailed in the City's Access and Inclusion Plan.
- 2 Map and establish a localised network to improve the reach of information to older adults, for example, GPs, local businesses, aged care providers, and community and cultural groups.
- 3 Continue to promote City services, programs and events through various communication mediums, including posters and flyers at libraries, Bayswater Beat, local newspaper, Have A Go News and the City's website.
- 4 Establish an information hub facilitated by volunteers at Bayswater and Morley community centres to provide a one-stop shop for community information for older adults.
- 5 Undertake a review of the Age Friendly Ambassador program, with the aim of refocusing and expanding the network to support more face-to-face connections with older and Culturally and Linguistically Diverse (CaLD) residents.

Responsibility	21/22	T 22/2	'imelines 23 23,	/24 24/25	Anticipated Budget
Community Development	•	•	•	•	Operational
Community Development		•	•	•	Operational
Communications and Marketing	•	•	•	٠	Operational
Community Development		•	•		Operational
Community Development	•		•		Operational

Age Friendly Strategy 2021-2025 Implementation Plan

OUTCOME AREA 8 - COMMUNITY SUPPORT AND HEALTH SERVICES

Goal: Older people are better connected to health and community services.

- 1 Map out local community health and support services to better connect older residents and advocate for future needs.
- 2 Expand the City's Service Directory for Older Adults to better promote and link residents to support services and provide in top three languages other than English spoken in the City.
- 3 Expand networks with relevant agencies to improve connection to services and to help distribute the Service Directory for Older Adults to socially isolated clients.
- 4 Redevelop 'Older Adults' web pages on the City's website to link users to My Aged Care, NDIS and other Government funded initiatives.
- 5 Continue to deliver free annual health and wellbeing programs for older adults in line with the City's Public Health Plan 2019-2024 to improve older people's mental health, fitness and nutrition.
- 6 Explore opportunities to partner with diverse Aged Care service providers to link isolated residents to ongoing social support.

		Time	lines		Anticipated
Responsibility	21/22	22/23	23/24	24/25	Budget
Community Development		•			Operational
Community Development					\$10,000 – printing and
Communications and Marketing		•	•		translation
Community Development		•			Operational
Community Development					Operational
Communications and Marketing	•				
Environmental Health and Statutory Building					Operational/ Grants
Community Development	•	•	•	•	Grants
Community Development			•	•	Operational

Monitoring progress and measuring success

There will be an annual review of the progress of this strategy and the results will be available in the annual report, on the City's website, or in hard copy.

A comprehensive review of the Age Friendly Strategy 2021-2025 will take place in 2025.





"The City's Age Friendly Strategy will guide us as we continue to create a truly inclusive community – a place where residents and visitors of all abilities and ages can enjoy this beautiful City."

Cr. Filomena Piffaretti, Mayor

City of **Bayswater**

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National Relay Service

Contact the City of Bayswater at no charge:Voice Relay1300 555 727TTY13 36 77SMS relay0423 677 767Websitewww.communications.gov.au

Translating and Interpreting Service

131 450 www.tisnational.gov.au/en/Non-English-speakers

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