



POLICY

AGEING WELL IN ADELAIDE: A Policy and Action Plan for 55's and Over

2006-2011

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1. INTRODUCTION

*Yesterday's child is today's adult and tomorrow's grandmother or grandfather.
(World Health Organisation)*

Adelaide City Council is committed to creating a City that is a vibrant, safe and accessible place for all people to live, work, study and visit. Council has identified the need to prepare for the challenges and opportunities of ageing resident, visitor, worker and life-long learning populations through the development of this *Ageing Well in Adelaide: A Policy and Action Plan for people aged 55 and over*. Whilst this policy focuses on the needs of older workers, visitors and life-long learners, addressing the needs of residents is a priority.

Population ageing is a feature of all developed countries, including Australia. Worldwide the proportion of people aged 60 and over is growing faster than any other age group. In Australia the Baby Boomer generation (population cohort born 1946-1964), who are now turning 60, will be the main drivers of population ageing over the coming two decades. The population within South Australia is ageing more quickly than any other state and the Adelaide City Council area is ageing in line with this trend.

Forward planning is critical to prepare for the differing needs and expectations of older people and to maximise opportunities for positive interactions within communities and across generations.

An important dimension of the ageing population is the diversity of needs, interests and backgrounds across the spectrum, from Baby Boomers to the frail aged. People's experiences of ageing are influenced by a range of inter-related factors such as lifestyle, socio-economic circumstances, cultural background, gender, education level and general health. Policy actions recognise that many people do not want 'older person' services at this stage, but they have an expectation that many of their needs will be addressed through the range of National, State and Local Government plans, programs and policies. Council must also prepare for the challenges of an ageing workforce and this Policy seeks to provide some direction in this area.

The Policy reflects the unique role of Adelaide City Council as a Capital City Council. The City is the central focus for the cultural and community life of the State, representing and embracing the diverse backgrounds of its people and encouraging active participation and engagement in all aspects of community life. The City aims to be a leader in the provision of adaptable housing with high standards of resource and environmental efficiency. It is an innovative, attractive and contemporary City which places a high priority on physical access, equity, diversity and safety and in which many people choose to live, work, study and enjoy much of their leisure time.

2. COUNCIL STRATEGIC FRAMEWORK

The *Strategic Management Plan 2004-2007* sets the context for all Council Strategies and Policies. The Strategic Plan sets the following vision:

‘The City of Adelaide, as the Capital City of South Australia, will be a vibrant and populous central place for work, study, leisure and living invigorating the cultural, commercial, educational and community life of the State’.

The Strategic Plan is supported by **Growth Plans** in four key areas. The Residents, Visitor, Workforce, and Student Growth Plans and supporting policies provide the framework to pursue Council’s vision for the City.

To create the conditions for sustainable activity and quality of life Council’s activities are guided by the following principles:

- **Culturally Vibrant** – generating activity and diversity to enrich the life of the City.
- **Environmentally Sustainable** – meeting the needs of the present without compromising the needs of future generations.
- **Socially Just** – providing for people of different backgrounds, ages and abilities.
- **Economically Viable** – based on sound economic management.
- **Outward Looking** – responsive to other Councils, the State and wider ideas and influences.

3. ADELAIDE CITY COUNCIL’S ROLE

Council has many roles in relation to older people, including service coordination, provision and the planning and maintenance of the physical environment.

Council plays a direct role in the provision of services and facilities which aim to improve the quality of life of older people. This includes the Home and Community Care Program, which provides practical support to over 300 people, most of whom are frail aged, to age ‘in place’. Council also manages community, cultural, and recreational facilities and events which attract participation from people of all ages, but are particularly popular amongst older people. These include Community Centres, Libraries, Town Hall concerts, the Aquatic Centre and Golf Links.

Council also plays an important role in coordinating City-based services and providing information relevant to older people in a diverse range of areas. Further to this, Council has a facilitation, advocacy and leadership role in developing partnerships with private and non-government organisations and State and Australian Governments to ensure community needs are met.

Council is dedicated to improving the physical environment, infrastructure and access to and within the City and in particular, ensuring flat footpaths and navigable crossings. Council also places a high priority on community safety for residents, workers and those who visit the City, and have many initiatives in this area.

4. POLICY VISION AND IMPERATIVES

4.1 VISION

A City which values the contributions of older people and is a vibrant, inclusive and supportive place for people of all ages to live, visit, work and learn.

Council will support older people to have active, healthy lifestyles, to continue participating in all aspects of community life and facilitate a range of affordable and flexible housing and community service options.

4.2 IMPERATIVES

Active and positive ageing and *ageing in place* are policy imperatives which underpin this policy and action plan. These imperatives are nationally and internationally recognised as documented in the 'United Nations Principles for Older People' (see Appendix 1) and the National Strategy for an Ageing Australia.

Active and Positive Ageing

Active and positive ageing is about optimising health, flexibility, security and independence in order to promote positive experiences as people age. Through an *active and positive ageing* approach, the policy aims to empower people to make healthy choices, realise their potential and maintain positive connections with the community. It also promotes a positive attitude to ageing and older people by valuing their past, present and future contributions to society.

Key outcomes are:

- Active citizenship of older people
- Maintaining independence, quality of life and control over life decisions
- Extending healthy life expectancy
- An accessible City for older people with or without mobility issues
- Ensuring access to employment, education and life-long learning opportunities
- Maintaining community connections
- Older people enjoying the respect and support of the community
- Inter-generational learning, activities, and services

Ageing in Place

Ageing in place recognises that people generally wish to maintain their independence as long as possible. Contrary to historical trends, contemporary ageing policy recognises that high care 'nursing home' style accommodation is not appropriate for most older people. *Ageing in place* is not simply about people living in their homes; it supports older people to stay connected with their community, family and lifestyle. Maintaining one's home and independence is a key determinant of a positive ageing experience.

Key outcomes are:

- Provision of appropriate in-home care services for older people, including frail aged, to maximise independence and life-style choices
- Promoting flexible and appropriate housing that can be adapted as needs and circumstances change
- Supporting older people to maintain links to the community

5. POLICY STATEMENTS

Council's vision and policy imperatives for over 55's will be achieved through three policy areas, which have guided the development of the Action Plan. The three areas are *Housing and Social Services*, *Active Ageing* and *Working and Learning*.

5.1 Housing and Social Services

- Council will support older people's aspirations to *age in place* through facilitating, coordinating and in some cases providing an appropriate level of social service provision
- Council's planning processes and social development strategies will encourage adaptable, affordable and secure housing

5.2 Active Ageing

- Council will maximise attractions and services for older people, their families and networks within the City
- Council will improve physical infrastructure, access and transport within the City
- Council will improve individual and community safety in the City
- Council will facilitate the development of support services and facilities for older people
- Council will market and promote healthy, active lifestyles and recreational activities for older residents and visitors to the City
- Council will promote positive images of ageing and attitudes towards ageing and older people

5.3 Working and Learning

- Council will maximise business, employment and investment opportunities in the City for older people
- Council will provide flexible work opportunities for its older workers and value the experience, skills and knowledge of older workers
- Council will work with State Government and learning institutions to promote the City as a hub for life long learning

6. BACKGROUND

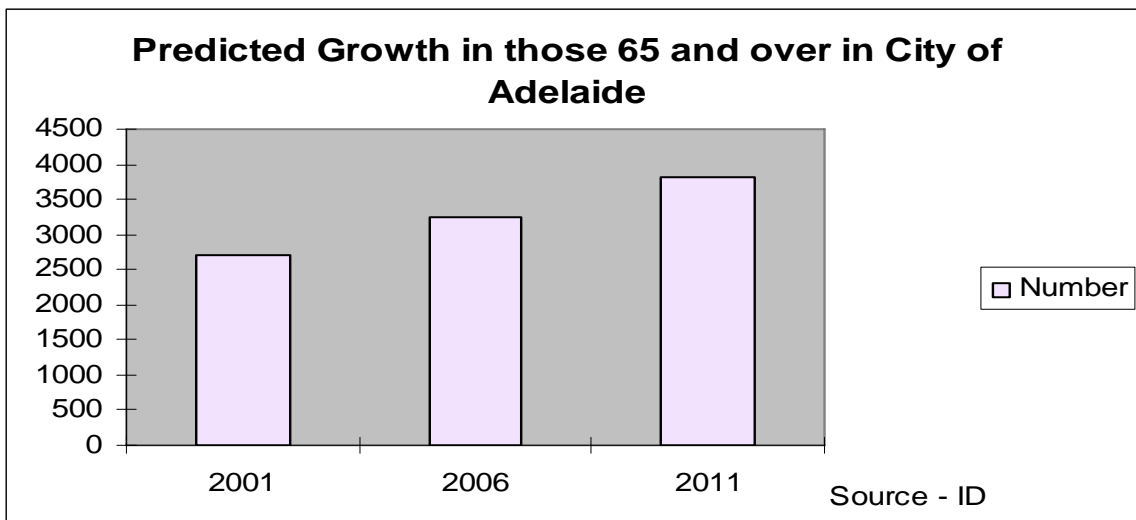
6.1. DATA

Australia wide, the number of people aged over 65 years is expected to rise from around 12 per cent today to 18 per cent by the year 2021, reaching around 7.2 million by 2051 – one quarter of the population. Improved life expectancy will also

see the numbers of people aged 80 years and over double during the next two decades.

South Australia has the highest proportion of this age group of any state and is referred to as the 'oldest' state, although Tasmania is expected to reach this level in 2021 (Local Government of Australia, 2004). Australian Bureau of Statistics data (2001) indicates that 15 per cent of South Australia's population is over 65 and 4.2 per cent are 80 and over.

Although the resident population in Adelaide City Council is relatively small, our demographic profile matches population ageing trends. By 2011 there will be as many people aged over 55 living in the City as people under 25, and this group will account for around 25% of the total resident population. This predicted increase is a result of natural ageing of the City's population and the significant number of people aged 50-59 ('empty-nesters') choosing to move to the City. The population of people over 60 in the City is projected to increase by 51% by 2011 to 5392, compared with 3556 in 2001. The greatest concentration of older people is in the residential areas of the City in North Adelaide and the South East Corner. The largest increases in 75 years and over age group are expected to be in the City East and City West areas.



6.2 POLICY CHALLENGES AND ISSUES

The needs and expectations of older people are likely to change in the future, reflecting the different life experiences and aspirations of the Baby Boomer generation, who are likely to demand a greater range and higher quality of services and will seek different ways of experiencing older age. Older people will also want to maintain their independence and connections to families, friends and communities, at the same time as family structures are changing.

These changes in priorities require a policy focus on 'ageing in place' and planning and/or building policies which promote opportunities for adaptable housing and flexible service provision as needs change throughout people's life cycle. Shorter hospital stays and an anticipated increase in the number of older people with long-term disabilities will also require greater demands on support services to 'age in place'. Council will need to consider the following in responding to these issues:

Diversity ~

There is enormous diversity amongst the ageing population who visit, live, work or study in the City, from the Baby Boomers' who are planning for life transitions through to frail aged who may have multiple and complex service needs. This policy encompasses an enormous age range – up to three generations. However, it is important to recognise that ageing is influenced by our environment and lifestyle, not only chronological age. There are also many variations in health status, participation levels, income, ethnicity and living arrangements amongst people of the same age. There are already very engaged communities of older people in many areas of the City who have representation on Community Centre Boards, Volunteer Programs and focus groups for user segmentation studies. Policy initiatives aim to build on this active citizenship and further encourage older people to participate in their communities.

The complexity of different needs and expectations requires innovative policies and tailored services, programs and facilities. Although the population is relatively small, there are specific characteristics unique to the City of Adelaide. The City is home to an increasing number of active and relatively affluent older people, who are drawn to inner City lifestyles. In contrast, the City also accommodates significant numbers of lower income people in public housing. There are also a significant number of homeless and vulnerable older people who are drawn to the City both because of the relative anonymity and as it is a focal point for health and welfare service provision. Social policies must reflect this diversity of needs and socio-economic circumstances for the City's residents and visitors.

Visitor hub ~

The City is a major visitor hub, offering many attractions for older people, including cultural, retail, learning and recreational opportunities. Council aims to build on these to attract increased numbers of older visitors to the City. The City is also ideally placed to promote intergenerational recreation and learning, through active partnerships with government, private and non-government organisations. Key issues for older visitors are transport, access and safety, which are discussed below.

Workforce ~

Population ageing has many implications for the City workforce, with 33% of all City workers aged over 45 years. This may lead to shortages of skilled and experienced labour as the Baby Boomer generation retires from the workforce, or reduces working hours. As people live longer and have higher expectations there is a need for an increased level of retirement income. For many, this may mean working longer, perhaps in a different career or capacity. For others, it will mean living within the limited means of Government pensions or self-funded superannuation, or having to return to the work force after retirement.

The need for ongoing engagement of skilled mature age workers will increase as the supply of younger workers declines and the population ages. The untapped potential of older workers and retirees is an important resource, and offers many opportunities for City employers. International and Australian research suggests productivity of older workers is very high (National Strategy on Ageing, 2002). Traditional concepts

of 'retirement' will become increasingly irrelevant as many workers choose to make gradual transitions from the paid workforce, and seek greater flexibility from employers to facilitate this process.

Within Adelaide City Council's own workforce, 36% of employees are over 45 and 12% aged over 55. Council will promote debate and innovation in transitional working arrangements for older people planning retirement as well as demonstrate leadership in providing flexible conditions of employment and career and financial planning. Similarly, business services offered through Enterprise Adelaide can support small and medium businesses with planning for retirement.

Mentoring and coaching schemes are another way of positively utilising the skills and experience of older people and providing valuable networking opportunities. There are also opportunities to further expand Council's successful volunteer program to cater to the emerging needs and interests of older people, who already make up 70% of participants.

Life long learning~

There is widespread recognition that mature age workers must maintain access to relevant professional development and training. Council's Student Growth Plan has identified the need for a 'lifelong learning' approach, recognising the need to update and maintain relevant skills and knowledge throughout one's working life. Lifelong learning is not only about vocational skills training and retraining through courses leading to recognised qualifications at different stages in one's working life. Demand for informal skills training courses and non-vocational courses for personal satisfaction and interest as a leisure activity is also growing. The City is an important hub for life-long learning, with institutions offering special interest courses and informal skills training, such as the WEA and the University of the Third Age, attracting around 30,000 enrolments through the year in addition to the 66,000 students in recognised institutional learning.

Safety and transport~

Transport and safety are critical issues for older people, often important factors in connecting with community activities, friends and families, and a sense of wellbeing and security. Council places a high priority on safety, and has a number of programs in place to enhance individual and community safety. For example, there is a rolling program of safety audits used to identify and seek solutions to safety issues in the City.

The City is a hub for public transport in South Australia and older people are major users of public transport. Council is working proactively with other stakeholders to improve services in areas of identified need, and ensure accessibility for all members of the community. Council is also committed to ongoing provision of the Connector Bus, an important free community service, and will ensure it is actively promoted to older people. Council is also supporting the extension of the tram down King William Street, which will improve City accessibility for older people.

Healthy, active lifestyles~

Health and wellbeing are a top priority for most Australians. Physical and emotional wellbeing in later years is optimised by good health in earlier years, underscoring the importance of a life course perspective on ageing. The benefits of engaging in physical activity on a regular basis are significant for older people, to help maintain physical and emotional health, improve mobility, minimise the risk of falls and prevent future ill health. The magnificent Park Lands circling the City provide an ideal facility for older people to engage in outdoor activities. Council, in partnership with State Government, is building a 3 metre wide walking and cycling track circling around the Park Lands.

Council also provides a number of recreational facilities and programs for residents and visitors to the City which are well utilised by older residents and visitors. Upgrades to playgrounds and specific events such as the North Terrace Family Fundays will provide more intergenerational recreation and tourism opportunities. Council also runs programs at the Community Centres and Libraries which are specifically tailored to meet the social and physical needs of 'frail aged' residents.

Council's Grants and Sponsorship program makes funding available to clubs, community groups and organisations to provide essential services and to stage exciting community events and activities that reflect a vibrant, inclusive and diverse City. The needs of older residents and visitors will continue to receive high priority.

Service Coordination ~

There are many government and non-government providers of health, housing, recreation, transport and cultural services in the City. Council plays an important role in creating strategic partnerships with service providers and advocacy groups to support a collaborative approach to program delivery and information provision.

Tapping into new opportunities~

An ageing community provides significant social and business opportunities for the City. Health services are one obvious example, encompassing research, health promotion and delivery of care across a wide range service areas from acute care to ancillary services. Anticipating future needs and services, removing barriers to investment and creating an environment that nurtures new industries catering to the needs older people is an important aspect of Council's growth strategies. Many in the Baby Boomer generation will be looking to new and creative business and investment opportunities that may differ from their traditional career, and Council will foster innovation and entrepreneurship to increase the vitality and productivity of the City. These business opportunities will expand the private sector responses for ageing and assist in the burgeoning demands on Government services often with long waiting lists.

Baby Boomers in particular are likely to have significant time, financial resources and skills to contribute to communities and are likely to be seeking challenging and fulfilling opportunities. Council's volunteer programs are attracting significant numbers of older volunteers. Council will also work with other stakeholders to identify new opportunities for people making life transitions to contribute to their community in a meaningful way.

Physical Environment~

Ensuring the best urban environment and appropriate physical infrastructure is in place is fundamental to attracting and maximising older people's access to and comfort in the City.

Access Adelaide: Disability Action Plan outlines a range of measures designed to ensure 'universal' access to the City which means improved access for older people. The Disability Action Plan is integral to this policy as it has been in place for some time providing direction in shaping both the physical environment and addressing access barriers to the City. Specifically 'Pedestrian Access and Wayfinding' and 'Access into and within Buildings' focus areas spell out actions that will contribute to ensuring the City is accessible for older people. There is also an emphasis on innovative urban design techniques such as 'roll-over' kerbing.

Planning for Older People~

Council has a number of policies, plans and strategies which not only support and complement this Policy and Action Plan, but provide direction in shaping the social and physical City environment. They contain provisions for the planning and development of residential dwellings, public spaces/places and transport that impact on how older people live, work and recreate in the City.

These include:

- The Social Development Strategy provides a strategic framework for planning for the longer term social needs of the City.
- The Development Plan from January 2006 includes the objective of promoting adaptable housing that will meet the changing and diverse needs of an ageing residential population.
- The Community Safety and Arts and Living Culture Strategies.

The Strategic Management Plan, Growth Plans and Policies reflect the Council's commitment to creating a City that is inclusive, outward looking and dynamic; and a community for people of all ages, backgrounds and abilities.

In implementing this Policy, Council will ensure that the provisions contained both within the Development and other Council Plans, Policies and the Building Code Australia and Australian Standards as relating to older people will be applied and monitored in a consistent manner. In this way, Council can facilitate the development of buildings, physical infrastructure, spaces, facilities, programs and services that are accessible for all and add to the overall quality of life in the City.

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APPENDIX 1

INTERNATIONAL, NATIONAL AND STATE POLICY CONTEXT

The City of Adelaide recognises the **United Nations Principles for Older People**, adopted in December 1991. The Principles cover five areas: independence, participation, care, self-fulfilment and dignity.

Independence

- Older persons should have access to adequate food, water, shelter, clothing and health care through the provision of income, family and community support and self-help.
- Older persons should have the opportunity to work or to have access to other income-generating opportunities.
- Older persons should be able to participate in determining when and at what pace withdrawal from the labour force takes place.
- Older persons should have access to appropriate educational and training programmes.
- Older persons should be able to live in environments that are safe and adaptable to personal preferences and changing capacities.
- Older persons should be able to reside at home for as long as possible.

Participation

- Older persons should remain integrated in society, participate actively in the formulation and implementation of policies that directly affect their well-being and share their knowledge and skills with younger generations.
- Older persons should be able to seek and develop opportunities for service to the community and to serve as volunteers in positions appropriate to their interests and capabilities.
- Older persons should be able to form movements or associations of older persons.

Care

- Older persons should benefit from family and community care and protection in accordance with each society's system of cultural values.
- Older persons should have access to health care to help them to maintain or regain the optimum level of physical, mental and emotional well-being and to prevent or delay the onset of illness.
- Older persons should have access to social and legal services to enhance their autonomy, protection and care.

- Older persons should be able to utilize appropriate levels of institutional care providing protection, rehabilitation and social and mental stimulation in a humane and secure environment.
- Older persons should be able to enjoy human rights and fundamental freedoms when residing in any shelter, care or treatment facility, including full respect for their dignity, beliefs, needs and privacy and for the right to make decisions about their care and the quality of their lives.

Self-fulfilment

- Older persons should be able to pursue opportunities for the full development of their potential.
- Older persons should have access to the educational, cultural, spiritual and recreational resources of society.

Dignity

- Older persons should be able to live in dignity and security and be free of exploitation and physical or mental abuse.
- Older persons should be treated fairly regardless of age, gender, racial or ethnic background, disability or other status, and be valued independently of their economic contribution.

At a Commonwealth level, ***The National Strategy for an Ageing Australia: An Older Australia, Challenges and Opportunities for All***, was published in 2001 and updated in Feb 2002. The key issues addressed by the Strategy are:

- An ageing workforce and the need for action as the supply of younger entrants drops dramatically but the demand for economic growth persists and competition in a global economy continues to increase;
- The need for adequate levels of, and sustainable sources of, retirement incomes to support retirement living;
- The need for positive individual and community attitudes to ageing;
- The need for age-friendly infrastructure and community support (including housing, transport and communications), to enable greater numbers of older Australians to participate in and remain connected to society;
- The importance of healthy ageing to enable a greater number of older people to remain healthy and independent for as long as possible; and
- A growing demand for accessible, appropriate and high quality health and aged care services.

The State Government has developed a new ageing strategy in anticipation of the increasing numbers and demands to be faced in the context of an ageing population. 'It will include ways of enhancing the contributions of older people in the workforce, in families and in the community, together with appropriate assistance in meeting the needs for care and support' (Office for the Ageing web-site).

The Local Government Association of Australia has taken strong leadership in policy development related to older people, in recognition of the important role played by local government. The '***Local Government Association Population Ageing Action Plan 2004-2008***' aims to build the capacity of local government to plan for population ageing. In summary, the Plan includes four areas for action: building awareness, encouraging local government action, fostering partnerships and improving information access.

ACTION PLAN

Goal 1: Housing and Social Services

Action	Responsible Business Unit
1.1 Maximise opportunities for adaptable, affordable and secure housing	
Work with developers/aged care providers to promote innovative approaches to adaptable and affordable housing, including vertical residential care facilities	Strategic Property Projects
Apply provisions of the Development Plan which seek to ensure that residential development for older people provides access to public and private open space and landscaping to meet the needs of residents.	Development Planning
Apply noise provisions in Development Plan and develop noise management communication tools to ensure responsible and cooperative co-existence of residents and other users	Development Planning
As part of the forthcoming S. 30 review of the Development Plan review (relevant provisions within the Development Plan in consultation with stakeholders to ensure it is meeting the needs of current and future residents in promoting adaptable and affordable housing	Development Planning
Strengthen links and work with existing organisations who advocate for the housing, health and community needs of older people	Social Development and Libraries and Community Services
Explore the needs of older homeless people and advocate to and support State Government in developing policy and program responses to these needs	Social Development

1.2 Ensure provision of appropriate, affordable community care services to facilitate ageing in place	
Maintain provision of Home and Community Care services to eligible residents and continue to work towards HACC accreditation	Libraries and Community Services
Review of Home and Community Care (HACC) program	Libraries and Community Services and Social Development
Develop an agreement with City Care Network to extend and improve services available to carers and frail aged	Libraries and Community Services
Continue provision of home safety audits for HACC eligible residents	Libraries and Community Services
Develop a 'safety information kit' to be distributed to City residents which incorporates information about home security and about maximising personal safety in the public realm	Social Development
Apply relevant provisions in Development Plan to promote development that is well served by community and transport facilities so as to meet the needs of residents, including older people	Development Planning
Facilitate coordination and information sharing between providers of community services for resident older people, including frail aged.	Libraries and Community Services
Provide information and referrals in appropriate formats to enable and assist older people and their carers to make informed choices about their care.	Libraries and Community Services
Ensure priorities within Community Development Grants includes targeting funding to programs which meet needs of frail aged and older homeless people.	Social Development
Lobby State Government for a Community Health Service for the City to provide services to vulnerable older people	Social Development
Work with other service providers and networks to assist in reducing social isolation by connecting people to community services.	Libraries and Community Services

ACTION PLAN

Goal 2: Active Ageing

Action	Responsible Business Unit
2.1 Maximise attractions and services for older visitors and their families and networks in the City	
Support and promote events and activities to encourage older people to bring grandchildren into the city, ie North Terrace Activity Program and holiday programs in Rundle Mall	Social Development and Marketing
Lord Mayoral recognition reception for recent retirees and older people living in the City - could be held in Seniors Week (Oct) and be used as an opportunity to promote volunteering and other activities offered by ACC	Lord Mayors Office and Events
Provide or facilitate services to improve access within the City like the Rundle Mall Adelaide Assist and wheelchair hire programs, and explore opportunities for similar services in other important access areas	City Businesses
Ensure programs which target older people are prioritised within the Recreation and Sports Grants Category and that organisations servicing this group are encouraged and assisted to apply	Social Development
Update directory of Rundle Mall retailers who provide discounts to Seniors Card holders and ensure it is well promoted within appropriate networks	Marketing
2.2 Improve access, transport and safety to and within the City	
Improve the pedestrian access in the City by upgrading the pavements in residential areas.	Engineering and Environmental Services and Urban Design
Provision of additional seating inappropriate location to meet the needs of older members of the community.	Engineering and Environmental Services and Urban Design
Improve older people's sense of safety in the City at night by developing programs such as Smart Pathways which aim to maximise safety through optimal design in lighting, public convenience placement etc	Social Development
Encourage State Government to provide accessible, integrated and affordable transport	Development Planning
Connector Bus - Actively promote as a free transport service to older visitors and residents. (This service is seen as improving access around the city as well as a community connection in itself.)	City Operations

2.3 Facilitate the development of support services and activities	
Investigate opportunities for passive recreation by older people including 'conversation seating' and intergenerational recreation facilities such as trails, as a part of master planning for parks, gardens and public spaces.	Park Lands and Sustainability
Provide discounts, incentives and services for older people at the Aquatic Centre and Golflinks	City Businesses
Ensure playground redevelopments and recreation hubs include facilities for older adults – eg fitness stations, seating, accessible pathways etc	Park Lands and Sustainability
Ensure continuation of Community Centre programs, activities and meeting rooms for older people	Libraries and Community Services
Promote volunteer programs and identify new opportunities for older, skilled volunteers within Council	Libraries and Community Services
Provide information about programs and services for older people provided by ACC and distribute through existing networks such as the Seniors Information Service	Libraries and Community Services
2.4 Market and promote healthy, active lifestyles and recreational activities for older visitors to the city	
Consider older people when marketing the recreational, cultural, social, educational and special event attractions in the City	Marketing
Initiate (through Councils Grants and Sponsorship Scheme as seed funding) an annual "Come and Try Weekend for Active Ageing" with interesting mixture of activities from challenges such as rowing on the Torrens to heritage walks explaining the cultural and social history and run by a historian	Social Development
Ensure Council actively promotes positive images of older people in ACC promotions, publications and information with the aspiration to influence positive images of ageing more broadly in media and business	Marketing
Ensure the North Terrace Activity Program includes activities that provide opportunities for intergenerational integration - ie grandparents and grand children	Social Development
Develop an on-line Community Services Directory (and in other appropriate formats)	Libraries and Community Services

ACTION PLAN

Goal 3: Working and Learning

Action	Responsible Business Unit
3.1 Maximise business, employment and investment opportunities associated with population ageing	
Where organisations with growth potential within the ageing/community services sector that attract older people are identified, these firms will be assisted as part of Council's workforce growth development organisation attraction programme	Economic Development
Develop a network of older, experienced business professionals to provide mentoring and advice to businesses within the CBD as well as networking opportunities for participants. Information regarding this program will be available through the Enterprise Adelaide web-site.	Enterprise Adelaide
Survey Adelaide businesses to identify opportunities for employment (and training) of older people and identify potential future labour/skill shortage areas	Enterprise Adelaide
Offer support for small and medium sized businesses in planning for the loss of knowledge related to the anticipated retirement of Baby Boomer workforce	Enterprise Adelaide
Promote the business benefits of flexible workplaces and the participation in the workforce by older workers	Enterprise Adelaide
3.2 Promote flexible work arrangements for older people and value the experience, skills and knowledge of older workers	
Survey staff to assist Council in developing transitional employment arrangements for older workers and model flexible employment arrangements to facilitate career transition towards retirement	Human Resources
Develop Council's mentoring program to support workforce planning for the anticipated loss of knowledge related to the anticipated retirement of Baby Boomers	Human Resources
Provide access to workshops and information to assist ACC staff in planning for retirement	Human Resources
Develop appropriate early intervention strategies to facilitate career planning for employees (including those in heavy manual labour roles) who are approaching retirement age	Human Resources
Facilitate the provision of high quality information about financial planning for ACC employees particularly those approaching or over 55.	Human Resources

3.3 Promote the City as a hub for life long learning

Work in partnership with education and training institutions including U3A, universities, TAFE and WEA and the State Government to further promote the City as a hub for life-long learning

Economic Development

Continue to provide free or low-cost access to, and training in, information and communication technologies at community centres and libraries based on demand

Libraries and Community Services