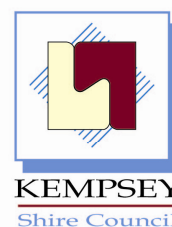




Ageing 2022



KEMPSEY SHIRE'S ACTION ON AGEING STRATEGY



Acknowledgements

The development of the Ageing 2022, Kempsey Shire’s Action on Ageing Strategy was guided by numerous Focus Groups. Kempsey Shire Council would like to acknowledge the enthusiasm and contributions made by these members in the development of this strategy for the future.

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Glossary of Terms

CPTED – Crime prevention through environmental design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts.

DCP – A Development Control Plan is a detailed guideline that illustrates the controls that apply to a particular type of development or in a particular area. A Development Control Plan refines or supplements a regional environmental plan or local environmental plan and is made according to the Environmental Planning and Assessment Act 1979.

In- migration – refers to the number of people moving into the Shire.

Labour Market entry / exit ratio - refers to when the number of people entering the labour markets converges with the number of people exiting the labour market. It is usually expressed as a ratio.

LEPs - Local Environmental Plans are prepared by Councils to guide planning decisions in their Local Government Areas and establish the requirements for the use and development of land. Through zoning and development controls they allow Councils to supervise the ways in which land is used.

LGA – Local Government Area.

PAMPS – Pedestrian Access and Mobility Plans, detail where pedestrian based infrastructure will be placed in Shires.

Preventative services – refers to services that actively work at preventing decline in health and lifestyle.

Section 94s - Section 94 of the Environmental Planning and Assessment Act 1979, enables local councils or other consent authorities to levy contributions for public amenities and services required as a consequence of development. Developer contributions are essential in maintaining access to the facilities and services that support the high quality of life.

SEPP SL (Seniors living) – State Environmental Planning Policy Seniors Living.

STAR Program – The STAR Program is a joint initiative between the NSW Department of State and Regional Development (DSRD) and Department of Education and Training (DET) to investigate and address aged care employment requirements.

WHO – World Health Organisation.

Workforce Ageing – the average age of the working population of the Shire.





Executive Summary

In February 2006, the NSW Department of Local Government reported its findings as part of investigations into Kempsey Shire Council as part of the Local Government Reform Program - Promoting Better Practice. This review process acted as a "health check" on Council's performance, giving confidence about what was being done and helping to focus attention on key priority areas.

The Promoting Better Practice report into Council indicated that:

"Given Council's ageing population is increasing at a significant rate, Council needs to consider ways to raise the awareness of this issue across all sections of Council. Building upon strategies in its Social Plan and using the Ageing and Place Framework developed by the Associations, Council should prepare long term strategies to meet current and future needs for older people."

In November 2006, Council commenced investigations about the impacts an ageing population may have on the Kempsey Shire. This resulted in the development of the "Action on Ageing Background Paper". This background paper identified the impacts of an ageing population on the Shire and on Council which is a major service provider for the community. The background paper also identified how the Ageing 2022 ~ Action on Ageing Strategy and accompanying Action plan should be developed.

To gain a holistic view of the challenges and opportunities that the Shire was facing, in July 2007 representation was sought from community members for participation in the following focus groups.

- Frail Aged and Carers – this group was open to those people who are frail aged and /or carers of the frail aged,
- Healthy Ageing – this group was open to those people 55 + years who lead a healthy and active lifestyle ,
- Children of Ageing parents – this group was open to persons between 40 – 55 years whose parents are ageing and who would like to see what services could be available to them as their parents grow older.

In calling for interested persons to be involved in focus groups, only one response was received from a person interested in participating in the Children of Ageing Parents focus group. This inability to attend may be attributed to the pressures on people in meeting their family and work based commitments and therefore this focus group was not conducted at this time.

The needs of People with Disabilities were not included as a focus group, it should be noted that their needs would also be enhanced by the outcomes identified within this document.

Following the success of these focus groups additional focus group sessions were held for Aged Care Service Industry Providers and key Council planning and service delivery staff.

The focus group sessions were held over a period of months. These sessions identified a number of desired goals for an ageing population. These desired goals provided information on what focus groups members would like to achieve by affecting changes now which would impact on the future. These changes which may only be small steps, are identified in the strategies Action plan for 2008/09 ~ 2012.





These desired goals were then prioritised under four (4) main themes relating to ageing. The theme and its corresponding desired goals are as follows:

Social Participation and Inclusion ~ being able to actively participate in the community and feel part of the community.

Priority 1 – Physical, Emotional and Intellectual Wellbeing

Priority 2 – A Diverse and Inclusive Society

Community support and Health Services ~ support for the provision of aged care, health and accommodation services within the community.

Priority 1 – Future viability of Health and Accommodation Services

Priority 2 – Coordination of Aged Care Services

Ageing in Place of Choice ~ Supporting those individuals that wish to live in their preferred place of residence as long as they can or so wish.

Priority 1 – Living Happily

Priority 2 – Informed Choices on Aged Care Services

Age Friendly Communities ~ providing supportive built, natural and social environments for an ageing community.

Priority 1 – All Services are easily accessible

Priority 2 – Age Friendly Shire

Each priority has a number of recommendations that take into consideration the ability to affect change within the Shire. These range from coordinated aged care service provision and associated information in user friendly formats, through to making changes to the built environment such as increased number of walkways and/or seating. Central to this is the need to undertake more overall planning of strategic land uses with an ageing population in mind.

If the actions identified within the plan are implemented it will greatly assist the Shire and its residents in meeting the challenges that lie ahead as our population ages.





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Introduction

The implications of an ageing population are numerous, from economic prosperity, to the ability of all tiers of government to raise revenue for essential infrastructure and services.

To respond to this growth in ageing, and the challenges it presents requires a whole of government approach. The Australian and New South Wales Governments have responded to these challenges with the release of several reports on ageing, its impacts, and the strategies that they will pursue to address these challenges.

Kempsey Shire Council, in partnership with these tiers of government and local service providers, is positioning itself to respond locally to these challenges. Council already has a role in advocating on behalf of older residents, planning for services and infrastructure, and delivery of direct services.

"Ageing 2022 ~ Kempsey Shire's Action on Ageing Strategy", is Council's response to the opportunities and challenges faced by an ageing population. This Strategy and Action Plan will ensure that Council is well informed and able to respond and provide leadership to manage these changes up to and including the year 2022 and beyond.

The Strategy contains a number of identified Goals for ageing within the Shire, and the suggested actions to be undertaken over the life of the strategy. The actions contained in the plan are for the next four (4) years and provide the flexibility to change with the dynamics and needs of our ageing residents over this time. The plans progress will be monitored using indicators to measure the progress towards the identified goals for ageing residents and will be reported on an annual basis to Council. The actions identified within the plan will be reviewed every two (2) years by means of broad consultation to ensure that the plan continues to respond to the needs of ageing residents

This strategy is aligned with Council's Community Strategic Plan "Kempsey Shire ~ Our 20 year Vision" and will be integrated into Council's various other plans and strategies to facilitate its implementation.





Strategic Context of Ageing

The growing number of older residents within Australia presents a number of challenges and opportunities. With the advent of technology and other improvements people are living longer and happier lives with each generation. Older residents have different needs and expectations from younger age groups. It is anticipated that the current generation entering retirement will be more consumer conscious and demand increased input into their lifestyles.

To address these challenges the various tiers of government have released a number of papers that outline their responses to the demographic and attitudinal shifts of older Australians.

Australian Government

The Australian Government has been aware of the impact of the ageing population for some time. In 2008, they released the publication "*Ageing and Aged Care in Australia*" to indicate the programs and policies the Federal Government will utilise to address an ageing population and aged care services.

The Federal Government is committed to encouraging and supporting older people to live full, active and independent lives through both its ageing and aged care programs, and its broader Social Inclusion Agenda which aims to:

- create opportunities for individuals to participate not just in the economic life, but also Australia's civic and social life;
- recognise the complex and different barriers which prevent participation, and the real impact this has on individuals and communities, and;
- acknowledge the need for early intervention, prevention and treatment strategies which provide a pathway to inclusion and a continuum of care.

This publication is an outcome of the "*National Strategy for an Ageing Australia, An Older Australia, Challenges and Opportunities for All*" which ceased to exist in 2008.

The former Strategy reflected the breadth and complexity of issues of an ageing society, and looked at ways in which a coordinated approach to these challenges could be undertaken.

New South Wales Government

The NSW Ministerial Advisory Committee on Ageing is an independent forum to provide advice on issues of concern to older people and the ageing population to the Minister for Ageing.

This Committee in conjunction with the NSW Government convened a series of community based forums to help plan for the wide ranging social and economic impacts of an ageing population. In October 2007, under the heading of "*Ageing 2030 Creating the Future*" the forum sought community input into the following areas of:





- ◆ Early intervention and prevention, including ageing well and maintaining independence,
- ◆ Liveable homes and communities and
- ◆ Social and economic engagement.

These consultations formulated the State Governments response to ageing and culminated in the development of the “*Towards 2030: planning for our changing population*”.

This new strategy outlines the actions the NSW Government will make to address the demographic changes leading up to 2030 and beyond.

The strategic outcomes and priorities for “*Towards 2030: Planning for our changing population*” are:

1. Getting in early: planning for change
2. Improving prevention and early intervention
3. A productive, skilled and adaptable workforce
4. Facilitating participation in all areas of society
5. Providing quality care and support.

Local Government

Local Government particularly within the area of planning for infrastructure and service delivery is likely to be impacted most by an ageing population. In 2004, the Australia Local Government Association (ALGA) developed The *Australia Local Government Population Ageing Action Plan (2004-2008)*. This action plan outlines the framework the association will utilise to assist Local Governments throughout Australia to meet the specific opportunities and challenges that they will face as a result of an ageing population.

The NSW Local Government and Shires Association have also sought to highlight the importance of planning for an ageing population. In October 2004, the Associations released the paper “*Planning the Local Government Response to ageing and place.*” This paper highlighted that an ageing population is everyone’s business and provided a framework to assist Council to begin planning for the unique challenges of population ageing within each individual Local Government Area (LGA).

Kempsey Shire Council

Over the past 30 years the Mid North Coast of NSW, in which Kempsey Shire is located, has experienced a steady increase in population as many discover the uniqueness of the region. This population increase has also seen a concentrated rise in people aged 55 + to the region and the Shire.





This in-migration to the region is likely to continue into the future due to issues such as better housing affordability and the desire to retire from metropolitan to coastal and hinterland areas for recreational purposes. This increase in population provides a number of challenges and opportunities for the Kempsey Shire. It is anticipated that the challenges will include the provision of infrastructure to support this population growth, and the conflicting infrastructure needs of workforce age residents necessary to support a larger older population.





Relationship to Kempsey Shire Council's Community and Council Plans

Kempsey Shire Council's Community Strategic Plan "*Kempsey Shire ~ Our 20 year Vision*" was adopted by Council in April 2007. The plan was developed in consultation with the community under the facilitation of Council. The Community Strategic Plan outlines the community's vision and goals for the Shire over the next 20 years. The plan incorporates five (5) goals which reflect the following themes:-

- ◆ Our Ecological and Economic Sustainability
- ◆ Our Social, Cultural and Community Relations
- ◆ Our Infrastructure
- ◆ Our Relationships and
- ◆ Our Effectiveness, Efficiency and Accountability.

Whilst the challenges and impacts of an ageing population influence all five (5) community themes, the biggest impacts will be related to the following themes:

- ◆ Our Social, Cultural and Community Relations and its associated goal to foster and enhance effective social, cultural and community relations, building respect and civic pride
- ◆ Our Infrastructure and its associated goal to plan and fund the Shire's infrastructure and service needs.

Whilst the Ageing 2022 ~ Kempsey Shire's Action on Ageing Strategy is an 'issue-specific' plan it is aligned with Council's Community Strategic Plan "*Kempsey Shire ~ Our 20 year Vision*" and will be integrated into Council's various other plans and strategies to ensure its implementation eg: strategic planning, land use and housing.





Community Strategic Plan

The Community Strategic Plan sets the desired direction of how the Kempsey Shire is to achieve its Vision for the community over the next 20 years.

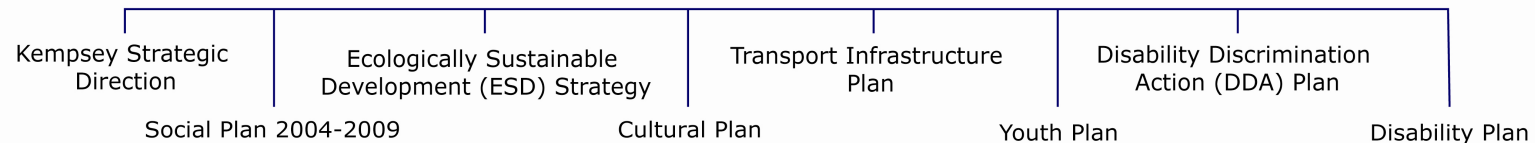


Management Plan

The Management Plan comprises overall directions of Council for the ensuing 12 months and is derived from the themes contained within the Kempsey Shire Community Strategic Plan "Kempsey Shire - Our 20 Year Vision"



Issue Plans



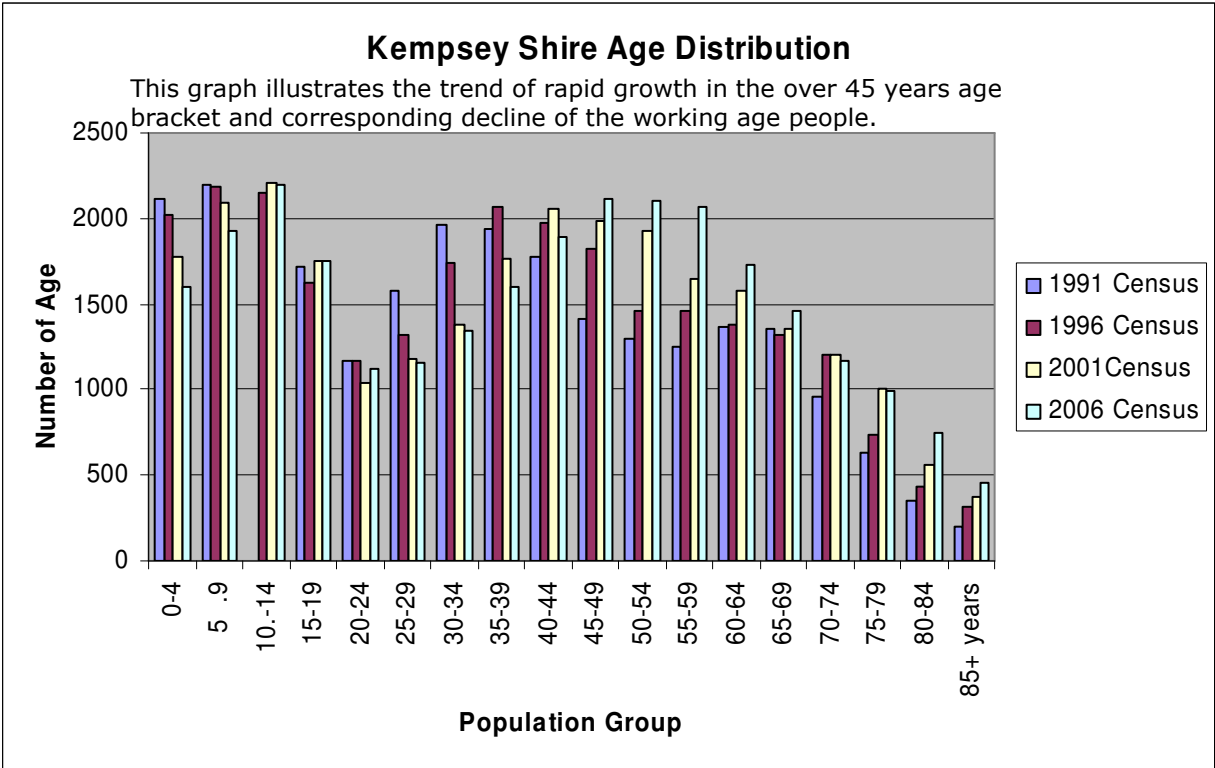


Kempsey Shire Age Profile of Older Residents

It has been acknowledged by all tiers of Government that an ageing population is going to present a number of challenges in planning and service delivery to the community. To gauge this impact it is important to consider the ageing structure of the Shire, its predicted growth, and to decide when provision of infrastructure and services will become critical.

Age Structure of Kempsey Shire

Understanding the structure and numbers of the Shire’s population, is important to assist in the planning for delivery of services and provision of infrastructure. The following graph represents the current age structure of the Shire.



Source: ABS, Census of Population & Housing, 1991, 1996, 2001, 2006





Demographic Statistics

- ◆ Population projections indicate that our Shire's population is expected to increase in size from 28,658 in 2007 to 30,925 in 2021.
- ◆ For our Shire, residents 65+ is projected by in 2021 to increase from 5,158 (2007) to around 7,731 (2021). This equates to being 25% of the 2021 population.
- ◆ For our Shire, our residents 85+ is expected to increase from 573 to approximately 927.
- ◆ The impact of a faster ageing Shire means that with the population growth concentrated in the 55 + age group, regional productivity will decline. A 1 per cent rise in the population 55 + will lead to a 0.4 per cent reduction in regional productivity. Additionally, for every 1 per cent increase in net internal migration of persons 55+ it is expected that the unemployment rate will increase by 0.88
- ◆ In 2007, Kempsey had a labour market 'entry/exit ratio' of 0.7, meaning that the Shire had around seven people at labour market entry age (15-24 years) to every ten approaching retirement age (55-64 years). This ratio is already negative (more exits than entrants) and will decline further to around 0.5 (five entrants per ten exits) by 2021.

(Source: Resource for Population Ageing Planning (RAPP) – Local Government and Shires Association)

Impacts of Demographics on Kempsey Shire

Changes in the demographics of the Shire will impact on the community and Council with regards to the delivery of services and infrastructure.

The increase in the number of people, 65+ will influence the nature and type of goods and services available in the Shire thus impacting on the whole of the community.

The increased number of people 65+ will demand more attention to specific infrastructure such as footpaths, bus stops, roads, and road crossings. This group may also request that Local Government play a more active role in the area of community service provision such as health, education, welfare, public safety, recreation, cultural and community amenities. The ability to fund these from a diminishing income due to rate concessions and other senior based discounts places Council in a difficult situation.

Consideration needs to be given to the type and nature of businesses and the retail sector to support an ageing population. Traditionally this market is conservative and has a fixed limited income. The mix and variety of the retail sector may be impacted by a growing aged population.





It is also likely that the Commonwealth and State Governments may utilise their own ageing-related financial impacts to reduce financial assistance and grants to Local Government whilst also continuing the current trend of cost shifting. This is further supported by the National Economics / Australia Local Government Association, (2003), report which indicated that governments are 'continuing to ask Local Government to provide infrastructure and services previously from other tiers of government whilst not providing financial assistance in the form of grants to assist in the delivery of the [local] infrastructure'.

These implications not only affect the range of service provision to the 65+ population but also impacts services to children, youth, and families. The provision of services to these groups is important in ensuring that there are sufficient people of working age within the Shire to service the increasing ageing population.





Ageing 2022 ~ Action on Ageing Strategy Framework

The Ageing 2022 ~ Action on Ageing Strategy consists of the following framework:

- ◆ Strategy – contains relevant background information on the impacts of an ageing community to 2022.
- ◆ Action Plan – the action plan outlines how Council in partnership with various agencies will address population issues over the next four (4) years.
- ◆ Implementing the Strategy – how the strategy and identified actions will be implemented over the life of the strategy.

Strategy

The Ageing 2022 – Action on Ageing Strategy identifies the impacts an ageing population has on the three (3) tiers of government within Australia.

The strategy further outlines the specific impacts that an ageing population has on Kempsey Shire Council and its resources. This includes the ability to fund infrastructure and service provision from a diminishing income stream as a result of rate concessions and other senior based discounts.

Action Plan

The Action Plan outlines what Council and its project partners plan to undertake to address the impacts of an ageing population.

The Action plan was developed with the assistance of members of the community, aged care services professionals, and Council staff.

These members were formed into focus groups around areas of interest / expertise as follows:

- ◆ Frail Aged and Carers - this group was open to those people who are frail aged and /or carers of the frail aged,
- ◆ Healthy Ageing – this group was open to those people +55 years who lead a healthy and active lifestyle,
- ◆ Aged Care Professionals – this group was open to members from the health and aged care services profession,
- ◆ Council Professionals – this group consisted of staff members of Council who will be required to implement actions identified within the plan and to assist the Shire in its response to an ageing population.

Once the focus groups were formed the action plan was developed utilising the methodology of Results Based Accountability.





Results Based Accountability is a proactive way to identify possible actions through a desired end result and then working backwards to determine how to reach the end result. From this process a multi-year action plan was developed.

The desired goals and supporting actions were then incorporated into 4 key themes. These themes are:

- ◆ Social Participation and Inclusion ~ being able to actively participate in the community and feel part of the community.
- ◆ Community support and Health Services ~ support for the provision of aged care, health and accommodation services within the community.
- ◆ Ageing in Place of Choice ~ supporting those individuals that wish to live in their preferred place of residence as long as they can or so wish.
- ◆ Age Friendly Communities ~ providing supportive built, natural and social environments for an ageing community.

Implementing this strategy

In recognition of the strategic significance of “Ageing 2022 ~ Action on Ageing Strategy” for the future of the Kempsey Shire, the Director Corporate and Community Services and Manager Customer and Community Services will be responsible for leadership of this initiative.

For each action in the strategy, a lead Business Unit has been identified. The Manager of that Business Unit is accountable for implementation of the action, including collaboration across Council Departments and building partnerships with stakeholders such as business, the community sector, and other tiers of government.

The governance arrangements for this strategy including how the identified performance indicators will be measured will be determined in consultation with the lead business units, as a priority action.

The Health and Ageing Working Party will also provide a mechanism for collaboration and monitoring of this strategy. The working party includes industry professionals and Council representatives.

Four (4) years after commencement a formal review and update of this strategy will be undertaken taking into account progress and changes in the broader environment.





Ageing 2022

KEMPSEY SHIRE'S ACTION ON AGEING STRATEGY

ACTION PLAN 2009 ~ 2012





THEME 1: SOCIAL PARTICIPATION AND INCLUSION

GOALS

Access to services that improve the physical, emotional and intellectual wellbeing of older residents of the Shire.

Priority 1 Physical, Emotional, and Intellectual Wellbeing.

INTRODUCTION

As people grow older it is essential that they remain healthy and active so that their physical, emotional, and intellectual needs are met and contribute to their overall wellbeing.

Having access to services and facilities that promote this wellbeing is particularly important for people 55 +.

As lifestyles change the services an individual needs also change. These changes include easy access to low level recreational facilities such as safe footpaths, cycle ways and libraries through to varied active sporting facilities and meeting venues.

Access to these services and facilities assists the individual's social wellbeing by providing increased opportunities for social interactions.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change on the Physical, Emotional, and Intellectual wellbeing of older residents of the Shire.

The proposed indicators are:

- ◆ Increased number of preventative services
- ◆ Increased utilisation of preventative services
- ◆ Increased number of people utilising community facilities eg: swimming pool, University of the Third Age (U3A) and Adult Education programmes
- ◆ Improved physical infrastructure throughout the Shire.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing (EB) or Capital (C)
1.1.1	Council to lobby the Department of Education for access to schools for services eg: on the weekend and after hours use.	Community and Customer Services	2009/2010	\$1,000 (EB)
1.1.2	Investigate Accessible Transport options for the Shire eg: smaller buses with wheelchair access etc.	Community and Customer Services	2009/2010	\$2,000 (EB)
1.1.3	Council to lobby U3A for wider distribution of courses within the Kempsey Shire.	Community and Customer Services	2009/2010	\$500 (EB)
1.1.4	Extend the current employment of an Aged Services Librarian from 2 days to 5 days per week. Including the expansion and improvement of library facilities within all Council Libraries. Eg: increased number of talking books, increased house deliveries of library resources.	Community and Customer Services	2009/2010	\$35,000 (2 day per week currently working) C \$5,000 Library resources. (EB)
1.1.5	Conduct an audit and initiate production of a multi-format directory of services available within the Macleay Valley for people 55 + including new and existing community centres / facilities.	Community and Customer Services	2010/2011	\$7,000 (EB)
1.1.6	Develop or source a guide to appropriate furnishings suitable for use in community areas and facilities eg: arm chairs, seating etc.	Community and Customer Services	20010/2011	\$3,000 (EB)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
1.1.7	Investigate the establishment of a Volunteer Centre / service to assist those people wishing to volunteer in the community (one stop shop, online / library)	Community and Customer Services	2010/2011	\$1,000 (EB)
1.1.8	Investigate the implementation of land use changes to permit Affordable Housing opportunities for those 55 +..	Sustainable Development Services	2010/2011	\$15,000 (C)
1.1.9	Undertake an access audit of the various facilities and services across the Shire to ensure an accessible community.	Community and Customer Services	2010/2011	\$5,000 (EB)
1.1.10	Investigate the wider distribution of Information Technology and Education programmes to the various centres / towns through out the Shire.	Community and Customer Services Community College U3A	2010/2011	\$3,000 (EB)
1.1.11	Investigate the implementation of Pets as Therapy Program in the hostels and hospitals in the Shire.	RSPCA	2010/2011	\$2,000 (EB)
1.1.12	Investigate the implementation of various early intervention programs such as social support companionships, falls prevention, etc	Industry Providers North Coast Area Health Service	>2011/2012	\$5,000 (EB)
1.1.13	Investigate the feasibility and viability of a Theatre / Multi-purpose facility within the Shire.	Business Services	>2011/2012	\$15,000 (C)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing (EB) or Capital (C)
1.1.14	Investigate the implementation of Accessible Housing Guidelines for builders / developers for all new residential developments in the Shire.	Sustainable Development Services	>2011/2012	\$3,000 (EB)
1.1.15	Investigate and identify key people within the community who would be willing to act as advocates for the 55 + age group.	Community and Customer Services	>2011/2012	\$1,000 (EB)
1.1.16	Extend an invitation to cultural agencies to undertake more cultural festivals and provide more cultural outlets in the Shire.	Community and Customer Services	>2011/2012	\$5,000 (EB)





THEME 1: SOCIAL PARTICIPATION AND INCLUSION.

GOAL

We have a diverse society that is inclusive and respectful of age, gender, sexuality, religion, ethnicity, and cultural backgrounds.

Priority 2 A Diverse and inclusive Society

INTRODUCTION

The community of the Macleay Valley is made up of individuals from different backgrounds. These different characteristics of age, gender, sexuality, religion, ethnicity, and cultural background assist to make the community culturally rich.

It is essential that the overall community is respectful of these differences and values the contributions made by all members. This is particularly important for people 55+.

People aged 55 + have lived very diverse lives and have a rich history that can be passed down to current and future generations.

Respecting these differences via cultural, sporting, and other celebrations assists to create a diverse society.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change towards a diverse society that is inclusive and respectful of age, gender, religion, ethnicity, and cultural backgrounds.

The proposed indicators are:

- ◆ Increase in number of community education and cultural activities.
- ◆ Increase in total number of events held each year relevant to people 55+.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
1.2.1	Investigations are made to bring small to medium events to the Macleay Valley such as the Masters Games. This would also include the seeking of private sponsorship.	Community and Customer Services Tourism Association	2009/2010	\$5,000 (EB)
1.2.2	Further promotion is undertaken of the Events Calendar available at Visitor Information Centres for Community groups to utilise.	Business Services	2009/2010	\$500 (EB)
1.2.3	Australia Day Committee to consider the establishment of the Older Person of the Year Award. The award recipient will then act as an ambassador for the Macleay Valley.	Australia Day Committee	2009/2010	\$500 (EB)
1.2.4	Council investigate the creation of public art / expressions spaces, in various town squares and village areas through out the Shire.	Community and Customer Services	2010/2011	\$2,000 (EB)
1.2.5	Investigate the establishment of a coordinated approach to events in the Shire by the establishment of a One Stop Shop for information and assistance.	Community and Customer Services Tourism Association	2010/2011	\$4,000 (EB)
1.2.6	Investigate the development of a food trail relevant to people 55 + to complement the Macleay Valley Tastes and Sounds Festival or any other food festival.	Community and Customer Services Tourism Association	2010/2011	\$4000 (EB)





THEME 2: COMMUNITY SUPPORT AND HEALTH SERVICES

GOAL

To ensure the future viability of Health and Accommodation Services for the ageing population.

Priority 1

Future viability of Health and Accommodation Services

INTRODUCTION

Central to everyone's wellbeing is the ability to access health and accommodation services such as hospitals, residential and supported aged care accommodation.

Whilst this is essential for the total community the need will become greater as people grow older.

The availability of a wide range of health services is important. This combined with the adequate provision of accommodation services that complement lifestyle choices.

Working with existing services to attract and retain suitable and qualified staff and health professionals is important for the support of an ageing population.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change to ensure the future viability of Health and Accommodation Services.

The proposed indicators are:

- ◆ Increase in the number and availability of services to provide for the health needs of the 55+; – allied health and health professionals.
- ◆ Increase in community education programs and information days for aged care services.
- ◆ Reduction in the number of people of working age leaving the Shire.
- ◆ Increased variety and location of accommodation choices.
- ◆ Increased number of people choosing to stay in their own home.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
2.1.1	<p>Undertake an audit of businesses / services / facilities available for the people 55 + to determine if they are age friendly.</p> <p>Implement an Age Friendly Business / services / facilities identification program. This program will identify those businesses which are age friendly by providing a sticker for display on their windows / doors. This is to be completed after the audit of businesses</p>	Community and Customer Services	2009/2010	\$6,000 (EB) \$5,000 (EB)
2.1.2	Undertake an audit of existing health and accommodation / business services / facilities available for those 55 + to assist in future planning.	Community and Customer Services Sustainable Development Services	2009/2010	\$1000 (EB)
2.1.3	Council to lobby for Advocacy Services to be established within the Kempsey Shire.	Community and Customer Services	2009/2010	\$1,000 (EB)
2.1.4	Council provides a program where information concerning grants and alternative funding sources is distributed to community advocacy groups.	Community and Customer Services	2009/2010	\$500 (EB)
2.1.5	Investigate the commencement of a New Residents Greeting Program. This program will assist to provide two (2) way communication on what has attracted the new resident to the area, and what services are available for them.	Governance Community and Customer Services	2010/2011	\$3000 (EB)
2.1.6	Investigate the attraction and retention of youth and people of working age to the Kempsey Shire.	Whole of Council	2010/2011	\$10,000 (EB)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
2.1.7	That Council and the Tourism Association promote the services available to the community in other areas outside the Shire eg: attend Country Week.	Whole of Council Tourism Association	2010/2011	\$5,000 (EB)





THEME 2: COMMUNITY SUPPORT AND HEALTH SERVICES

GOAL

That we have a coordinated (point) approach to Aged Care Services.

Priority 2 Coordination of Aged Care Services

INTRODUCTION

Aged Care Services as an industry is a collection of government, private and not for profit groups providing services within the Kempsey Shire.

Knowing what services are available, whom can access these services easily and at a time that is convenient for everyone is important. Without these services an individual's wellbeing and quality of life may suffer. To ensure that this doesn't occur requires a coordinated approach amongst all providers within the Shire.

The ability to access services individually or by referral by a professional is essential to ensure an individual's wellbeing.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change to the coordination of Aged Care Services.

The proposed indicators are:

- ◆ No reduction in the availability of services.
- ◆ Number of services not available.
- ◆ Increase in the percentage of satisfied users.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
2.2.1	Council develop a business case for the Aged Care Services to become coordinated within the Kempsey Shire. Council Lobby private, public, service providers and organisations to provide funding towards business case.	Community and Customer Services Health and Ageing Working Party Industry Providers	2010/2011	\$15,000 (C) \$1,000 (EB)
2.2.2	Investigate Council's Aged Care Services be developed as a business including administration, day centre and respite.	Community and Customer Services	2010/2011	\$5,000 (EB)
2.2.3	Subject to outcomes from Business Case implement the introduction of a One Stop Shop Coordinated approach to Aged Care Services.	Aged Care Services Industry	2010/2011	TBA (C)





THEME 3: AGEING IN PLACE OF CHOICE

GOAL

Supporting those individuals that wish to live in their preferred place of residence as long as they can or so wish.

Priority 1 Living Happily

INTRODUCTION

As people grow older the ability to stay in the comfort of one's home becomes increasingly important. Having a society that is accepting and supportive of this desire is important to individuals and families.

Governments, business, services providers and the general community need to work together to ensure that as people age that they have the ability to live in their preferred place of residence as long as possible. This will require businesses to look at the way they deliver their product or services and will result in the need for more businesses offering home deliveries, and more home care places within the community. This could lead to a reduction in waiting lists in residential care facilities particularly low level care.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change on the those individuals whom wish to live in their preferred place of residence as long as possible.

The proposed indicators are:

- ◆ Decrease in the number of people on the Aged Care Services waiting lists (community based and residential based).
- ◆ Increase in the number of respite places available.
- ◆ Increase in the number of community nurses and allied health professionals available to people 55+





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing (EB) or Capital (C)
3.1.1	Council continues to promote the STAR Program within Aged Care Services in the Kempsey Shire.	Community and Customer Services	2009/2010	\$2,000 (EB)
3.1.2	Lobby NSW TAFE and Universities to run additional Aged Care Certificate III courses in our area. These courses are to be provided during the day and evening to assist in encouraging more attendees.	Community and Customer Services Health and Ageing Working Party	2009/2010	\$2,000 (EB)
3.1.3	Develop a Resource kit explaining the types of services, level of services available and eligibility criteria. The kit will be available at GP's and various other services through out the Shire. This kit should be multi-formatted.	Community and Customer Services	2010/2011	\$6,000 (C)
3.1.4	Lobby / Tender for additional respite services that are available to Kempsey Shire residents.	Health and Ageing Working Party Community and Customer Services	2010/2011	\$2,000 (EB)
3.1.5	Develop a marketing program aimed at business enterprisers to demonstrate the benefits of providing services to people at home eg: home deliveries, consultation visits.	Sustainable Development Services Chambers of Commerce	2010/2011	\$3,000 (EB)
3.1.6	Lobby / Tender State and Federal Governments for additional Community Options places and hours for the Kempsey Shire.	Community and Customer Services Health and Ageing Working Party	2010/2011	\$2,000 (EB)
3.1.7	Encourage Residential Care Providers to conduct well advertised information programs for prospective clients and their carers to de-stigmatise going into facilities eg: open days.	Residential Care Providers	2010/2011	\$3,000 (EB)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing (EB) or Capital (C)
3.1.8	Develop or source an educational program for architects / drafts people / builders / developers highlighting the benefits of building accessible / adaptable houses.	Community and Customer Services Sustainable Development Services	>2011/2012	\$5,000 (EB)
3.1.9	Advocate for appropriate changes to the Building Code of Australia (BCA) to include accessible / adaptable houses.	Sustainable Development Services	>2011/2012	\$2,000 (EB)





THEME 3: AGEING IN PLACE OF CHOICE

GOAL

That older residents have informed choices about aged care services and be able to access these easily.

Priority 2 Informed Choices on Aged Care Services

INTRODUCTION

As the population ages the choices available in the aged care sector are increasing and constantly changing. These include the provision of the wide range of services and options available.

Ensuring that information is available in a variety of formats will assist those seeking aged care services to be adequately informed.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what we and our project partners propose to do when effecting change on the provision of easily accessed information about informed choices on Aged Care Services.

The proposed indicators are:

- ◆ Establishment of One Stop Shop to include information about aged care services.
- ◆ Increase in the number of public / private sectors additional services identified.
- ◆ Increase in the number of industry service providers utilising the one stop shop.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
3.2.1	Encourage publication of positive stories on ageing.	Community and Customer Services Health and Ageing Working Party Industry Providers	2009/2010	\$2,000 (EB)
3.2.2	Investigate and maintain a Living Library for the Kempsey Shire that also contains books on ageing.	Community and Customer Services	2009/2010	\$5,000 (EB)
3.2.3	Promote Living Library“ books” about ageing in schools.	Community and Customer Services	2010/2011	\$1,000 (EB)
3.2.4	That the Aged Care Services Industry investigates how they can create a Coordinated approach to Aged Care eg: one stop shop for information on aged care	Community and Customer Services Health and Ageing Working Party Mid North Coast GP’s Network Industry providers	2010/2011	\$15,000 (EB)





THEME 4: AGE FRIENDLY COMMUNITIES

GOAL

That all services are easily accessible.

Priority 1

All services are easily accessible.

INTRODUCTION

In 2007, the Kempsey Shire had 5,158 people 65 +. This is expected to increase to 7,731 by the year 2021 and represent 25% of the Shire's population.

The ability to access services easily and a timely way is important as we age.

Lifestyle, health and the wellbeing of individuals affect the range of available services. These services and facilities will range from safe passive recreational facilities such as footpaths, cycle ways and libraries through to more specific services and facilities such as residential care facilities, in-home assistance and the variety of transport options available.

Access to these services and facilities will assist in facilitating an individual's wellbeing.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change to ensure all services are easily accessible.

The proposed indicators are:

- ◆ Increase in number and type of transport options available.
- ◆ Increase in number of services available (to ensure there is no reduction in service level).
- ◆ Increase in number of new services available.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
4.1.1	Lobby State and Federal Government for more Dental Services to the Kempsey Shire.	Community and Customer Services Health and Ageing Working Party Mid North Coast GP's Network	2009/2010	\$2,000 (EB)
4.1.2	Delivery of Council's Customer First Centre services to the various towns and villages within the Shire.	Community and Customer Services	2009/2010	\$1,000 (EB)
4.1.3	All Council staff to undertake training in Disability Awareness including Dementia.	Whole of Council	2009/2010	\$2,000 (EB)
4.1.4	Lobby for the provision of additional practitioners in Health, allied health and other services where gaps in service provision were identified in the audit of services.	Community and Customer Services Health and Ageing Working Party, Industry	2010/2011	\$4,000 (EB)
4.1.5	Undertake a lighting audit of residential areas to address safety and security in relation to accessing services at night. Once audit is received identified actions are implemented.	Shire Services Country Energy	2010/2011	\$5,000 (EB)
4.1.6	Council to employ a full time grants officer to source funding to implement programs identified within this and other Council Action Plans	Governance	2010/2011	\$100,000 (C)
4.1.7	Lobby for an Aged Care Assessment Team (ACAT) Team to be based in Kempsey to ensure that when necessary Kempsey Shire residents receive timely assessment.	Community and Customer Services Health and Ageing Working Party	2010/2011	\$3,000 (EB)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
4.1.8	Undertake an audit of community facilities within the towns and villages of the Shire. Determine what facilities may be utilised for service provision on either a permanent or outreach basis and whether any new facilities are required.	Community and Customer Services	20010/2011	\$1,000 (EB)
4.1.9	Investigate transport options within the Kempsey Shire to ensure adequate cost effective public transport is available.	Community and Customer Services	2010/2011	\$10,000 (EB)
4.1.10	Encourage the Ministers Fraternal to establish a Church based home visiting scheme in the Shire.	Community and Customer Services Minister Fraternal.	2010/2011	\$3,000 (EB)
4.1.11	Lobby the State and Federal Governments to provide more flexibility in programs such as Aged Care Packages.	Community and Customer Services	2010/2011	\$3,000 (EB)
4.1.12	Encourage Community Health to provide increased Early Intervention programs such as Falls Prevention, Active and Older Groups.	Community and Customer Services and North Coast Area Health Service	>2011/2012	\$4,000 (EB)
4.1.13	Develop local plans for each village in the Kempsey Shire addressing the specific needs of older people in these communities.	Whole of Council	>2011/2012	\$20,000 per village (C)





THEME 4: AGE FRIENDLY COMMUNITIES

GOAL

Kempsey Shire becomes an Age Friendly Community.

Priority 2 Age Friendly Shire

INTRODUCTION

In 2007 the World Health Organisation (WHO) developed a guide titled "Global Age-friendly Cities" encouraging communities of any size to be age-friendly. Age friendly means that the community and its governing bodies adopt practices that allow for the structures and services operating in the area to be accessible to and inclusive of older people with varying needs and capacities.

With an expected 65+ population of 7,731 by the year 2021 it is essential that Kempsey Shire actively plans to become an age friendly community.

In all planning for the future care must be taken to include the needs of older people in our communities.

INDICATORS

Kempsey Shire Council will utilise indicators to assess the effectiveness of what Council and project partners propose to do when effecting change on becoming an Age friendly community.

The proposed indicators are:

- ◆ Increase in number of new policies and plans implemented that address age friendly activities.
- ◆ Increase in the percentage of Council owned age-friendly facilities and services.
- ◆ Increase in the percentage of satisfied users.





WHAT COUNCIL AND OUR PARTNERS PROPOSE TO DO TO ADDRESS THIS ISSUE.

No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
4.2.1	Council agrees to incorporate the principles of the WHO Checklist of Essential Features of Age-Friendly Cities in each Kempsey Shire Planning document. For example: Capital Works / Maintenance, LEP's, DCP's and SEPP 94's.	Whole of Council	2009/2010	\$10,000 (EB)
4.2.2	The Asset Management Plans progressively being developed take into consideration: <ul style="list-style-type: none"> ◆ Footpaths, cycleways, scooterways, scooter parking and ramped access. ◆ Lighting. ◆ Seating, shelters, disability parking and landscape environment – Crime Prevention Through Environmental Design (CPTED). ◆ Water. ◆ Transport corridor. For older persons.	Whole of Council	2009/2010 And ongoing	\$20,000 per plan (C)
4.2.3	Council to lobby for the provision of modern telecommunications technology throughout the Shire such as broadband and mobile phone coverage.	Council	2010/2011	\$5,000 (EB)
4.2.4	Include in Plans of Management for Cemeteries and Community Halls access and CPTED requirements for older persons.	Community and Customer Services	2010/2011	\$20,000 (EB)
4.2.5	Council to investigate the requirement for Developers / Builders to undertake a Community Impact Assessment for each building project.	Sustainable Development Services	2010/2011	\$10,000 (EB)





No.	Proposed Actions	Responsible Departments / Agencies	Timeframe (financial year)	Resources Existing(EB) or Capital (C)
4.2.6	The existing PAMPS be reviewed to include Age-Friendly Strategy guidelines.	Shire Services	>2011/2012	\$15,000 (EB)
4.2.7	Council investigate SEPPSL (Seniors Living) and its implications on the Shire. Eg: allocation of additional land for supported living or retirement villages	Sustainable Development Services	>2011/2012	\$15,000 (EB)





Monitoring and Evaluation

The Ageing 2022, Kempsey Shire Council's Action on Ageing Strategy and Action Plan will be monitored on a quarterly and yearly basis against the Indicators identified within the Action Plan.

Progress reports will address each of the indicators and actions identified for each goal.

Progress reports will demonstrate how the actions are being addressed by utilising one or more of the following methods:

- An actual turning of one or more of the indicators; this is the rarest kind of event to report, that is when it is possible to see a change in direction away from the current direction.
- An improvement in client results which contributes to turning the indicators(s); the effects of a program, agency or service system on the well-being of clients or customers
- An accomplishment; a task or set of tasks in the implementation plan that has been completed,
- An anecdote; a story of how a specific person's life has actually improved

Reports will be forwarded to Council's Health and Ageing Working Party and Council on a quarterly basis. On a yearly basis a progress report will be included in Council's Annual Report and a publication named "Ageing 2022, Action on Ageing Progress Report" for the general community will be produced.





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