

## Surf Coast Shire Council Positive Ageing Strategic Action Plan 2015-16

### Overarching strategic goal and scope

Working together, with our community, our partners and others to support Surf Coast Shire's older citizens in ageing positively.

### Key themes

Access, knowledge, connection, quality frameworks, change.

### Guiding principles

1. **Accessible and inclusive** – Surf Coast Shire's built and natural environments, services and facilities, information, events and activities are readily accessible to all citizens.
2. **Safe and supportive** – Surf Coast Shire provides its citizens with safe, supportive environments and open spaces.
3. **Responsive** – Our programs, services and policies are responsive to our citizen's needs, taking into account the specific requirements of each life stage from birth to old age.
4. **Providing opportunities to participate** – All Surf Coast citizens actively participate, socialise and have fun in the community.
5. **Respect and dignity** – All citizens have the right to express their opinions and contribute to decisions about their communities and wellbeing.
6. **Diversity** – Our communities and citizens are characterised by their diverse attributes and needs that require targeted approaches rather than a 'one size fits all'.
7. **Holistic** – We work together as an organisation, with our community, government and other organisations to create an 'all ages friendly community' for all citizens.

<b>Goal 1 - ACCESS: We make it easy for older citizens to access what they need.</b>							
<b>All older citizens have access to services, information, facilities and infrastructure, open spaces, activities and events to support them in ageing positively via initiatives to:</b>							
<ul style="list-style-type: none"> <li>• improve health and wellbeing</li> <li>• support learning and development</li> <li>• improve accessibility and inclusion</li> <li>• communicate effectively</li> </ul>							
<b>Objectives</b>	<b>Actions</b>	<b>Council Lead</b>	<b>Measure/output</b>	<b>Partners</b>	<b>Timeline</b>	<b>Actions to date</b>	<b>Outcome</b>
1.1 Review annually the development, coordination and delivery of accessible positive ageing services for Surf Coast residents (including those from diverse backgrounds, special or high needs groups/areas) by Council and other providers.	1.1.1 Review priority of access arrangements to ensure equity of access for older people, their families and carers.	Positive Ageing Coordinator	> Quarterly MDS data	Department of Health and Human Services, Team Leaders, Access Officer	Ongoing	Reviewed by TL assessment Nov 2015. Incorporated with transition implementation May 2016	Ongoing prioritisation into My Aged Care transition.
	1.1.2 Ensure service development, planning and implementation processes reflect best practice in service coordination is maintained during Aged Care Reform Transition.	Positive Ageing Coordinator	> Quality assurance audit outcomes > Updated policy and procedure documents	Department of Health and Human Services, Team Leaders	May - December 2016	Reviewed by TL assessment Nov 2015 with Audit. Training in National Screening and Assessment Form completed by all Assessment staff May 2016	Further training required prior to full My Aged Care implementation, current practices reviewed and updated as transition rolls out.
	1.1.3 Map and document activities available for older people in the region and promote to the target group and service providers.	Team Leader Community Services	> Completed mapping document > Promotion plan	Social Planner	April 2016	Completed Mapping exercise May 2016	Mapping and planning occurring informally through café style and TL community services
1.2 Promote and support the continued development of accessible built and natural environments.	1.2.1 Ensure the needs of older people are appropriately represented in planning for local amenities, including intergenerational hubs.	Aged and Family Services Manager	> Engagement plans and project briefs	Contracts and Capital Works, Leisure and Wellbeing, Planning and Environment	May 2016	Discussion on opportunities to include space and access for older people in TNCC development	Will be further considered in operational planning for TNCC in 2016/17

	1.2.2 Continue to participate in the planning process for the development of Council facilities.	Aged and Family Services Manager	> Attendance at meetings	Contracts and Capital Works	December 2015	Participation in Capital Works planning meetings has been maintained	Needs of older people represented in planning for infrastructure
1.3 Pursue integrated service / information provision and intergenerational activities and programs.	1.3.1. Build on existing networks and opportunities to promote the scope of services coordinated and provide through Aged & Family Services	Team Leader Community Services & Early Years	Input into multi-generational newsletters / notice boards / information sessions.	Parent networks, service clubs.	May 2016 and ongoing.	Moriac Seniors intergenerational event at primary school in Nov 2015  Queenscliff intergenerational Train Ride March 2016  Ballarat Wildlife Park August 2016.	Collaboration between Aged and Family team leaders through quarterly catch ups and shared newsletter promotions March 2016.
1.3 Respect the diverse communication needs of older people in our community.	1.3.1 Continue to work with the Communications and Community Engagement team to develop effective communication strategies.	Positive Ageing Coordinator	> Development of communication strategy	Communication and Community Engagement, Team Leaders	On going	Assisted with facilitation of quarterly Seniors Citizens working group (Shire wide).	Collaborative response between Positive Ageing and Comms in response to community feedback following website updates March 2016
	1.3.2 Collaborate with the Communications and Community Engagement team on promotion and communication of major initiatives and activities.	Positive Ageing Coordinator	> Communication strategy implementation	Comms and Community Engagement, Team Leaders	June 2016	Discussion with Comms and Engagement about promotion of Seniors week, collaboration with Early Years for increased profile at Youth Week and Children's Week. Increased profile of cultural diversity Plan	Participate in generation of stories for 3 on Thursday, Top 5ive and Councillor digest

	1.3.3 Maximise opportunities for information sharing by ensuring communication is directed to key groups within the community.	Positive Ageing Coordinator	> Communication strategy implementation	Team Leaders	June 2016	Attendance at community info and café style support sessions during Oct 2015, plans for more info sessions with guest speakers late 2015 early 2016 Ads in paper, flyers distributed to key places in community	Workshops and information sessions (around financial management) and collaboration with other departments on production of volunteer newsletters has increased access to relevant information for seniors
1.4 Ensure Council's planning, community infrastructure and advocacy programs provide for older citizens' access needs.	1.4.1 Provide input in to Council's advocacy priorities and major projects to ensure needs of older citizens are considered and included.	Aged and Family Services Manager	> Quarterly outcomes reports	Community Relations, Infrastructure, Planning and Environment, Positive Ageing Coordinator	ongoing	Input provided at Leadership group and through PCG's	Continued advocacy to Council and EMT on priority areas including Aged care reform transition and NDIA

<b>Goal 2 - KNOWLEDGE: We build and use knowledge to respond to the needs of older citizens and their families.</b>							
<b>A solid knowledge base enables us to understand our community and its needs, to plan and respond to these needs, and to build relationships via:</b>							
<ul style="list-style-type: none"> <li>• use of data/demographics</li> <li>• community engagement/input</li> <li>• advocacy</li> </ul>				<ul style="list-style-type: none"> <li>• networks and partnerships</li> <li>customer service response processes</li> </ul>			
<b>Objectives</b>	<b>Actions</b>	<b>Council Lead</b>	<b>Measure/output</b>	<b>Partners</b>	<b>Timeline</b>	<b>Action</b>	<b>Outcome</b>
2.1 Maximise use of available data to better inform services/program planning and delivery.	2.1.1 Improve links between databases to promote accurate analysis of information.	Positive Ageing Coordinator	> Data base connections  Aged Care Reform Transition plan	Social Planner, Information Technology	May 2016	Team leaders include discussion on achievement of targets and utilises database to inform targeted service priorities.	Service priorities informed by service performance and client demand resulting in changes to service agreements for funded programs
	2.1.2 Develop and distribute a monthly Aged & Family services bulletin which promotes service priorities and activities across both sectors.	Team Leader Pre School and Team Leader Community Services	Bulletins	Communications	Ongoing	Regular consultation to inform each area	Continued information and event sharing across the Aged and Family department.
2.2 Continue to strengthen interagency partnerships/networks and key government contacts, with a focus on knowledge sharing and facilitating collaboration in representing and responding to older people's needs.	2.2.1 Continue to maintain a key role in regional and industry-based networks, and identify any opportunities to increase engagement in existing or new networks.	Positive Ageing Coordinator	> Attendance at meetings/partnership projects	Comms and Community Engagement, Team Leaders, community networks	May 2016	May 2016 Coordinator, TL assessment attend state and regional networks for information sharing	Continuation to attend state and regional networks for information sharing
2.3 Consult and engage with community and internal stakeholders to ensure the needs of older citizens are reflected in Council's services and program planning.	2.3.1 Work with Communications and Community Engagement team to ensure Positive Ageing unit has access to the most effective communications and engagement processes and methods.	Positive Ageing Coordinator, Team Leaders	> Improvements to services based on feedback	Comms and Community Engagement, Information Technology	June 2016	Ongoing work undertaken to facilitate networks and service promotions by TL Community Services	Update of Barwon Alliance terms of reference completed in 2015

	2.3.2. Scope and develop an Aged & Family Services intergenerational “local heritage” project.	Manager Aged & Family	Launch of the project during Seniors/ Children’s week.	Aged and Family staff	May 2016	Not commenced	To be progressed in 2016/17
2.4 Support services and program planning on an ongoing basis.	2.4.1 Continue to improve internal planning, monitoring and evaluation processes.	Team Leaders	> Surveys completed	Survey Team	April 2016 Monitoring and review via mobile rostering	Quality review occurred in December 2015. Review of all relevant policies and procedures prior to quality review March 2017	Achievement of 100% compliance with standards and legislative requirements. Service improvement plan completed and implementation commenced as an outcome of the audit

<b>Goal 3 - CONNECTION: We facilitate connections between older citizens, their families and the Surf Coast community.</b>							
<b>Opportunities are available for older citizens and their families to connect with others, participate and contribute, and feel part of the Surf Coast community via activities that:</b>							
<ul style="list-style-type: none"> <li>inform people</li> <li>promote community connectedness</li> </ul>				<ul style="list-style-type: none"> <li>encourage participation (including volunteering)</li> <li>build resilience</li> </ul>			
<b>Objectives</b>	<b>Actions</b>	<b>Council Lead</b>	<b>Measure/output</b>	<b>Partners</b>	<b>Timeline</b>	<b>Actions taken</b>	<b>Outcome</b>
Explore existing and new avenues for promoting the participation of older citizens in community life and lifelong learning.	Identify and promote opportunities within existing programs and services to increase older citizens' engagement with a range of formal and informal services available in the community.	Positive Ageing Coordinator	> Number of older citizens participating in community activities	Comms and Community Engagement, Team Leaders	March 2016	Café style Promotion of episodic support  Recruitment plan developed to attract new participants in conjunction with Seniors	Continued attendance at Café style, and increased attendance at Workshops and Information sessions March 2016. On target to attain café style targets with scope for program to grow further
	3.1.2 Explore opportunities to develop new initiatives that increase older people's engagement and participation.	Team Leader Community	> Initiatives identified	Positive Ageing team members, senior citizens	Feb 2016	Flexible respite promoted	Promotion of flexible respite and café style support, discussion around sustainability of Musical Mornings program – March 2016
3.2 Actively work with and support local communities in facilitating initiatives encouraging connection/participation, including opportunities for intergenerational relationships and activities.	3.2.1 Advocate for the promotion of Council activities as being 'all ages friendly'.	Positive Ageing unit, Early Years and Youth Coordinator	> Number of activities and level of participation	Team Leaders	Dec 2016	Inclusion of school at White Ribbon day, inclusion of older people present Youth awards, linking schools and seniors including oral history Queenscliff train trip for combined ages.	Volunteer event planned to bring together older volunteers with Collab Youth project participants (including exploration of purpose and vision )

	3.2.2 Investigate opportunities via existing community groups to facilitate the linking of younger people with older members of their local community.	Team Leader – Community & Youth Development	Number of mentoring relationships developed.	Men’s Sheds, Youth groups, Schools.	June 2016.	Partnership approach with Narana to develop intergenerational activities and carer support through the “Urban Goddess workshops”	Work has occurred via Seniors groups and Café Style support, plan for intergenerational and intercultural event in second half of 2016
	3.2.3 Further develop the Surf Coast Shire volunteer program to provide increased opportunities for volunteer involvement in Aged & Family services programs and events.	Coordinators Early years and Positive Ageing.	Number of opportunities for volunteers. Number of volunteers.	People & Culture unit.	November 2016	Website promotion and Internal stakeholders meeting regularly Volunteers now supporting monthly shopping bus trip	Work with Lions club to include volunteering with schools/kindergartens. Volunteer continues with monthly bus run, new advertisements for café style and musical mornings
3.3 Improve understanding of factors which may increase vulnerability or risk for older citizens.	3.3.1 Work with agencies to improve integration of information and referral pathways relating to vulnerable people.	Positive Ageing Coordinator	> Number of activities undertaken targeting vulnerable persons/communities > Updated vulnerable persons’ register > Referral process implemented	Department of Health and Human Services, Environment unit, Team Leaders, Social Planner, Red Cross management teams	June 2016	Information sharing and collaboration with environment team last quarter 2015	Team Leader Assessment working with team to improve understanding of MAC (including attendance at local and state networks). Collaboration with Emergency Management team to identify and support vulnerable older people, including future fire season planning. Attended Cross Council workshop on Climate Change Response as at March 2016



3.4 Support and celebrate the valuable and diverse contributions our older citizens make to the community.	3.4.1 Develop Seniors Week events and promotions that highlight and celebrate older people in our community.	Team Leader Community	> Seniors Week event > Media profile	Aged and Family Services, Comms and Community Engagement	Oct 2016	Seniors week event in partnership with Lorne Community Hospital, attendance of 200 people Ageing volunteers supported to attend Government House function	TL Community Services attending workshop on previous year's events, discussion and early planning undertaken
	3.4.2 Support the promotion of organisational volunteering strategies.	Team Leader Community	> Numbers of volunteers 65+ > Number of volunteer events supported by the Positive Ageing unit	Leisure and Wellbeing Manager, Comms and Community Engagement, People and Culture	June 2016	6 volunteers participated in orientation to volunteering	Continued organisation of events celebrating volunteering and ongoing work with Volunteer Coordinator on supporting volunteers.
	3.4.3 Work with Council's Access Officer to improve the overall inclusiveness of Council events and activities.	Positive Ageing Coordinator	> Application of the <i>Accessible Events</i> checklist and guidelines	Access Officer	June 2016	Advice sought from Access officer in planning for events	Ongoing feedback and input into Access and inclusion plan will be maintained
3.5 Continue to advocate to ensure all services and infrastructure are supporting community connection	3.5.1 Provide input into Council's advocacy program.	Manager Aged and Family Services	> Feedback included in the advocacy program	Community Relations	March 2016	Input provided on advocacy priorities	Social advocacy identified as an opportunity for improvement

<b>Goal 4 – QUALITY FRAMEWORKS: Our direct services and programs meet quality framework standards.</b>							
<b><i>Our services and programs meet Federal and State Government legislative and policy requirements, comply with funding agreements, industry regulations, standards, and models, and achieve quality accreditation because we have:</i></b>							
<ul style="list-style-type: none"> <li>• policies, principles, processes and practices in place to support performance requirements</li> <li>• capacity to adapt to policy reforms and major sector change</li> </ul>							
<b>Objectives</b>	<b>Actions</b>	<b>Council Lead</b>	<b>Measure/output</b>	<b>Partners</b>	<b>Timeline</b>	<b>Action</b>	<b>Outcome</b>
4.1 Ensure direct services and programs meet legislative requirements, funding agreement terms, best practice frameworks and industry standards.	4.1.1 Ensure the service improvement plans, quality improvement plans and recommendations of internal surveys are implemented, monitored and reviewed.	Positive Ageing Coordinator	> Compliance with all aspects of State and Commonwealth funding and service agreements	Department of Health and Human Services, Federal Department of Health and Ageing, Team Leader, Team Leader Assessment Services	March 2016	Outcomes of Community Care Review by December 2015	Quality review provided positive feedback on service provision, indicating full compliance with all aspects of Commonwealth funded services
4.2 Continue to improve governance arrangements, including regular reporting to Council, funding bodies and clients/community.	4.1.2 Provide timely reports to Council and EMT re the progression of the transition to Commonwealth Home Support Program.	Positive Ageing Coordinator	> Quality and timeliness of reports	Team Leaders, Department of Health and Human Services	March 2016	Reporting schedule included as part of implementation plan	Transition dates of reporting continue to change. Ongoing monitoring of Departmental updates.
	4.2.2 Participate in the development of organisational policies and procedures that align and comply with Commonwealth Community Care Standards.	Positive Ageing Coordinator	> Compliance with Federal Community Care Standards	Team Leaders, Department of Health and Ageing	March 2016	Transition plan developed	Implementation has been delayed until at least August 2016

	4.2.3 Develop and implement a transition plan that includes and fulfils the requirements of the Commonwealth Aged Care Reform principles and legislative requirements.	Manager Aged and Family Services	> Transition plan developed	Positive Ageing Coordinator	Dec 2016	Completed	Implementation will commence as soon as organisations are notified of the amended date
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<b>Goal 5 - CHANGE: We plan ahead to enable our services and programs to adapt to change.</b>							
<b>Outcome: Services, programs, facilities and community infrastructure are available to respond to our community's changing needs because we plan ahead to:</b>							
<ul style="list-style-type: none"> <li>• prepare for population growth/demographic change</li> <li>• promote sustainability</li> <li>• contribute to community safety and security</li> <li>• identify emerging trends and future scenarios</li> <li>• support community development and capacity building</li> </ul>							
<b>Objectives</b>	<b>Actions</b>	<b>Council lead</b>	<b>Measure/outputs</b>	<b>Partners</b>	<b>Timeline</b>	<b>Action</b>	<b>Outcome</b>
5.1 Build organisational capacity to adapt to ongoing policy and sector reforms through effective planning.	5.1.1 Participate in the development of organisational policies and procedures that direct recruitment and workforce development.	Manager Aged and Family services	> Workforce capacity to meet service demands	Positive Ageing Coordinator, People and Culture	June 2016	Participated in Enterprise agreement process	Further policy work to be completed in year 2
	5.1.2 Participate in service reviews as a framework for developing an organisational response to sector reforms.	Manager Aged and Family services	> Input into service review process	Service Review Officer	June 2016	Planning work underway	Service review for family day care completed
	5.1.3 Evaluate the outcomes of participation in the Barwon NDIS trial and investigate Council's capacity to continue post-national roll out.	Manager Aged and Family Services, Positive Ageing Coordinator	> Report and recommendations to Council	NDIA	June 2016	To be completed as part of service review	Commence in 2016/17

5.2 Build organisational capacity to stay abreast of and respond to population growth, demographic and other significant changes	5.1.4 Consider the impact of population growth, economic and technological changes when planning for service delivery.	Manager Aged and Family Services	> Assessment of population demographics in services planning	Social Planner, Positive Ageing Coordinator, Department of Health and Human Services/ Social Services	May 2016	Planning underway for service review	To be completed in 2016/17
5.3 Advocate on community's behalf to ensure critical gaps in services/ program provision and community infrastructure are adequately addressed.	Identify service gaps through reviews and feasibility studies, and work in partnership with the community to establish priorities and advocate for planning.	Positive Ageing Coordinator	> Service reviews and implementation plans	Team Leaders	June 2016	Consultation through Café Style support and Information sessions and workshops. Health and Wellbeing officer conducting social research into community needs	Consultation outcomes will inform service development and advocacy priorities