

# Baby Boomers and Beyond: Strategies for over 55s



Forward Plan for Older People

2003-2006

**August 2002**

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# Executive Summary

*Baby Boomers and Beyond: Strategies for over 55s* addresses the challenges of an ageing population and recognises that new generations of older people may have different expectations of Council and different requirements for services than in the past. It is based on a view of older people foremost as citizens who make positive contributions to the life of the community and who have the right to live the lifestyle of their choice according to their preferences and abilities. They also have an interest in maintaining their health and wellbeing and preparing for their future, including possible support needs.

The plan is based on principles of citizenship, “positive ageing” and “ageing in place”. Positive ageing promotes healthy, positive and independent experiences of becoming older. Ageing in place is concerned with providing appropriate in-home and community based care services for frail older people that maximise connections to each person’s home, community and way of life.

This is the City of Melbourne’s second forward plan for older people to be developed in recent years. The Plan continues the themes of our previous *Forward Plan for Older People 1999-2002*, emphasising participation in community and city life for people over 55 and access to appropriate support services for those people aged 65 and over who need them. The Plan places a new focus on including people aged 55 to 65, who rarely consider themselves as “old” but who may be experiencing or planning for ageing related “transitions” and life changes, such as planned, gradual or premature withdrawal from the paid workforce. Council also has a responsibility to plan ahead for the effects of population ageing associated with the post war “baby boomer” population cohort.

Our planning is based on the view that ageing is affected by physical and social environments and life opportunities as much as it is by chronological age. The plan emphasises social and community participation and the view that active lifestyles and, there is early intervention for those who require ageing related support, assist in preventing or better managing the onset of later, high-level age related needs.

## Key Initiatives

Key projects that Council aims to undertake as part of this plan are:

- Engaging in debate on population ageing and the workforce and supporting opportunities for older workers.
- Encouraging independent access to recreation, leisure and cultural opportunities via new opportunities and expanded use of the Seniors Card
- Promoting adaptable housing and building an adaptable housing demonstration project.
- Targeting early contact with services for isolated, low-income men.
- Piloting service information and care planning activities for potential future service users and their families.

# Visioning the Future: Challenges for an Ageing Population

This table summarises the vision, aims and objectives of *Baby Boomers and Beyond, Strategies for the over 55s*, the City of Melbourne's forward plan for older people.

## Vision

Council values and encourages the contributions of older people to the community. It commits to promoting positive experiences of ageing through the availability of opportunities that support independent and healthy lifestyles and to providing appropriate care and support for people to age in their homes and communities.

Themes	Aims	Objectives
<p><b>Earning, learning and citizenship</b></p>	<p>The City will welcome and support older peoples' valuable experiences and contributions to our workplaces, communities and civic life.</p>	<ul style="list-style-type: none"> <li>• Engage the community in debate on the effect of population ageing on the workforce and promote the skills and contributions of older workers.</li> <li>• Promote the city as a hub for lifelong learning.</li> <li>• Ensure older people actively participate and contribute to Council's decision making processes.</li> <li>• Provide opportunities for active citizenship, including: volunteerism, community involvement, mentoring and inter-generational exchanges of skills and knowledge.</li> </ul>
<p><b>Lifestyle, leisure and positive ageing</b></p>	<p>Promote positive, healthy and independent experiences of ageing through attention to city amenity, neighbourhood "liveability" and the availability of a broad range of social, recreational and cultural opportunities that reflect the diverse interests and abilities of over 55s.</p>	<ul style="list-style-type: none"> <li>• Develop partnerships with recreation, arts and primary health care providers to strengthen the city's focus on independent, participative and health promoting activities for over 55s.</li> <li>• Provide and advocate for community infrastructure that enables over 55s to initiate and participate in community activities.</li> </ul>

Themes	Aims	Objectives
<p><b>Lifestyle, leisure and positive ageing (cont.)</b></p>		<ul style="list-style-type: none"> <li>• Plan for and maintain safe and welcoming physical and social environments that promote city amenity and neighbourhood “liveability”.</li> <li>• Promote accurate and positive views of older people and ageing and demonstrate respect for older people’s rights and responsibilities in pursuing their lifestyles of choice.</li> </ul>
<p><b>Support for ageing: at home and in the community</b></p>	<p>The City of Melbourne will ensure that appropriate and relevant services are available to support ageing at home and in the community and will engage people in planning for their care, now and as our population ages.</p>	<ul style="list-style-type: none"> <li>• Involve older people in planning for home and community care services at an individual and community level.</li> <li>• Regularly monitor and forecast the demand for aged care services to prepare for population ageing.</li> <li>• Continue to provide and advocate for appropriate local services and initiatives to support older people remain in their homes and communities.</li> <li>• Trial innovative programs and strategies to ensure that all older people, including those who are disadvantaged and “harder to reach” have timely access to services.</li> </ul>

# Introduction

*Baby Boomers and Beyond: Strategies for the Over 55s* outlines Council's approach to the challenges of an aging population and directs action and resource allocation to 2005. The Plan outlines Council's actions and priorities for promoting positive ageing - sustaining lifestyles characterised by independence, choice and positive contributions to the community, and for providing appropriate care and support to enable people to age at home and in the community.

Population ageing is a characteristic of all developed and some developing nations. 2002 marks the true beginning of population ageing in Australia as those born in 1947 turn 55. Around 20 years ago nine per cent of the Australian population were aged 65 and over. By 1996 this had increased to 12 per cent and by 2016 is projected to increase to 16 per cent or 3.5 million people. The ratio of people aged over 65 to those aged 15-64 is expected to double over the next forty years. This Strategy focuses on those aged 55 years and over as this group is entering the transitional phase of preparing for its retirement.

The social and economic effects of population ageing are widely debated. This Strategy opposes alarmist, negative views on population ageing but does acknowledge that Council needs to engage with, plan for and consider this sizeable and increasing part of its community.

Within the City of Melbourne the number of people aged 55 and over is expected to grow by 7,800 between 2001 and 2011. Most growth is expected amongst the active 55 to 75 age group. This is due in part to the natural ageing of the City's residential communities, but also to promotion in recent years of the advantages of inner city lifestyles to more affluent and active older people.

The Strategy takes a logical view of ageing as continuous – it addresses issues associated with ageing, rather than simply the state of being old. Ageing is affected by social, health, economic and life experience factors as much as by chronological age. Assistance in preparing for age related lifestyle transitions and support for healthy and positive experiences of becoming older strengthen individual and community abilities to face some its challenges. This concurs with Council's *Social Planning Framework*, which looks at the provision of Council's activities and services along a continuum. This runs from providing:

- *participative* activities and events, which aim to strengthen communities and are open for everyone to independently participate in;
- *prevention* focused programs which target specific issues and communities such as falls prevention and fire safety;
- *early intervention* and *support* based programs which assist people to maintain their health and homes (eg home help and delivered meals services); to
- *intensive services* that are provided on a one-on-one basis for people with higher level needs.

The *Framework* acknowledges that the healthy provision of participative and early intervention activities strengthens both individuals and communities.

The Strategy also acknowledges that the life experiences of new, emerging groups of older people are different to those born before the Second World War. This impacts on peoples' expectations of Council and needs for services – for instance working against ageism in employment may be as crucial an issue today as the provision of delivered meals was for previous generations.

# Key Principles

The plan is premised on the rights framework set out by the United Nations and on two major concepts: **positive ageing** and **ageing in place**.

## United Nations Principles for Older People

The City of Melbourne recognises the United Nations Principles for Older People, adopted in December 1991. These are:

**Independence**, including: the right of access to housing, food and health care; access to learning and earning opportunities; control over decisions to withdraw from the workforce; income security; a safe living environment and the right to live at home for as long as possible.

**Participation**, including: remaining integrated in society; participating in policy development; sharing skills and knowledge with younger generations; volunteer and community service opportunities that reflect skills and interests and the right to form older peoples' associations.

**Care**, including: family and community care in accordance with social and cultural values; health care aimed at maintaining or regaining physical, mental and emotional wellbeing and the prevention of illness; appropriate levels of institutional care in a humane and secure environment and the ability to enjoy human rights and fundamental freedoms when living in care facilities.

**Self fulfilment**, including: being able to pursue the full development of potential; access to educational, cultural, spiritual and recreational opportunities; being able to live in dignity and security; being treated fairly regardless of age, gender, racial or ethnic background, disability or other status and being valued independently of one's economic contribution.

## Positive Ageing

Positive ageing is about promoting positive experiences of becoming older *throughout* life. It involves:

- having an understanding about ageing and being older;
- preparing for the future whilst participating in and contributing to society in the present;
- older people enjoying the respect and support of a community whose values, attributes and behaviour they helped to shape and continue to influence by the contributions they make; and
- maintaining independence and a high quality of life.

Planning for older age is seen not only as a matter of organising personal finances and accommodation, it embraces personal, lifestyle and leisure goals and the development of physical and emotional resilience. This is a lifelong process and not simply something you "do when you are old".

## Ageing in Place

One of the most significant trends in contemporary aged care is to reduce previous, inappropriate over-use of nursing home accommodation and expand less intensive hostel and home based support options. Older people generally want to maintain their independence for as long as possible, ageing in their own homes and communities. Contrary to some perceptions, this should be an economically neutral position - assisting people to "age in place" supports what most people want and prevents restrictive, "over caring" in costly institutions. There are also misconceptions about older peoples' ability to maintain their independence: only five per cent of people over the age of 70 live in nursing homes, 3.6 per cent are in hostels and 11% receive home based care. Maintaining one's own home and belongings and continuing established family and community relationships, with appropriate levels of support, assists positive ageing.

# International, National and State Policy Contexts

The development of this Plan and the local issues it addresses, are influenced by increasing international and national interest in population ageing.

## United Nations

The United Nations held its Second World Assembly on Ageing in April 2002. Its purpose was to draft a Political Declaration and revise the Plan of Action on Ageing, first adopted in 1982. These affirm the UN Principles for Older People and build on the achievements of the 1999 International Year of Older People.

The International Year of Older People was based on the theme of *A Society for All Ages*. Its four major tenets were: lifelong development; inter-generational relationships; the relationship between population ageing and development and the situation of older people. The year helped to advance awareness, research and policy action world wide, including efforts to integrate the issue of ageing in all sectors.

## Commonwealth Government

*Ageing in Australian Society* was produced as Australia's position paper for the Second World Assembly. This paper and the *National Strategy for an Ageing Australia: An Older Australia, Challenges and Opportunities for all*, present the Australian Government's priorities, which include:

- preparing for the challenges and opportunities of an ageing population, including an older workforce;
- encouraging saving during working life to secure a sustainable retirement income, and maintaining the age pension as a source of income security;
- promoting positive ageing by encouraging healthy, active and fulfilling lifestyles;
- encouraging participation in community life and removing barriers to participation for older people;
- encouraging positive attitudes to ageing and awareness of older peoples' contributions and
- providing access to high-quality health and aged care services when people need them.

The major agencies charged with policy and services for ageing and older people are the Office for an Ageing Australia and the Australian Department of Health and Ageing. The Department has primary financial responsibility for national health and aged care systems and primary program responsibility for residential aged care. The Department of Health and Aged Care has stated in its *National Injury Prevention Plan* that Falls in Older People are one of its priorities for 2001-2003. The Aged Care Standards and Accreditation Agency monitor residential care quality.

## Victorian State Government

The Victorian State Government divides responsibilities between two major portfolios – Senior Victorians, which focuses on positive ageing and Health, which encompasses Aged Care, the Home and Community Care (HACC) program and other related sub acute and specific programs such as falls prevention. Both are serviced by the Victorian Department of Human Services. Positive ageing initiatives include the annual Victorian Seniors Festival and the Seniors Card Program. The State Government's 1997 *Inquiry into Positive Ageing* remains a key reference for community views in this area. The Office of Senior Victorians recently commenced development of a *Forward Agenda for Senior Victorians*, which will form the basis of an action plan. Aged Care focuses on both preventative initiatives, such as health promotion and falls prevention programs, and in-home and residential support for ageing related needs.

The Department publishes a *Guide to Services for Older Victorians* detailing programs and assistance available to support ageing.

# Council's Policies and Roles

Council has a number of roles in relation to older people. It is a major democratic forum both for local residents and also as the capital city of Victoria. It has significant responsibilities for planning and maintaining the physical environment, its assets and infrastructure and is a major planner and provider of cultural, recreational and sporting activities, personal care and social support. All of these are used by older people, often in ways that are no different to other population groups but also in ways aimed at accommodating ageing related needs.

The mandate for local government responsibility in planning and providing services is set out in the Local Government Act 1989, the Planning and Environment Act 1987 and the Health Act 1958.

## City Plan 2010

*City Plan 2010* is Council's major policy and planning document. It sets out what Council believes must happen over the first ten years of the millennium to contribute to Melbourne's vision of a Thriving and Sustainable City. Broad strategic directions aimed at the long-term goals of simultaneously pursuing economic prosperity, social equity and environmental quality are provided under four major themes: *Connected and Accessible City; Innovative and Vital Business City; Inclusive and Engaging City, and Environmentally Responsible City.*

This plan contributes to several of the *Strategic Directions* of *City Plan*, particularly social equity objectives under the *Inclusive and Engaging City* theme. An *Inclusive City* welcomes and enables all people to participate fully City life. Services, social inclusion and liveability are important elements of this theme. An *Engaging City* is an attractive and stimulating place in which to live, work and visit with a high level of cultural vibrancy and creativity. It supports a range of activities that benefit the greater community.

## Council's Social Planning Framework

City Plan acknowledges that people are the City's fundamental strength and that a society where individuals trust each other and feel a mutual sense of obligation towards each other is a society that is high in *social capital*. One of the ways in which Council tries to measure and promote social capital and social equity is through its *Social Planning Framework*.

The framework offers a systematic and transparent way of assessing, planning and providing responses to community needs. This plan uses the *Social Planning Framework* as a key reference for structuring both its content and approach. Using quantitative data available, the Strategy has been developed using an evidence informed approach to issue identification, strategies and the implementation schedule.

Application of the *Framework* is based on a cyclical process of:

**taking account**, gaining a picture of current populations, their demographic, health and other characteristics – both risk and resilience based - and the services and resources available to them;

**identifying opportunities**; looking at "what could or should be" using relevant benchmarks and planning triggers, analysing gaps and opportunities;

**engaging the community**, understanding community views and aspirations, inviting consultation and participation in planning;

**taking action**, deciding the best role for Council, whether this be leadership, advocacy and coordination; service development and planning or taking direct responsibility for providing information and services; and

**measuring and achieving progress**, reviewing outcomes, service effectiveness and improvement opportunities.

# Ageing in Melbourne

Council's *Social Planning Framework* looks at population and "lifestage" groups according to their demographic characteristics, social wellbeing and health characteristics, special needs and capital city issues. It also examines the services and opportunities available to them. This approach is used here to look at ageing in Melbourne.

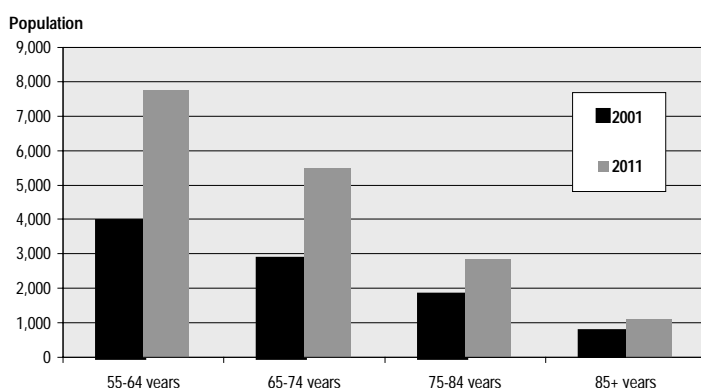
## Demographic Characteristics

The City of Melbourne has a total of 7 426 residents aged 55+, this forms 15% of the overall municipal population of 50 416 people, according to the Usual Residents 2001 Census data. The largest numbers of people aged 55+ live in the South Yarra / St. Kilda Rd neighbourhood, followed by Carlton.

People aged 55+ form 21% and 22% of the overall people counted on census night 2001 in Metropolitan Melbourne and Victoria respectively. The City of Melbourne's residential population is characterised by greater proportions of tertiary students and younger, childless workers than in the Melbourne metropolitan area. It is therefore reasonable to expect that although the proportion of City of Melbourne's residential population of 55+ is low compared to Victoria, the municipality will experience significant numbers of visitors in this age range.

Looking at the City's residential population as a cohesive group is not always helpful in relation to ageing. Its neighbourhoods each have their own characteristics and their residents do not necessarily connect with those in other parts of the City. The proportion of people aged 55 and over - the target group for this Strategy - is already high in some of the City's neighbourhoods and is expected to grow. Overall, the number of people aged 55 and over is predicted to increase by as many as 7,800 from 2001-2011. Most growth is expected to occur in the active 55 to 70 age group. Growth is predicted both on the basis of ageing amongst existing residents and communities and the assumption that affluent "empty nesters" will continue to be amongst those moving into the City. The City as a whole will continue to experience one of greatest rates of population growth in the state, as new developments, such as Docklands, progress.

Figure 1 summarises, in 10 yearly age groups, the forecast number and percentages of people over the age of 55 in Melbourne from 1996 to 2011. Table 1 (page 17) summarises the number and percentage changes in population and issues for growing older in Melbourne's neighbourhoods.



**Figure 1:** Population and forecast changes, 2001-2011

(from p11, *City of Melbourne, Interim Small Area Population Forecasts, 1996 – 2011*, id Consulting for the City of Melbourne, Community Services Group, 2001)

## **Social Characteristics**

### *Ethnicity*

According to the 1996 census, more than half (53%) of the City of Melbourne's over 55s were born overseas. Countries of origin are predominantly within Europe, the United Kingdom and Asia. South Yarra is the only neighbourhood with a majority of Australian born residents. Carlton, North Melbourne, and Parkville are characterised by culturally diverse populations. English is the predominant language spoken at home in East Melbourne, South Yarra and the CBD whilst a range of languages are spoken at home in Carlton, North Melbourne, Kensington and West Melbourne.

### *Employment*

Nine per cent of people over the age of 65 reported that they were still employed, with similar numbers spread over full and part time work. The City may be indicative of trends towards professional and skilled workers exercising preferences, for emotional and economic reasons, to maintain workforce participation.

### *Income*

The City of Melbourne is characterised by significant income polarisation, including amongst older people. Those living in the northern neighbourhoods are generally on much lower incomes than those in the CBD, East Melbourne, South Yarra and Southbank. This indicates that some are well positioned for a future where lifelong approaches to planning for financial independence and self-sufficiency are encouraged. The City's low rate of home ownership indicates that for others income security may be precarious.

### *Living arrangements*

Forecasts for living arrangements indicate that couples without children and lone person households will grow at a much higher rate than other groupings. At the time of the 1996 census only 20% of Melbourne's older people lived in couples, as compared to 53% in the Melbourne metropolitan area. The proportion of lone person households was similar to Melbourne as a whole but the number of people in institutional and congregate arrangements was both higher and significant in itself at 37%. Although lone person households are likely to increase, other types of living arrangements are known to have decreased.

## **Health Characteristics**

The demographic trends, described above, have implications for population health issues.

Health status is affected by income and living arrangements. A secure income and being married have high protective values. High numbers of people living alone in Melbourne and significant numbers of people living in poverty have health and support service implications. Forty per cent of current users of City of Melbourne Aged and Disability Services are widowed, for instance. Forty per cent are single, whilst only twenty per cent live with partners.

Melbourne's capital city position may afford it an enviable position in terms of having access to resources to serve its residents, its residential population characteristics, however, mean that the need for services could be high and complex.

The high numbers of people from non-English speaking backgrounds may have their access to appropriate health services compromised by language and cultural issues.

In terms of general health characteristics, the positive relationship between age and the incidence of disability is well documented. The 1998 Australian Bureau of Statistics Survey of Disability Ageing and Carers demonstrates that around 19% of the population have a disability. For people aged 65-69 the rates are 40% and for people aged 85 and over they are 84%. The need for assistance however, increases with age regardless of having a disability.

In terms of specific health incidents, a 1999 study undertaken for the City of Melbourne by Latrobe University's Centre for Development and Innovation in Health reported high rates of hospital admission for mental illness and dementia and high rates of hospital admission from accidents. These continue to be priorities.

Ambulance call out data between July 2001-June 2002 shows that 217 ambulances were dispatched in the Melbourne Local Government Area in response to falls for people aged between 50-70+ years. Of this group, 64% were for those people aged 70+ years. In the 70+ age group, 87% or 138 of dispatches for

ambulances in the Melbourne Local Government Area were in response to falls, the vast majority of which occurred in the Central Activities District.

### **Special Needs**

The proportion of older men in the City of Melbourne has traditionally been higher than in the state in general, due to their higher proportions in the CBD. This is attributed to the traditional availability of low cost accommodation and shelters. Low income and transient men – often prematurely aged - continue to be a priority for services in the City of Melbourne as their connections with services are often tenuous and are seldom timely in view of their complex needs.

### **Capital City Issues**

Despite its rapid growth, the City of Melbourne's residential population will continue to be smaller than that of other municipalities. In contrast to other municipalities, Melbourne's residential population is also a tenth the size of its number of daily visitors.

Melbourne's sizeable daily and visiting populations translate to a significant role in relation to providing leadership and services to the wider Melbourne metropolitan and Victorian populations. Examples of taking on this role include sponsored use of the Town Hall during Senior Citizens Week and state-wide seniors events such as the Oz Christmas Festival and the Victorian Seniors Handcrafts Fair.

A developing project, which aims for a metropolitan wide community building role, is work with the state government and other partners to redevelop the old *Drill Hall*, near Victoria Market, as a community centre for multicultural groups, to use for social and support activities. Melbourne's multicultural seniors groups are envisaged as a major user group.

**Table 1:** Issues for ageing in Melbourne's Neighbourhoods

<b>Neighbourhood</b>	<b>Number and % of 55+ population in 2001</b>	<b>Number and % of 55+ population by 2011</b>	<b>Issues</b>
Carlton	1,660 15.9%	2,371 19.4%	Traditionally ethnically diverse population  Increased ethnic diversity related to high student population  High income-polarisation associated with high property values and high numbers of low-income students and public housing tenants (public housing at 530 Lygon Street houses are predominantly older people and future new tenants will be aged 55 and over)
CBD	1,061 20.8%	2,588 26.6%	Increased ethnic diversity related to high student population  High income polarisation associated with student population  Displacement during the 1990s of low-income older men in boarding houses  Newer residential community
Docklands	40 22.1%	2,760 30.6%	Relatively affluent population. Lower proportion of overseas born. Service provision challenge associated with a new, developing community
East Melbourne	918 23.7%	1,250 27.3%	Relatively affluent and well established population
Kensington	787 15.8%	1,069 15.4%	Some income polarisation and reduced ethnic population mix associated with the Kensington public housing estate redevelopment
North/West Melbourne	1,697 18.5%	2,437 22.9%	Steady increase of people over 55 will have service implications. More moderate change in ethnic profile and income
Parkville	1,040 17.7%	1,210 19.7%	Relatively stable and affluent population
South Yarra	1,447 26.2%	1,841 29.5%	Most growth will be in the 65-74 year age group
Southbank	672 12.1%	1,704 20.1%	Large increases in over 55 population and significant increase in the 75 plus age group
<b>TOTAL</b>	<b>9322</b>	<b>17230</b>	

(Data source: *City of Melbourne Interim Small Area Population Forecasts 1996-2011* id Consulting for City of Melbourne Community Services Group a, 2001)

## Current Activities and Services

The *Social Planning Framework* looks at the provision of services and activities along a continuum comprising participative, preventative and maintenance activities and intensive support.

**Participative** activities and events aim to enrich individuals' lives and strengthen communities, they are open for everyone to independently participate in;

**Preventative** focused programs target specific issues and communities; eg, falls prevention amongst older people;

**Early intervention and support** based programs assist people to maintain their health and homes, these programs are likely to be provided on a one-on-one basis; eligibility criteria apply and fees may be charged on a means basis;

**Intensive support** services are provided on a one-on-one basis for people with higher level needs, entry to these services usually involves detailed assessment and often "case management" or coordination.

There are a range of activities for the over 55s. Details of specific programs and activities can be found in the booklets *Your City of Melbourne guide to services for Older people and carers* available from the City of Melbourne and *Guide to Services for Senior Victorians* available from the Department of Human Services (see references section).

Generally the following observations can be made:

- Over 55s are well provided for in terms of the *range* of services available. Targeting and resource allocation and resource adequacy may be key issues *within* some programs as is providing transparent, easy to understand information on services available and how to access them.
- The City of Melbourne and independent organisations are the major providers of "participative" oriented programs.
- The Victorian State Government is the major provider of preventative type programs.
- The City of Melbourne and the Victorian State Government are the major funders and providers of early intervention and support programs – this is a major area of activity for both governments.
- The State and Commonwealth Governments are the major funders and providers of intensive support programs. Council is involved in providing two intensive home based programs – Community Aged Care Packages and Linkages.

Table 4 in the Appendix indicates the type of activities and programs available to over 55s in Melbourne and the agencies that are involved in providing them.

One of the key aims of this Forward Plan is to boost Council's provision of participative and preventative activities that will appeal to, but are not necessarily directed exclusively towards, people over 55. This accords with the preferences and views of people who took part in focus group research for this Plan. They want to participate in activities appropriate to their abilities and interests but do not necessarily want to join ongoing groups on the basis of their age, or to be only with similarly aged people. There is also recognition that many older people do wish to take part in what is commonly understood to be age specific activities.

An ongoing challenge for Council and other service providers is providing easy-to-understand services information and to ensure that people who need services have timely and appropriate access.

# Key Issues for an Ageing Population

This section explores some of the major issues for ageing in Melbourne and potential roles for Council. It forms a major basis for the strategies and actions detailed in the final commitments and actions section of the Plan.

## ***Population ageing***

Population ageing has become a key context for considering the needs of older people. Nationally the proportion of older people aged 65 and over is around 12%. If current trends continue, this is expected to increase to 16% by 2016. By 2051 around 25% of the population is expected to be over 65 years of age and around 19% over the age of 80 (Australian Bureau of Statistics).

Population ageing is often considered as a resource or “burden” issue: how will proportionally fewer younger people provide the resources to support proportionally greater numbers of older people? The Victorian State Government’s 1997 *Inquiry into Positive Ageing* concludes that such concerns are often exaggerated and devalue the independence and positive contributions of older people. 94 to 95% of the Australian population aged 65 and over remain in the community all their lives with only five to six per cent ever requiring residential aged care (Gibson, 1998). Enabling people to maintain their independence and involvement in community life is a significant goal for all levels of governments and is the preferred option for most people as they age.

As a major provider of community based care – much of it aimed at assisting people to remain independent in their own homes and communities – the City of Melbourne has to take into account expected population increases in planning and funding its services. Table 1 in the Appendix indicates current take up for HACC services and projections for future services.

More significantly, the City of Melbourne needs to consider the growing number of independent older people who make up both its residential and visitor populations in undertaking integrated planning across all areas of Council. This is confirmed in focus group research carried out with residents aged 55 – 70 as part of the development of this strategy. Many of these people do not want or need specific “older peoples” services. They do, however, have high expectations that their interests, preferences and needs will be considered in Council’s planning and services.

## ***Diversity amongst older people***

Ageing is increasingly viewed not simply in chronological terms but as a dynamic process where physical, social, economic and environmental factors affect people’s lives as they age. This view allows more of an emphasis on individual preferences, abilities, resources, culture and life experience. In a society characterised by diversity it is no longer possible or helpful to view older people either as a homogenous group in themselves or as being completely separate from other groups. Peoples’ identity and way of living is composed of many elements of which age is one.

This view also helps in breaking down some of the negative stereotypes that are applied to older people and ageing. Ageism and a lack of positive representations of older people persist in being key issues reported by older people.

Knowledge of the specific needs of women or men, or people from different culture and language groups as they age is underdeveloped. The needs of the “baby boomer” generation compared to current or previous generations of ageing people can also be expected to differ.

There are specific local challenges for the City of Melbourne where income and life opportunities across all age groups are polarised, particularly amongst the over 55s. Affluent and active older people have been drawn to inner city lifestyles. Marketing directed towards “empty nesters” is illustrative of the perceived spending power of this cohort. The City and its neighbourhoods have also traditionally accommodated significant numbers of low income older people in public housing, plus homeless and transient people - especially men, in hostels and boarding houses.

The Council's past innovations have included group meal subsidies for ethnic and social groups catering for older people and the pro-active provision of community care and delivered meals to older people in boarding houses. Flexibility, specialisation and attention to the specific needs of disadvantaged groups will be needed to an even greater degree in the future.

### ***Employment***

Population ageing has implications for the workforce with workers over the age of 45 being the fastest growing sector. Analysts argue that in the future we will need to make more of the untapped potential of older workers as the supply of new and younger workers diminishes. This is also a key theme in the *National Strategy for an Ageing Australia* and is seen as both one of the effects of population ageing and a means for addressing its resource allocation issues.

Currently, however, the workforce is experienced as ageist by many over 55s who face difficulties in finding and retaining work, gaining promotions or career development opportunities. Older workers are over-represented amongst the long-term unemployed; additionally, others are under-employed, prematurely retired or "locked out" of the workforce following casualisation or retrenchment.

Taking control of decisions for retiring from paid work is a preoccupation amongst the City's 55-70 year olds. Focus group research carried out on Council's behalf indicated that people aged 55 to 65 feel that they are the first generation to have to actively plan for their financial future. Whilst many are financially secure and optimistic about life after work, for some the prospect of retirement is unattractive either from a preference to stay active in a workforce with no compulsory retirement age or a need to keep earning to support continuing family and other responsibilities. Planning for retirement was seen as increasingly precarious in a volatile and deregulated economic environment.

For people in the workforce, the need to juggle work and family responsibilities is crucial as people are supporting young families – sometimes second families – later than previous generations. The trend for two-income families and having children later will also mean that elder care is predominantly the responsibility of those who are still working.

Employment and flexibility in withdrawing from the workforce were amongst the biggest emerging issues in consultation for this strategy. A good starting point for Council will be to encourage and engage in further debate on these issues. Whilst some advocate for affirmative action programs for older people, others argue that the emphasis should be on more inclusive and flexible work places overall. In considering its role in relation to older workers, Council is itself a significant employer and the City of Melbourne the state's most concentrated employment hub.

### ***Embracing the "third age": lifelong learning, community participation and volunteering***

Embracing a "third age" of personal achievement is promoted as the key for managing successful transitions from employment. The pursuit of life-long learning opportunities, community participation and volunteer activity are seen as forums for continuing to apply skills developed through working life and for developing new abilities and interests and joining new peer groups.

#### ***Lifelong learning***

For older people whose learning is no longer linked to employment prospects, learning opportunities can be integral to, rather than distinct from lifestyle and leisure choices. The challenge is to ensure that stimulating and challenging opportunities are accessible to people who have a range of capacities and resources. Learning also offers a forum for inter-generational exchanges of skills and knowledge. These provide a vehicle for promoting relevance of the skills, experience and abilities of older people, plus their continuing interest and place in the world, breaking down their segregation and potentially, isolation.

The City has traditionally been a hub for life long learning with the presence of numerous societies and interest groups, formal tertiary institutions, the University of the Third Age and Council for Adult Education which offers a less formal or structured form of learning. There are opportunities to build on this tradition, especially with the current development by Council and the Council for Adult Education of a new Central Business District library.

### *Community participation*

Community building and strengthening and the concept of developing *social capital* are receiving renewed attention within local government and elsewhere and older people are well placed to participate in this process. Development of social capital is a major theme of *City Plan 2010* – Council's major planning document. A lack of workable forums for voicing and supporting community interests can be experienced by the Council as a culture of "lone campaigners" where the legitimate concerns of active and often very articulate residents can become personalised, disconnected and even marginalised. The challenge for Council is to promote active citizenship amongst older people – meaningfully engaging them in decisions and supporting infrastructure that enables them to collectively work on local and group interests.

### *Volunteering*

Older people are by no means the largest age group involved in volunteer activity. Their contribution, however, is significant and this is an area where they often seek to meaningfully transfer skills gained earlier in employment or to develop new interests and skills beyond a life of paid work. There is a difference between unpaid work – in which older people are also significantly involved, caring for their families and communities and volunteer activity, which is characterised by more formal recruitment, support and notions of civic and community benefit. The role and opportunities for volunteer activity are becoming more defined and sophisticated, partly as a result of focused attention during the International Year of Volunteers in 2001, formal volunteer support organisations and recognition events.

Older people's contributions in both paid and volunteer work warrant recognition, both as a worthwhile principle in itself and also as a means of challenging stereotypes of older people as dependant consumers and their activities and interests as mundane. The City of Melbourne provides significant volunteer opportunities through its visitor services and also plays a key role in recognising and acknowledging the contributions of volunteers to city life and institutions. This role could be explored and built on to promote the diverse contributions of older people to city life and to challenge ageist stereotypes.

### ***Recreation, lifestyle and leisure***

Ideas of activity as *therapy* where activities are "unanchored" within a person's broader life and community are now largely discredited within critical gerontology and aged planning. Staying physically active and maintaining good, mutually supporting social networks *do* however contribute to wellbeing.

People aged 55 and over who participated in focus group research for this strategy were typical of those embracing the idea of a "third age" beyond a life of paid work. They looked forward to more time for sports, travel, arts and cultural activity, being with family and friends and also becoming more involved with their communities. They did not, however, see themselves as "joiners" – especially of ongoing groups and activities formed on the basis of common age. Participation on the basis of interests rather than age appears to be the key for the emerging baby boomer cohort of ageing people.

Currently, only around 10% of older people regularly use senior citizens centres and most participants are women. Senior citizens groups and centres are an important source of neighbourhood-based mutual support, social connection and activity. Their members and the volunteers that support them appear to be ageing and may in the future need more support and "infrastructure" in order to continue providing new activities and attracting new members whilst supporting a frail and older membership. Also, increasingly, seniors centres cannot be relied on as the only vehicle for providing leisure opportunities for older people.

Leisure includes concepts of pleasure and fun but also involves negotiating balances between self-direction and social connection, action and relaxation, change and routine. Inadequate leisure can lead to social exclusion, particularly for older people. Leisure for older people is also often about social interaction and relationships as much as it is about activities in themselves. One of the directions of this strategy is encouraging people in their independent choice and pursuit of leisure options. Ensuring access to a diverse range of affordable and appealing activities for people with differing resources and abilities is a challenge for the City of Melbourne, as is providing information on available opportunities.

The Seniors Card is seen as one means for levering increased and affordable leisure opportunities for older people and also for encouraging people to engage in activities that have health benefits.

A less tangible aspect of recreation is opportunities for passive recreation, which rely heavily on physical environments – parks, open spaces and streetscapes and their safety and amenity. Older people are traditional users of passive recreation spaces and their needs should be considered in urban, green and open space developments. The related idea of “neighbourhood liveability” also featured strongly in focus group research with “baby boomer” residents who see themselves as potential champions of this concept.

### **Physical infrastructure and transport**

A key point of reference for new social and physical infrastructure development is the state government’s *Metropolitan Strategy* which identifies population ageing as one of its key issues. The *Metropolitan Strategy* is significant in itself but also symbolises the way in which policy relating to ageing can no longer be segregated or “institutionalised” within aged care portfolios.

Our built environment, physical infrastructure and transport systems increasingly need to cater for the requirements of people across the lifecycle, with the aim of providing universal access. Within the City of Melbourne this type of planning has been driven largely by the needs of people with physical disabilities and the requirements of the Commonwealth Disability Discrimination Act, 1992. The needs of an ageing population add to the imperatives for universal access and also necessitate new ways of thinking about the adequacy of our infrastructure. Eighty five per cent of people over the age of eighty, for instance, experience disability.

Pedestrian safety for older people has been a key consideration and the City of Melbourne has run several *Walk with Care* and *Walksafe* projects in conjunction with VicRoads. These projects combine consultation and education with older people, street audits and remedial capital works. Melbourne City Council is committed to continuing pedestrian safety projects in the future. Additionally, it has a specific and well-resourced street-scape capital works program for meeting the intent of the Disability Discrimination Act.

Although the City of Melbourne is not a direct provider of public transport it has a significant role in providing complementary infrastructure and also in advocating for public transport users. The Disability Discrimination Act Transport Standards and the state government’s requirements for new, privatised public transport providers are providing the impetus for significant transport and related infrastructure developments. These need to be inclusive of the needs of older people who constitute one of the major user groups. Good transport and infrastructure provide essential underpinning for other opportunities.

Likewise, community transport – of which the City of Melbourne is a provider - forms an essential link to community opportunities for frail and potentially isolated older people. As people express preferences for less structured activities the role of community transport could be expanded to pro-actively assist people to maintain opportunities and routines such as shopping, appointments and leisure activities.

### **Social infrastructure**

Social infrastructure includes activities and programs that are provided directly, but also facilities and assistance that enable and encourage people to initiate their own groups and activities. It is a foundation for developing social capital and includes aspects such as meeting space, funding and administrative and coordination assistance.

Council provides sponsored use of the Melbourne and North Melbourne Town Halls for forums and events and also funding and meeting space for senior citizens groups. There is also a range of meeting spaces across the city that have potential for better use by groups that are inclusive of older peoples’ participation.

A major current project is conversion of the old *Drill Hall* building near Queen Victoria Market into a statewide community centre for multicultural and seniors groups. Council is pursuing support from the state government and other agencies.

## ***Personal and community safety***

Personal and community safety were key issues in the previous *Forward Plan for Older People* and are still very relevant. There are two aspects of this issue. Firstly, there is the aspect of individual-oriented preventative activity such as falls prevention, the promotion of physical safety and prevention of unintentional injury. Secondly, there is the aspect of community safety and crime prevention and the important aspect of *feeling* safe in ones own home, parks and community. In this Plan, city safety is emphasised as with the new *Welcome Shop* program implemented for older city visitors.

## ***Support for ageing at home and in the community***

### *Ageing at home*

The City of Melbourne has traditionally provided assistance for people to age in their own homes through initiatives such as the home and community care program, participation in the state-wide rates concession scheme and by providing home maintenance services.

An emerging issue is that of promoting adaptable housing and housing that caters for people across their lifecycle. One participant in consultation group discussion articulated the dilemma faced by many ageing people as being that of “changing the home or changing home”. The issue of housing that is adaptable for people with different needs and the related issue of *visitability* is also a key issue in disability planning. The City of Melbourne participates in a Building Commission convened *Accessible Built Environment Working Group* and is keen to promote adaptable housing developments within the municipality. This is timely within the current climate of high development activity, a substantial proportion of which is marketed to “empty nesters” and older purchasers. Additionally, the City of Melbourne has a role in ensuring the provision of social housing for disadvantaged and low income older people, including through the Inner City Social Housing Trust. Demonstrating good practice in design is imperative and the Trust is committed to providing universal access to cater for the full range of potential occupants.

### *Home and Community Care issues*

The Home and Community Care program was established in 1985 and combined a range of previous programs and initiatives. Nationally it is one of the most well known and well-used community services. Funding levels have increased over five-fold since 1985 and there are indications that not only the volumes of care have dramatically increased but also the levels. It is estimated that 10% of the highest service users account up to 50% of available HACC resources and that 40% of the lowest service users account for only 10% of resources.

The City of Melbourne is fortunate in that unlike many municipalities it currently does not have a waiting list for services. Funding received from State and Federal governments have not kept pace with increases in service delivery costs and Council currently contributes over \$1.5 million to Home and Community Care services. The activity budget for these services are provided as Table 5 in the Appendix.

Council’s contracted provider, MECWA CityCare, does, however face workforce-planning issues. These are experienced sector-wide, particularly in the inner city. It is difficult to retain workers whose jobs offer low rates of pay, require significant travel and have limited on-site supervision compared to other care work. The level of care has increased over time – carers often need significant proficiency and training. Other challenges include recruiting staff with skills in working with culturally and linguistically diverse client groups and also recruiting both men and women carers. These issues are not unique to Melbourne: our experiences need to be shared in seeking sector wide solutions and the pursuit of best practice.

Another issue relating to levels of care is the increased numbers of clients with dementia, which impacts particularly on Councils’ provision of Adult Day Centre programs. Current facilities for these programs are inadequate and work has begun on schematic design, looking at the requirements for new facilities.

Better knowledge of the HACC program could assist potential users and carers to make important lifestyle decisions and encourage timely and appropriate access to services, aimed at maximising and maintaining independence. Currently, there is a need to trial pro-active strategies to encourage low income and isolated men to access services. Currently, contact generally occurs following a period of crisis that could have been averted or lessened with appropriate early intervention and support.

Potential service users also have a role to play in shaping the future of services. The baby boomer generation has typically changed every service system with which they have had contact – including education and childcare. They will undoubtedly seek to change aged care and Council needs to be prepared for the changing preferences and needs of clients over time. The review of Council's delivered meals contract in 2002 presents opportunities to trial innovative ways of providing services. In the past, moves towards greater provision of group - rather than individual - meals and the provision of meals and meal subsidies to senior citizens centres and ethnic seniors groups has helped to better serve the objectives of good nutrition *and* social connection for older people. Innovation, a good sense of program logic and creatively engaging with ageing people in planning are needed to an even greater degree with a potentially more rights-oriented, articulate and diverse client group.

#### *Residential care*

The number of residential aged care places available to City of Melbourne residents has been a concern for some time and research conducted in 1998 and 1999 addressed issues associated with commonwealth-funded and community care places. The issues paper for this strategy outlined the number and location of hostel and nursing home places in Melbourne. It concluded that although there are significant numbers of places available, most of these are targeted to older people who are financially and socially disadvantaged, living in religious communities or from particular cultural backgrounds. Options for residents are limited and diminishing and they are faced with competing for places in local facilities that have state-wide catchments. The City of Melbourne needs to continue dialogue with potential residential aged care providers, the State and Commonwealth Governments to ensure that there are options for its residents to age in place, in their own communities.

# Vision, Aims and Objectives

This section of the Plan sets out Council's vision, commitments and priorities for action in relation to its ageing community, over the coming three-year period.

## Vision

Council values and encourages the contributions of older people to the community. It is committed to promoting positive experiences of ageing through the availability of opportunities to support active and healthy lifestyles and to providing appropriate care and support for people to age in their homes and communities.

## Aims and Objectives

Some aims and objectives have well-developed projects attached to them, others represent building new emphases into existing programs and some are identified as being new areas of importance for exploring and developing new initiatives. The list of current activities on pages 33-34 and the City of Melbourne booklet *Your City of Melbourne guide to services for Older people and carers* assist in further describing current programs and activities.

Implementation is progressed each year in line with Council's business and budget planning process.

<b>Earning, learning and citizenship</b>					
The City will welcome and support older people as having valuable experiences and contributions to make to our workplaces, communities and civic life.					
<b>Objective</b>	<b>Strategy</b>	<b>Implementation</b>			
Engage the community in debate on the effect of population ageing on the workforce and promote the skills and contributions of older workers.	<ul style="list-style-type: none"> <li>Facilitate and host events featuring key thinkers and issues on the effects of population ageing on the workforce</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Form partnerships and support agencies that support older workers</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Promote the skills and contributions of older workers to employers and the city business community</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Initiate a City of Melbourne demonstration project within Council's own workforce, exploring and promoting good employment practice for older employees</li> </ul>	1	2	3	
Ensure older people actively contribute to Council's decision making processes.	<ul style="list-style-type: none"> <li>Actively seek the contributions and opinions of diverse groups of older people in Council facilitated consultations and debate on key issues.</li> </ul>	1	2	3	

## Earning, learning and citizenship

The City will welcome and support older people as having valuable experiences and contributions to make to our workplaces, communities and civic life.

Objective	Strategy	1	2	3
Promote the city as a hub for lifelong learning.	<ul style="list-style-type: none"> <li>Facilitate a partnership between the new CBD library, the Council of Adult Education and the University of the Third Age to promote City based opportunities for lifelong learning</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Support community and neighbourhood centres to be centres of lifelong learning</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Explore and act on ways in which the City of Melbourne can support and facilitate programs and activities featuring inter-generational exchanges of skills and knowledge or older people as mentors</li> </ul>	1	2	3
Provide opportunities for active citizenship, including: volunteerism, community involvement, mentoring and intergenerational exchanges of skills and knowledge	<ul style="list-style-type: none"> <li>Provide social infrastructure, including meeting spaces, administrative support and community information grants for older people to become involved in community issues</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Promote use of the Town Halls as venues where older people can collectively debate and voice issues</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Acknowledge and promote innovate and challenging volunteering opportunities involving older people as part of the City of Melbourne's International Day of Volunteers activities</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Promote the role and contributions of older people as volunteers within the City of Melbourne's Visitor Information and Melbourne Greeter Services.</li> </ul>	1	2	3

## Lifestyle, leisure and positive ageing

Promote positive, healthy and independent experiences of ageing through attention to city amenity, neighbourhood “liveability” and the availability of a broad range of social, recreational and cultural opportunities that reflect the diverse interests and abilities of older people.

Objective	Strategy	Implementation		
Develop partnerships with recreation, arts and primary health care providers to strengthen the city’s focus on independent, participative and health promoting activities for older people.	<ul style="list-style-type: none"> <li>Explore and promote opportunities for older people to use the Seniors’ Card to gain discounted entry into:</li> </ul>			
	(i) Council’s recreation and leisure facilities and programs	1	2	3
	(ii) Other recreation and leisure opportunities	1	2	3
	<ul style="list-style-type: none"> <li>Provide and promote a range of community, passive and active recreational and cultural activities that acknowledge and reflect the diverse interests of older people by:</li> </ul>			
	(i) Reviewing the range of opportunities currently available, with attention to attractiveness and affordability for older people, plus physical and transport access.	1	2	3
	(ii) Marketing and promoting opportunities to older people.	1	2	3
	(iii) Advocating both within Council and externally for the provision of identified “missing opportunities”			
	<ul style="list-style-type: none"> <li>Work with existing associations of older people to encourage and promote physical activity, personal health and safety and early intervention activities.</li> </ul>	1	2	3
Provide and advocate for community infrastructure that enables older people to initiate and participate in community activities.	<ul style="list-style-type: none"> <li>Continue to work with the state government and other partners to develop the <i>Drill Hall</i> building as a central city resource for multicultural seniors groups to initiate social and support activities</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Support facilities and associations to provide new activities and attract new members whilst catering for ageing, existing members</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Provide outreach to isolated older people, connecting them to community opportunities.</li> </ul>	1	2	3

<b>Lifestyle, leisure and positive ageing</b>					
Promote positive, healthy and independent experiences of ageing through attention to city amenity, neighbourhood “liveability” and the availability of a broad range of social, recreational and cultural opportunities that reflect the diverse interests and abilities of older people.					
<b>Objective</b>	<b>Strategy</b>	<b>Implementation</b>			
Plan for and maintain safe and welcoming physical and social environments that promote city amenity and neighbourhood “liveability”	<ul style="list-style-type: none"> <li>Implement the Engineering Services <i>Walksafe</i> education and capital works programs, which aim to improve safety, amenity and city street infrastructure for older pedestrians</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Assist with the promotion and development of safety codes and infrastructure for electric wheelchair scooter users.***</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Ensure that development, safety and master planning for parks, gardens and public spaces maintain an awareness of passive recreation opportunities for older people</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Consider and consult older people in the development of city and neighbourhood community safety plans</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Implement the <i>Welcome Shop</i> concept for older city visitors. Participating shops provide resting-places, information and assistance</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Explore ways of validating and acknowledging the role of older people as custodians and interpreters of local history and traditions that contribute to neighbourhood diversity and “liveability”.</li> </ul>	1	2	3	
Promote accurate and positive views of older people and ageing and demonstrate respect for older people’s rights and responsibilities in pursuing their lifestyles of choice.	<ul style="list-style-type: none"> <li>Develop a photo library and style-sheet to assist in positively portraying older people within City of Melbourne services information and marketing activities</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Support innovative cultural development projects that challenge ageist assumptions</li> </ul>	1	2	3	
	<ul style="list-style-type: none"> <li>Promote positive, challenging and diverse views of older people, including through the City of Melbourne’s involvement in the Victorian Seniors Handcrafts Fair and Oz Christmas celebration.</li> </ul>	1	2	3	

\*\*\* Codes have been developed in West Australia and several Victorian based groups are working on similar projects

## Support for ageing: at home and in the community

The City of Melbourne will ensure that appropriate and relevant services are available to support ageing at home and in the community and will engage people to participate in planning for their care, now and as our population ages.

Objective	Strategy	Implementation		
Involve older people in planning for home and community care services at an individual and community level	<ul style="list-style-type: none"> <li>Pilot a community reference group for the City of Melbourne's provision of home and community care programs</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Develop service information and care planning activities, especially for potential future service users and their families</li> </ul>	1	2	3
Regularly monitor and forecast the demand for aged care services to prepare for population ageing	<ul style="list-style-type: none"> <li>Undertake a study providing a costed forecast for aged and disability services as small area population and forecasting data becomes available and make recommendations on the type and extent of participative and preventative activities that should be provided by Council</li> </ul>	1	2	3
	Regularly provide information on the demographic profile of Aged and Disability service users:	1	2	3
	(i) to inform pro-active strategies aimed at achieving a fit between service users and neighbourhood demographic profiles			
	(ii) to assist in planning age, gender and culturally relevant service provision and			
	(iii) to assist with workforce planning issues for aged and disability services			
	<ul style="list-style-type: none"> <li>Inform State and Federal Governments of service demand issues and highlight resource implications for inner Melbourne</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Maintain information and intelligence on innovations in the provision of services and opportunities for over 55s, both locally and internationally, within the government, non-government and private sectors</li> </ul>	1	2	3
<ul style="list-style-type: none"> <li>Contribute to projects and debates on workforce issues for home and community care workers, especially those addressing remuneration, recruitment and retention issues.</li> </ul>	1	2	3	

## Support for ageing: at home and in the community

The City of Melbourne will ensure that appropriate and relevant services are available to support ageing at home and in the community and will engage people to participate in planning for their care, now and as our population ages.

Objective	Strategy	Implementation		
Continue to provide for and advocate for appropriate local services and initiatives to support older people to remain in their homes or communities.	<ul style="list-style-type: none"> <li>Relocate and redevelop facilities for Council funded adult day activity and social support programs</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Review facilities and resources provided for group support for people with dementia</li> </ul>			
	<ul style="list-style-type: none"> <li>Work with the Melbourne/Moonee Valley Primary Care Partnership to pursue every service continuum improvement opportunity</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Work with the Commonwealth and State Governments and residential aged care providers to consider options for increasing access to local residential aged care places for City of Melbourne residents</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Contribute to the Building Control Commission's <i>Welcome-The Book on Access to Housing</i> publication and projects</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Work with the Melbourne Social Housing Trust and other partners to develop an adaptable housing demonstration project aimed at promoting the concepts of universal access and housing for all ages</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Review the accessibility and adequacy of fresh and nutritious food supply at the local level</li> </ul>	1	2	3
Trial innovative programs and strategies to ensure that all older people, including those who are disadvantaged and "harder to reach" have timely access to services.	<ul style="list-style-type: none"> <li>Focus on contact strategies and encouraging timely access to services by single and low-income older men</li> </ul>	1	2	3
	<ul style="list-style-type: none"> <li>Explore opportunities to expand the provision of group and community meals, including at neighbourhood cafes and eateries.</li> </ul>	1	2	3

# Appendix

**Table 2:** Population and forecasts, over 55s 2001-2011, City of Melbourne (LGA)

	1996	%	2001	%	2006	%	2011	%
<b>Over 55's</b>								
55-64 years	2,696	6.8	3,926	7.7	5,895	9.3	7,750	10.5
65-74 years	2,034	5.1	2,847	5.6	4,017	6.3	5,489	7.4
75-84 years	1,281	3.2	1,805	3.6	2,333	3.7	2,838	3.8
85+ years	593	1.5	743	1.5	961	1.5	1,107	1.5
<b>Total</b>	<b>6,604</b>	<b>16.6</b>	<b>9,322*</b>	<b>18.4</b>	<b>13,207*</b>	<b>20.8</b>	<b>17,184</b>	<b>23.3*</b>
<b>Total Population (all age groups)</b>	<b>39,716</b>		<b>50,745</b>		<b>65,534</b>		<b>73,865</b>	

- Based on p11, *City of Melbourne Interim Small Area Population Forecasts, 1996-2011*, id Consulting for the City of Melbourne Community Services Group b, December 2001
- \* figures have been adjusted for the purposes of rounding the numbers.

**Table 3:** Current and projected Aged and Disability Services

Location	Residents over 65 2001	Service users 2001	Service take up 2001	Projected residents over 65 2006	Projected users 2006	Projected residents over 65 2011	Projected users 2011
Carlton	944	160	17%	1169	198	1342	228
CBD	498	36	7%	884	62	1353	95
Docklands	10	-	-	384	46	1073	129
East Melbourne	482	80	17%	584	99	695	118
Kensington	454	133	29%	551	159	588	171
North/West Melbourne	1000	167	17%	1236	210	1439	245
Parkville	757	44	17%	846	144	927	158
South Yarra	854	101	12%	1009	121	1138	136
Southbank	396	-	-	649	78	881	106
<b>TOTAL</b>	<b>5395</b>	<b>721</b>		<b>7312</b>	<b>1117</b>	<b>9436</b>	<b>1386</b>

- Based on an average user sample taken over a 2 month period
- Based on applying the same percentage take up rate that applies in 2001 to 2011 population projections for over 65's. Docklands and Southbank are estimated by applying the same take up rate at South Yarra as the demographic profile of residents is likely to be similar

**Table 4:** Current activities and services for over 55s in Melbourne, indicating major funders and/or service providers

	<b>Council</b>	<b>State Government</b>	<b>Commonwealth Government</b>	<b>Other</b>
<b>Participative</b>				
Community recreation centres	✓			
Senior Citizens Centres	✓	✓		
Victorian Seniors Festival	✓	✓		✓
Other Festivals - Oz Christmas - Victorian Seniors Handcraft Fair	✓	✓		
Libraries	✓	✓		
Neighbourhood houses and community learning centres	✓	✓		✓
University of theThird Age		✓		✓
Older peoples organisations	✓	✓	✓	✓
Multicultural groups and seniors	✓	✓	✓	✓
Employment services			✓	✓
Retirement and life planning				✓
Volunteering Victoria		✓		✓
Volunteer services	✓	✓		✓
Community information	✓	✓		
Seniors media		✓	✓	✓
<b>Preventative</b>				
Falls Prevention	✓	✓	✓	
Walk with Care	✓	✓		
BreastScreen		✓	✓	
Immunisation	✓	✓		
Health education/health promotion	✓	✓	✓	
Emergency call systems		✓		✓
Confident Living Program (Victoria Police)		✓		

	Council	State Government	Commonwealth Government	Other
<b>Early intervention and support</b>				
Home Care	✓	✓		
Delivered Meals	✓	✓		
Group meals and ethnic meals subsidy	✓	✓		
Home Maintenance	✓	✓		
Home renovation and advisory services		✓		
Community Transport	✓	✓		
Adult Day Centre	✓	✓		
Respite care	✓	✓		
Carer Support	✓	✓	✓	✓
Parking Permits	✓			
Home library service	✓			
Community Health Centres		✓		
Royal District Nursing Service		✓		
- homeless persons program		✓		
Health and disability organisations		✓		✓
Self help groups		✓		✓
Aged Care Assessment Service		✓		
Rates Concession	✓	✓		
Pensioner Concession Card		✓		
Income support (Centrelink payments)			✓	
<b>Intensive support</b>				
Community Aged Care Packages	✓		✓	✓
Linkages	✓	✓		
Hostels		✓	✓	✓
Nursing Homes		✓	✓	✓
Hospice and palliative care		✓		

**Table 5: Activity budget for aged and disability projects and services**

**Activity Budget 2000-2003**

The activity budget for aged and disability projects and services can be summarised as follows:

	2000/2001	2001/2002	2002/2003
<b>Operating Expenditure</b>	2,868,803	3,024,146	3,231,799
<b>State/Commonwealth Grants</b>	1,118,345	1,203,051	1,276,299
<b>Fees</b>	243,000	252,020	276,000
<b>Council contribution</b>	1,507,458	1,569,075	1,679,500

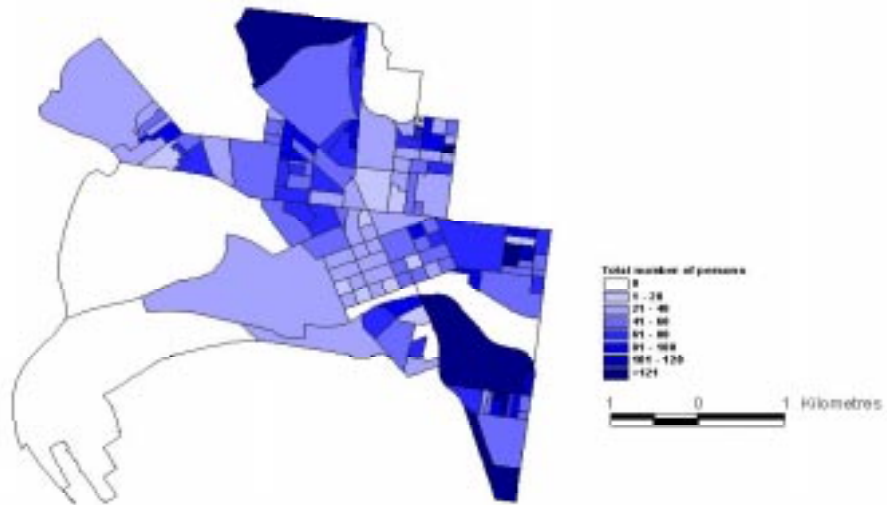
**Table 5: Service allocations for hostel places within the City of Melbourne based on Department of Health and Ageing as at 24 September 2002.**

<b>Hostels</b>			
<b>Service</b>	<b>Locality</b>	<b>Allocation</b>	<b>Catchment</b>
Bailly House Hostel	North Melbourne	41	Affiliated with the Society of St. Vincent de Paul. 80-85% of residents are financially disadvantaged. Services residents with both low and high level needs.
Christian Brothers Mt Sion Aged Care Facility	Parkville	16	Religious community
Convent of Mercy Hostel	East Melbourne	8	Religious community
Coppin Community Hostel	Prahran	165	General purpose
Elderly Chinese Home	Parkville	17	CALD
Parkville Hostel	Parkville	96	General purpose, including 36 dementia specific beds
<b>Total</b>		<b>343</b>	

**Table Six:** Service allocations for nursing home places within the City of Melbourne based on Department of Health and Ageing as at 24 September 2002.

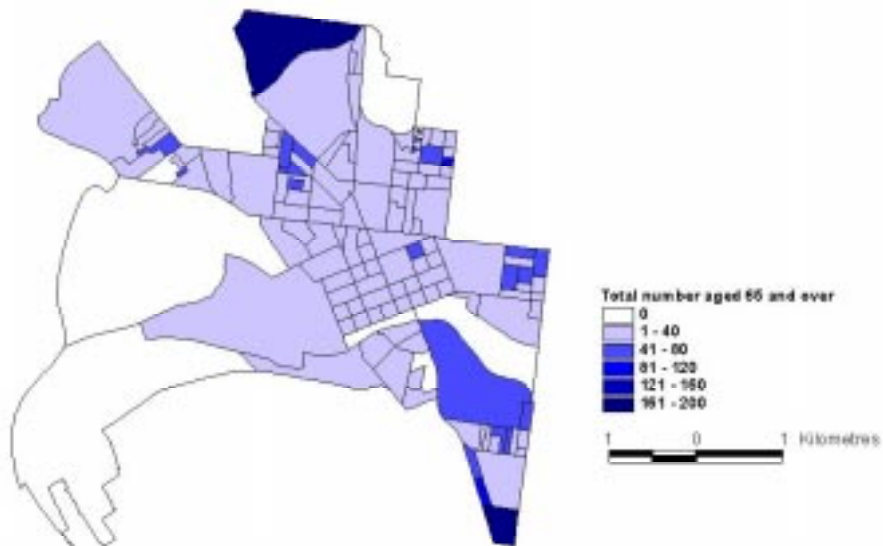
<b>Nursing Homes</b>			
<b>Service</b>	<b>Locality</b>	<b>Allocation</b>	<b>Catchment</b>
Colbran Lodge	Prahran	30	General purpose
Gardenview House	Parkville	21	Includes complex care beds.
<b>Total</b>		<b>51</b>	

**Total persons aged 55 and over**



**Map 1: Total population aged 55 years and over by collector district**

**Total aged 65 and over**



**Map 2: Total population aged 65 years and over by collector district**

**Source: Usual Residents 2001 Census data.**

**Note: The population of Melbourne municipality is estimated at 52,117. Of the 50,632 people in the municipality that the census surveyed, 206 did not state their age.**

**Note: Collector District is the smallest unit of aggregation.**

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