DRAFT STRATEGIC PLAN

MELBOURNE: A GREAT PLACE TO AGE

CITY OF MELBOURNE
2020–24

CITY OF MELBOURNE

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A CITY FOR PEOPLE

A city for people welcomes all. It is accessible, affordable, inclusive, safe and engaging. It promotes health and wellbeing, participation and social justice.

Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land, the Boon Wurrung and Woiwurrung (Wurundjeri) people of the Kulin Nation and pays respect to their Elders, past and present.

CONTENTS

Older People in the City of Melbourne 5

Achievements 10

A Case for Change 12

Strategic Context 13

Melbourne: A Great Place to Age 14

- Our Vision 14
- Our Purpose 14
- Outcomes 14
- Principles - How we will work 14
- Priorities and Actions 14

Strategy on a page 17

- OUTCOME 1: RESPECT Older people are celebrated, valued and respected for their unique life experiences 17
- OUTCOME 2: SAFETY Older people live in safe and accessible homes and communities 17
- OUTCOME 3: CONNECTION Older people are welcomed and connected with their community 17
- OUTCOME 4: SUPPORT Older people have access to quality services and supports 17

References 18

DRAFT

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OLDER PEOPLE IN THE CITY OF MELBOURNE

Melbourne is a great place to age. We celebrate, value and respect the wisdom, creativity and diversity of older Melburnians. As our city grows we will ensure that older people are included. We will welcome, connect and support older people and pay respect for their life experience in all aspects of social, community and public life.

This strategic plan describes the way we will work over the next four years to be internationally recognised as one of the great cities in the world in which to grow older, challenging negative attitudes and behaviours towards ageing and changing the discourse from invisibility and vulnerability to one of pride, strength, positivity, activity and resilience.

Older people are a vital part of the city of Melbourne community. People aged 60 and over comprise nearly 10 per cent of the population. The number of people aged 60 and over is expected to more than triple by 2041 (from approximately 14,000 to 53,000).

Older people make a significant contribution to the fabric of Melbourne by contributing to the economy in numerous ways including workforce participation, providing assistance and care through volunteering and participating in civic life within local neighbourhoods. As a capital city, Melbourne attracts older people for housing, retail, hospitality, arts, cultural events, sporting activities, health and support services and business opportunities.

Significant contributions of older people

Tourism:

Approximately **one-quarter** of national and international visitors are **aged 55 years and over**

Workforce participation:

At least 30% of residents aged 60 and over in the municipality are **engaged in the workforce**

Almost 70% employed in professional and managerial positions, indicating an educated and affluent working population

Volunteering:

One in five residents aged 60 and over volunteer

Caring responsibilities:

Older people play an important role as informal carers with **12%** of residents aged 60 and over **providing unpaid assistance** to others

Of the **total number of carers** in the City of Melbourne, **22%** are aged 60 and over

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A diverse older community

The diversity of older people living, working in and visiting the city of Melbourne adds to the vibrancy of the community and is one of our great strengths. We will continue to recognise and celebrate individual and community experiences, identities and aspirations.

Gender:

48% of residents aged 60 and over are **male**

74% of all centenarians in the municipality are **female**

Cultural and linguistic diversity (CALD):

40% of residents aged 60 and over speak a language **other than English** at home

8% of residents aged 60 and over speak either **Mandarin** or **Cantonese**

The other **most common** languages spoken are **Italian, Vietnamese** and **Greek**

Indigenous:

0.3% of residents aged 45 and over identify as **Aboriginal, Torres Strait Islander** or both

Lesbian, gay, bisexual, trans and gender diverse and intersex (LGBTI):

Current estimates put LGBTI people as representing **11% of the population.** LGBTI people are likely to be represented by at least the same proportion in older populations

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Impacts of ageing

Ageing impacts people in different ways, including the need for services and supports. More support may be needed at key transitional events that may occur later in life such as retirement, loss of a spouse, becoming homeless, having a disability, becoming a carer, or dealing with end of life.

Many older people across Australia and the city of Melbourne face disadvantage and other barriers that affect their health and wellbeing and opportunities for social and economic engagement.

Dementia:

The prevalence of dementia in the city of Melbourne is estimated to be approximately **970 people**

By **2050**, this figure is predicted to rise to **almost 5,800 people**[1]

Elder abuse:

The prevalence of elder abuse is estimated to be **up to 10%**, encompassing physical, financial, emotional, social and sexual abuse, and neglect[2]

End of life:

70% of people would prefer to die at home but only **14%** actually do[3]

English proficiency:

10% of residents aged 60 and over have **limited or no proficiency** in English

Geography:

There are pockets of advantage and disadvantage - the **lowest income levels** by suburb are **North Melbourne, Kensington and Carlton**

Homelessness:

Females are more at risk of homelessness and financial disadvantage as they age

There was a **31% increase** in the number of older women in Australia experiencing homelessness between 2011 and 2016

For **Aboriginal** and **Torres Strait Islander** people, the **rate of homelessness** at the 2016 Census was **ten times higher** compared to the rest of the Australian population

Income:

Almost 30% of residents aged 65 and over receive an **age pension** allowance

Indigenous:

"High density urban Indigenous communities have similar mid-life death rates, similar levels of chronic disease and disability and, importantly for aged care, the same levels of cognitive decline and dementia as found in remote communities. The barriers to aged care service access for rising urban Indigenous population centres needs to be identified and removed."[4]

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1 (Dementia Australia 2017).

2 (University of Melbourne and National Ageing Research Institute 2017).

3 (Australian Centre for Health Research 2016).

4 (Australian Government Department of Health 2019)

Internet access:

Over a third of residents aged 60 and over **do not** access the internet

LGBTI:

"Although most LGBTI Australians live healthy and happy lives, research evidence has consistently demonstrated that a disproportionate number experience poorer mental health outcomes and have higher risk of suicidal behaviours than non-LGBTI people. It is important to note that the adverse mental health outcomes among LGBTI people are not due to their sexual orientation, gender identity or variations in sex characteristics. Rather, it is due to their experiences of stigma, prejudice, discrimination and social exclusion, as key social determinants of health."[5]

Living alone:

A **third of residents** aged 60 and over live in a lone person household, with **37 per cent** in a **rental arrangement**

Mental health:

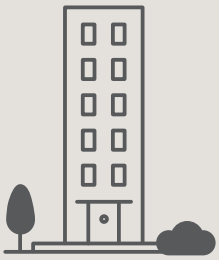
Males aged 85 and over have the **highest risk of suicide** across all ages

Physical disability:

Approximately **12%** of residents aged 60 and over **require assistance** for core activity and the requirement for assistance increases with age

Tenure:

27% of residents aged 60 and over **live in a rental** arrangement



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5 (Australian Government Department of Health 2019)

ACHIEVEMENTS

The City of Melbourne provides a range of activities, community infrastructure and facilities to support residents, workers and visitors, as well as services to support older people in their own homes and local community:

- **Information** and linkage to services, activities and events including over 5,000 newsletters and activity guides distributed annually
- **Care** – Community care and social support services to over 600 clients funded by the Australian Government's Commonwealth Home Support Programme and Home Care Packages program
- **Program delivery** – Over 6,000 attendances annually at events and activities that celebrate and build inclusion including the Victorian Seniors Festival, the Coming Back Out Ball, and neighbourhood centre and carer support programs
- **Resources** – Community grants and other support for over 50 community groups

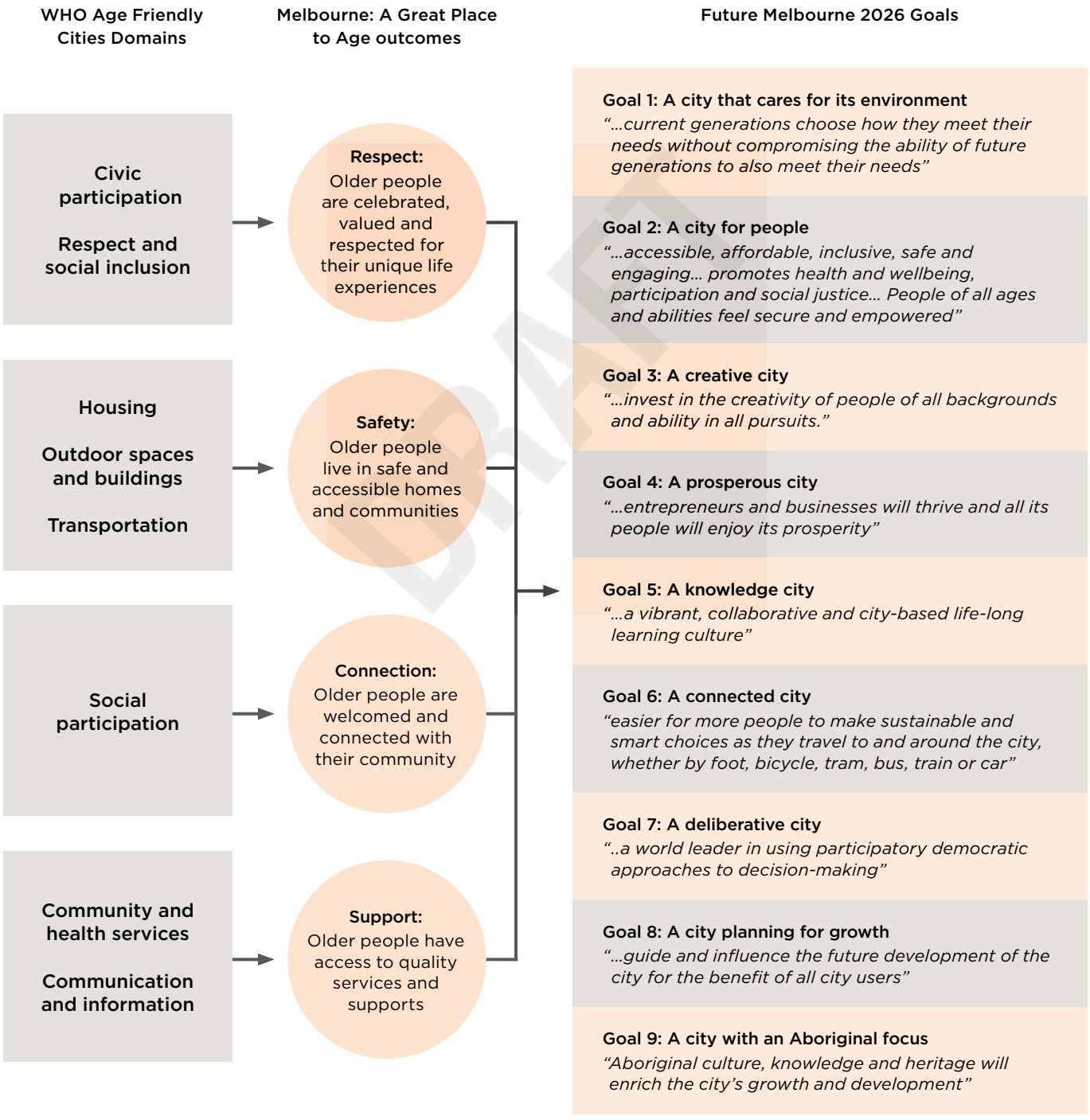
A CASE FOR CHANGE

How we provide services, activities, and community infrastructure will need to change if we are to remain a safe, accessible and 'age friendly' city. This is due to unprecedented population, infrastructure and housing growth in the city of Melbourne, longer life expectancy, a more informed rights-based community, and the impact of substantial Australian Government reform.

The Australian Government reforms aim to create a single, consistent national system of aged care based on a consumer-driven market model that is affordable and sustainable with a focus on promoting wellness and independence. The reforms aim to address increasing demand from an ageing population, increasing diversity among older Australians in their preferences and expectations, increasing complexity of needs associated with longevity, increasing costs to meet needs, and a growing workforce need to address a decline in the relative availability of informal carers.

STRATEGIC CONTEXT

Melbourne: A Great Place to Age identifies priorities and actions in four outcome areas which align with the domains of the internationally recognised World Health Organization (WHO) Age Friendly Cities framework. The strategic plan contributes to all of the Future Melbourne 2026 goals.



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MELBOURNE: A GREAT PLACE TO AGE

Our Vision

Melbourne is internationally recognised as a great place to age.

Our Purpose

- To challenge ageism and pay true respect to Aboriginal Elders and all older people
- To enable older people to contribute to deliberative democracy and have a genuine say in how resources are spent
- To recognise and utilise older people's knowledge, wisdom and diverse life experience
- To design, develop and support services, activities and community infrastructure that embrace ageing

Outcomes

Melbourne: A Great Place to Age presents priorities for four outcome areas:

1. **Respect:** Older people are celebrated, valued and respected for their unique life experiences
2. **Safety:** Older people live in safe and accessible homes and communities
3. **Connection:** Older people are welcomed and connected with their community
4. **Support:** Older people have access to quality services and supports

Principles - How we will work

The following principles will guide how the City of Melbourne fulfils its role as provider, facilitator, partner or advocate to improve outcomes for older people:

- **Primary prevention** - through information, health promotion, linkage, advocacy and system navigation to address loneliness, racism, elder abuse, life transitions and end of life
- **Precinct and place-based approaches** - through planning, advocacy and delivery of local solutions with community
- **Genuine ongoing engagement -** through listening, learning, volunteering, employment, technology and innovation
- **Community development and partnerships -** with community, service systems, government and industry, to support network and market development

Priorities and Actions

Priorities and actions for the strategic plan will be determined through community engagement in December 2019 and January 2020.

Community engagement will focus on key priority areas that have been identified from a demographic analysis, policy scan and literature review, including initiatives to:

- prevent ageism, elder abuse and racism;
- reduce loneliness and social isolation; and
- support life transitions including people living with dementia and at end of life

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STRATEGIC PLAN ON A PAGE

VISION: Melbourne is internationally recognised as great place to age			
PURPOSE			
To challenge ageism and pay true respect to Aboriginal Elders and all older people	*To enable older people to contribute to deliberative democracy and have a genuine say in how resources are spent*	*To recognise and utilise older people's knowledge, wisdom and diverse life experience*	*To design, develop and support services, activities and community infrastructure that embrace ageing*
PRINCIPLES			
Primary prevention – through information, health promotion, linkage, advocacy and system navigation	**Precinct and place-based approaches** – through planning, advocacy and delivery of local solutions with community	**Genuine ongoing engagement** – through listening and learning	**Community development and partnerships** – with community, service systems, government and industry
OUTCOMES			
1. Respect: **Older people are celebrated, valued and respected for their unique life experiences**	**2. Safety:** **Older people live in safe and accessible homes and communities**	**3. Connection:** **Older people are welcomed and connected with their community**	**4. Support:** **Older people have access to quality services and supports**
PRIORITIES			
1.1 We will engage older people in consultative and decision-making mechanisms 1.2 We will facilitate initiatives that prevent ageism 1.3 We will facilitate initiatives that prevent elder abuse 1.4 We will facilitate initiatives that prevent racism	2.1 We will ensure that City of Melbourne buildings are age-friendly 2.2 We will ensure that outdoor spaces are age-friendly 2.3 We will facilitate accessible and affordable transport options 2.4 We will facilitate accessible and affordable housing	3.1 We will facilitate initiatives to reduce loneliness and social isolation 3.2 We will facilitate intergenerational solidarity and action to promote environmental sustainability 3.3 We will ensure that events are age-friendly 3.4 We will support businesses to be age- friendly	4.1 We will provide information and support for life transitions 4.2 We will increase access to support for carers 4.3 We will facilitate community-based support for people living with dementia 4.4 We will facilitate community-based support for people at end of life

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REFERENCES

The following documents were reviewed and provided inspiration for the development of Melbourne: A Great Place to Age.

World Health Organization (WHO)

- WHO 2002 Active Ageing: A Policy Framework
- WHO 2007 Global age-friendly cities: A guide
- WHO 2015 World Report on Ageing and Health
- WHO 2016 Global strategy and action plan on ageing and health
- WHO 2017 Age-friendly environments in Europe: A handbook of domains for policy action
- WHO 2018 The Global Network for Age-friendly Cities and Communities: Looking back over the last decade, looking forward to the next

Age Friendly Cities Network

- Barcelona – Municipal Plan for the Elderly 2013-2016
- Age Friendly Belfast: A City Where Older People Live to the Full 2014-2017
- Dublin City Age Friendly Strategy 2014-2019
- Age Friendly Leeds Strategy and Action Plan 2019-2022
- Age Friendly Madrid Strategy and Action Plan 2019-2022
- Greater Manchester Age Friendly Strategy
- New York City: Age Friendly NYC: Enhancing Our City's Liveability for Older New Yorkers
- Ottawa – Older Adult Plan 2015-2018
- Washington: Age Friendly DC – Strategic Plan 2014-2017

Australian Government

- Australian Government Department of Health 2019 Actions to Support Older Aboriginal and Torres Strait Islander People: A guide for aged care providers
- Australian Government Department of Health 2019 Actions to Support Lesbian, Gay, Bisexual, Trans and Gender Diverse and Intersex Elders: A guide for aged care providers
- Australian Human Rights Commission 2013 Fact or Fiction. Stereotypes of Older Australians Report

State and Territory governments

- Australian Capital Territory: Strategic Plan for Positive Ageing 2010-2014
- Commissioner for Senior Victorians 2016 Ageing is Everyone's Business: A report on isolation and loneliness among senior Victorians
- Government of South Australia 2012 South Australia's Communities for All: Our Age-friendly Future

Local Governments

- City of Banyule: Older Adults Strategic Plan 2017-2021
- City of Boroondara: Creating an Age-Friendly Boroondara 2009-2014
- City of Darebin: Towards an Age Friendly Darebin
- City of Knox: Key Life Stages Plan 2017-2021
- City of Maroondah: Active and Healthy Ageing Initiative: Towards an Age Friendly Maroondah
- City of Monash: Age Friendly Monash: A Positive Ageing Plan 2015-2019

Peak bodies

- COTA NSW 2013 Creating Age Friendly Communities: A workshop resource for local government
- COTA Vic 2016 Age-friendly Cities and Communities Information Kit for Local Government Councillors and Senior Management
- Dementia Australia 2017 Dementia Statistics for Victoria – Dementia Prevalence at a Glance
- Municipal Association of Victoria 2019 Neighbourhoods: Guidelines and Toolkit for Local Government

Academic institutions

- Australian Centre for Health Research 2016 Creating Choice in End of Life Care
- Kellehear, A 2013 'Compassionate communities: end-of-life as everyone's responsibility' in *QJM: An International Journal of Medicine*, Vol 106, No 12, pp 1071-1075 rsations 2016: Creating Choice in End of Life Care
- Monash University Accident Research Centre 2015 Hazard (Edition No. 80)
- University of Melbourne and National Research Institute 2017 Understanding Elder Abuse: A scoping study

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