



City of Rockingham **Community Plan Strategy**

Seniors Strategy 2017-2021

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Alternative Formats

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Community Engagement

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1. Executive Summary

Seniors are an important part of the City of Rockingham (CoR) community and make up 16% (21,249 people) of the population. Over the next 20 years the number of seniors will nearly double to 40,493 people representing 21% of the population.

For the purposes of this strategy, a senior is defined as a person that is 60 years and older or if from an Aboriginal and Torres Strait Islander background older than 50 years.

As a part of past CoR seniors strategic planning, the City implemented the World Health Organisations (WHO) Age Friendly Cities Framework. The WHO Age Friendly Cities Framework consists of eight domains (refer to page 8) that cover the needs of seniors.

The City's Strategic Community Plan 2015-2025 identifies the development of a strategy to guide the future needs of our seniors. Desktop research from an international, national and state context has been conducted and relevant strategic City documentation has been reviewed to ensure organisational integration. A total of 614 seniors or related organisations were either surveyed or consulted.

This background information and consultation identified the following key findings which provide direction for the future:

1. Anticipated restricted availability to appropriate seniors home and health services in the future, including allied and mental health services. Community health and support services was the highest future priority (1 of 8) identified by seniors.
2. That 90% of seniors wish to Age in Place, in affordable and appropriate housing. Ageing in Place is defined as remaining living in the community, with some level of independence, rather than in residential care. Yet a total of 65% are unsure/don't have sufficient income to modify their home to accommodate their future needs.
3. A need for an additional 280 retirement village dwellings and 426 aged care places over the next 5 years.
4. A need to improve frequency and routes for state government Transperth public transport buses. Also availability of accessible taxis was a concern.
5. An increased focus on dementia. A total of 90% of seniors considered the need for a dementia friendly City to be important/very important. This is supported by the projected City change from 5th to 3rd highest ranked Western Australian metropolitan local government with people with dementia in 2050.
6. An increased focus on social inclusiveness and a reduction of ageism within the community. This is to respond to a total of 36% of seniors who feel isolated and would like to make more friends and the 18% of seniors who have experienced ageism over the past three (3) years.
7. A need to improve usage of community facilities.

8. A need to increase the number of seniors the City communicates with and the way we communicate.
9. An increased focus on seniors accessing technology.

In line with the WHO Age Friendly Cities' eight domains, the City has developed six key elements as follows:

Key Element 1	Advocate for Improved Community Health and Support Services
Key Element 2	Improve Awareness of Public and Community Transport
Key Element 3	Support Ageing in Place
Key Element 4	Deliver Well Planned, Sustainable and Contemporary Infrastructure
Key Element 5	Support the Growth of Socially Inclusive Communities
Key Element 6	Facilitate Technology and Appropriately Expand Communication with Seniors

Over the next five years, the CoR will implement actions identified within this strategy. This will support services and infrastructure in the CoR for our seniors to live a fulfilling and enjoyable life.

2. Strategic Objective

The vision of the CoR's Seniors Strategy 2017-2021 is for:

Seniors to live a safe, fulfilling and enjoyable life as part of an Age Friendly community where they are connected and are able to access valued, affordable and innovative community services, programs and infrastructure.

The City's commitment to seniors is stated in the CoR Strategic Community Plan 2015-2025:

Aspiration B: *A Strong Community*

Strategic Objective: *Mobility and Inclusion - Community services, programs and infrastructure that effectively caters for all residents including seniors, youth and vulnerable populations*

3. Background

3.1 Definition

For the purpose of this strategy, a senior (including CALD) is defined as a person that is 60 years and older or 50 years and older if from an Aboriginal and Torres Strait Islander background. This is based on the United Nations generally using 60 years plus to refer to the “older population” and additional complex responsibilities and health pressures that Aboriginal and Torres Strait Islanders experience in their lives. These age categories are needed to define this part of the community but the City is open to people less than 60 years of age accessing seniors services, events and infrastructure.

3.2 International Context

3.2.1 World Health Organisation (WHO) Age Friendly Communities Network

The number of people over the age of 60 years around the world is increasing. Between 2000 and 2050 the number of people over the age of 60 years is projected to double. Therefore it is important to understand, plan and implement initiatives to accommodate the needs of this sector of the world in the future. One of these initiatives is to develop age friendly communities.

Creating environments that are age-friendly requires action in many sectors:

- Health
- Long-term care
- Transport
- Housing
- Labour
- Social protection
- Information
- Communication

and by many contributors:

- Government
- Service providers
- Civil society
- Older people and their organisations
- Families and friends

It also requires action at multiple levels of government.

WHO has developed an “Age Friendly Framework” to support the lives of seniors around the world. This framework consists of eight domains which are:

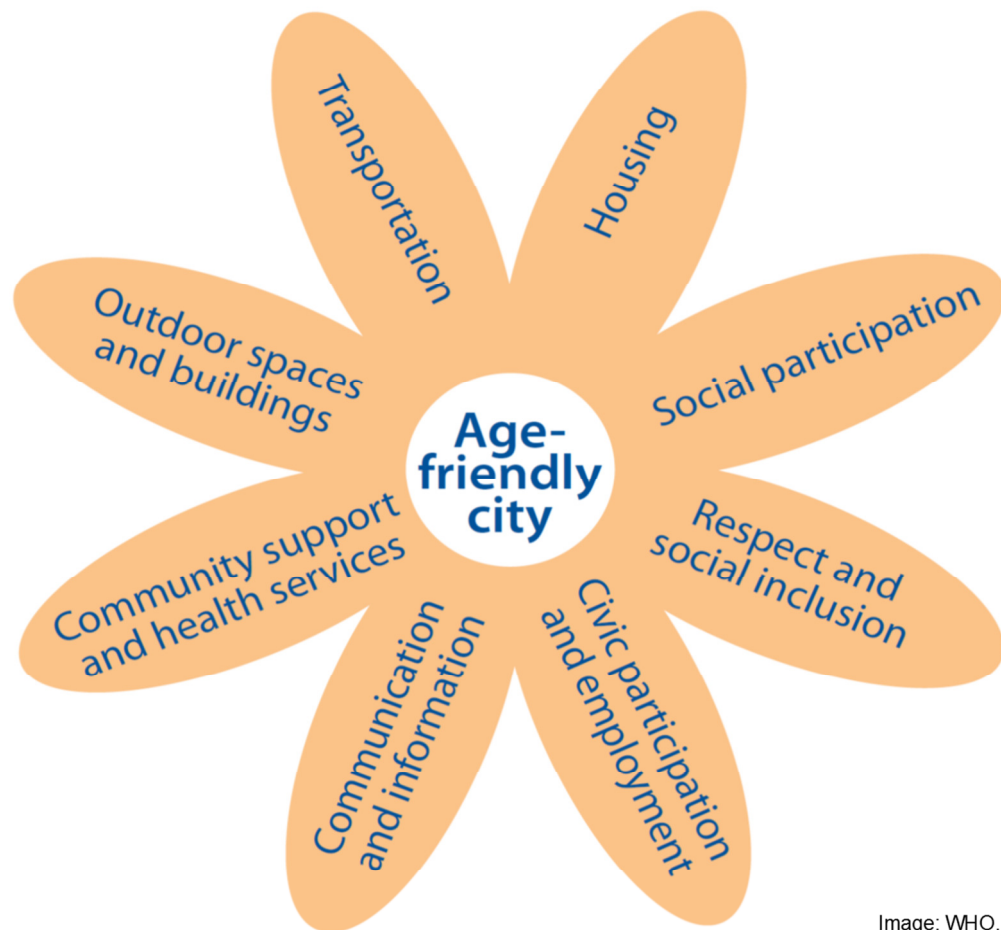


Image: WHO, 2007

Communities that have the ability to meet requirements in all eight domains are able to apply to form part of the WHO Global Network of Age Friendly Cities and Communities. An action of the CoR's previous seniors strategy (Active Ageing Strategy 2009-2014) was to apply to be a member of the network. The City became a member of the WHO Global Network in 2012. Currently 332 cities and communities across 36 countries are members of the network which benefits 130 million people worldwide. There are four WA Local Government Authorities that are members.

3.2.2 WHO Public Health Framework for Healthy Ageing

The functional ability and intrinsic capacity of a senior varies and are not necessarily aligned with their age. WHO has identified three common stages that seniors experience during their life which are a period of:

- Relatively High and Stable Capacity
- Declining Capacity
- Significant Loss of Capacity

Seniors do not naturally progress from one stage to the next but will experience life transition points that lead to a change. These life transition points occur when a positive or negative impact is experienced (e.g. partner passing away or following a successful surgery) by them and they therefore transition either up or down the three periods. The community needs to focus not on a seniors' age but their functional ability

and intrinsic capacity when interacting with them. These three ability and capacity periods are subgroups of a seniors population and need to be taken into consideration when planning and implementing initiatives for them.

3.2.3 Ageing in Place

Ageing in Place is a popular term in current ageing policy and is defined as remaining living in the community, with some level of independence, rather than in residential care.

Seniors want choices about where and how they age in place. The advantages of Ageing in Place are a sense of attachment or connection and feelings of security and familiarity in relation to both home and community. It relates to a sense of identity both through independence and autonomy and through caring relationships and roles in the places people live. The concept operates in multiple interacting ways, which need to be taken into account in both policy and research.

3.3 National Context

3.3.1 Australian Government Ageing and Aged Care

The Australian Government considers the current Australian aged care system to be world class. However, people are living longer due to improved health and better health care. The Australian Government has identified that some fundamental changes are required, now, to ensure the system:

- Is sustainable and affordable
- Offers choice and flexibility for consumers
- Encourages businesses to invest and grow in the aged care system
- Provides diverse and rewarding career options for aged care professionals

Moving towards consumer directed care is a big part of the changes the Australian Government is making to the aged care system. It means people will have greater choice, and care will be based on needs.

The traditional image of aged care is often associated with residential aged care, but most people want to stay independent, remain in their home and connected to family and community for much longer. The Australian Government investment in home support and home care packages means that people will have greater choice and flexibility when it comes to home-based care and support.

Changes to be implemented between 2016/2017 to 2020/2021 will be developed in consultation with the aged care sector. This includes the development of a single quality framework that will increase the focus on quality outcomes for consumers. Additionally, federal legislation mandates a five-year review be undertaken to look at the impact of reforms to date and where to take the system in the future.

Aged care funding in Western Australian is the joint responsibility of the Australian and Western Australian Governments. The City needs to understand this funding and system direction to facilitate and advocate for local aged care and health needs in the future.

3.3.2 Pension Changes 2017

From 1 January 2017, changes will occur to the asset test free area for seniors receiving the pension and the exact implications of these changes will be unknown until after this is implemented. It is anticipated that a majority of pensioners will either not change or be slightly better off although a portion of seniors will be worse off. This decrease in their pensions will impact on their living affordability which is a key concern for CoR seniors.

3.4 State Context

3.4.1 An Age Friendly WA – Strategic Planning Framework 2012-2017

Western Australia's ageing population reflects the combined impact of the ageing of the baby boomer generation, longer life expectancies and decreasing fertility rates. In 2012, the WA Government released "An Age Friendly WA – The Seniors Strategic Planning Framework 2012-2017". The framework was a joint approach to help all Western Australians to age well in communities where they matter, belong and contribute. At the time, the key pathways to achieve the vision were to:

- Promote health and wellbeing
- Access essential services
- Support economic security and protection of rights
- Be welcoming and well-planned communities
- Be opportunities to contribute

The WA Department of Local Government and Communities will begin reviewing their framework in 2017/2018.

The City has provided input to the Department on their age friendly funding programs and will continue to work collaboratively with relevant state government departments in line with our role.

3.4.2 WA Carers Strategy 2016

An estimated 320,000 Western Australians are providing unpaid personal care to family and friends who require assistance with daily living. As the population of Western Australia ages and life expectancy and disability prevalence increases, the need for carers will grow. Many of us will need care or become carers ourselves.

The WA Carers Strategy identified five priority areas to support carers in the future which are:

1. Awareness, Identification and Recognition
2. Respect Partners in Care
3. Support Carers
4. Participation in Education and Employment
5. Data and Evidence

Caring is rewarding but can be difficult. These difficulties can be heightened by a lack of recognition, community awareness and support. The role and valuable contribution of carers is not widely known or understood and recognising and supporting carers is critical to the future of carers and the people who receive their care.

3.4.3 Development of Seniors Housing Strategy

The Western Australian Housing Authority is developing a Seniors Housing Strategy as a companion piece to the State Government's Affordable Housing Strategy 2010-2020. Broadly, the aim of the Strategy is to improve access to appropriate housing options for seniors across the housing continuum, with a focus on seniors on low-to-moderate incomes with limited financial resources. The Strategy will provide a framework for collaborative action across sectors and identify accompanying initiatives, recognising that many of the policy levers and actions that will be needed sit outside the Housing Authority's portfolio.

As part of the initial consultation, a framework for developing the Strategy was released. The framework identified the following key principles that needed to be taken into account in developing a response to seniors housing statewide:

- affordability,
- age in community,
- diversity and choice,
- continuity of housing,
- early intervention,
- enable independence,
- connect and optimise resources.

In November 2016, the Housing Authority released a discussion paper, seeking responses from key stakeholders (government, industry and community) about major issues, barriers and potential solutions. The discussion paper identified five key challenges:

Affordability	There is a lack of stable and affordable housing options outside social housing for seniors who cannot afford full home ownership.
Downsizing	Many home-owning seniors face barriers to downsizing, which prevent them from moving to housing that will meet their needs as they age.
Better Design	There is a lack of appropriately designed housing options to enable seniors to age in their community.
Regional Communities	Seniors are increasingly seeking to age in, or move to, regional communities, which is generating increased demand for appropriate housing and services.
Understanding Options	Lack of access to tailored advice for individual circumstances means that seniors may not be making the best decisions about their housing.

Demand for appropriate and affordable housing options for seniors is a key challenge for the City and is anticipated to continue to grow in the future.

3.4.4 Guidelines for the Development of Dementia Friendly Communities

Dementia may affect people at any age, though its prevalence increases later in life. It is the single greatest cause of disability in Australians aged over 65 years. In March 2015, the Australian Bureau of Statistics revealed that dementia had become the second leading cause of death in the nation behind heart disease.

The National Framework for Action on Dementia 2015-2019 identified the need for a Dementia Friendly Communities resource. In 2016, Alzheimer's Australia WA released Guidelines for the Development of Dementia Friendly Communities. These guidelines focus on:

- Involving people living with dementia
- Awareness, understanding and inclusion
- Designing public space for people living with dementia

Dementia is and will continue to be an issue for seniors within the CoR.

3.5 City of Rockingham Context

3.5.1 Active Ageing Strategy 2009-2014

The City with the support of the Department of Local Government and Communities implemented the WHO Age Friendly Cities Framework.

In 2009, Council endorsed the Active Ageing Strategy 2009-2014 with the City's role being split between leading, supporting and facilitating the implementation of the strategy actions. This strategy contained forty six (46) actions with forty (40) completed and six (6) incomplete. The key highlights were:

- Development of Lifestyle Forums which link seniors to information and resources on a wide variety of topics including housing, health, transport and recreation activities
- Installation of Commonwealth Respite and Carelink Centre telephone lines at Challenger Court Aged Care Facility and Safety Bay Library which provide free and confidential information on local carer support, disability and community services
- Development of the annual Seniors Expo which connects seniors and carers to a wide variety of local service providers, government agencies, groups and organisations
- Initiation of the Tales of Times Past program, where seniors present to children, adults and other seniors about past generational experiences
- Development of the Rockingham Connect Community Transport Service, which provides heavily subsidised transport to those in the community who are transport disadvantaged
- Development of the Best Network which brings together seniors' services across Rockingham to form a strong network which meets regularly
- Piloted Social Connector program which was designed to reconnect extremely socially isolated people with others to improve their connections and wellbeing

The six incomplete actions were considered to be the responsibility of and/or led by the state government or private sector. In addition to the Active Ageing Strategy 2009-2014, key seniors' needs were met by actions in six other Community Plan strategies.

3.5.2 Development of Local Planning Strategy

The City is currently developing a Local Planning Strategy to guide integrated planning across the areas of housing, transport, employment and the environment. The housing component will guide future land use development and will address housing development. The strategy will be informed by a housing study paper. The study paper will consider:

- Supply and demand
- Planning and legislative frameworks
- Community, employment, environmental and transport factors
- Guide future housing siting, design and development at a suburb/area level

3.5.3 Other Community Plan Strategies

This Seniors Strategy has considered actions and key elements within other CoR community plan strategies. These other strategies and their current status, as of December 2016 are:

- Disability Access and Inclusion Plan and Strategies 2016-2019 (Adopted)
- Reconciliation Action Plan 2014-2017 (Adopted)
- Community Infrastructure Plan 2016-2026 (Adopted)
- Community Safety Strategy 2015-2020 (Adopted)
- Children and Young People Strategy 2017-2021 (In Progress)
- Community Support Services Strategy 2017-2021 (In Progress)
- Library and Information Services Strategy 2017-2021 (Adopted)
- Volunteering Strategy 2017-2022 (Adopted)
- Health and Wellbeing Strategy 2017-2021 (In Progress)
- Cultural Development and the Arts Strategy 2017-2021 (In Progress)
- Rockingham Beach Foreshore Master Plan – Stage 1 Implementation (In Progress)

3.6 Current Situation

Currently the CoR is home to 21,249 seniors who make up 15.8% of the overall population.

Seniors are attracted to the CoR mainly because of the coastal lifestyle living. They experience a “small town community feel” whilst having access to modern “big town” services and infrastructure. These include the Autumn Centre, shopping centres, accessible recreation facilities and various health services. Seniors in general say their experiences with the City are positive and they see a proactive local government that values them. Areas seniors’ were highly satisfied with were the:

- Quality of the City’s parks and gardens
- Affordability, safety and comfort of the Rockingham Connect Community Service
- Accessible information (e.g. text size) that is appropriate for them

3.6.1 Community Consultation and Findings

The City has conducted extensive research and thorough consultation to understand the future needs of seniors. This has consisted of:

- Seniors consultation conducted in 2015
- Contemporary literature reviews
- Annual business planning reviews
- Customer feedback reviews
- Industry best practice review

In September 2016, the City engaged a consultation consultant. They conducted further detailed and up to date needs consultation to understand:

- The current level of satisfaction in seniors services and infrastructure
- Key seniors issues/needs
- Their future priorities

A total of 614 seniors or related organisations were surveyed or consulted with. This consisted of:

- 548 seniors and carers survey submissions
- 7 one to one meetings with state level organisations
- 12 meetings with seniors service providers
- 6 meetings with retirement and aged care facility providers
- a meeting with the Reconciliation Action Committee
- meetings with local seniors related community groups and relevant City staff

In addition to this, internal consultation was conducted by City staff with employees from the following teams and committee:

- Autumn Centre
- Community and Leisure Facilities (Management)
- Strategy and Corporate Communication
- Customer and Corporate Support
- Engineering Services
- Parks
- Assets
- Strategic Planning and Environment
- Community Capacity Building
- Community Safety and Support Services
- Seniors Advisory Committee

These consultation findings and survey rankings have been incorporated into this strategy. A ranking of “1” refers to the highest score possible.

The key seniors issues and needs that are anticipated to increase in the future are explained below.

3.6.2 Community Support and Health Services

Current availability and affordability of community support and health services is at a high level of satisfaction for seniors. But the availability of these services is expected to be placed under pressure in the future. This is based on the:

- Significant change from provider to consumer based funding from the federal government for aged care
- Increased life expectancy that is linked with medical and health services
- The growth in the number of seniors in the CoR

The current availability of mental and allied health services is a concern. Seniors ranked mental health and allied health services 8 and 9 (out of 10) in the level of satisfaction within the community support and health services domain. This is anticipated to increase in the future, especially with the growing prevalence of dementia.

Community support and health services are provided by federal, state, not for profit and commercial providers. Seniors consider these services to be their highest future priority (1 out of 8). These services are not the City's role but it is anticipated that in the future that the City's frequency and level of involvement in facilitating these services will increase.

3.6.3 Transport

Public transport (bus, train and taxi) provides mass transport options for seniors and is the responsibility of the state government. Transperth is responsible for metropolitan public trains and buses and the Department of Transport governs the taxi industry. Concerns exist with these state government public transport services, primarily bus and accessible taxi services.

Safety/comfort and reliability/frequency were ranked 9 and 11 (out of 13) in level of satisfaction for public transport. Public transport was considered reliable yet not frequent enough for when seniors wish to travel, especially on weekends. The weekends are the best time for seniors to socialise with family and friends who work during the week. Specific bus routes were not close enough to their homes. As part of planning new subdivisions, Transperth aims to plan bus stops outside retirement and aged care facilities which has occurred at Bert England Lodge and Challenger Court.

Seniors consider the availability of accessible taxis to be high. Availability of accessible taxis was ranked 3 (out of 13) in the level of satisfaction for public transport.

In June 2016, the Department of Transport began operation of a dedicated wheel chair accessible (multi-purpose) taxi service in WA. The new system aims to reduce wait times, better match demand and allows for real time monitoring of requests. The new system involves one dedicated phone number (13 62 94) and online booking option for all multi-purpose taxis that are operated by Black and White Taxis. Seniors are also able to continue to book accessible taxis through other taxi providers.

Community transport provides specific transport options for eligible people. The City has taken a significant community transport step and established the Rockingham Connect Community Transport Service (RCCTS), which includes one wheelchair accessible bus. The need for RCCTS was identified in the Active Ageing Strategy 2009-2014. It provides low cost transport for residents who meet the following eligibility criteria:

- Have no access to a private vehicle
- Are unable to access public transport
- Hold a health care or low income card

The City's RCCTS provides a regular service to key destinations identified by the eligible users of the service and is positively received by its clients. Seniors, who were

aware of this service, ranked affordability and safety/comfort 1 and 2 (out of 13) in their level of satisfaction in the public transport section.

3.6.4 Housing

A shift in policy focus by the Commonwealth for in-home care and support and changing community expectations towards retirement and institutional care is creating an emphasis on choice, enabling independence, well-being and connection to community. The overwhelming preference of seniors is to age in place, either staying in their current home or choosing from a range of affordable and appropriate housing options within their community. Many organisations are using housing as a platform to provide supportive services that adapt to the needs of seniors, allowing them to remain at home and continue to engage with their community.

Seniors preference is to live in their homes followed by renting private/public housing. 90% of seniors surveyed considered being able to stay in their current accommodation as very important or important to them. 66% of seniors do not plan to move out of their current suburb in the future. A current option to continue to live in the area and down size is to construct a granny flat. This is conditional on sufficient sized land and meeting relevant building conditions.

Housing issues exist for seniors, for example:

- The size of their houses can be excessive for their needs
- It is more challenging to make accessibility changes to an existing in comparison to a new home
- Some senior's have a restricted ability to repay their mortgage during retirement
- Homes require modifications, repair and maintenance which is above some senior's restricted physical abilities
- Uncertainty exists when renting accommodation

Seniors wish to live close to certain infrastructure and services with the top three in priority order being:

1. Shopping centres,
2. Medical services and
3. Family and friends.

A majority of seniors will continue to live within their current home for their entire life time although a small portion of the City's current seniors will wish to transition to retirement village and aged care accommodation and current access is limited.

There are eight (8) retirement villages that provide 902 retirement dwellings within the CoR. In 2014, approximately 5% of seniors in Australia resided in retirement living and this percentage is anticipated to remain the same in the future. Based on the City's 2016 seniors population and for guidance purposes this equates to approximately 1062 dwellings (at 5%). Therefore a current shortfall of approximately 112 dwellings exists.

It has been identified that there are currently 651 aged care places within the City that can provide possible accommodation to the 10,192 people aged 70 years plus. The Australian Government target for aged care places is 113 operational places (beds) per 1000 people aged 70 years plus. In the case of the City this equates to 1152 places required in 2016 and therefore a current shortfall of 501 places. The City owns and:

- Leases the Bert England Lodge (aged care) site and buildings to Southern Cross Care
- Administers the Challenger Court site and residential dwellings (retirement)
- Leases the Challenger Lodge building to Care Options

Assistive technology can support seniors as they age within their own home. Assistive technology is:

- Any device, system or design, that allows an individual to perform a task that they would otherwise be unable to do
- Or increase the ease and safety with which a task can be performed e.g. installing hand rails within a toilet
- Or anything that assists individuals to carry-out daily activities e.g. a frame to pour a cumbersome pot

Assistive technology services are provided by organisations such as the Independent Living Centre (ILC) and Technology Assisting Disability WA (TADWA).

Affordable accommodation was the highest priority issue previously identified by Councillors at an engagement session in 2015. In 2011 the level of household income for people over 60 years of age in the CoR, was lower than the Greater Perth Area.

	CoR	Greater Perth
High Income Household	6.5%	11.2%
Low Income Household	37.7%	32.4%

This results in pressure and difficulty in being able to repay household mortgages/rents, whilst maintaining an acceptable standard of living.

Home modifications are expensive to complete for seniors and concerns exist with their future ability to pay for this work. In total, 65% of seniors surveyed indicated that they were either unsure or did not have sufficient funding to conduct housing modifications to accommodate their future living needs. Funding is available to Home and Community Care (HACC) clients but some seniors on low incomes or who have low level accessibility issues are ineligible.

3.6.5 Infrastructure

The City designs and builds accessible and functional facilities to accommodate seniors' learning, recreational and social needs. The City's Autumn Centre has over 1500 members and provides leisure, educational activities, lunch and support groups (e.g. Cancer Support Group) for seniors and people with disabilities and their carers. The centre is a seniors hub and is considered a strength within the CoR.

The City's community facilities accommodate all sectors of the community, including seniors. The City has a range of community facilities that include eight Community Centres, Aqua Jetty, Rockingham Aquatic Centre, four libraries, Rockingham Arts Centre, multiple clubroom facilities and public open spaces that allow seniors to learn, recreate and socialise. Currently some of the eight community centres have capacity to increase in use, especially during weekday day periods. These periods are when seniors and some other sectors of the community are free to pursue leisure and recreational activities.

Seniors are highly satisfied with the quality of the City's parks and gardens. However, seniors indicated that a focus is needed on public toilets, footpaths, car parking and street lighting.

The number, siting and maintenance of public toilets ranked the lowest level of satisfaction (10 out of 10) within the infrastructure and outdoor spaces domain. The City is currently developing a public toilet strategy that will respond to these concerns.

Footpath safety ranked a low level of satisfaction (7 out of 10). The City has in place the new and maintenance programmes and is conducting an access audit that will both greatly contribute towards improved path safety for seniors. The planning and maintenance of paths takes into consideration the proximity of retirement and aged care facilities.

The City has in place a street lighting programme to improve seniors' awareness of City facilities and other key buildings. Availability of car parking across the City was a concern for seniors.

The City is implementing the Disability Access and Inclusion Plan (DAIP) and Strategy (DAIS) actions that respond to infrastructure accessibility and inclusion issues. It is continuing to plan, design and construct community facilities and infrastructure that meets current accessibility standards and building legislation requirements.

The number of gophers in the City is increasing. Battery operated gophers provide seniors with independence and social interaction opportunities as their physical mobility declines. In recent years, the City has been accommodating the needs of gopher users on our footpaths, at crossings and public access ways.

3.6.6 Dementia

Dementia is the single greatest cause of disability in older Australians aged 65 years or older. In 2010, the CoR was ranked 5th out of 29 WA metropolitan local government areas (LGA) in the number of people (985 persons) living with dementia. The City is projected to increase in ranking to 3rd with 5,969 people with dementia in 2050. A total of 90% of seniors surveyed indicated that it was either important (50%) or very important (40%) for the City to take action to become dementia friendly.

In 2015, the City was one of two local governments who participated in the Alzheimer's Australia WA Dementia Friendly Communities pilot project. This pilot project informed the Guidelines for the Development of Dementia Friendly Communities. This involved the auditing of three community facilities which focused on awareness, social inclusion and engagement and physical access. A number of identified actions have been completed however more work is required to ensure the City is a Dementia Friendly Community.

3.6.7 Social Isolation/Exclusion and Ageism

Exclusion as a social process is the denial of access to opportunity and social rights to particular individuals or groups of individuals. Like many other developed countries, Australia has an ageing population and social exclusion of older people is a particularly pressing issue. This exclusion can occur in family, employment and community

environments. Marginalised and vulnerable seniors populations such as LGBT+ community, CALD and ATSI have a higher likelihood of experiencing social isolation.

Ageism can be defined as a process of stereotyping and discriminating against a person or people, simply because they are older. In an Australian Human Rights Commission (AHRC) study, for example, 71% of Australian adults over 65 years of age reported that they had been insulted or mistreated on the basis of their age.

It is perceived that City seniors are respected and feel comfortable to regularly communicate with people. But at a local level ageism and social isolation still exists. 18% of seniors surveyed indicated that they experienced ageism over the last three years. A total of 36% of seniors surveyed would like to make new friends (28%) and are isolated or lonely (8%). These results are based on seniors who are perceived to be well connected with the community and the City as they completed the seniors' survey.

Employment mitigates social isolation and generates income for seniors. The City is currently developing a human resources plan that will consider the future needs of our ageing employees.

The City is a member of the Local Government Managers Association WA (LG Professionals WA) Age Friendly Communities Network. This network of government and aged sector members discusses and responds to contemporary age friendly issues. Also the City is a member of the Age Friendly Community Development Officer Group.

Social isolation/exclusion and ageism leads to declined personal wellbeing and disengagement. The City takes a social connection approach to respond to these two significant societal seniors issues. This involves multi-faceted and integrated initiatives such as:

- Inclusive Autumn Centre activities and opportunities to foster connections
- The Age Friendly Rockingham Lifestyle Program that provides information on a range of topics
- The Disability Access and Inclusion Plan (DAIP) and Strategy (DAIS), that strongly contribute towards improving access to places and facilities and developing socially inclusive communities
- The City's Rockingham Connect Community Transport Service
- The Safety for Seniors Program that provides a service for isolated seniors to regularly connect with a friendly volunteer by phone
- The Security Subsidy Scheme that provides a financial contribution towards eligible people to improve their home security
- Various City volunteering opportunities for seniors to improve their level of social interaction
- Supporting and referring seniors to national, state, not for profit and private service providers such as Meals on Wheels and My Aged Care
- The one off Young and Gold Intergenerational Urban Art project that brought together seniors and young people to design and paint public art on City infrastructure
- The annual Seniors and Carers Expo that brings together national, state and local government, not for profit, community groups, clubs and commercial providers that exhibit and display their programs, activities and support services

A small portion of seniors are experiencing social isolation and ageism yet the negative impact on their health and wellbeing is high. The City is contributing towards a reduction in the prevalence of social isolation. But with a growing senior's population, it is anticipated that these two issues will continue in the future and the City is unable to respond to these issues on its own.

3.6.8 Communication and Technology

The City communicates clearly with seniors. Seniors ranked appropriate information (e.g. size of text, audio option) the top (1 out of 6) in the information/communication domain.

The City regularly communicates information about events and activities to approximately 2400 seniors (approximately 11% of the seniors population) through the City controlled database. It provides seniors with information about a range of events, information sessions, programs and activities as well as contemporary seniors topics. This includes information from the City as well as from community groups and service providers. Information distributed through the database is the most effective form of communication to attract seniors to attend City events, information sessions and activities.

Information is distributed in written and electronic form to seniors using the City controlled database. Approximately 72% receive information via the post and 28% via email. This involves staff resourcing to produce and distribute written communication. A majority of seniors preference is still for written communication and this needs to be respected in the future.

Through the libraries and Autumn Centre, the City offers free computer access, Wi-Fi access and workshops for seniors to increase their understanding and useability of information technology. The City needs to continue to facilitate improved use and understanding of technology. But it still must be acknowledged that a cohort of seniors do not wish to use technology and will continue to prefer to communicate via post or phone.

3.6.9 Future Demographics

The CoR's total number of seniors will increase to 26,101 people and this will consist of 16.5% of the City's total population at the end of this strategy (2021). In the long term future, the CoR's seniors population will increase from 15.8% to 21% of the total population and nearly double to 40,493 persons between 2016 and 2036.

In 2014, average WA life expectancy was 80.5 years for males and 84.9 years for females. With technology and medical advancements and the past trend of increasing life expectancy in WA, it is projected that seniors will live longer in the future.

The total increase in the number of seniors will be similar across both the western and eastern halves of the City over the next 20 years. However it will be more challenging in the western half to make changes to existing areas and buildings to accommodate this increase in senior numbers and their needs.

Baldivis South (+4,753), Baldivis North (+3,337) and Karnup (+1,673) will have the 1, 2 and 4 largest increase in numbers over the next 20 years (+9,673 in total). These three suburbs have modern buildings that meet current accessibility requirements. In

the future, development will occur on cleared land that will allow for easier planning, design and construction of new seniors single or grouped housing and health service buildings.

Lower increases in the number of seniors will occur in remaining suburbs such as Port Kennedy (+1,813), Secret Harbour (+1,594), Waikiki (+1,285) and Rockingham City Centre (+1,046). A total increase of +9,571 seniors will occur across the western half of the City. It will be challenging to convert these existing buildings and identify sufficient sized sites for group housing and health services.

In 2036, the areas within the western half of the CoR, with the exception of Golden Bay and Singleton, will all have above CoR (21%) average percentage of seniors living within their communities. The eastern half (Baldivis South, Baldivis North, Karnup) will have the lowest three proportions of seniors living with these communities. The areas with the top three percentage of seniors will be:

1. Shoalwater (35.8%)
2. Rockingham City Centre (32.4%)
3. Safety Bay (26.5%).

Similar growth trends will occur over the next five and twenty years. Additional pressure will be placed on the City's and other providers to accommodate this change and growth of seniors in the future.

4. The Way Forward

The CoR's Seniors Strategy 2017-2021 vision is for:

Seniors to live a safe, fulfilling and enjoyable life as part of an Age Friendly community where they are connected and are able to access valued, affordable and innovative community services, programs and infrastructure.

To achieve this vision the City has reviewed relevant literature, undertaken extensive community consultation and recommends:

- The planning and implementation of seniors initiatives be conducted in line with the WHO Age Friendly Framework (refer to page 8)
- Implementation of the actions associated with the six (6) Key Elements

The Key Elements provide the direction and implementation outcomes that will be developed and delivered over the next five years. The key elements align with the eight WHO domains and are in priority order of importance for seniors.

4.1 Key Element 1 – Advocate for Improved Community Health and Support Services

Seniors' highest (1 out of 8) future priority is access to community support and health services. Significant pressure will be placed on existing community support and health services in the future. This is based on:

- A near doubling of the seniors population over the next 20 years. For the life of this particular strategy this is an increase of approximately 5,000 seniors
- The federal government's funding model changing from service to client based approach for community care services
- Increasing life expectancy of seniors

These services are provided by federal and state government, not for profit and commercial providers. It is not the City's responsibility to provide these services but it is anticipated that the City will have an increased number and level of involvement in requests for new or expanded services in the future. The City's role will be to advocate for more or upgraded services and to support these providers to identify appropriate accommodation to operate.

The City must have a clear and strong baseline understanding of community health and support services to be able to advocate in an informed manner for new and expanded services in the future. As a minimum, the City needs to understand the latest types, location and capacity/waiting time of seniors community support and health services. This needs to include mental and allied health which were specific services that ranked poorly by seniors. This baseline data can then be reviewed and updated in future years to identify trends and compliment other City research. Initial service information can be obtained from the annual Seniors and Carers Expo and Best Community Network database.

The City will need to continue to support future community health and support providers to identify relevant building space. These buildings will need sufficient car

parking and be located near public transport routes. It is anticipated that service providers' minimum expectations would be:

- Spaces for consulting with clients
- Secured equipment storage
- Basic administration
- Sufficient car parking. Car parking will be a future priority with a focus on mobile services

New Implementation Action

- To clearly understand and map the community health and support services that CoR seniors can access for the City to advocate for future needed services. (refer to page 33)

4.2 Key Element 2 – Improve Awareness of Public and Community Transport

Establishing the Rockingham Connect Community Transport Service (RCCTS) was a proactive approach to reduce the prevalence of social isolation primarily experienced by seniors. This service was designed to focus on universal access for transport-disadvantaged and socially isolated people.

50% of the seniors surveyed were unaware of RCCTS with the remaining seniors considering it to be affordable, safe and comfortable. Over the last two years, additional volunteer bus drivers and operational systems have strengthened this service. Now that a strong service and volunteer base has been established an opportunity exists to begin expanding the awareness of this service to additional eligible clients across the City. Significantly increased use may generate the need for another bus for the service in the future.

The City is able to inform seniors on how to submit requests for change in Transperth bus frequency or route. The main issue experienced by seniors was that routes were not close enough to their home and frequency was insufficient when required, especially on the weekends. This reason makes it challenging for the City to be able to strategically advocate across the entire CoR. A site by site approach is best to respond to this issue. Therefore should seniors believe a change in route or frequency is needed they need to submit their individual requests directly to Transperth.

The City will continue to work with Transperth to keep seniors up to date on public transport. The City will invite Transperth to the annual Seniors and Carers Expo and conduct information sessions. These information sessions will inform seniors on how to use Transperth services effectively and engage directly with Transperth regarding specific concerns/suggestions they may have.

Seniors that utilised the accessible taxi service indicated a high level of satisfaction (3 out of 13) with availability. It is anticipated that this level of satisfaction will increase in the future with a consolidation of the WA multipurpose taxi service. The City is able to inform seniors of the recent changes to accessing taxis appropriate for people with a disability.

New Implementation Actions

- The City to inform seniors on how to submit requests to Transperth to change the frequency and/or routes of public buses
- The City to inform seniors of the recent centralised WA multi-purpose taxi telephone number (refer to page 33)

4.3 Key Element 3 – Support Ageing In Place

The City must work with all levels of government, private and not for profit sectors to support Ageing in Place and to generate better housing options to improve choice and enable independence for seniors. The City plays a significant role in land use and building planning, local approval and operates as an initial information hub for housing planning advice for seniors.

The City's Seniors Strategy needs to be used as a key informing tool for the development and implementation of the City's future Local Planning Strategy, especially on existing housing. This is based on:

- 90% of seniors surveyed wishing to Age In Place, either in their existing home or in the immediate area
- Accommodating an additional 19,244 seniors across the City over the next 20 years
- Accommodating an additional 9,571 seniors within the established western half of the CoR in 20 years
- The above average percentage of seniors projected to live within a majority of the established western half of the CoR in 20 years

Ageing In Place is integral to seniors' quality of life as they develop strong and comfortable connections with people, businesses and community groups in their local area. Some of these current and future seniors will need to conduct housing changes or move, preferably in the local area, to accommodate their growing restricted mobility, safety concerns and low level of income. It is more difficult to retrofit and convert a home in an existing suburb than to construct a new home that meets the latest building accessibility standards.

The City's future Local Planning Strategy needs to assist property owners to make site, design and built form changes to their home that will improve accessibility, affordability, safety and other aspects for residents as they age in the future. Preference should be given to homes located in areas with strong public transport, vehicular and pedestrian accessibility to shopping, health and recreational opportunities for seniors.

Assistive technology is able to assist seniors to retain their independence, enjoy a quality and comfortable standard of living and reduce dependency on carers. A senior's level of mobility can change very quickly (e.g. unexpected fall) and assistive technology is able to quickly support this change in circumstance. There is a need to improve seniors' awareness of assistive technology opportunities provided by organisations such as the Independent Living Centre. These organisations provide services such as:

- Assistive equipment services e.g. purchase a frame to help pour a heavy and cumbersome pot
- Home modifications

- Equipment hire
- Technology and communication

Assistive technology can greatly vary in cost depending on the scale and type of works or item needed. Home And Community Care clients (HACC - frail aged and people with a disability) are able to access funding for these services yet low income earners that have a medium level of mobility are ineligible for this financial assistance. An opportunity exists for the City to pilot a seniors' low income earner assistive technology contribution scheme. This scheme would help eligible seniors pay for home modifications (e.g. install grab rails) or purchase assistive technology items. This funding scheme would link in with existing assistive technology organisation processes. Seniors can obtain an assessment by a qualified occupational therapist that will assess and cost the works and recommend trades people to complete the work all from one assistive technology provider.

A majority of seniors wish to Age in Place but seniors should have sufficient access and choice in housing type. The City currently has a short fall of 501 aged care beds and 112 retirement village dwellings. If no new retirement villages or aged care facilities are constructed over the next 20 years, there would be an anticipated shortfall of approximately 1122 retirement village dwellings and 1705 beds. This equates to approximately an additional 280 retirement village dwellings and 426 beds over the life of this strategy. The state government, private and not for profit sectors are the most appropriately skilled and experienced organisations to deliver and manage retirement and aged care facilities. The City needs to improve retirement/aged care organisations awareness of this current and future need within our boundaries. Also, future retirement and aged care facility sites have the ability to accommodate community health and home service providers.

New Implementation Actions

- The City's Seniors Strategy and Consultation Outcomes will inform and support the development of the City's Local Planning Strategy in relation to future seniors housing
- The City is to inform and facilitate seniors towards home assistive technology organisations such as Independent Living Centre and Technology and Disability Western Australia
- The City to establish and implement a financial subsidy scheme to assist low income earning seniors to complete minor home modifications such as install grab rails and purchase assistive technology items
- The City to improve private, state and not for profit providers' awareness of the future potential of establishing affordable seniors retirement and aged care housing within the CoR. (refer to pages 33 and 34)

4.4 Key Element 4 – Deliver Well Planned, Sustainable and Contemporary Infrastructure

The City's role is to continue to plan, design, construct and manage community facilities and public infrastructure and this needs to incorporate the Guidelines for the Development of Dementia Friendly Communities in the future.

The City's future seniors facility approach is to have one sole purpose seniors facility (Rockingham Autumn Centre) with some future new seniors activities being

accommodated in local multi use community facilities. The City's Community Infrastructure Plan identifies that the City's direction is towards planning multi rather than sole user facilities and to design rooms within buildings that are flexible and able to be used for a range of activities. This approach reduces the distance seniors need to travel as some activities could occur within their nearby community facilities, improves utilisation of community facilities and generates opportunities for seniors to interact with other facility users of different generations.

The City's Autumn Centre is a well used, aesthetically modern and functional facility. The City has had a recent focus on increasing awareness of the centre's services and activities. There will be an increase in the number of seniors in the City in the future. These and other factors are anticipated to result in an increase in membership, usage and type of activities within the centre and therefore changes to the centre will be needed in the medium term future. Therefore, planning for improved functionality, capacity and useability of the Autumn Centre needs to begin within the next five years.

The City's Autumn Centre needs to continue providing well attended services and activities with some future new seniors activities being conducted in surrounding underutilised City community facilities. The City needs to focus on facility booking cost, flexibility and type of user. A focus in these three areas will help activate underutilised community facilities, especially during weekday working hours. This will require a collaborative City cross business unit approach as it will involve skilled community development, communications and facility management staff. The establishment of new sustainable community activities within these underutilised facilities can be supported through the City's Community Grants Program.

An opportunity exists for additional and or conversion of existing car parking bays for combined seniors/parent with pram friendly bays on City sites. ACROD parking bays exist for people with high levels of restricted physical mobility however some seniors have low/medium restricted ability to walk long distances. A short walking distance from a car park to the entry point of a building assists the safety of parents with prams. This initiative would benefit two sectors of the community and improve accessibility and safety for these two groups. The availability of parking scored the lowest in satisfaction in the public transport senior's domain. Negative feedback was received on a senior's ability to safely move from the car park to the front door at the City's Administration Building. Seniors have a preference for face to face interaction and the City is encouraging use at our community facilities in the future.

A contemporary infrastructure trend is the growing popularity of gophers as a form of mobility for seniors and this is anticipated to increase in the future. Gophers are very important for seniors' independence and social inclusion. The City is retrofitting existing and designing paths and crossings to accommodate this contemporary form of seniors' mobility. A way of enticing battery powered gopher owners to use City public space, community facilities and infrastructure is through the installation of public gopher charging stations. No gopher charging stations exist on City land. The first gopher charging station should be installed in a high use area such as the Rockingham Foreshore with other charging stations to follow in the future. Also the City will liaise with shopping centres owners for them to provide gopher charging stations on their sites at their expense.

New Implementation Actions

- Plan and conceptually design for improved functionality, capacity and useability for the Autumn Centre for consideration in the business plan

- Establish a cross business unit group to improve activation of underutilised City community facilities.
- The conversion of existing parking bays to senior/parent friendly parking bays in City car parks
- Install the initial publicly accessible gopher charging unit at the Rockingham Foreshore followed by other highly seniors populated areas.
- The City liaise with shopping centres owners to provide gopher charging stations on their sites at their expense (refer to page 34)

4.5 Key Element 5 – Support the Growth of Socially Inclusive Communities

Social inclusion is driven by individual and collective community attitudes. The City's role is to partner with experienced and skilled organisations, provide opportunities and educate the community on how to best regularly connect and integrate seniors within the CoR.

The City has worked closely with Alzheimer's Australia WA and Rockingham and Districts Alzheimer's Inc in the past. The City needs to further strengthen its partnership with these and other organisations in the future. This is based on:

- The CoR anticipating increasing from 5th to 3rd highest ranked WA metropolitan local governments in the number of people (from 985 to 5,969) with dementia over the next 34 years
- A total of 90% of seniors surveyed that considered a dementia friendly City to be important (50%) or very important (40%)
- The City's preference for dementia to be a focus in the Seniors Strategy rather than the Disability Access and Inclusion Plan and Strategy

The City is very interested in partnering with these organisations to generate innovate initiatives. These initiatives need to improve access to City and commercial buildings for people with dementia and improve staff and community awareness and education on dementia. Staff awareness and education ensures future City infrastructure, services and projects are truly dementia friendly. This dementia focus will add to and integrate with the City's Access and Inclusion Plan and Strategy. There is a correlation between the WHO Age Friendly Communities and Dementia Friendly Communities concepts and this action has links with the Age Friendly Communication Campaign.

The City has conducted two innovative intergenerational projects (e.g. Young and Gold Urban Art and Gone Fishing Projects) but it needs to establish more regular innovative intergenerational and connection projects with seniors and other sectors of the community. The City received strong positive feedback from both seniors and young people who participated in these past projects. A significant number of seniors surveyed felt socially connected but 8% felt lonely and 28% wanted to make new friends. Social inclusion is important to all seniors as it generates strong physical, social and mental wellbeing. As people age the circle of people they communicate and interact with reduces. Seniors enjoy standard regular activities and programs although some wish to attempt new, unique and challenging activities that can connect them with new people.

Seniors were least satisfied (11 and 12 out of 12) with positive promotion and recognition of seniors within the community in the social participation domain. Carers receive limited recognition of the significant contribution they make to support seniors' lives and more pressure will be placed on them in the future. An opportunity exists for the City to positively communicate in a coordinated manner to the community to respond to this concern. The aim of this communication is to improve the level of positive seniors and carer recognition and to educate the community on key seniors and carers issues such as early identification of dementia. This will be conducted in partnership with external media outlets and relevant community organisations.

Carers are a key group that support seniors and significant additional pressure will be placed on them in future years. These carers will need information and support to fulfil their roles. The City needs to direct carers to appropriate organisations for support, information and training and to facilitate the establishment of training providers within the City. Carer support providers can be included within the community support and health services understanding action.

New Implementation Actions

- The City to strengthen its partnership with relevant organisations and conduct initiatives that improve access for people with dementia and improve community awareness of dementia
- The City to improve employee awareness and conduct training in line with the Guidelines for the Development of Dementia Friendly Communities. This will be implemented as a part of the Disability Access and Inclusion Strategy training and awareness action
- The City regularly partners with appropriate external organisations to conduct innovative connection/intergenerational projects
- The City implement an Age Friendly Rockingham Communication Campaign to recognise the positive contribution made by seniors and carers and improve community awareness of key issues such as dementia (refer to page 35)

4.6 Key Element 6 – Facilitate Technology and Appropriately Expand Communication with Seniors

The City needs to continue to facilitate technology opportunities and understanding, engage disengaged seniors in technology and expand in a balanced manner when communicating with seniors.

Some seniors are tech savvy while others will not use electronic communication for various reasons. For the remaining group of seniors that may be interested in using information technology staged steps need to be taken to successfully transition them. These steps involve:

1. Awareness – Informing seniors of how laptops, tablets, computers, smart phones can assist them in their life
2. Initial Access – Being able to physically test and use the technology
3. Acquirement – Selecting, purchasing and setting up their technology
4. Support – Providing information and workshops to develop and support their understanding and use of this technology

The City provides a number of services at its libraries and Autumn Centre that facilitate seniors towards technology and across the above four steps. But there is an opportunity to further strengthen some steps. This strengthening will reduce seniors possibility of entering into social isolation, improve seniors safety and security and improve the City's efficiency in communicating with seniors in the future.

High initial cost as a part of acquirement is a barrier for low income earning seniors to purchase a computer/tablet/laptop and accessing the internet. This cost when combined with restricted physical mobility has a high probability to lead to social exclusion. An opportunity exists to pilot a financial subsidy scheme for low income earning seniors to access a one off reimbursement payment. This payment would contribute towards either the purchase of one tablet/computer/laptop or access to an internet service for a set period of time. This scheme would be established similar to the City's security safety scheme. This is proposed for this sector of the community as social isolation is generally higher for seniors as they may not have a partner or children to support them and they have significantly restricted physical mobility in comparison to other age groups.

The City has IT infrastructure such as laptops and computers that have set life spans. These life spans are based on the City's need for up to date IT programs that are linked with other internal and external systems. This is to ensure efficient, effective and reliable provision of core City operations. Some community groups, especially seniors based organisations, do not have basic IT infrastructure. The City will continue to gift our end of life IT infrastructure to appropriate local community groups.

Seniors feel more comfortable using a tablet/laptop within their own home and are able to obtain family and friend support in this environment. A restricted number of tablets and e-readers are available to borrow at some City libraries. An opportunity exists to increase the number of tablets and laptops that seniors are able to borrow at the City libraries. This initiative supports the initial access step and can assist in taking the next step to acquirement.

Interactive gaming consoles are used to assist people in memory training and physical movement and can generate group socialisation opportunities. The City's libraries have gaming consoles and rooms that are set up for classes. An opportunity exists to conduct gaming console workshops or events with seniors at the libraries. The City is able to partner with organisations such as Alzheimer's WA and the Seniors Recreation Council to conduct these sessions.

To support the acquirement step the City should promote and direct seniors to organisations/groups that can assist them to purchase the appropriate tablet/laptop/computer and connect them to the internet. Seniors prefer face to face communication, especially when learning something new. There are a limited number of groups/organisations that provide a complete tablet/computer/laptop service for seniors. The City is able to assist these groups by promoting them and the groups being able to apply for CoR Community Grant Program funding to offer programs. These groups partner with seniors through all the acquirement steps of selecting, purchasing, connecting and setting up a new tablet or computer. This promotion links well with the pilot laptop/tablet/computer financial subsidy scheme.

The City needs to continue to appropriately balance electronic and written/verbal communication when engaging with seniors in the future. The preferred form of

communication for some seniors is still written and this must be respected and continue to occur in the future.

The City currently communicates with approximately 2400 seniors through a regular seniors distribution list. This is 11% of the current seniors population. This is considered a high number of seniors and the information communicated is positively received. But the City should aim to increase the distribution list to approximately 3300 seniors in five years' time.

A future increase in reach should focus on seniors preferably connecting electronically (e.g. email and future Rock Port) with the City rather than in written form. This assists the City in communicating in a more timely manner and supports the information technology direction the City is taking. Based on the City's current seniors distribution list, approximately 28% of seniors receive information electronically while 72% receive information in written form. The City needs to aim to transition this to approximately 35% electronically and 65% written in the future. But still catering for those seniors wishing to receive written information must still occur.

A need exists to review how to best deliver the City's Seniors and Carers Expo in the future. The Seniors and Carers Expo is the most significant annual City information event for seniors and is needed in the future. This event has grown in recent years with approximately 1500 visitors, 400 stall holders and 135 stalls at the 2016 event. The planning and implementation of this event involves one full time City staff member for a dedicated 5-6 month period. The City has developed a strong base for this event and an opportunity exists for the City to review how best to deliver this key seniors information event in the future.

New Implementation Actions

- Establish and implement a pilot computer/laptop/tablet/Internet subsidy scheme for low income earning seniors
- Partner with relevant organisations to conduct computer gaming sessions that focus on physical movement and memory training for seniors at the City's libraries
- Expand the existing electronic technology loan service (laptops/ tablets) at the libraries
- The City to investigate alternative methods to deliver future Seniors and Carers Expo (refer to page 36)

5. Measuring Success

The implementation of the new and ongoing actions will be measured utilising a range of evaluation techniques such as:

- Australian Bureau of Statistics Data
- Usage/Attendance
- Submissions/Requests
- Budgeted Amounts
- Feedback
- Employee Awareness/Training
- Community/Seniors Awareness via surveys
- Media Articles
- Organisational Partnerships
- Strategic Objectives

The outcomes of the actions within the implementation plan will be at a minimum measured and reviewed annually as a part of the City's annual business planning process.

6. Risk Management

A review of strategy planning and implementation risks has been conducted in line with the City's Risk Management Framework. The project management and customer service operational risks were either at a low or medium level and will be managed by management and officers as part of the planning and implementation of the Senior's Strategy. This is in line with Council report writing risk requirements. No strategic risks were identified.

7. Actions

7.1 New Actions

To achieve quality outcomes it is important that the City has an appropriate action implementation approach. The implementation of the seniors strategy actions need to:

- Take a partnership approach, where possible
- Be innovative
- Be integrated with community services, program, infrastructure and attitudes
- Be affordable

The City's role in the implementation of each action will vary across the below spectrum:



Below are the team names of CoR teams that will be involved in the implementation of strategy actions.

CoR Team Name and Abbreviations	
CCB – Community Capacity Building	BS – Building Services
CSSS – Community Support and Safety Services	AS – Asset Services
SPE - Strategic Planning and Environment	PD - Parks Development
CDD – Community Development Directorate – Special Projects Officer	ES – Engineering Services
CIP – Community Infrastructure Planning	SCC – Strategy and Corporate Communications
CALF – Community and Leisure Facilities	LS – Library Services
SP – Statutory Planning	CCS – Customer and Corporate Support
	HR – Human Resources

Key Element 1 – Advocate for Improved Community Health and Support Services

	Task	Cost	Team	Commence	Complete
1.1	To clearly understand and map the community health and support services that CoR seniors can access for the City to advocate for future needed services.	\$15,000	CCB / Consultant / CDD	2017/2018	2018/2019

Key Element 2– Improve Awareness of Public and Community Transport

	Task	Cost	Team	Commence	Complete
2.1	The City to inform seniors on how to submit requests to Transperth to change the frequency and/or routes of public buses	Existing Staff Hours	CCB	2017/2018	2021/2022
2.2	The City to inform seniors of the recent centralised WA multi-purpose taxi telephone number	Existing Staff Hours	CCB	2017/2018	2021/2022

Key Element 3 – Support Ageing in Place

	Task	Cost	Team	Commence	Complete
3.1	The City's Seniors Strategy and Consultation Outcomes will inform and support the development of the City's Local Planning Strategy in relation to future seniors housing.	Existing Staff Hours	SPE / CDD	2018/2019	2019/2020
3.2	The City is to inform and facilitate seniors towards home assistive technology organisations such as Independent Living Centre and Technology and Disability Western Australia	Existing Staff Hours	CCB	2017/2018	2021/2022

Key Element 3 – Support Ageing in Place

	Task	Cost	Team	Commence	Complete
3.3	The City to establish and implement a financial subsidy scheme to assist low income earning seniors to complete minor home modifications such as install grab rails and purchase assistive technology items	\$50,000 pa once established	CCB / CSSS / CDD	2018/2019	2021/2022
3.4	The City to improve private, state and not for profit providers' awareness of the future potential of establishing affordable seniors retirement and aged care housing within the CoR	Existing Staff Hours	SPE / CDD	2019/2020	2020/2021

Key Element 4– Deliver Well Planned, Sustainable and Contemporary Infrastructure

	Task	Cost	Team	Commence	Complete
4.1	Plan and conceptually design for improved functionality, useability and capacity of the Autumn Centre for consideration in the business plan	\$100,000	CIP/CALF	2019/2020	2021/2022
4.2	Establish a cross business unit group to improve activation of underutilised City community facilities.	\$10,000	CCB/CALF/S CC	2019/2020	2021/2022
4.3	The conversion of existing parking bays to senior/parent friendly parking bays in City car parks	\$5000 pa	ES	2018/2019	2021/2022
4.4	Install the initial publicly accessible gopher charging unit at the Rockingham Foreshore followed by other highly seniors populated areas.	\$50,000 per site	ES	2018/2019	2021/2022
4.5	The City to liaise with shopping centre owners for them to install gopher charging stations at their own expense.	\$0	CCB	2017/2018	2021/2022

Key Element 5 – Support the Growth of Socially Inclusive Communities

	Task	Cost	Team	Commence	Complete
5.1	The City to strengthen its partnership with relevant organisations and conduct initiatives that improve access for people with dementia and improve community awareness of dementia	\$30,000 pa	CCB / Alzheimer's Australia WA / Rockingham and Districts Alzheimer's Inc. / Other relevant organisations	2017/2018	2021/2022
5.2	The City to improve employee awareness and conduct training in line with the Guidelines for the Development of Dementia Friendly Communities.	\$20,000 within DAIS Implementation Budget	HR/CCB	2018/2019	2019/2020
5.3	The City regularly partners with appropriate external organisations to conduct innovative connection/intergenerational projects	\$15,000 every second year	CCB / External Organisations /Community Groups/ Businesses	2018/2019	2021/2022
5.4	The City implement an Age Friendly Rockingham Communication Campaign to recognise the positive contribution made by seniors and carers and improve community awareness of key issues such as dementia	\$20,000 pa	CCB / S&CC / CDD	2017/2018	2021/2022

Key Element 6 – Facilitate Technology and Appropriately Expand Communication with Seniors

	Task	Cost	Team	Commence	Complete
6.1	Establish and implement a pilot computer/laptop/tablet/Internet subsidy scheme for low income earning seniors	\$25,000 pa	CCB/IT	2018/2019	2019/2020
6.2	Partner with relevant organisations to conduct computer gaming sessions that focus on physical movement and memory training for seniors at the City's libraries	\$1000	LS/Seniors Recreation Council/ Alzheimer's Australia – WA	2018/2019	2021/2022
6.3	Expand the existing electronic technology loan service (laptops/ tablets) at the libraries	\$6000	LS	2017/2018	2021/2022
6.4	The City investigates alternative methods to deliver future Seniors and Carers Expo	Existing Staff	CCB	2017/2018	2018/2019

7.2 Ongoing actions

Key Element 1 - Advocate for Improved Community Health and Support Services			
	Task	Cost	Team
1.2	The City to advocate for new or expanded community health and support services, especially mobile allied and mental health services	Existing Staff Hours	CCB / Council
1.3	The City to support providers to identify appropriately located and designed buildings to operate community health and support services	Existing Staff Hours	CCB / Council / CIP / CALF

Key Element -2 Improve Awareness of Public and Community Transport			
	Task	Cost	Team
2.3	The City to improve awareness of the Rockingham Connect Community Transport Service	Existing Budget	CSSS
2.4	The City continues to invite Transperth to the Seniors and Carers Expo and other information sessions to inform and engage with seniors on public transport	Existing Staff Hours	CCB

Key Element 3 – Support Ageing in Place			
	Task	Cost	Team
3.5	As a part of the Age Friendly Rockingham Information Program conduct a session on how to comfortably live at home and/or transition into retirement/downsizing/aged care housing	\$1,000	CCB

Key Element 4 – Deliver Well Planned, Sustainable and Contemporary Infrastructure

	Task	Cost	Team
4.5	Plan, design and construct community facilities and infrastructure to meet the latest accessibility standards	Existing Staff Hours	CIP/ AS / PD
4.6	Conduct an accessibility audit of City reserves and buildings including footpaths	\$150,000 as part of DAIS Implementation Budget	ES
4.7	Implement the infrastructure actions of the City's Disability Access and Inclusion Plan and Strategy	Approx. \$2,203,500 over four years as part of DAIS Implementation Budget	ES/ AS/ PD/ CCB
4.8	Develop a Public Toilet Strategy that includes guidance on the planning and maintenance of public toilets	Existing Staff Hours	AS
4.9	Improve beach accessibility for seniors at the Rockingham Foreshore	Part of \$10 million Rockingham Foreshore Master Plan Stage 1	ES
4.10	Implement the City's Foreshore Strategy including beach access across all City beaches	Existing Staff Hours	ES

Key Element 5 – Support the Growth of a Socially Inclusive Community

	Task	Cost	Team
5.5	To inform seniors carers of support services, activities and events	Existing Staff Hours	CCB
5.6	To operate the Safety for Seniors Program that regularly contacts socially isolated seniors	Existing Staff Hours	CSSS
5.7	To operate the Age Friendly Rockingham Information Program that brings together seniors to learn and engage in contemporary relevant topics	\$28,000pa	CCB
5.8	To continue to operate socially inclusive activities and services at the City's Autumn Centre	Existing Staff Hours	CALF
5.9	To operate the City's Neighbours Unite Program	Existing Staff Hours	CSSS
5.10	To operate the City's Act Belong Commit Program of activities	Existing Staff Hours	CCB

Key Element 5– Support the Growth of a Socially Inclusive Community

	Task	Cost	Team
5.11	The City to work collaboratively with the Department of Local Government and Communities and other state government departments to accommodate the needs of CoR seniors	Existing Staff Hours	CCB
5.12	The City develops a Human Resource Plan that considers our ageing employees needs such as transitioning into retirement	Existing Staff Hours	HR
5.13	The City continues to be involved in the LGMA WA (LG Professionals WA) Age Friendly Communities Network	Existing Staff Hours	CCB

Key Element 6– Facilitate Technology and Appropriately Expand Communication with Seniors

	Task	Cost	Team
6.5	The City increases its current database from 2400 to 3300 seniors	Existing Staff Hours	CCB/CCS
6.6	The City appropriately balances written and electronic communication to seniors	Existing Staff Hours	CCB/CCS
6.7	Conduct IT workshops at the Autumn Centre and City Libraries	Existing Staff Hours	CALF / LS
6.8	Implement the communication and training actions within the City's Disability Access and Inclusion Plan and Strategy	Existing Staff Hours	CCB
6.9	As a part of the Rockingham Age Friendly Information Program conduct sessions on contemporary IT matters such as spam emails and identify free internet programs that seniors may be interested in	Existing Staff Hours	CCB
6.10	Continue to provide free computer and WiFi access to the City's Libraries, Autumn Centre and Gary Holland Community Centre.	Existing Staff Hours	CALF/ LS

Key Element 6– Facilitate Technology and Appropriately Expand Communication with Seniors

	Task	Cost	Team
6.11	The City informs seniors of the electronic and communication assistive technology and services available to them through WA Independent Living Centre and Technology and Disability WA e.g. alternative keyboards and mouse options and software, apps, gadgets to support literacy	Existing Staff Hours	CCB
6.12	The City encourages our Community Grant Program to groups and promotes these groups that assist seniors to purchase and set up computers/tablets for seniors to access	Existing Staff Hours	CCB
6.13	Conduct an annual Seniors and Carers Expo to enable seniors and carers to access information under one roof from a wide range of organisations, service providers, community groups, businesses, local, state and commonwealth departments.	Existing Staff Hours	CCB
6.14	The City to facilitate opportunities where NBN, Telstra and other service providers can provide information to seniors during the NBN rollout program	Existing Staff Hours	SCC
6.15	The City's RockPort portal (to be launched Feb 2017) actively utilised to enhance communication to Seniors	Existing Staff Hours	SCC
6.16	The City continues to gift end of life computers/laptops to City of Rockingham based community groups.	Existing Staff Hours	IT

8. Stakeholder Engagement

	Key Stakeholders invited to participate	Name of Person	Contributed? (Yes/No) and Engagement method used
	State Organisations		
1.	Department of Health	Desmond Blurton - Aboriginal Mental Health Practitioner	Meeting 12/9/2016
2.	Department of Housing	Jacqui Herring - Manager Housing Policy	Meeting 8/09/2016
3.	Department of Local Government and Communities	Rebecca Rosher - Policy Officer	Meeting 9/09/2016
4.	Disability Services Commission	David Walton	Phone interview 3-10
5.	Alzheimer's WA	Althea Gordon	Meeting 02/09/2016
6.	Council on the Ageing	Trish Langdon - Chief Executive	Meeting 8/09/2016
7.	Seniors Recreation Council WA	Dawn Yates - Executive Officer	Meeting 02/09/2016
	Retirement and Aged care Providers		
8.	Bert England Lodge	Marie Totten - Facility Manager	Meeting 6/09/2016
9.	Bethanie Group	Anne Gordon	Meeting 15/09/2016
10.	Brightwater - The Oaks	Margaret Van Zyl - A/Service Manager	Meeting 6/09/2016
11.	National Lifestyle Village Tuart Lakes	Adam Nicholson	Meeting 06/09/2016
12.	National Seniors Rockingham	Lyn Cooper	Meeting 15/9/2016
13.	Stockland Affinity Villages	Donna Leckie - Village Manager	Meeting 6/09/2016
14.	Kennedy House	Misca Matthews - Coordinator	Meeting & 80 hard copies for Carers 7/09/2016
	Service Providers		
15.	Carers WA	Carmen Friesema	Distributed survey to members, posted on Facebook 12/09/2016
16.	Carers WA	Lesley Oliver - Hospital Program Coordinator	Contacted 9/9
17.	Disability Service Commission	Tina Bell - Local Area Manager	Contacted 9/9
18.	MIFWA	Caroline Wood - Carer Support	Contacted 12/9

	Key Stakeholders invited to participate	Name of Person	Contributed? (Yes/No) and Engagement method used
	Service Providers		
19.	People Who Care	Tania Smallridge - Transport Service Manager	Contacted 9/9
20.	St Patrick's Community Support Centre	Sepideh Ahmadpour - Transitional Housing Worker	Contacted 12/9
21.	Bethanie Rockingham Adult Day Care		Contacted 12/9
22.	Kadagjini Mia (TAFE)		Contacted 12/9
23.	Care Options	Sheila Cummins - CEO	Meeting 13/09/2016
24.	Advocare	Brianna Lee - Advocate	Meeting 7/09/2016
25.	Silver Chain	Lesley Balkwill - Community Care Manager Debra Crocker - Home Support Service Manager	Meeting 16/9/2016
26.	Community First	Debra Lloyd - HACC Coordinator	Meeting 16/9/2016
27.	Babbingur Mia	Valmay Walley	Meeting 23/09/2016
28.	Moorditiji Koort	Veronica	Meeting 15/09/2016
29.	Access Housing	Kathryn Moorey - Regional Manager	Meeting 14/9/2016
30.	The Carers	Michelle McGrath - Director of Care and Operation	Meeting 16/9/2016
31.	Keralup Aboriginal Corporation	Trevor Walley	Meeting 16/09/2016
32.	Bethanie Rockingham Social Centre	Karry Murray	Meeting & 50 hard copies for Seniors 23/09/2016
33.	Umbrella - Multicultural Community Care Services Inc.	Jolamta	Phone interview 3-10
34.	Rockingham & Districts Alzheimer's Inc.	Jean Friend - President	Meeting 8/09/2016
35.	Rockingham Social Centre and Respite Cottage	Mandy Holmshaw - Social Centre Coordinator	Meeting & 30 hard copies for Carers 8/09/2016
36.	CoR Autumn Centre	Rhiarn Baker - Coordinator	Meeting 02/09/2016

	Key Stakeholders invited to participate	Name of Person	Contributed? (Yes/No) and Engagement method used
	Community Groups and Other		
37.	CoR Autumn Centre		Workshop & 100 hard copies for Seniors 9/09/2016
38.	Reconciliation Action Group		Meeting 08/08/2016
39.	Multicultural Events C.O.R	Jake Moanaroa	Email and link to survey 16/09/2016
40.	Baldivis Community Association	Margaret Steele	Meeting & hard copies and online link 12/09/2016
41.	CWA	Joyce Wayne	Email and link to survey 29/08/2016
42.	Gardening Club Inc.	David Munro	Email and link to survey 12/09/2016
43.	Holistic Services	Marilyn Price	Meeting 15/09/2016
44.	Jetts Fitness		Meeting & 10 hard copies for Seniors 12/09/2016
45.	Keralup Aboriginal Corporation	Trevor Walley	Meeting 16/09/2016
46.	Ladies Shoalwater Probus	Valerie Buckley	Email and link to survey & 50 hard copies 12/09/2016
47.	Lions Baldivis	Chris	Email and link to survey 12/09/2016
48.	Men of the Trees	Claire	Meeting 14/9/2016
49.	Model Railway Group	Les	Meeting 14/9/2016
50.	Patchwork Group		Declined participation
51.	Port Kennedy RSL	Tammy	Email and link to survey 12/09/2016
52.	Prime Movers	Wanita	Meeting & 50 hard copies for Seniors 15/09/2016
53.	ROAGS	Lucy Catton	Meeting & 15 hard copies for Seniors 23/09/2016
54.	Rockingham Golf Club		Declined participation
55.	Rockingham Dance and Social Club	Phoebe/ Pamela Lyford	Email and link to survey 27/09/2016
56.	Rockingham Bowling Club		Email and link to survey 12/09/2016
57.	Rockingham Community Men's Shed	Keith	Meeting 16/09/2016
58.	Rockingham iPad Group		Meeting 23/09/2016
59.	Rockingham Lions Club	Arnold Howard	Email and link to survey 28/08/2016

	Community Groups and Other		
60.	Rockingham Painters		10 hard copies for seniors 12/09/2016
61.	Rockingham Regional Art	Laurie	Declined participation
62.	Rockingham Woodworkers Group	Phil	Meeting 14/9/2016
63.	RSL Port Kennedy		Declined participation
64.	RSL Rockingham	Ian Brooks	Meeting & 100 hard copies for Seniors 16/09/2016
65.	Serbian Culture and Sporting Club	Boris	Declined participation
66.	Spinners & Weavers	Mrs Kampert	Meeting & 10 hard copies for Seniors 12/09/2016
67.	St Basil Parish and Club	Ilija Prijic (Serbian contact)	Phone interview 3-10
68.	Stitching Witches	Barbara	Meeting 12/09/2016
69.	Chattersticks Embroidery		Contacted 9/9
70.	Family History Society Rockingham		Contacted 12/9
71.	Safety Bay Yacht Club		Contacted 12/9
72.	Silver Clefs Harmony Chorus	Sue	Contacted 9/9
73.	U3A		Contacted 12/9
74.	Point Peron Seniors Social Club		Contacted 12/9
75.	Rockingham Walking Group		Contacted 12/9

In addition to this, internal consultation was conducted by City staff with employees from the following teams:

	Key Stakeholders invited to participate	Name of Person	Contributed? (Yes/No) and Engagement method used
1.	Autumn Centre	Rhiarn Baker – Coordinator Autumn Centre	Yes – Meeting 3/8/16
2.	Community and Leisure Facilities (Management)	Nick Brown – Manager Community and Leisure Facilities	Yes – Meeting 4/8/16
3.	Engineering Services	Ian Daniels – Manager Engineering Services	Yes – Meeting 3/8/16

	Key Stakeholders invited to participate	Name of Person	Contributed? (Yes/No) and Engagement method used
4.	Strategy and Corporate Communication Customer and Corporate Support	Karin Strachan – Manager Strategy and Corporate Communications Michael Yakas – Manager Customer and Corporate Support	Yes – Meeting 1/8/16
5.	Parks	Adam Johnston – Manager Parks Services	Yes – Meeting 3/8/16
6.	Assets	Kelton Hincks – Manager Asset Services	Yes – Meeting 3/8/16
7.	Strategic Planning and Environment and	Brett Ashby – Manager Strategic Planning and Environment	Yes – Meeting 11/8/16
8.	Community Support and Safety Services	Mary Jane Rigby – Manager Community Support and Safety Services Jenna Bowler – Coordinator Community Safety	Yes – Meeting 20/10/16
9.	Community Capacity Building	Julie McDonald – Coordinator Community Capacity Building Rebekka Jarvis – Community Development Officer (Senior)	Yes – Meeting 2/10/16
10.	Active Ageing and Care Advisory Committee	Councillors Stewart and Whitfield and Community Members	Yes – Meeting 11/8/16

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