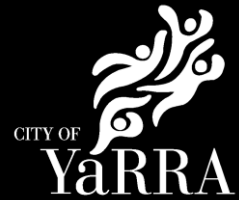


Stage 1: Ageing Well Policy

Community Engagement Report



This report provides information on the community consultation for Stage 1 of the Ageing Well Policy project and reports on the engagement outcomes. The consultation opened on 23rd October 2023 and closed at 9am on 4th December 2023.

Overview

Project background

Our Active and Healthy Ageing Strategy guides Council's work to support older people to live well in Yarra. Currently, Council makes a significant investment in supporting older people with a history of involvement with senior citizens centres, community transport, meals on wheels, home and community care services, social activities, recreation facility provision and programs, and support for clubs and organisations.

In 2016, Council signed the Statement of Support and Partner Endorsement of the Municipal Association of Victoria's Age-Friendly Victoria Declaration. The Age-Friendly declaration is underpinned by the World Health Organisation's Global Age-Friendly Cities Guide. Age-Friendly Cities are designed to foster opportunities for older people to enjoy social and economic participation, good health and a sense of belonging and contributing. Our policies and actions will incorporate the eight domains of the World Health Organisation's Age-Friendly Cities framework to act on this declaration.

The most recent Active and Healthy Ageing Strategy 2018-24 has expired and it is proposed to establish an ongoing policy statement to outline the strategic direction supporting positive ageing.

To ensure the new policy adequately reflects current community need we'll be conducting two stages of engagement. This stage aims to gather ideas, gain understanding of community expectation of service and inform the development of the priority areas and strategic directions.

Objectives of this engagement

1. Prioritise the strategies' areas of focus with reference to the previous four objectives and the identified objectives of similar plans from other Councils.
2. Understand the community's expectation of Council in how we support people over the age of 50.
3. Learn more about the gaps of service and pain points for people over 50 within Yarra that can inform potential actions.
4. Conduct outreach to target demographics to get data on their needs and perceptions of Council service. This can be used to advocate to Council and other government bodies moving forward.

Level of community influence

1. The community can provide direction on what objectives Council should be focusing on.
2. The community can provide direction on potential actions we can prioritise. Where possible they will be considered for the Action Plan.
3. The community can provide information on the gaps and pain points within current service delivery.

Engagement methods:

- Online survey tool hosted through Your Say Yarra engagement platform
- 1 x place-based pop-ups at the following locations:
 - University of the Third Age (U3A) Ageing Well Forum on Tuesday 24 October 2023.
- Targeted stakeholder engagement with the following groups:
 - Active Ageing Advisory Committee

Engagement question:

- 1) 'What should be the biggest priority areas for people over 50? (option was to select up to three)'.
 - Healthy ageing initiatives that support physical, mental and emotional wellbeing.
 - Open spaces, buildings, public toilets, shaded areas and walkways that are safe and easy to navigate.
 - Support to be active and included in the community.
 - Access to community support and health services.
 - Opportunities to connect with other people and form relationships.
 - Access to affordable, secure, accessible housing that is close to transport, shops and community services.
 - A range of affordable, accessible and user-friendly transport services.
 - Opportunities to learn, develop and contribute to decision-making.
 - Information on the community is provided in a way that's accessible and easy to understand.
 - Other
- 2) Community solution cards (free text) asked for specific suggestions of things people would like to see

Engagement reach

Social media channels (including social media advertisements) reaching over 6,000 people.

Council email newsletters including Yarra Life, Your Say Yarra email newsletter, Yarra Business News, Yarra Environment News, Yarra Leisure news and Yarra Libraries email newsletter.

This reached over 20,000 subscribers.

Promoted via Yarra News which is distributed to every household in Yarra (over 60,000 properties).

News story on Yarra City Council's website.

Postcards and other printed collateral available at events and postcards were distributed to 19 Council venues. These include town halls, neighbourhood houses, seniors' centres, libraries and leisure centres.

Mail outs of postcards/letters to 300 owners of residences and businesses in Yarra

Your Say Yarra project page:

The success of the Your Say Yarra page is tracked against the following metrics:

- **Views** - The number of times the page was seen.
- **Visitors** – The number of unique visitors that saw the page.
- **Responses** – The number of feedback responses that were submitted.

Views	Visitors	Responses
1,251	942	271

In person engagement opportunities:

In-person session (including date and location)	Approximate number of people we spoke to	Responses
U3A ageing well forum	60	58

Engagement results

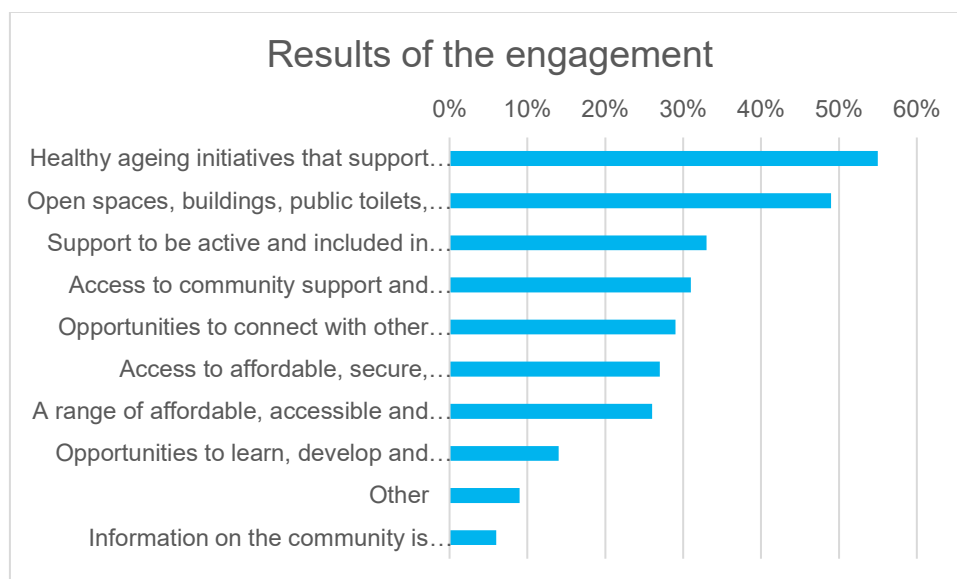
Who did we hear from?

93.68% of respondents were over the age of 50. This shows we had successful targeted methods of promotion.

What did we hear?

What the community told us:

1. Healthy ageing initiatives that support physical, mental and emotional wellbeing. **55%**
2. Open spaces, buildings, public toilets, shaded areas and walkways that are safe and easy to navigate. **49%**
3. Support to be active and included in the community. **33%**
4. Access to community support and health services. **31%**
5. Opportunities to connect with other people and form relationships. **29%**
6. Access to affordable, secure, accessible housing that is close to transport, shops and community services. **27%**
7. A range of affordable, accessible and user-friendly transport services. **26%**
8. Opportunities to learn, develop and contribute to decision-making. **14%**
9. Other **9%**
10. Information on the community is provided in a way that's accessible and easy to understand. **6%**



Community solution cards (free text) included specific suggestions for programs and services included:

- Flexible and affordable community transport
- Provision of activities/programs for over 50's that doesn't require registration with My Aged care
- More initiatives (on going programs and one off events) that support community connections, physical health and mental health and wellbeing