Report to the Future Melbourne (People City) Committee

Agenda item 6.3

Melbourne: A Great Place to Age strategic plan

23 June 2020

Presenter: Alison Duncan, Director Community Services

Purpose and background

1. The purpose of this report is to seek endorsement of the draft *Melbourne: A Great Place to Age* strategic plan (refer Attachment 2).

2. On 29 October 2019, Council endorsed the development of a four-year strategic plan to respond to the growing population and place-based needs of older people in Melbourne.

3. On 10 December 2019, Council endorsed community engagement in relation to the draft strategic plan: *Melbourne: A Great Place to Age*.

Key issues

4. The *Melbourne: A Great Place to Age* strategic plan provides the overarching strategic vision, purpose, principles and actions to become a city recognised as a great place in which to grow older.

5. Key drivers for the development of the strategic plan include unprecedented population, infrastructure and housing growth in the city of Melbourne, longer life expectancy, a more informed rights-based community, and the impact of significant Australian Government reform.

6. The strategic plan was developed following a demographic analysis, policy scan, literature review, internal stakeholder consultation, community consultation and extensive engagement with other councils, Australian and Victorian governments, and the Municipal Association of Victoria.

7. Community consultation identified the need to address loneliness and social isolation as the highest priority for older people (refer Attachment 3).

8. The current COVID-19 pandemic has affirmed that loneliness and social isolation are significant issues for older people particularly as social interaction has gone online to limit face-to-face interaction. The digital divide puts older people without access to technology at further risk of social isolation.

9. Based on these findings, targeted programs in local neighbourhoods will increase access to the internet, technology, training and support for older people to reduce the digital divide and address loneliness and social isolation.

10. The *Melbourne: A Great Place to Age* strategic plan will be included as one plan within Council's Inclusive Melbourne Strategy that will be developed in 2020-21.

11. The cost for the delivery of the proposed strategic plan is included within the Community Services branch draft 2020-21 budget.

Recommendation from management

12. That the Future Melbourne Committee endorses the *Melbourne: A Great Place to Age* strategic plan, and authorises the General Manager Community and City Services to make any further editorial changes prior to publication.

Attachments:
1. Supporting Attachment (Page 2 of 27)
2. *Melbourne: A Great Place to Age* strategic plan (Page 3 of 27)
3. Melbourne: A Great Place to Age engagement infographic (Page 27 of 27)

Supporting Attachment

Legal

1. Legal advice has and will continue to be provided on the issues discussed in this report.

Finance

2. The cost for the delivery of the proposed strategic plan of $80,000 is included within the Community Services branch draft 2020-21 budget.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Health and Safety

4. The *Melbourne: A Great Place to Age* strategic plan will improve health and safety for older people through primary prevention, health promotion and education initiatives; a new model of system navigation through information, referral and short-term case management; innovative place-based social connection programs to reduce loneliness; and social planning and advocacy to create an age-friendly city,

Stakeholder consultation

5. Stakeholder consultation to develop the *Melbourne: A Great Place to Age* strategic plan involved a range of methods including online and hardcopy English and translated surveys; face-to-face sessions at hubs, libraries, neighbourhood centres and a stakeholder forum; and promotion at community facilities and through social media.

6. In total, 320 respondents provided feedback on the strategic plan, consisting of 227 survey respondents, 89 social media comments, two submissions and two pop-up summaries. In addition, 183 people attended face-to-face sessions.

7. Suggestions from the consultation included increasing social connection for older people including through access to technology, culturally inclusive, safe and accessible social activities, and providing more information about social activities, support services, and ageing-related matters.

Relation to Council policy

8. This recommendation relates to Council Plan 2017-21 Goal 2: A City for People.

Environmental sustainability

9. The *Melbourne: A Great Place to Age* strategic plan will minimise the impact of climate change and extreme weather events on health and wellbeing through information provision, education programs and extreme weather plans drawing on older people's leadership and knowledge.

DRAFT STRATEGIC PLAN

MELBOURNE: A GREAT PLACE TO AGE

CITY OF MELBOURNE
2020–24

CITY OF MELBOURNE

A CITY
FOR PEOPLE

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

Acknowledgement of Traditional Owners

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

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FOREWORD FROM THE LORD MAYOR OF MELBOURNE AND COUNCILLOR

Content to be confirmed.

Lord Mayor
Sally Capp

Cr Beverley Pinder
Chair,
People City Portfolio

melbourne.vic.gov.au/olderpeople

OLDER PEOPLE IN THE CITY OF MELBOURNE

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

This strategic plan describes the way we will work over the next four years to be one of the great cities in the world in which to grow older. We will challenge negative attitudes and behaviours towards ageing and change the discourse to one of pride, strength and resilience.

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

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

The City of Melbourne is committed to engaging with the Victorian Aboriginal community to ensure that Aboriginal culture, knowledge and values are fully embedded in this strategy to ensure the needs and aspirations of Aboriginal Elders are fully realised.

Significant contributions of older people

Tourism:

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

Workforce participation:

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

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

Volunteering:

One in five residents aged 60 and over volunteer

Caring responsibilities:

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

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

A diverse older community

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

Gender:

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

74% of all centenarians (people aged 100 and over) in the municipality are **female**

Cultural and linguistic diversity (CALD):

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

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

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

Indigenous:

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

Aboriginal people experience ageing earlier than other members of the population, with old age being from as young as 45 years

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

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

Impacts of ageing

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

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

Dementia:

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

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

Elder abuse:

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

End of life:

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

English proficiency:

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

Geography:

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

Homelessness:

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

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

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

Income:

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

Living alone:

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

Mental health:

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

1 (Dementia Australia 2017).
2 (University of Melbourne and National Ageing Research Institute 2017).
3 (Australian Centre for Health Research 2016).

Indigenous:

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

We recognise that family life is the core of Aboriginal community life and that these family relationships, linkages and obligations involve particular sets of social and cultural obligations. Elders play an integral part in preserving traditional knowledge, they are also pivotal in helping tackle broader community issues such as health, education, unemployment, racism and oppression.

By empowering Elders with the support necessary to address issues in their communities, we can make a positive step in helping close the gap and transferring sacred spiritual knowledge.

Internet access:

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

LGBTI:

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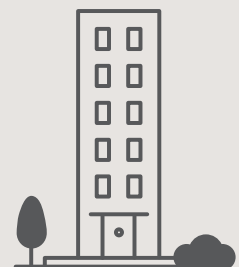
Physical disability:

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

Tenure:

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

4 (Australian Government Department of Health 2019)
5 (Australian Government Department of Health 2019)

COVID-19 impacts on older people

The COVID-19 pandemic presents a range of particular risks for older people. Although all age groups are at risk of contracting COVID-19, older people are at higher risk of developing illness if they contract the virus particularly if there are underlying health conditions. Furthermore, older people may be caregivers responding to the pandemic, increasing their risk of exposure to the virus. Some older people may face additional vulnerabilities at this time including the risk of violence, abuse or neglect.

The virus also impacts on social networks. Those who normally receive care at home and in the community risk being disproportionately affected by physical distancing measures. Prolonged periods of isolation could have a serious effect on the mental health of older people, particularly those who are not digitally included.

During the COVID-19 lockdown, the internet and other digital technologies have become a window to the world enabling people to connect with family, friends and the community. However, some older people have limited access to digital technologies. The digital divide can also impede older people's access to essential information regarding the pandemic. Older people may be unable to access services such as telehealth or online shopping and banking during the time of lockdown and physical distancing.[6]

6 (United Nations 2020).

ACHIEVEMENTS

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

- **Information** – Linkage to services, activities and events including over 5,000 newsletters and activity guides distributed annually.

- **Care** – Community care and social support services to over 600 clients funded by the Australian Government's Commonwealth Home Support Programme, Home Care Packages program and the Victorian Government Support for Carers program.

- **Program delivery** – Over 6,000 attendances annually at events and activities that celebrate and build inclusion including the Victorian Seniors Festival, the Coming Back Out Ball, and neighbourhood centre and carer support programs.

- **Resources** – Community grants and other support for over 50 community groups.

- **COVID-19 support** - Information and newsletters, telephone calls for wellbeing checks and social support, telephone group discussions, activity packs, support with technology, virtual music and physical activity programs, and community grants to support local communities affected by COVID-19.

A CASE FOR CHANGE

How we provide services, activities, and community infrastructure will need to change if we are to remain a safe, accessible and 'age friendly' city. This is due to unprecedented social change influenced by the COVID-19 pandemic, population, infrastructure and housing growth in the city of Melbourne, longer life expectancy, a more informed rights-based community, and the impact of substantial Australian Government reform.

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

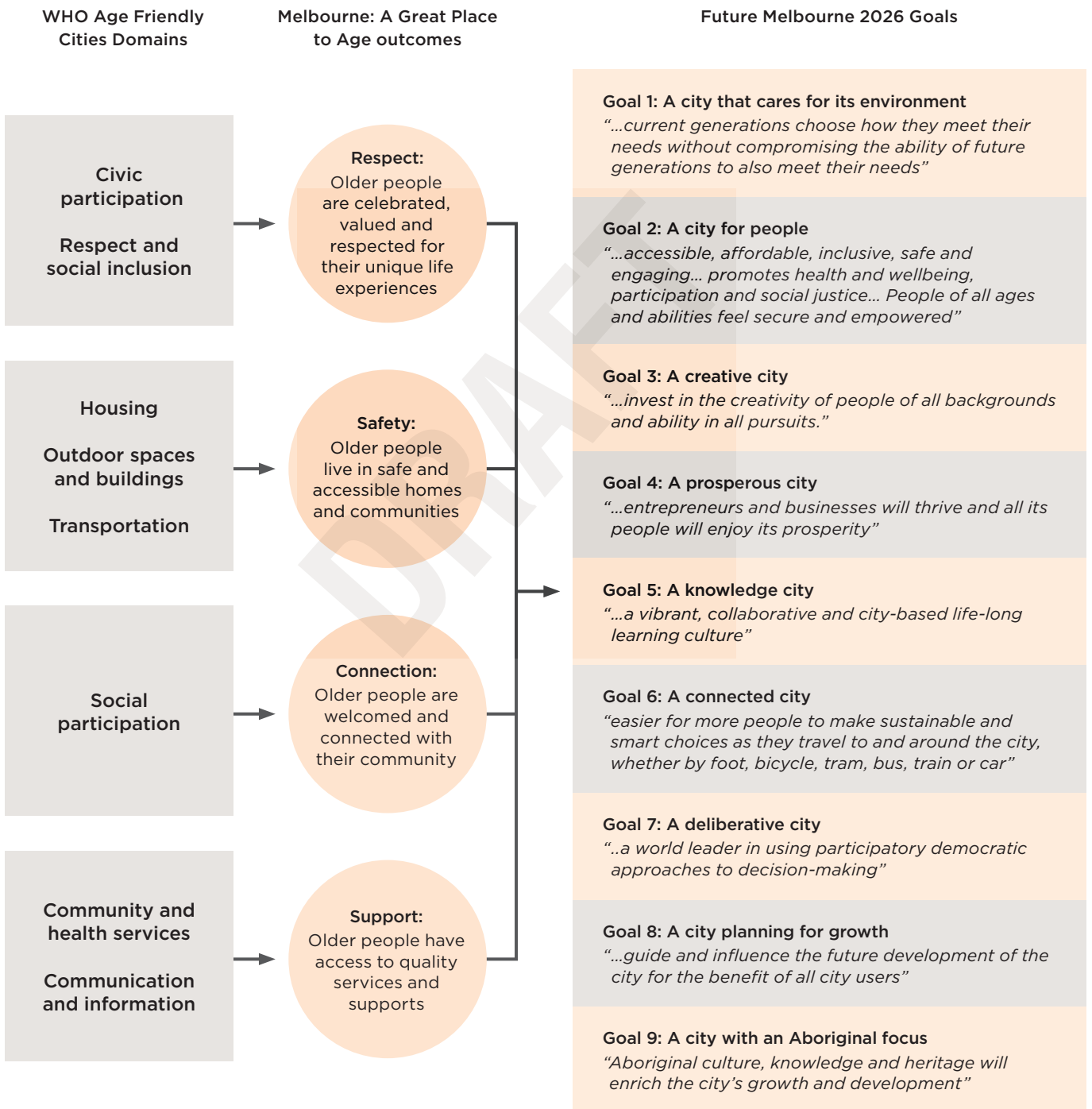In addition, COVID-19 recovery is an opportunity to set the stage for a more inclusive and age-friendly community. Efforts to protect older people during the COVID-19 pandemic should not overlook the incredible resilience, positivity and important contribution of older people in the crisis response, including as paid and unpaid caregivers, health care workers, volunteers and community leaders.[7]

7 (United Nations 2020).

STRATEGIC CONTEXT

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

WHO Age Friendly Cities Domains	Melbourne: A Great Place to Age outcomes	Future Melbourne 2026 Goals

Civic participation

Respect and social inclusion

Respect: Older people are celebrated, valued and respected for their unique life experiences

Goal 1: A city that cares for its environment
"...current generations choose how they meet their needs without compromising the ability of future generations to also meet their needs"

Goal 2: A city for people
"...accessible, affordable, inclusive, safe and engaging... promotes health and wellbeing, participation and social justice... People of all ages and abilities feel secure and empowered"

Housing

Outdoor spaces and buildings

Transportation

Safety: Older people live in safe and accessible homes and communities

Goal 3: A creative city
"...invest in the creativity of people of all backgrounds and ability in all pursuits."

Goal 4: A prosperous city
"...entrepreneurs and businesses will thrive and all its people will enjoy its prosperity"

Social participation

Connection: Older people are welcomed and connected with their community

Goal 5: A knowledge city
"...a vibrant, collaborative and city-based life-long learning culture"

Goal 6: A connected city
"easier for more people to make sustainable and smart choices as they travel to and around the city, whether by foot, bicycle, tram, bus, train or car"

Goal 7: A deliberative city
"..a world leader in using participatory democratic approaches to decision-making"

Community and health services

Communication and information

Support: Older people have access to quality services and supports

Goal 8: A city planning for growth
"...guide and influence the future development of the city for the benefit of all city users"

Goal 9: A city with an Aboriginal focus
"Aboriginal culture, knowledge and heritage will enrich the city's growth and development"

MELBOURNE: A GREAT PLACE TO AGE

Our Vision

Melbourne is a great place to age.

Our Purpose

- To challenge ageism and promote respect for all older people

- To enable older people to contribute to deliberative democracy

- To recognise and utilise older people's knowledge, wisdom and diverse life experience

- To design, develop and support services, activities and community infrastructure that embrace ageing and reduce loneliness and social isolation

Outcomes

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

1. **Respect:** Older people are celebrated, valued and respected for their unique life experiences

2. **Safety:** Older people live in safe and accessible homes and communities

3. **Connection:** Older people are welcomed and connected with their community

4. **Support:** Older people have access to quality services and supports

Principles - How We Will Work

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

- **Primary prevention** - through information, health promotion, linkage, advocacy and system navigation to address loneliness, racism, elder abuse, life transitions and end of life

- **Precinct and place-based approaches** - through planning, advocacy and delivery of local solutions with community

- **Genuine ongoing engagement -** through listening, learning, volunteering, employment, technology and innovation

- **Community development and partnerships -** with community, service systems, government and industry, to support network and market development

Actions

Actions for the strategic plan were determined through demographic analysis, policy scan, literature review and stakeholder and community engagement.

Community engagement focused on key priority areas including initiatives to:

- prevent ageism, elder abuse and racism;

- reduce loneliness and social isolation; and

- support life transitions including people living with dementia and at end of life

In addition, the actions address the impacts of COVID-19 on older people across three key priority areas for action:

- Addressing loneliness and social isolation, particularly with the COVID-19 physical distancing requirements, through providing targeted programs in local neighbourhoods to increase access to the internet, technology, training and support to reduce the digital divide;

- Providing outreach to vulnerable older people to support social participation within their neighbourhood, with a priority on building community in high-rise developments; and

- Providing outreach, individual advocacy and individual support to connect older people with services and programs, in particular vulnerable groups facing barriers to accessing services.

STRATEGIC PLAN ON A PAGE

VISION: Melbourne is great place to age

PURPOSE

To challenge ageism and promote respect for all older people

To enable older people to contribute to deliberative democracy

To recognise and utilise older people's knowledge, wisdom and diverse life experience

To design, develop and support services, activities and community infrastructure that embrace ageing and reduce loneliness and social isolation

PRINCIPLES

Primary prevention – through information, health promotion, linkage, advocacy and system navigation

Precinct and place-based approaches – through planning, advocacy and delivery of local solutions with community

Genuine ongoing engagement – through listening and learning

Community development and partnerships – with community, service systems, government and industry

OUTCOMES

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

ACTIONS

1.1 We will engage older people in neighbourhood forums 1.2 We will encourage participation in consultation 1.3 We will develop programs to address ageism 1.4 We will support multicultural connections 1.5 We will encourage older people's economic participation	2.1 We will deliver a dementia-friendly 'demonstration project' 2.2 We will reduce barriers to access buildings and outdoor spaces 2.3 We will support older people's transport needs 2.4 We will facilitate accessible housing for older people 2.5 We will help minimise the impact of climate change for older people	3.1 We will provide information on social connection programs 3.2 We will help community organisations facilitate social connection 3.3 We will help reduce loneliness, social isolation and the digital divide 3.4 We will provide outreach to support social participation 3.5 We will encourage volunteer activities	4.1 We will educate on and support life transitions 4.2 We will provide carer support programs 4.3 We will help connect older people with services 4.4 We will advocate for high quality services 4.5 We will educate on end of life

DETAILED ACTION PLAN

VISION: Melbourne is a great place to age	
OUTCOME	**ACTIONS**
Respect: Older people are valued and respected for their unique life experiences	1. Undertake neighbourhood based community forums and reference groups that include older people to identify, prioritise and take action on local issues
	2. Expand consultation with older people to ensure their full inclusion in City of Melbourne consultative and decision-making mechanisms, ensuring diverse voices are heard, including Aboriginal Elders and community-controlled organisations
	3. Develop partnerships and programs to address ageism through highlighting the value, diversity and wisdom of older people's experience
	4. Support innovative community-led initiatives to address ageism and racism including opportunities that enable intergenerational and multicultural connections, activities and learning
	5. Develop partnerships to provide information and support to older people, industry and business on opportunities for economic participation, including employment, start-ups, mentoring, board directorships and social enterprises
Safety: Older people live in safe and accessible homes and communities	6. Deliver a dementia-friendly neighbourhood 'demonstration project' which includes community education, design of the built environment and partnerships with peak bodies, community organisations, and people living with dementia and their families
	7. Reduce barriers to enable older people to use Council buildings and outdoor spaces (eg. pedestrian friendly footpaths, crossings, seating, shade, lighting and toilets at appropriate distances)
	8. Ensure that older people's mobility, access and transport needs are identified and considered in the implementation of the Transport Strategy 2030
	9. Facilitate accessible and affordable housing for older people through the Affordable Housing Strategy
	10. Support older people to minimise the impact of climate change and extreme weather events on health and wellbeing aligned with the Climate Change Adaptation Strategy Refresh 2017
Connection: Older people are welcomed and connected with their community	11. Provide information to promote awareness of opportunities for social connection
	12. Provide support to community organisations to promote more opportunities for social connection by older people (including venue use, grants and subsidies)
	13. Provide targeted programs in local neighbourhoods to increase access to the internet, technology, training and support to reduce the digital divide and address loneliness and social isolation
	14. Provide outreach to vulnerable older people to support social participation within their neighbourhood, with a priority on building community in high-rise developments
	15. Create place-based opportunities to increase the range of City of Melbourne volunteer activities
Support: Older people have access to quality services and supports	16. Provide a program of community education and information in a range of formats related to life transitions (including retirement, onset of health conditions, becoming a carer, loss of driver's licence, loss of a partner, entry into aged care), dementia and elder abuse
	17. Provide carer support programs to meet the diverse needs of the community
	18. Provide outreach, individual advocacy and individual navigation support to connect older people with services and programs, in particular vulnerable groups facing barriers to accessing services
	19. Work with the local service system and advocate for consumer choice and availability of high-quality local services that meet the needs of diverse older communities
	20. Develop partnerships and programs to improve the community's understanding of death and dying and develop practical responses with local communities to support people at end of life

REFERENCES

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

International

- United Nations 2020 Policy brief: The impact of COVID-19 on older persons
- WHO 2002 Active Ageing: A Policy Framework
- WHO 2007 Global age-friendly cities: A guide
- WHO 2015 World Report on Ageing and Health
- WHO 2016 Global strategy and action plan on ageing and health
- WHO 2017 Age-friendly environments in Europe: A handbook of domains for policy action
- WHO 2018 The Global Network for Age-friendly Cities and Communities: Looking back over the last decade, looking forward to the next

Age Friendly Cities Network

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

Australian Government

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

State and Territory governments

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

Local Governments

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

Peak bodies

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

Academic institutions

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

How to contact us

Online:
melbourne.vic.gov.au

In person:
Melbourne Town Hall – Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

Telephone:
03 9658 9658
Business hours, Monday to Friday
(Public holidays excluded)

Fax:
03 9654 4854

In writing:
City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia

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03 9280 0722	Soomaali
03 9280 0723	Español
03 9280 0725	Việt Ngữ
03 9280 0726	عربي
03 9280 0726	한국어
03 9280 0726	हिंदी
03 9280 0726	All other languages

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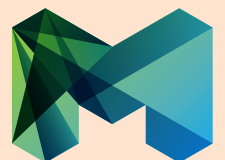
CITY OF MELBOURNE

Melbourne: A Great Place to Age

Draft Strategic Plan 2020-2024

ENGAGEMENT REPORT

Global Research
Turning **Information** Into **Insight**

ENGAGEMENT REACH

Respondents: 320

227 Surveys	**89** Social Media (Comments)	**2** Submissions	**2** Pop Up Summaries

Participants: 3,795

3,612 Social Media (Interactions)	**183** Face-To-Face

RESPONDENT PROFILE

88%

Age
of respondents were 55 years or older.

City Connection
Residents **76%**
Workers **13%**
Visitors **11%**

Gender
Female **68%**
Male **29%**
Other **3%**

" *Have free activities in the city: you can come to an event and be alone but not lonely.* "

MELBURNIANS' RANKINGS

The percentage of respondents who ranked these social priorities either 1, 2 or 3.

21%	19%	17%	14%	12%	11%	5%
Loneliness & Social Isolation	Life Transitions	Dementia	Ageism	Elder Abuse	End Of Life	Racism

" *Social groups are very good to get me out of the house. It is harder to get into groups when you get older.* "

MELBURNIANS' IDEAS

Loneliness & Social Isolation
Improve older people's quality of life, facilitate age-inclusive, accessible and affordable activities.

Life Transitions
Provide a range of information and support that is easily accessible to older people, to help them through life transitions.

Dementia
Provide or facilitate mental and physical support services for those living with dementia and their carers, and take measures to make public spaces more dementia-friendly.

Ageism
Ensure more accurate and diverse representations of older people in the public realm, and make more opportunities for paid employment and volunteer positions available for older people.

Elder Abuse
Provide education to older people about their rights, behaviours they may experience that are unacceptable, and how they can report elder abuse.

End Of Life
Make information about end of life matters more readily available to older people, and provide mental, physical and emotional support to those impacted.

Racism
Educate people about racism and facilitate a change in attitude toward people from different cultures, through multicultural events and other initiatives.

Other Priorities
Make the city safer and easier to get around, and have more support services available to assist older people to stay in their own homes for as long as possible.