

ACTIVE & HEALTHY
AGEING
INITIATIVE

TOWARDS AN AGE-FRIENDLY
MAROONDAH 2015-2020





Becoming an age-friendly city is a journey and not a destination. The Maroondah community aged 45+ through the Active & Healthy Ageing Initiative has expressed its current views, age-friendly ratings and priorities moving forward.

Join us on a journey through the 8 age-friendly domains based on the recommendations offered by our community.

PHOTOGRAPHY: Featuring photography by members of the Maroondah Photographic Society aged 45+.

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On behalf of my fellow Councillors, I am proud to introduce Maroondah City Council's first ever *Active and Healthy Ageing Initiative – Towards an Age-friendly Maroondah (2015-2020)*.

The aim of the initiative is to create an accessible and inclusive Maroondah for all our residents – a place where people feel safe, healthy and secure as they age.

Council's commitment to supporting the development of this initiative and our work to implement the key strategic directions outlined in Maroondah 2040 has seen Maroondah accepted into the World Health Organisation's Global Network of Age-friendly Cities and Communities.

The development of the *Active and Healthy Ageing Initiative* follows extensive consultation with our community aged 45 and over.

More than 1200 community members participated in a targeted consultation process which helped identify a number of initiatives that will go towards creating an age-friendly city.

This is a blueprint for how our community, Council and other levels of Government can work together to create a Maroondah that makes our community a supportive, inclusive and enjoyable place for people to live as they age.

The *Active and Healthy Ageing Initiative – Towards an Age-friendly Maroondah (2015-2020)* is a working document and will be customised and modified annually to ensure we continue to meet the changing needs of our ageing population.

On behalf of Council, I thank everyone who contributed to the development of this initiative. We look forward to taking the age-friendly journey with you and sharing and celebrating our longevity.

**Mayor of Maroondah,
Councillor Tony Dib JP**

A MESSAGE FROM THE MAYOR OF MAROONDAH



As Australia's population increases in number, proportionately it is also growing older, reflecting improved life expectancy. The place of older Victorians becomes increasingly important and requires a shift in focus for communities such as Maroondah.

COTA Victoria was pleased to be involved in the initial planning and implementation stages of developing an Age-Friendly Communities initiative at Maroondah City Council.

Congratulations must go to Maroondah for a forward-thinking approach in adopting the principles of Age-Friendly Cities and Communities and engaging their residents in a journey to achieve accreditation with the World Health Organisation (WHO) as a Global and Age-Friendly City.

At COTA Victoria we believe in a world where older people live lives to the full, make a positive difference in the lives of others, are treated with respect, and are acknowledged for leaving an important legacy of values and contribution.

We believe in older people's capacity to make that world.

Older people are essential for cohesive, peaceful, equitable communities. They are a valuable social and economic resource for individuals, families, organisations, communities and society as a whole. These contributions can only be ensured if older people enjoy good health, participation and feel secure.

COTA Victoria wishes Maroondah City Council well for its future directions in continuing its commitment to older people and engaging them to continue to be active participants in an Age-Friendly City and Community.

Sue Hendy
Chief Executive Officer
COTA Victoria



Whatever age is used within different contexts, it is important to acknowledge that chronological age is not a precise marker for the changes that accompany ageing.

Active Ageing: A Policy Framework. A contribution to the World Health Organisation to the Second United Nations World Assembly on Ageing, Madrid, Spain, April 2002

An age-friendly city encourages Active Ageing by optimizing opportunities for health, participation and security in order to enhance the quality of life as people age.

World Health Organisation Global Age-friendly Cities: A Guide (2007)

QUICK STATISTICS

By 2030, a quarter of Australia's population will be aged 60+ years. By 2030, people aged 60+ will reach 1.4 billion around the globe.

According to the Australian Bureau of Statistics (ABS) on the night of the Census 2011:

- Maroondah's population aged 60+ was higher than the metropolitan average
- Maroondah had the highest proportion of persons aged 85+ in the Eastern Metropolitan Region
- The largest age group in Maroondah was in the 40-44 year olds which accounted for 7.4% of the total population

Maroondah's residential population as of 2015 is estimated at 111,616

By 2020:

- **40%** of Maroondah's population will be aged 45+
- The greatest increase (25.7%) will occur in the population of retirement age
- The largest increase is forecast to be in the ages 70-74

According to the Federal Government's 2015 Intergenerational Report, Australians will live longer and continue to have one of the longest life expectancies in the world.

	Current Life Expectancy	Current Global Ranking	Projected Life Expectancy (2055)
Males	91.5 years	Equal 1st with Iceland	95.1 years
Females	93.6 years	5th	96.6 years

Source: 2015 Intergenerational Report

DID YOU KNOW?

This is the first time in history where 5 generations of one family can simultaneously exist.

In 2040, Maroondah will be a vibrant and diverse city with a healthy and active community, living in green leafy neighbourhoods which are connected to thriving and accessible activity centres contributing to a prosperous economy within a safe, inclusive and sustainable environment.

Maroondah 2040

The Maroondah 2040 Community Vision captures the aspirations, desires, dreams and priorities of the community looking ahead to the year 2040 and beyond.

The long term vision provides a 'roadmap' for the community, Council and other levels of government to partner together and create a future that enhances Maroondah as a great place to live, work, play and visit.

There are over 26 key directions in Maroondah 2040 which directly link to the World Health Organisation's Age-friendly cities and communities framework and principles.

An Age-friendly City

An age-friendly city encourages active ageing by optimising opportunities for participation, health and security in order to enhance the quality of life as people age in our community.

Local governments that plan and take action to accommodate the changing needs of older residents can ensure that their communities remain attractive places to live with features that not only benefit seniors but support the health, safety and participation of residents of all ages.



A core aspect of age-friendly work is that it must include older people as active participants in the process.

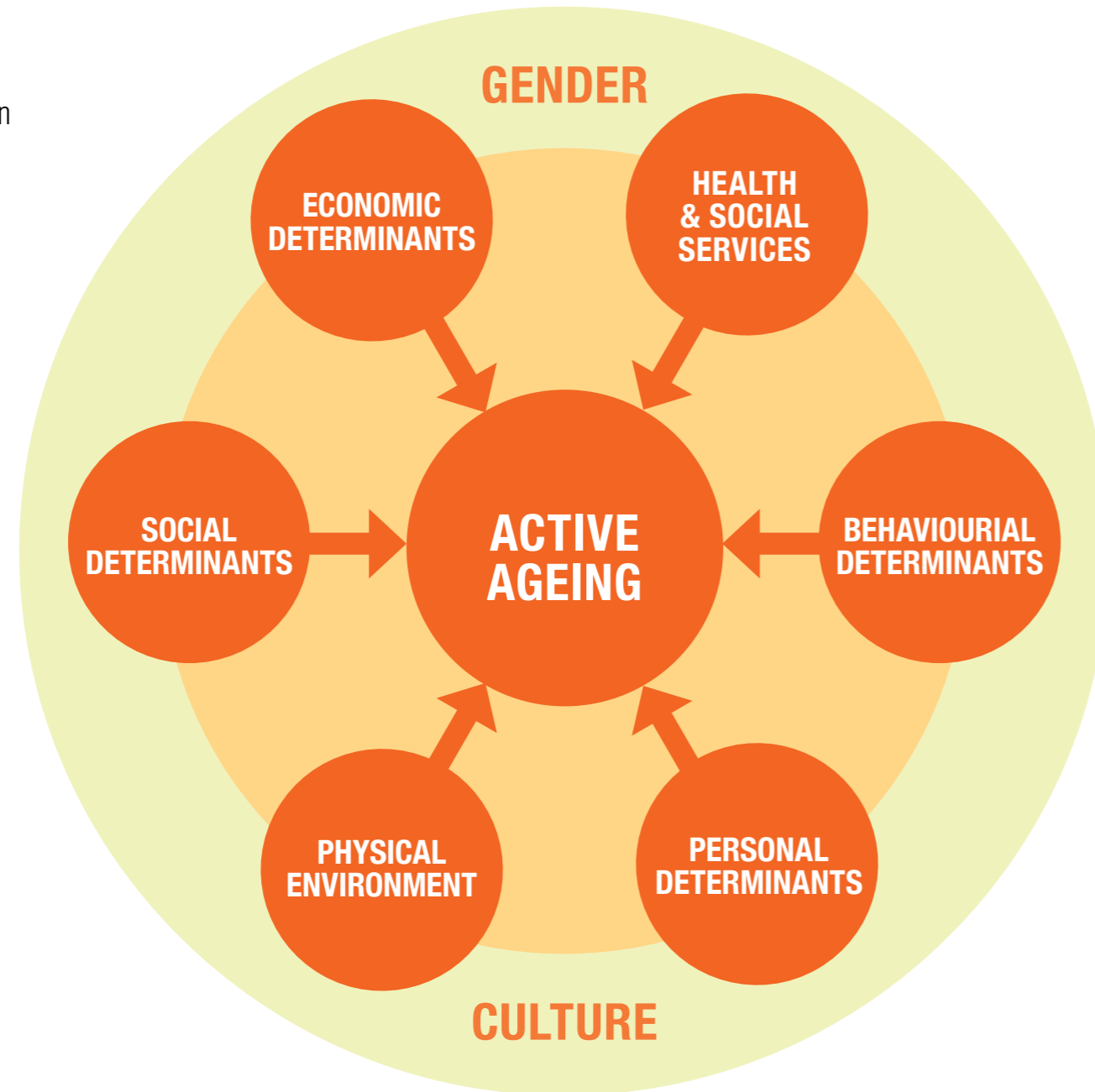
According to the World Health Organisation (WHO) there are eight age-friendly domains that influence the health and quality of life of people as they age:

- 1. Outdoor spaces and buildings**
- 2. Transportation**
- 3. Housing**
- 4. Social participation**
- 5. Respect and social inclusion**
- 6. Civic participation and employment**
- 7. Communication and information**
- 8. Community support and health services**

Making our community age-friendly not only supports active and healthy ageing, it also creates sustainable, healthy communities that benefit everyone.

ACTIVE AGEING

According to the World Health Organisation, active ageing depends on a variety of influences or determinants that surround individuals, families and nations. All of these factors and the interaction between them, play an important role in affecting how well individuals age.



**Ageing is a development issue.
Healthy older persons are a
resource for their families, their
communities and the economy.**

WHO Brasilia Declaration on Healthy Ageing, 1996.

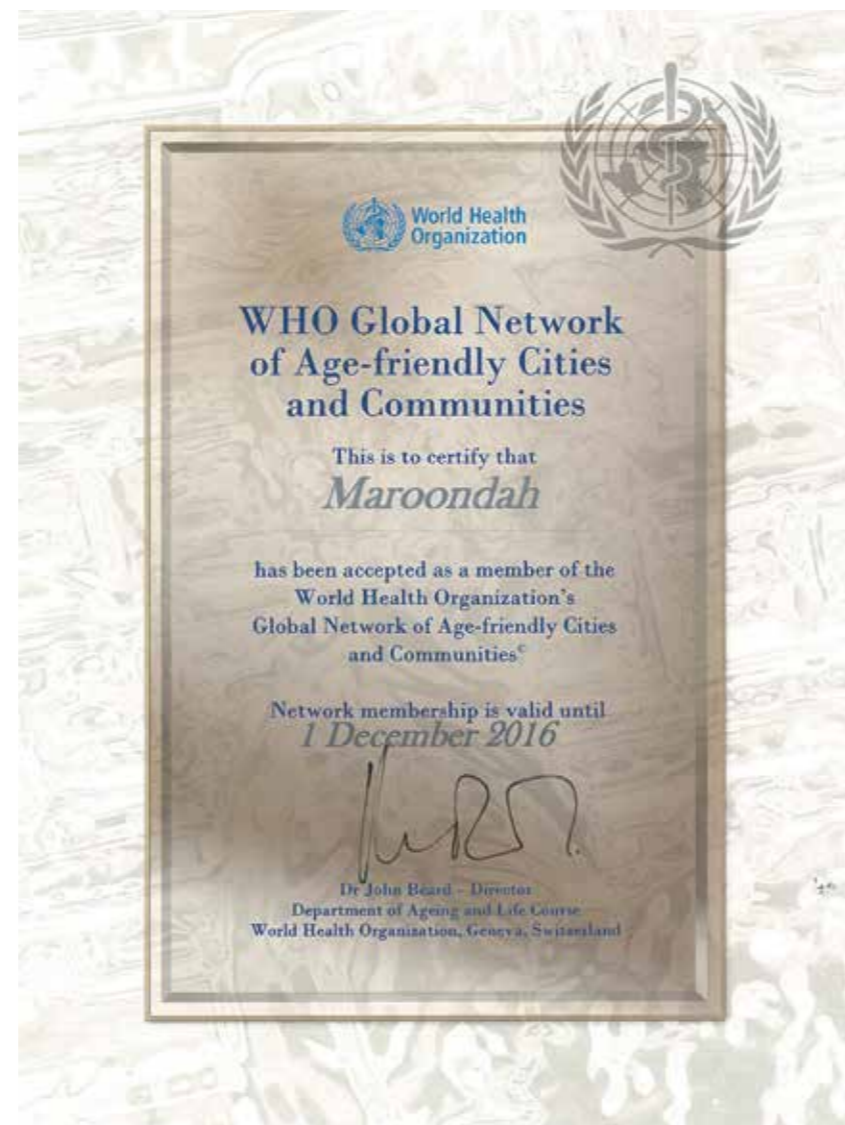


THE WORLD HEALTH ORGANISATION'S GLOBAL NETWORK OF AGE-FRIENDLY CITIES AND COMMUNITIES

On 1 December 2014, Maroondah was accepted as a member of the World Health Organisation Global Network of Age-friendly Cities and Communities in recognition of Council's commitment to becoming age-friendly.

In addition, Maroondah has developed an age-friendly cities partnership with the district of Saanich, British Columbia, Canada, for information exchange across the two communities.

Maroondah's Active & Healthy Ageing Initiative will drive age-friendly concepts and initiatives to enable our ageing population to continue to contribute significantly to their communities, their families, the economy and society.



BECOMING AN AGE-FRIENDLY CITY IS A JOURNEY NOT A DESTINATION

Becoming an age-friendly city will be an ongoing process. The Maroondah community aged 45+ has expressed its current views, age-friendly ratings and priorities moving forward. The initiatives within this document were developed through the active participation and contributions of our community aged 45+ and reflect their ideas and preferences in creating an age-friendly Maroondah.

The *Active and Healthy Ageing Initiative – Towards an Age-friendly Maroondah 2015-2020* provides the framework to adapt to the changing needs and expectations of the community as they age in our municipality. It explores the features of an age-friendly city and has identified priority areas and initiatives specific to Maroondah over the next five years (2015 – 2020).

The *Active and Healthy Ageing Initiative – Towards an Age-friendly Maroondah 2015-2020* focuses on the eight age-friendly domains and the progress of the initiatives will be monitored and evaluated on an annual basis.

WHAT WE DID:

Conducted 266 pre-consultation engagement interviews with the wider community to gauge Maroondah receptiveness to the Age-friendly Cities Framework. They were conducted at the Imagine Maroondah 2040 Day (2013), The Seniors Wellbeing Expo (2013) and Café Consult – Maroondah Festival (2013).

Delivered an Age-friendly Champions Program where 36 members of the community were nominated to participate in an Age-friendly Cities training workshop.

Secured the support of the Maroondah business community who kindly donated over \$8,000 worth of prizes linked to the Active and Healthy Ageing Initiative Prize Draw.

Prepared an electronic and hard copy survey based on the WHO Checklist of Essential Features of Age-friendly Cities. The survey tool was developed by utilizing the WHO checklist statements for each age-friendly domain. Through the active engagement of the community aged 45+ they were asked to assess Maroondah's strengths and deficiencies and to rate Maroondah's current age-friendliness and provide their ideas as to how we can become more age-friendly in the future.

Collation of all responses were then presented to Council Service Areas for internal consultations.

123 Maroondah community groups invited to participate and share their age-friendly ideas.

The Age-friendly Champions reviewed the initiatives.

76 Maroondah Organisations and Agencies invited to participate (30 Residential Aged Care Facilities and 46 Service Providers) by completing an Active and Healthy Ageing Initiative Service Provider Survey.



DID YOU KNOW?

On Tuesday 26 August 2014, 36 Maroondah community members participated in an Age-friendly Champions workshop training session delivered by the Council on the Ageing (COTA) to learn about creating age-friendly communities. These members

were identified as leaders in the community who are able to influence and shape Maroondah's age-friendly journey. The Active and Healthy Ageing Initiative is indebted to their support and dedication to contributing towards an age-friendly Maroondah.

COMMUNITY ENGAGEMENT STATISTICS

654

NUMBER OF SURVEY PARTICIPANTS WHO HELPED SHAPE THE INITIATIVES THAT ARE PUBLISHED IN THE *ACTIVE AND HEALTHY AGEING INITIATIVE – TOWARDS AN AGE-FRIENDLY MAROONDAH 2015-2020*

561

NUMBER OF RESIDENTS AND VISITORS FROM WITHIN THE MAROONDAH COMMUNITY WHO CONTRIBUTED THEIR THOUGHTS AND IDEAS DURING THE PRE-CONSULTATION AND CONSULTATION PHASE

30%

PARTICIPATION RATE OF SERVICE PROVIDERS

40

FACE-TO-FACE CUSTOMISED ENGAGEMENT/PRESENTATION ACTIVITIES WITH MAROONDAH COMMUNITY GROUPS

171

ONLINE SURVEYS COMPLETED

483

HARD COPY ACTIVE & HEALTHY AGEING INITIATIVE SURVEYS COMPLETED

84%

PERCENTAGE OF COMMUNITY GROUPS CONTACTED THAT AGREED TO PARTICIPATE

74%

PREFERENCE FOR HARD COPY SURVEYS

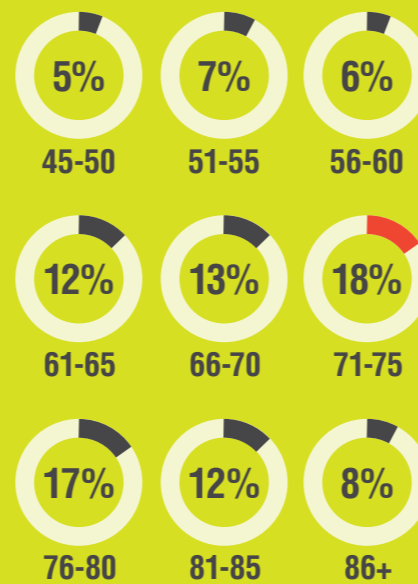
23

NUMBER OF SERVICE PROVIDER FEEDBACK

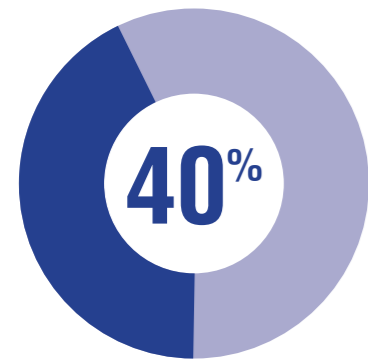
1238

GRAND TOTAL OF COMMUNITY PARTICIPATION FOR THE ACTIVE & HEALTHY AGEING INITIATIVE

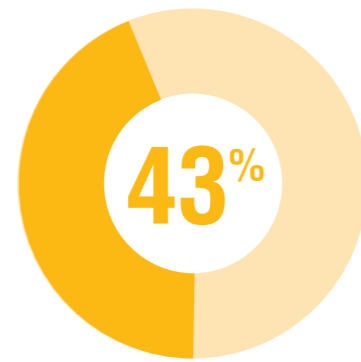
AGE-BREAKDOWN OF SURVEY PARTICIPANTS:



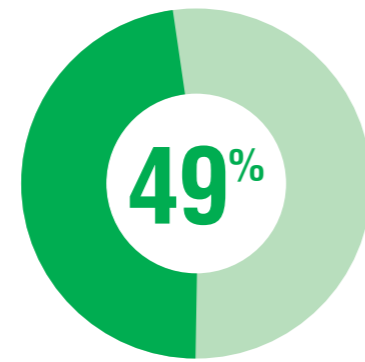
HOW AGE-FRIENDLY DOES OUR COMMUNITY THINK MAROONDAH IS?



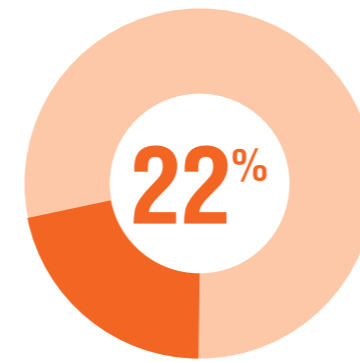
COMMUNITY SUPPORT & HEALTH SERVICES



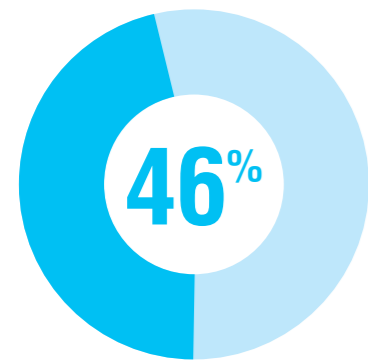
TRANSPORTATION



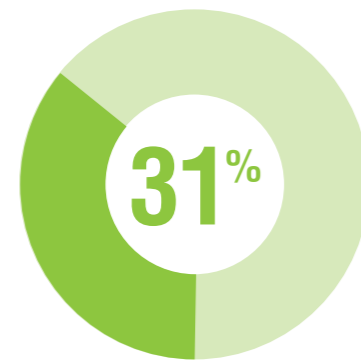
COMMUNICATION & INFORMATION



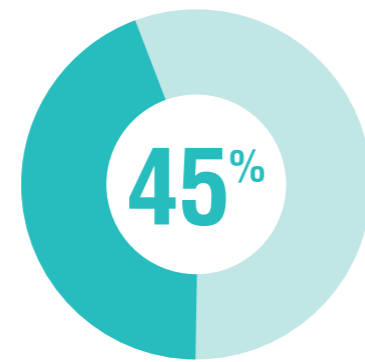
HOUSING



SOCIAL PARTICIPATION



RESPECT & SOCIAL INCLUSION

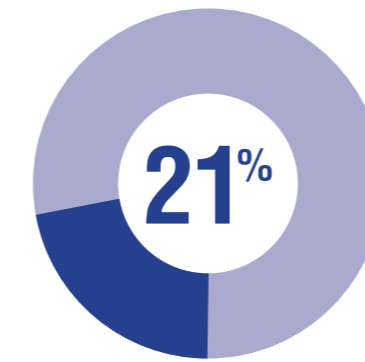


OUTDOOR SPACES & BUILDINGS



CIVIC PARTICIPATION & EMPLOYMENT

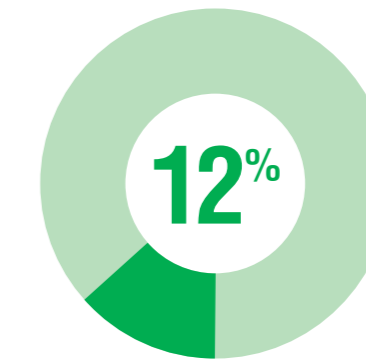
WHAT IMPORTANCE DOES OUR COMMUNITY PLACE ON THE 8 AGE-FRIENDLY DOMAINS?



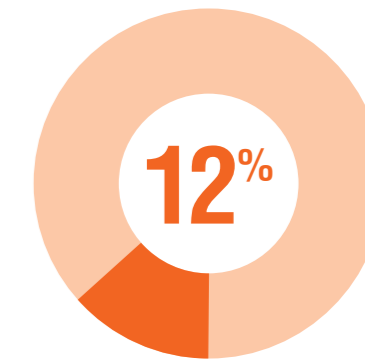
COMMUNITY SUPPORT & HEALTH SERVICES



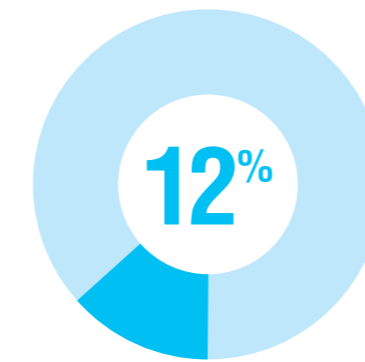
TRANSPORTATION



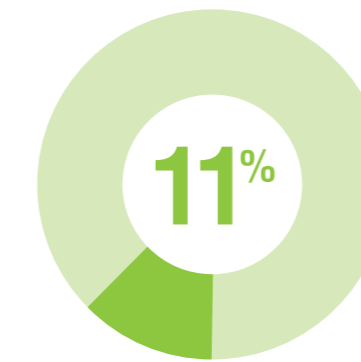
COMMUNICATION & INFORMATION



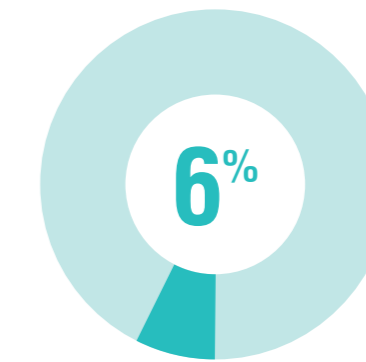
HOUSING



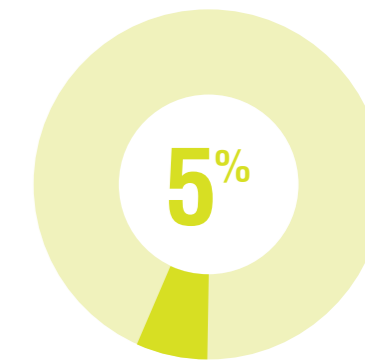
SOCIAL PARTICIPATION



RESPECT & SOCIAL INCLUSION



OUTDOOR SPACES & BUILDINGS



CIVIC PARTICIPATION & EMPLOYMENT

PRIORITY 1: COMMUNITY SUPPORT AND HEALTH SERVICES

Health and support services are vital to maintaining health and independence in the community. In most collaborating cities, the supply, organisation and financing of many health and social services are decided by the state or national government rather than the city. Nevertheless, health and social services are delivered within a city by local people in local establishments, and community-based for-profit and voluntary groups play an important role in delivering support and care.

World Health Organisation Global Age-friendly Cities: A Guide, 2007:66

The Maroondah community ranked the current age-friendliness of the domain of Community Support and Health Services in fifth position but promoted it to first position when it came to prioritising the age-friendly domains.

The following initiatives were developed with the involvement of the age cohort. The initiatives reflect our community's desire to remain as independent as possible and living within their own homes with ongoing access to support and health services for them and carers so that they can age in an active, proactive and healthy manner.



1 = THE TOP PRIORITY
8 = THE LEAST IMPORTANT



1 = MOST AGE-FRIENDLY
8 = LEAST AGE-FRIENDLY



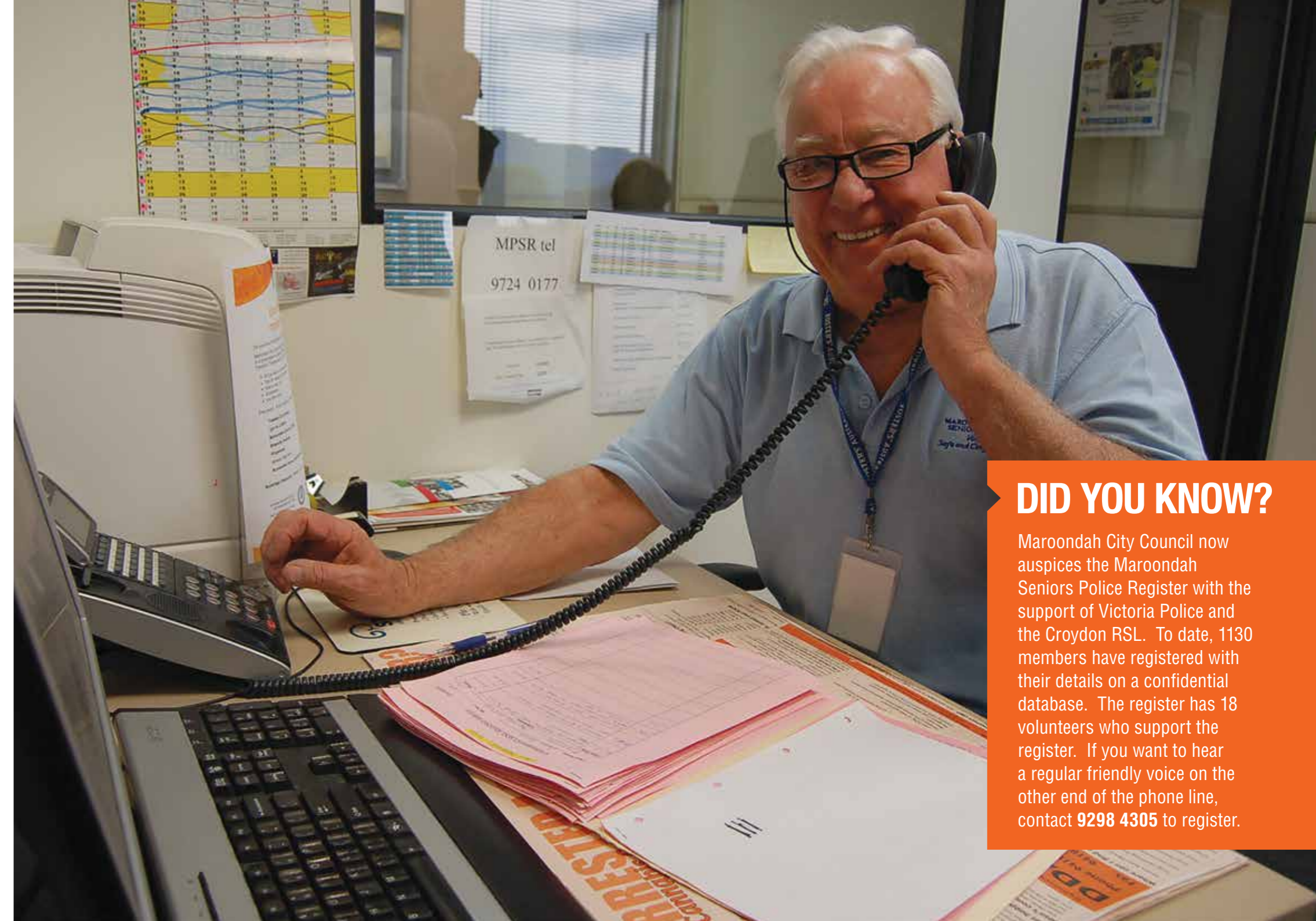
A SAFE, HEALTHY AND ACTIVE COMMUNITY

Maroondah is a safe, healthy and active community with local opportunities provided for people of all ages and abilities to have high levels of social, emotional and physical wellbeing.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Council was successful in receiving funding to provide for a Vulnerable Persons Coordinator to specifically work with vulnerable persons and those at risk of social isolation in Maroondah.
- Home and Community Care (HACC) Services take into consideration a person's income and fees charged are income means tested to ensure affordability.
- Coordination & facilitation of the Maroondah Carers' Group and the Akuna Carers' Group for people who care for someone living with dementia. Akuna is a partnership between Maroondah City Council (Aged & Disability Services), E.A.C.H. and Donwood Community Aged Care.
- Council's Social Inclusion and Wellbeing Program delivered through Kerrabee.
- Aquahub provides a number of specific programs customized for the various needs for an ageing population and include the following programmes: Living Longer, Living Stronger (COTA endorsed strength training program), Seated Exercise Program, Silvers Program, Easy Active Circuit Program, Lite Pace Group and the Grey Medallion Program.
- Support Meals on Wheels Service from preparation and delivery and from a food safety perspective to ensure best practice of the whole food preparation cycle and delivery of meals to vulnerable people in the community.
- Metro Access position undertakes ongoing advocacy regarding facilities being accessible to all.
- Community volunteers aged 45+ participate in the Maroondah Environment Advisory Committee.
- Continual assessment and response to community recommendations regarding accessibility to all Council leisure facilities and ensuring all facilities are DDA Compliant.
- Karralyka installed a lift to increase accessibility into the venue in response to community need.
- Council currently offers a companion card for carers which allows the carer to get in for free at all Council's leisure facilities.
- Creation of a new Volunteer Coordinator position to support Council's volunteers and volunteering opportunities.
- Introduction of a parents program at Council's Social Inclusion and Wellbeing Centre, Kerrabee, to introduce intergenerational exchange.
- Delivery and coordination of the Home and Community Care Services program.
- Respite care provided to carers through the HACC Planned Activity Group.
- Introduction and funding of the Short Term Case Management role to assist with referrals for vulnerable people who require short term assistance to maximise independence and stay connected with the community.



DID YOU KNOW?

Maroondah City Council now auspices the Maroondah Seniors Police Register with the support of Victoria Police and the Croydon RSL. To date, 1130 members have registered with their details on a confidential database. The register has 18 volunteers who support the register. If you want to hear a regular friendly voice on the other end of the phone line, contact **9298 4305** to register.

Make sure that the older people understand what services are available to them. Many older frail people are so scared they may have to move out of their home that they do not follow up on what is available to help them.

Female, 71, Ringwood



DID YOU KNOW?

- > Council provides a 15% - 20% discount to Seniors Card Holders and to Pension/DVA Health Card/Health Care Card holders for all Aquahub activities.
- > The Eastern Regional Libraries through its Maroondah Seniors Outreach Officer provides a number of dynamic library resources and delivers them to people who are socially isolated and/or housebound as well as to Senior Community Groups, retirement villages, nursing homes and all aged care facilities. For enquiries, please ring **9800 6430**.

PRIORITY 2: TRANSPORTATION

Transportation, including accessible and affordable public transport, is a key factor influencing active ageing. In particular, being able to move about the city determines social and civic participation and access to community and health services.

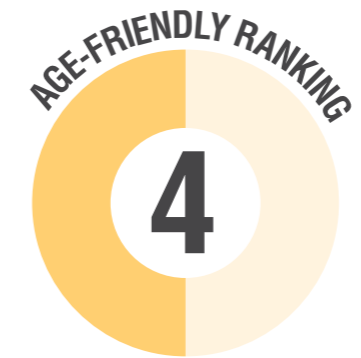
World Health Organisation Global Age-friendly Cities: A Guide (2007:20)

The Maroondah community ranked the current age-friendliness of the domain of Transportation in fourth position but promoted it to second position when it came to prioritising the age-friendly domains.

The initiatives reflect our community's desire to remain involved and mobile within Maroondah and access a range of affordable, safe and sustainable transport modes so that they can continue to access facilities, activities and events so that they can continue their participation in community life.



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8 = THE LEAST IMPORTANT



1 = MOST AGE-FRIENDLY
8 = LEAST AGE-FRIENDLY



AN ACCESSIBLE AND CONNECTED COMMUNITY
Maroondah is an accessible community for all ages and abilities with walkable neighbourhoods, effective on and off-road transport networks, and access to a range of sustainable transport options.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Monitoring of all Council facilities and public parking to ensure that activity hubs have a turnover in parking so that all users can access buildings and parking spaces and not restrict the local economic vibrancy of our activity hubs.
- Maroondah City Council is a member of the Eastern Transport Coalition whose main role is to advocate to the State Government to obtain better public transport options for the Eastern Region.
- Council has developed the Seniors Transport Guide, a mobility map for Croydon and investigating another for Heathmont as well as the development of a Ringwood cycling map.
- Council supports the following initiatives to increase the confidence of users (parents & grandparents):
 - > Ride to Work Day; and
 - > Walk to School day whose aim is to increase the confidence of intergenerational users (children, young people, parents, grandparents) and assess the safety and quality of the walkability to schools.
- Council provides low cost transport options to the community through their weekly library and shopping bus service and their monthly outing service.
- Council was successful in receiving funding from Eastern Melbourne Medicare Local and the Outer East Health and Community Support Alliance to deliver the Maroondah Seniors Smart Rider Program.

DID YOU KNOW?

- > If you are aware of any issues of safety on Maroondah's roads and footpaths, including street lighting concerns, you should contact Council to provide feedback **1300 88 22 33** or **9298 4598**.
- > Seniors Parking is not enforceable – it is merely suggestive but open to all users.
- > If there are issues with the bus pads and the linking paths to the bus pads, then you need to contact Public Transport Victoria (PTV) **www.ptv.vic.gov.au** or **1800 800 007**.
- > It is now a Victorian Government initiative that all buses are accessible.

Safer bus shelters and other areas for ageing persons to wait for transport.

Female, 67, Croydon



DID YOU KNOW?

- > The current standard for disabled parking in a car park is that 1% - 2% of total car spaces must be dedicated to disabled parking.
- > Eastern Volunteers provides volunteer assisted community transport to the frail aged and people with disabilities living in the Eastern Metropolitan region. Please visit www.easternvolunteers.org.au or ring **9870 7822**.
- > Bus routes are determined through the transport operators and applications are made through the State Department of Transport, Planning and Local Infrastructure.
- > There is a telebus service that operates as part of the myki public transport system in Croydon, Chirnside Park, Lilydale and Mooroolbark. You may telephone and request to be picked up from home within the designated route map, or may ask the driver to be dropped off at home and you pay a small surcharge for this personalized service. For more information please visit ptv.vic.gov.au/getting-around/maps/telebuses/ or call **1800 800 007**.



PRIORITY 3: COMMUNICATION AND INFORMATION

Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active ageing...the central concern... is to have relevant information that is readily accessible to older people with varying capacities and resources.

World Health Organisation Global Age-friendly Cities: A Guide (2007:60)

The Maroondah community ranked the current age-friendliness of the domain of Communication and Information in top position in light of the amount of information that is currently available. It was prioritised in third position and stresses how ongoing due diligence will be constantly required to ensure timely and accessible information is reaching our community.

The initiatives reflect our community's diverse needs and expectations to receive information through a number of different channels and means to ensure that they are given every opportunity to access information that is relevant to them in a timely manner.



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8 = THE LEAST IMPORTANT



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WELL GOVERNED AND EMPOWERED

Maroondah is an empowered community that is actively engaged in Council decision making through processes that consider the needs and aspirations of all ages and population groups. Council provides strong and responsive leadership, ensures transparency, while working with the community to advocate for and 'champion' local needs.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Council produces an annual Community directory that is provided in both hard copy and on-line.
- An existing Migrant and Refugee booklet has also been published for the Maroondah CALD (Culturally and Linguistically Diverse) communities in partnership with the Migrant Information Centre.
- Council's Customer Contact staff currently assist the community to fill out specific forms relevant to the ageing population at three separate customer contact locations (e.g. Multi Purpose Taxi Program, Seniors Card Applications, etc).
- Council's Revenue staff currently provide an outreach payment service in exceptional circumstances to the socially isolated and vulnerable in the Maroondah community.
- Maroondah City Council participated in a regional partnership to develop an accessible communications guidelines resource.
- Council provides financial support of the Seniors *Chatterbox* quarterly newsletter coordinated and developed by the Maroondah Healthy Ageing Network. The newsletter contains information, news and a calendar of events relevant to the community aged 50+ and aims to reach out and engage persons in the community who may be socially isolated and who could benefit through the engagement of relevant interest groups.
- A number of newsletters are produced and circulated to Home & Community Care (HACC) consumers. These include the following:
 - > A bi-annual HACC newsletter – partners receive this in electronic format;
 - > The Maroondah Police Seniors Register newsletter;
 - > HACC Service provider newsletter to support workers; and
 - > A bi-annual HACC Volunteer newsletter circulated to HACC volunteers.
- Quarterly HACC volunteer face-to-face meetings are conducted to provide information and celebrate the volunteers throughout the year.
- HACC consumers receive one-to-one assessments in their own homes.
- Kerrabee (Social Inclusion and Wellbeing Centre) offers one-to-one computer training through its Planned Activity Group (PAG) program.

DID YOU KNOW?

North Ringwood Community House offers a Seniors broadband kiosk which includes free internet access and personal tuition to seniors.

Some elderly need one on one support filling out forms.

Female, 72, Ringwood East



DID YOU KNOW? Council uses a range of communication methods to share information with the community, including: Media (local newspaper, Eastern FM radio), Publications (quarterly *Maroonah in Focus* community newsletter, community information bulletins, brochures), Events (displays, presentations, merchandise), Websites, Social Media (Facebook, Twitter, YouTube, Linked in), Display Merchandise (posters, banners, fliers), Display Locations (3 Customer Contact centres, libraries, community notice boards, community centres, roadside boards) and conventional direct mail initiatives.

PRIORITY 4: HOUSING

Housing is essential to safety and well-being. There is a link between appropriate housing and access to community and social services in influencing the independence and quality of life of older people.

It is clear that housing and support that allow older people to age comfortably and safely within the community to which they belong are universally valued.

World Health Organisation Global Age-friendly Cities: A Guide (2007:30)

The Maroondah community ranked the current age-friendliness of the domain of Housing in last position. It was prioritised in equal third position as issues of remaining independently in family homes as they age will be a growing concern.

The initiatives reflect our community's desire to continue living in Maroondah but having access to housing stock that suits their changing needs whilst still ensuring that facilities and amenities are conveniently located and accessible so that they can continue to actively participate in all aspects of Maroondah life. Decreased mobility and confidence as people age requires considerations and encouragement towards more flexible and adaptable housing options based on universal design principles that are conveniently located.



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1 = MOST AGE-FRIENDLY
8 = LEAST AGE-FRIENDLY



ATTRACTIVE, THRIVING AND WELL BUILT

Maroondah is an attractive community with high quality residential and commercial areas incorporating infrastructure that meets the needs and aspirations of all ages and abilities. A diverse range of housing options are available and thriving activity centres provide a broad range of facilities to meet community needs.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Maroondah's housing stock is currently being investigated and results will be published in Council's Housing Strategy which will look into the diversity of housing stock in Maroondah.
- Ratepayers who hold a Pension Concession Card (PCC) or DVA Gold Repatriation Health Card (TPI) or a DVA Gold Repatriation Card-War Widow can apply to Council for a concession on their rates payment. The concession card must be held by the person who is named as the ratepayer on the account and the property must be the principal place of residence. If you hold one of these cards and government rebates are not shown on your rate notice, please make further enquiries with Council's Customer Contact or Revenue staff on **1300 88 22 33** or **9298 4598**.
- The HACCC program provides Home Maintenance for eligible consumers living in the Maroondah area.
- Council was successful in obtaining funding from the Department of Health to provide a dedicated in-house Occupational Therapist to provide assistance to HACCC eligible residents. The aim of the role is to improve consumer capacity and the safety of consumers through the provision of equipment, home modifications and/or techniques to improve and facilitate day to day activities.
- Individuals who are not HACCC eligible can also access the Home Safe program through Calvary Community Care **1300 666 630** as a private client. The program provides home maintenance as well as aids to adapt your home to increase safety, security and independence for people in their homes at commercial rates. Home Safe is a network of carefully selected home maintenance workers as sourced by Calvary Community Care with current police checks to assist in making people's homes safe and comfortable.
- Council has established links with service providers to support the housing needs of Maroondah residents which include the Homelessness Network, Wesley, Anchor, Salvation Army and the Office of Housing

DID YOU KNOW?

If you are a holder of an Aged and/or Disability Pension and/or a Health Care Card you are eligible for a free home assessment from Archicentre **1300 136 513**. After the assessment you will receive a report about what modifications are required for your home to enable you to continue living independently in your own home. It is up to you to then decide if you want to go ahead with the home modifications and you will need to source the appropriate modifications and installer.

For affordable housing to be accessible, people need to know about it.

Female, 65, Croydon

PRIORITY 5: SOCIAL PARTICIPATION

Social participation and social support are strongly connected to good health and well-being throughout life...the capacity to participate in formal and informal social life depends not only on the offer of activities, but also on having adequate access to transportation and facilities and on getting information about activities.

World Health Organisation Global Age-friendly Cities: A Guide (2007:38)

The Maroondah community ranked the current age-friendliness of the domain of Social Participation in second place. It was prioritised in equal third position and highlights the importance social participation plays and will continue to play in our community.

The initiatives reflect our community's desire to continue to participate in the diversity of activities and events that Maroondah has to offer. The community expressed that the key influences to maintaining and strengthening social participation rates were dependent on accessible transport options, facilities and venues that cater for the increased numbers of ageing persons in our community and the choice of communication channels utilised to ensure that the ageing population are aware and informed in a timely manner.



1 = THE TOP PRIORITY
8 = THE LEAST IMPORTANT



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A SAFE, HEALTHY AND ACTIVE COMMUNITY

Maroondah is a safe, healthy and active community with local opportunities provided for people of all ages and abilities to have high levels of social, emotional and physical wellbeing.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Weekly library and shopping trips and monthly outings where low cost transportation is provided by Council's Social Inclusion and Wellbeing Program.
- Council was successful with a funding application to deliver the Smart Rider Program to older residents to provide assistance with accessing public transport within Maroondah to increase social participation opportunities. This was a very successful partnership between Council, Croydon Police and Eastern Melbourne Medicare Local.
- Council provides transport facilities through the use of a community bus for outings for the Maroondah Carers' Group, the Akuna Carers' Group and the Maroondah Police Seniors Register members.
- The Home and Community Care Services of personal care, respite care and the planned activity groups also provide opportunities for social participation and interaction.
- Karralyka offers companion card holders a free ticket to Theatre season shows.
- Council provided part funding along with Federal Government and Sport & Recreation Victoria (SRV) and received benevolent funding from a private provider to increase the building size and accessibility of the Norwood Pavilion to accommodate the increased number of users of this facility.
- Multiple funding streams were provided to assist with building improvements to both the Parkwood Precinct (former State Government

School zone) which will now house Ringwood U3A, the Ringwood Men's Shed, the Croydon & Ringwood Toy Library and the Penumbra Centre.

- Multiple funding streams were secured to extend the current Ringwood East Seniors' Citizens Centre to house the Yarra Valley Bridge Club.
- Council currently supports the following free, social community events and advertises through a number of communication channels: Carols by Candlelight, Australia Day celebrations, Picnic in the Park and the Maroondah Festival.

DID YOU KNOW?

A Seniors Walk is conducted every year as part of the Seniors festival during Seniors Week in October and the walk is nominated by the community members themselves. A bus is also provided by Council to take the group to their nominated destination.



Making social participation that is affordable and accessible is most important to older people. Cost can be prohibitive so consideration should be given to those on low income.

Female, 65, Croydon



PRIORITY 6: RESPECT AND SOCIAL INCLUSION

Respect and social inclusion of older people depend on more than societal change: factors such as culture, gender, health status and economic status play a large role. The extent to which older people participate in the social, civic and economic life of the city is also closely linked to their experience of inclusion.

World Health Organisation Global Age-friendly Cities: A Guide (2007:45)

The Maroondah community ranked the current age-friendliness of the domain of Respect and Social Inclusion in sixth position and it was similarly prioritized in the same position.

Our community believes that respect and social inclusion is measured by how well we communicate to and with each other and believe that intergenerational strengthening is vital to creating a community that embraces and celebrates the diversity of all our people.



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INCLUSIVE AND DIVERSE

Maroondah is an inclusive community where social connections are strong across generations and diversity is embraced and celebrated.



PRIORITY 7: OUTDOOR SPACES AND BUILDINGS

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people and affect their ability to “age in place”.

World Health Organisation Global Age-friendly Cities: A Guide (2007:12)

The Maroondah community ranked the current age-friendliness of the domain of Outdoor Spaces and Buildings in third place as a result of the amount of green, open spaces we are privileged to enjoy in the municipality. It was prioritised in seventh position as the community felt that Maroondah’s open spaces and buildings are well tended to.

The initiatives reflect our community’s satisfaction with Maroondah’s green, leafy environment and their continued desire to continue to enjoy and access our open spaces and buildings to support their health, wellbeing and continued participation in community life.



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CLEAN, GREEN AND SUSTAINABLE

Maroondah is a green leafy community with high levels of waste diversion and sustainable approaches to infrastructure development, urban design and management of natural resources. Our community is resilient and has the knowledge, capacity and resources to make sustainable lifestyle choices.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Council and State Government provided funding to pilot a bin installation along the Mullum Mullum walking track to encourage the disposal of pet litter to create a safer walking path. Results of this pilot project will inform the possibility of any future funded projects in other Maroondah outdoor spaces.
- Council delivers and schedules new footpath works in accordance with Council's Principal Pedestrian Network and with consideration to the Disability Discrimination Act (DDA). These works are generally programmed annually and rely on the participatory community feedback process to assist with identification and prioritisation.
- Aquanation has incorporated the physical needs required to ensure that the facility is age-friendly (includes, but is not limited to, lifts, ramps and railings).
- All new facilities and pavilions built in Maroondah are DDA Compliant (e.g. Norwood, Ringwood East, Parkwood, Yarra Valley Bridge Club rooms).
- Council has separate funding administered by the Metro Access Program which assesses the accessibility of Council assets.
- Senior Citizen Centres and groups traditionally supported by Council receive a peppercorn rate for lease agreements.
- The Community Facilities Pricing Policy offers a 50% subsidy for seniors groups.
- Maroondah is well served with walking tracks and trails that provide a dual level planting scheme which means that a combination of low ground covers and tall trees are planted to allow for visibility and security whilst also providing opportunities for shade.

DID YOU KNOW?

- > Council has over 100 bushland volunteers who are over 45+ years of age supporting the preservation and integrity of Maroondah's environment.
- > Toilets in big and busy parks and reserves are cleaned daily and Council has both a proactive and reactive maintenance for all Council toilet facilities and they are also Disability Discrimination Act (DDA) Compliant.

Living in the centre of Ringwood is very handy. Wait until I get older and ask me again. LOL!

Female, 77, Ringwood





PRIORITY 8: CIVIC PARTICIPATION AND EMPLOYMENT

Older people do not stop contributing to their communities on retirement. Many continue to provide unpaid and voluntary work for their families and communities. An age-friendly community provides options for older people to continue to contribute to their communities, through paid employment or voluntary work if they so choose and to be engaged in the political process.

World Health Organisation Global Age-friendly Cities: A Guide (2007:51)

The Maroondah community ranked the current age-friendliness of the domain of Civic Participation and Employment in seventh position. It was prioritised in last place when compared to the other seven age-friendly domains.

The initiatives reflect our community's vigorous and admirable inclination to want to make a contribution to their community through volunteering and their yearning to want to make a contribution throughout their whole life beyond retirement.



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PROSPEROUS AND LEARNING

Maroondah is a thriving centre of economic activity and opportunity within the eastern region where the sustainability and growth of local businesses is supported. All community members, groups, education providers and local businesses have access to a wide range of quality learning resources and facilities.



A SNAPSHOT OF OUR AGE-FRIENDLY JOURNEY SO FAR

- Council celebrates the municipality's volunteers by hosting a Community Volunteer Luncheon during National Volunteer Week which occurs in May every year. Invitations are issued to all the community groups that support volunteers and volunteerism.
- Council uses multiple channels to advertise its paid job opportunities (Careers@Maroondah webpage, Seek, My Career, social media sites (Linked In) and the local paper).
- Council advertises its existing volunteer positions on its website Careers@Maroondah web page, SEEK Volunteering and other volunteer job portals. Volunteering opportunities are also promoted in Council's publication *Maroondah in Focus*.
- Council celebrates and recognises its own volunteers during International Volunteer Day (December 5) every year by hosting a catered awards and recognition evening. Articles and publications celebrating our volunteers are also communicated through various channels. At the time of publication, Council was fortunate to be supported by 340 volunteers. Forty-four volunteers were aged 76+ with 9 volunteers aged between 81-85 years of age.
- Facilitation of the Small Business Mentoring Service which provides opportunities to retired and semi-retired persons aged 45+ to mentor new and/or growing businesses.
- Council facilitated a pilot project assisting persons aged 45+ in the declining manufacturing sector who are 'job ready' to gain access to government support programs to assist and enhance their transition to alternative paid employment and/or the commencement of their own businesses.
- A partnership with EACH Employment was successful in obtaining a Community Grant Fund to deliver a Career Prospecting pilot project to support women aged 45+ with skills and resources to find new employment, re-enter the workforce and/or develop a business idea.

DID YOU KNOW?

- > According to the Department of Health, 20.3% of the Maroondah population help out as a volunteer.
- > The National Prevalence Survey of Age Discrimination in the Workplace released by the Australian Human Rights Commission revealed that more than 25% of Australians aged 50 years and over have experienced some form of age discrimination.
- > The Age Discrimination Act 2004 was amended in May 2011 to create an office for an Age Discrimination Commissioner within the Australian Human Rights Commission. This is the first time such a position has been created at the federal level, and represents a positive step forward in ensuring that age discrimination is on an equal footing with other areas of discrimination. The position is held by the Hon. Susan Ryan AO as the Age Discrimination Officer.

And in the end, it's not the years in your life that count. It's the life in your years.

Abraham Lincoln, 16th U.S. President



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