



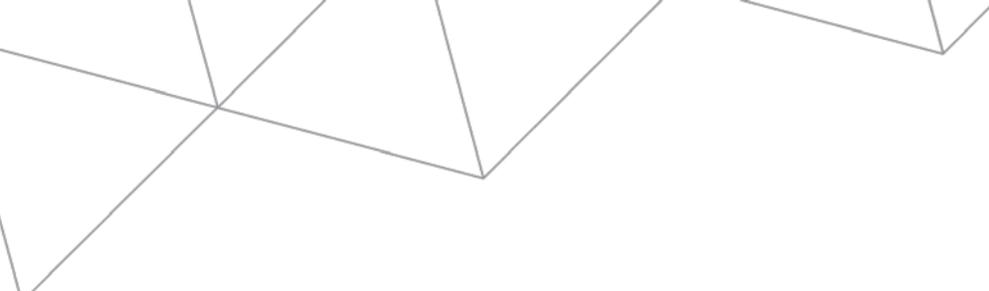
## 5. SUMMARY OF RECOMMENDATIONS AND KEY FINDINGS

## 5. SUMMARY OF RECOMMENDATIONS AND KEY FINDINGS

The following section provides a summary of the key recommendations and findings.

TOWN OF CAMBRIDGE AGE-FRIENDLY COMMUNITY PLAN: RECOMMENDATIONS SUMMARY	
Focus Area	Recommendations
 Outdoor spaces and buildings	<b>1. Encourage the principles of universal access and inclusion in the design of public places and buildings.</b> <ul style="list-style-type: none"> <li>Continue to improve the accessibility of public places and buildings for older people, including those living with dementia or a disability.</li> <li>Foster the application of universal design solutions to ensure public places and buildings remain accessible, safe and suitable for older people – e.g. handrails, height of public seating, ramps, door-widths etc.</li> </ul>
 Transport	<b>2. Continue to advocate for improved connectivity between places and accessibility to public transport for seniors.</b> <ul style="list-style-type: none"> <li>Advocate for an improved public transport network, a greater frequency of buses and better design of bus stops.</li> <li>Facilitate seniors training on how to use public transport services in the Town of Cambridge.</li> <li>Assess viability of continuing the TOC Summer Bus service.</li> <li>Support the provision of adequate parking for older people at public places and buildings.</li> </ul>
 Housing	<b>3. Advocate for the provision of accessible and affordable housing options that support ‘ageing-in-place.’</b> <ul style="list-style-type: none"> <li>Advocate for increasing the provision of affordable seniors housing collocated with services and amenities.</li> <li>Encourage universal design principles in local building design requirements and provide information on how to access support to modify homes.</li> <li>Explore alternative housing and urban planning models for older people based on changing needs – e.g. community hub development etc.</li> </ul>
 Respect and Inclusion	<b>4. Advocate for respect and inclusion of seniors from all backgrounds.</b> <ul style="list-style-type: none"> <li>Continue to promote and provide community events and activities that are inclusive of seniors from all backgrounds.</li> <li>Foster engagement by seniors in local planning and decision-making.</li> <li>Facilitate intergenerational engagement and education through the delivery of appropriate community events and programs.</li> </ul>
 Social Participation	<b>5. Foster participation by seniors in community life.</b> <ul style="list-style-type: none"> <li>Continue to promote community events, activities and clubs to older people utilising communications channels and formats accessible for this age group.</li> <li>Assess viability of providing community transport for older people to and from key Town of Cambridge events.</li> <li>Co-design events and activities with older people, including those living with dementia, based on their needs and interests.</li> </ul>
 Communication and Information	<b>6. Communicate information in a way that is appropriate and accessible for older people from all backgrounds.</b> <b>7. Improve the confidence and capacity of seniors to use information communication technology.</b> <ul style="list-style-type: none"> <li>Encourage the provision of information to older people utilising communications channels and formats accessible for this age group.</li> <li>Collaborate with older people to develop a guide for how to ensure Town of Cambridge communications materials meet the needs and interests of this age group.</li> <li>Explore options for how to provide a ‘one-stop-shop’ source of information for older people on services, facilities, events, activities etc.</li> <li>Expand the current provision of information communication technology (ICT) training available to older people.</li> <li>Provide information to older people that will enhance their awareness of services available to them.</li> </ul>
 Civic Participation and Employment	<b>8. Empower seniors to volunteer in the community.</b> <b>9. Cultivate availability of ‘life-long’ learning and flexible employment options for seniors.</b> <ul style="list-style-type: none"> <li>Explore options for how to create a “Cambridge Connect” program (i.e. matches the skills and attributes of retirees / older people with volunteer opportunities at local clubs and groups in the Town of Cambridge).</li> <li>Promote volunteering opportunities for older people utilising communications channels and formats accessible for this age group.</li> <li>Advocate for the provision of more education and training opportunities for older people.</li> <li>Advocate for flexible employment options for older people.</li> </ul>
 Community support and health services	<b>10. Encourage a coordinated and collaborative approach to service delivery to support ‘ageing-in-place.’</b> <ul style="list-style-type: none"> <li>Work collaboratively with the new HACC service provider to promote availability and access to HACC services.</li> <li>Encourage the provision of information on services for seniors utilising communications channels and formats accessible for this age group.</li> <li>Explore options for how to establish a network of service providers and local businesses who collaborate on the planning and delivery of services that support ‘ageing-in-place.’</li> <li>Explore options for how to establish a carer support network.</li> <li>Advocate for increasing the collocation of services with seniors housing.</li> <li>Explore alternative service provision models for seniors based on ‘ageing-in-place’ principles.</li> </ul>





## 5.2 Focus Areas

The following section provides detailed findings and strategies for each Focus Area, including:

- Description of the focus area and literature review findings
- A best practice case study
- Summary of key community engagement findings
- Recommendations
- Potential strategic actions

## 5.2.1 Outdoor Spaces and Buildings



### RECOMMENDATION

1. Encourage the principles of universal access and inclusion in the design of public places and buildings.

See also



#### Focus Area Summary and Relevant Literature Review Findings

The ability to age in place and the quality of life of older people is affected by the environment in which they live (World Health Organisation, 2007).

The WHO (2007) identifies a number of elements that contribute to an age-friendly environment, including:

- A pleasant and clean environment
- Accessible spaces and buildings, such as elevators and wide doorways
- Adequate public toilets and amenities
- Awareness and understanding of seniors needs by customer service staff
- Green spaces
- Pavements, footpaths and cycle paths
- Safe and secure
- Safe pedestrian crossings
- Somewhere to rest

Public open space contributes significantly to the quality of life, vitality, identity, community interaction and sense of place in a community (Department of Planning, Lands and Heritage (WA), 2015). A principal objective of the Department of Planning, Lands and Heritage's Liveable Neighbourhoods is to plan for public open space that meets the recreational, social and health needs of existing and future communities, including the ageing population.

Mobility of older people in outdoor spaces and public buildings is influenced by the accessibility of the design (World Health Organisation, 2015). Environmental characteristics associated with increasing the physical activity of older people include providing safe spaces for walking (i.e. footpaths, parks) and ensuring easy access to local facilities and services.

#### Best Practice Example

In Norway, the federal government has set a goal of achieving universal design by 2025, and developed a plan to target the built environment as well as public transport, information and technology and housing (World Health Organisation, 2015). To progress this has required a significant level of resources and commitment from a range of sectors and all levels of government.

#### Community Engagement Findings

##### Strengths

Survey participants ranked the focus area of outdoor spaces and buildings as the least important area for the Town of Cambridge to address in the Age-Friendly Community Plan. This indicated that the community viewed outdoor spaces and buildings to be a key strength in the Town.

Participants in the consultation forums were highly appreciative of the local parks, greenery and beaches and recognised how these features contributed to the character and spirit of the community. In addition, most participants perceived that the Town provided a good and safe environment to live in.

Survey participants rated the availability of open and green spaces (weighted average 4.3 out of 5), feeling of safety (weighted average 4.2 out of 5) and ease of accessing and moving around in public buildings (weighted average 4.2 out of 5) as the top three strengths in this area.<sup>2</sup>

##### Challenges

Outdoor spaces and buildings in the Town of Cambridge were largely viewed as a strength by the community. However, there were a few key challenges identified in the consultation forums including:

- Lack of parking at some locations/facilities – e.g. Floreat Forum, beach, the Quarry, the Town of Cambridge Council office
- Poor footpaths in some areas

In the survey, participants provided the lowest ratings for the availability of seating and shade (weighted average 3.2 out of 5) and availability of public toilets (weighted average 3.1 out of 5).

##### Opportunities

The top two priorities for outdoor spaces and buildings identified by survey participants were footpaths that are connected, safe and accessible (69%) and safety and security (64%).<sup>3</sup>

Improving and maintaining footpaths was also identified as a key opportunity in the consultation forums, as well as:

- Improve accessibility of outdoor spaces and buildings - e.g. ramps, handrails, appropriate height of benches
- Improve pedestrian crossings on busy roads – e.g. Lake Monger drive

<sup>2</sup> Based on the Level of Agreement on a scale of 1 (where 1 equates to 'Strongly Disagree') to 5 (where 5 equates to 'Strongly Agree').

<sup>3</sup> Percentage of respondents who selected this response.

- Provide more parking at some locations/facilities

The members of the Advisory Network Group noted it was important to consider what is required to create dementia-friendly outdoor spaces and buildings.

#### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Continue to improve the accessibility of public places and buildings for older people, including those living with dementia or a disability.	Department of Planning, Lands and Heritage; Alzheimer’s Australia (WA); research institutions; COTA	M	Higher levels of satisfaction among older people with accessibility of public places and buildings.	<ul style="list-style-type: none"> <li>• Goal 2, Strategies 2.1, 2.2, 2.3 / Goal 3, Strategy 3.1, 3.3 - <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> </ul>
Continue to improve accessibility of footpath networks for older pedestrians, including pedestrian crossings.	Department of Planning, Lands and Heritage; Main Roads WA	M	Higher levels of satisfaction among older people with accessibility of pedestrian networks.	<ul style="list-style-type: none"> <li>• <i>Local Planning Strategy, Town of Cambridge</i></li> <li>• Outcome 2 – <i>Disability Access and Inclusion Plan, Town of Cambridge</i></li> <li>• <i>Liveable Neighbourhoods - Department of Planning, Lands and Heritage</i></li> </ul>
Foster the application of universal design solutions to ensure public places and buildings remain accessible, safe and suitable for older people – e.g. handrails, height of public seating, ramps, door-widths etc.	Research institutions; COTA	M	Higher levels of satisfaction among older people with accessibility of public places and buildings.	<ul style="list-style-type: none"> <li>• <i>Central Sub-regional Planning Framework - Department of Planning, Lands and Heritage</i></li> <li>• <i>Guidelines for the Development of Dementia Friendly Communities, Alzheimer’s Australia WA</i></li> </ul>

## 5.2.2 Transport



### RECOMMENDATION

#### 1. Continue to advocate for improved connectivity between places and accessibility to public transport for seniors.

See also



#### Focus Area Summary and Relevant Literature Review Findings

Transport is a key factor influencing a person's ability to age-in-place. Transport intersects with all other focus areas, as it is integral to a person's ability to live independently, be mobile and participate in community life. When seniors are not able to move around, their social networks are affected and the contribution of seniors to the community is lost (World Health Organisation, 2015).

The WHO outlines a range of factors that need to be considered in order to ensure transport is age-friendly, including:

- Availability
- Affordability
- Reliability and frequency
- Public transport destinations, routes, stops and stations
- Accessibility of vehicles and public transport, including priority seating, safety and comfort
- Attitudes and courtesy toward seniors driving and on public transport
- Information about transport options
- Roads, parking and driving competence
- Community transport services

When considering ways to maximise the use of a public transport system by older people, key elements to take into account include the physical accessibility of vehicles and stations/stops, creating a convenient route and timetable, offering free or discount fares and distributing clear information about what public transport is available and how to access it (World Health Organisation, 2015).

The Public Transport Authority, or Transperth, offer a range of services to support seniors to use public transport. A key component of this is the community education program "Get on Board" which provides training to seniors groups, and other community groups, about how to use Transperth services to feel more confident and increase usage (Public Transport Authority, 2017).

#### Best Practice Example

In Winnipeg, Canada, Handi-transit provides transportation for seniors who are no longer able to drive or can't easily access public transport (World Health Organisation, 2015). Handi-Transit provides door-to-door transport, either in cars, mini-vans or mini-buses.

#### Community Engagement Findings

##### Strengths

The top rated aspect of transport via the survey were roads being well maintained with good signage and lighting (weighted average 4.0 out of 5).<sup>4</sup> Most other aspects had a neutral average rating, indicating that the community has a mixed view on transport in the Town.

Through the consultation forums, participants identified as key strengths the accessibility of bus stops and buses themselves, as well as having a good frequency of bus services on weekdays.

Survey participants indicated they most commonly moved around by driving themselves (70%) and around half of the participants walked (52%). Other regular modes of transport included being driven by family/friends (29%) or using public transport (28%).

##### Challenges

Around half of the survey participants did not find it difficult to use public transport (53%). In the survey, participants provided the lowest ratings for access to vehicles that can carry mobility equipment (weighted average 2.8 out of 5) and access to and ease of use of pedestrian crossings (weighted average 3.1 out of 5).

In the consultation forums, participants identified key challenges as:

- Lack of parking
- Some bus stops have poor accessibility
- Bus routes not going to some locations

##### Opportunities

A key opportunity identified through the consultation forums is the provision of a "hop on-hop off" community bus that goes to key locations via a loop route. Excitingly, this opportunity is already being implemented by the Town through the pilot "TOC Summer Bus" service.

Other opportunities identified through the consultation included:

- Provide improvements to bus stops (i.e. weather proofing, line of sight etc.)
- Advocate for the improved frequency of buses on weekends
- Provide more accessible and affordable public transport services
- Provide more parking, especially ACROD and parking located close to amenities/facilities

<sup>4</sup> Based on the Level of Agreement on a scale of 1 (where 1 equates to 'Strongly Disagree') to 5 (where 5 equates to 'Strongly Agree').

## POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Advocate for an improved public transport network, a greater frequency of buses and better design of bus stops.	Transperth	H	Higher levels of satisfaction among older people with accessibility of public transport.	<ul style="list-style-type: none"> <li>• Goal 5, Strategy 5.1 / Goal 6, Strategies 6.1, 6.2 - <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> <li>• <i>Access and Parking Strategy Update 2016, Town of Cambridge</i></li> <li>• <i>Perth and Peel Transport Plan, Department of Transport/Public Transport Authority</i></li> </ul>
Facilitate seniors training on how to use public transport services in the Town of Cambridge.	Transperth; COTA	M	Regular training courses delivered for seniors.	
Assess viability of continuing the TOC Summer Bus service.	Local businesses; local service providers	H	Level of satisfaction with TOC Summer Bus pilot.	
Support the provision of adequate parking for older people at public places and buildings.	Local businesses; local service providers	M	Number of parking bays, disability parking and seniors parking at public places and buildings.	

### 5.2.3 Housing



#### RECOMMENDATION

##### 1. Advocate for the provision of accessible and affordable housing options that support ‘ageing-in-place.’

See also



#### Focus Area Summary and Relevant Literature Review Findings

Housing that allows older people to age comfortably and safely within their community is essential to wellbeing (World Health Organisation, 2007).

‘Ageing-in-place’ is regarded as the ability for older people to live in their own home and community safely, independently and comfortably, regardless of age, income or intrinsic capacity (World Health Organisation, 2015). The ability for people to age-in-place over time is dependent on the availability of appropriate housing that is affordable, accessible and suits their needs. Housing that is located close to services and amenities supports older people to age-in-place as they are able to more easily access these services and amenities.

Aspects of housing that the WHO identify as being important to creating age-friendly communities include:

- A range of housing options, and information about these options
- Housing that facilitates community integration
- Seniors feel safe, secure and comfortable
- Modifications are able to be made and are readily available
- Housing is well maintained and assistance with home maintenance is available and affordable

In 2009, in response to the final report delivered by the State government’s Housing Authority Social Housing Taskforce, the Council of the Ageing (COTA) Western Australia noted that there was a need to closely consider the changing circumstances of older people in relation to their housing needs, including: an increasing incidence of dementia and the development of appropriate accommodation for people who suffer these conditions; changes in home ownership patterns including an increasing proportion of people entering into retirement either as renters or with a mortgage; and not all Baby Boomers being able to live comfortably in retirement – especially women (Council on the Ageing Western Australia, 2009).

Research by the Retirement Living Council indicates that by 2025 the demand for retirement living accommodation is forecast to double from the current level of 5 percent of senior Australians living in retirement villages; but at the current rate of development, there will not be enough retirement villages to meet consumer demand (Property Council of Australia, 2015).

#### Best Practice Example

#### Community Engagement Findings

##### Strengths

Through the survey, feedback about housing in the Town of Cambridge was generally positive. Almost all participants agreed that the Town is a good place to grow old or retire in (weighted average 4.4 out of 5).<sup>5</sup> Survey participants also generally agreed that they feel safe and secure (weighted average 4.3 out of 5).

Participants in the consultation forums noted that there was a good range and choice of housing in the Town - and that housing was generally located with good access to transport and services. In particular, residents at local retirement villages indicated that they were well catered for in relation to their accommodation needs.

##### Challenges

Results from the survey indicated that participants had a mixed view on the availability of retirement living and aged care, and the ease of modifying homes to improve accessibility, had neutral average ratings, indicating a mixed view.

Through the consultation forums, key challenges identified included:

- Affordability of housing (i.e. expensive) and cost of downsizing or moving
- Difficult to find downsizing options (i.e. smaller homes) in local area
- Provision of housing with universal access and the ability to modify housing as needs changed
- Concern about the impact of high density developments

##### Opportunities

Survey participants identified the top three elements that need to be considered for age-friendly housing as, in descending order:

- Safety and security
- Ability to modify home to improve accessibility
- Number/availability of retirement villages and aged care facilities

Other innovative suggestions for housing raised via the consultation forums included:

- Provide more affordable housing with smaller, right-sized options

<sup>5</sup> Based on the Level of Agreement on a scale of 1 (where 1 equates to ‘Strongly Disagree’) to 5 (where 5 equates to ‘Strongly Agree’).

The City of Boston, USA, has implemented an Age-Friendly Boston Action Plan, incorporating dementia friendly principles. This includes early involvement in new housing developments and a requirement for developers to consider the needs of older people, and include a certain proportion of housing that is adaptable and suitable for older people, people with limited mobility and/or disabilities (AARP, 2016).

- Consider new types or models of housing
- Foster the retention of the character of the area (i.e. retain the Town as a “garden suburb”)

#### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 year); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Advocate for increasing the provision of affordable seniors housing collocated with services and amenities.	Public and private housing developers; community housing organisations – e.g. Foundation Housing, Access Housing etc.; Department of Planning, Lands and Heritage; COTA; Alzheimer’s Australia (WA)	H	Number of retirement living homes and number of residential aged care places in the Town of Cambridge.  Seniors’ housing needs reflected in Town of Cambridge planning policies and documents.	<ul style="list-style-type: none"> <li>• Goal 4, Strategy 4.1- <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> <li>• <i>Housing Strategy, Town of Cambridge</i></li> <li>• <i>Local Planning Strategy, Town of Cambridge</i></li> <li>• <i>Liveable Neighbourhoods, Department of Planning, Lands and Heritage</i></li> <li>• <i>Central Sub-regional Planning Framework - Department of Planning, Lands and Heritage</i></li> </ul>
Encourage universal design principles in local building design requirements and provide information on how to access support to modify homes.	COTA; Alzheimer’s Australia (WA)	H	Seniors’ housing needs reflected in Town of Cambridge planning policies and documents.	
Explore alternative housing and urban planning models for older people based on changing needs – e.g. community hub development etc.	Public and private housing developers; community housing organisations – e.g. Foundation Housing, Access Housing etc.; Department of Planning, Lands and Heritage; COTA; research institutions	M	Knowledge of alternative models.	

## 5.2.4 Respect and Inclusion



### RECOMMENDATION

#### 1. Advocate for respect and inclusion of seniors from all backgrounds.

See also



#### Focus Area Summary and Relevant Literature Review Findings

Personal wellbeing is closely linked to whether a person feels they are treated fairly and with respect, and are included in their community (World Health Organisation, 2015). Respect and inclusion refers to the extent to which older people feel respected, recognised and included in the community (World Health Organisation, 2007).

Aspects that support the respect and inclusion of seniors in the community include:

- Respectful and inclusive services, where services are adapted to seniors needs and preferences and staff are courteous and helpful
- Seniors are depicted positively and without stereotypes
- Events and activities accommodate seniors and seniors are included in community-wide activities
- Seniors have opportunities to share their knowledge and history, and have intergenerational social connections

The WHO emphasises the need to challenge ageist stereotypes of older people (World Health Organisation, 2015). The perception of age and ageing is often negative, and older people who experience poor health or have disabilities are even more likely to be viewed in this way. Furthermore, older people must be recognised as a diverse group of people with individual choices, rights and dignity – rather than a ‘one size fits all’ approach (Department of Community Services (WA), 2017).

Intergenerational activities are generally considered to create better outcomes than activities for older people alone (World Health Organisation, 2007). Supporting better connections between generations is understood to benefit both older and younger people by sharing experiences and interests, and can improve respect, patience and understanding towards older people.

#### Best Practice Example

In Himeji, Japan, “Ask Older People” is a program that provides seniors with the opportunity to participate in teaching younger people about things they have experience in, such as gardening (World Health Organisation, 2007). This helps to foster a good relationship between generations, promotes knowledge sharing and provides seniors with a way to connect, be included and contribute to the community.

#### Community Engagement Findings

##### Strengths

Through the consultation forums, community members and carers indicated they generally feel respected and included and have had positive experiences with staff in retail, business and service providers.

Survey participants indicated they agreed with: when accessing services or a business, staff are courteous and helpful (weighted average 4.2 out of 5); feel respected (weighted average 3.9 out of 5); and there is an openness and acceptance towards people of diverse ages and backgrounds (weighted average 3.7 out of 5).<sup>6</sup>

##### Challenges

A key challenge which emerged is the requirement for older people to be computer literate and utilise digital technologies to access information and services. This was perceived to be a key barrier for inclusion if an older person does not have the required skills and/or access to a computer and other digital devices.

Other challenges raised via the consultation forums included:

- It can be hard to break into established groups (i.e. can be ‘exclusive’)
- Sometimes feel ‘invisible’, misunderstood and/or treated poorly

##### Opportunities

The members of the Advisory Network Group and service providers noted it was important to consider all tiers of inclusion – i.e. physical inclusion, functional inclusion and social inclusion.

A major opportunity identified by the community was the delivery of education programs for older people on how to use computers, internet and other digital technologies.

Other suggested opportunities included:

- Have seniors advocates and/or volunteers to help or provide companionship to other older people
- Empower older people to contribute their skills and experience
- Offer ‘life-long learning’ education, including intergenerational programs
- Continue to recognise and value older people’s contribution to the community

<sup>6</sup> Based on the Level of Agreement on a scale of 1 (where 1 equates to ‘Strongly Disagree’) to 5 (where 5 equates to ‘Strongly Agree’).

## POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Continue to promote and provide community events and activities that are inclusive of seniors from all backgrounds.	Local seniors groups; local retirement villages and aged care facilities; local cultural and Indigenous groups; Inclusion Solutions, Disabilities Services Commission	H	Number of seniors attending community-wide events.	<ul style="list-style-type: none"> <li>• Goal 3, Strategy 3.3 / Goal 9, Strategy 9.2 - <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> <li>• Outcomes 1 and 6 – <i>Disability Access and Inclusion Plan, Town of Cambridge</i></li> <li>• <i>Community Engagement Policy No. 1.2.11, Town of Cambridge</i></li> </ul>
Foster engagement by seniors in local planning and decision-making.	Local seniors groups; local retirement villages and aged care facilities; COTA; Alzheimer’s Australia (WA)	M	Number of consultation activities targeting participation by seniors.	
Facilitate intergenerational engagement and education through the delivery of appropriate community events and programs.	Local seniors groups; local schools; local youth groups; local service providers; education and training providers; Inclusion Solutions	M	Number of intergenerational events or programs being delivered in the Town of Cambridge.	

## 5.2.5 Social Participation



### RECOMMENDATION

#### 1. Foster participation by seniors in community life.

See also



#### Focus Area Summary and Relevant Literature Review Findings

A person's wellbeing and health is closely linked to social participation and social support – i.e. social isolation is known to be associated with a decrease in health status and quality of life (World Health Organisation, 2015).

Through participation in leisure, social, cultural and spiritual activities with friends, family and the community individuals can build and supports their competence, independence and relationships with others. Creating more opportunities for social engagement and participation in social networks help reinforce meaningful roles in the community and in turn this can improve a sense of value, belonging and attachment.

Aspects that support social participation of seniors include:

- Convenient and accessible events and activities
- Affordability
- Variety of events and activities that appeal to a diverse population of seniors
- Promotion and awareness of activities, including information about accessibility and transport
- Outreach to isolated seniors
- Events that support intergenerational and multicultural interactions

Social participation is closely linked to the other focus areas of age-friendly communities, including transport, respect and inclusion and communication and information. The ability of seniors to participate in events or activities depends not only on the activities available and their personal engagement with these, but also the ability to get to and from those activities and the information or awareness that they have about them (World Health Organisation, 2015; World Health Organisation, 2007).

#### Best Practice Example

In Queensland, the Casserole Club is a community based program that matches people who like to cook with older people who live alone or who might benefit from a home-cooked meal (Life Without Barriers, 2017). The cook then delivers the meal to the person in their home. The program is a simple way of creating connections between people who would otherwise be isolated.

#### Community Engagement Findings

##### Strengths

Through the consultation forums and the survey, most participants agreed that there were lots of events, clubs, activities and other social opportunities in the Town of Cambridge for older people to participate in. Notably, in the survey, 78% of participants agreed that there were enough opportunities for social participation.

Feedback via the consultation forums also indicated that there was a good diversity and range of clubs and activities, especially at the Wembley Community Centre.

59% of survey participants agreed it was easy to find information on events and activities and 54% agreed that events were accessible, conveniently located and held at suitable times.

##### Challenges

Through the consultation forums, participants indicated there are a number of key challenges to social participation by older people in the Town of Cambridge, including:

- Lack of awareness of activities and events
- Reluctance to participate / difficult to engage with people
- Activities not appropriate or inclusive of all people (i.e. people with dementia)

Survey results indicated that participants had a mixed view on the accessibility of events and activities, availability of intergenerational opportunities and inclusion of people who are socially isolated.

##### Opportunities

Social participation was identified by survey participants as the second highest priority for the Age-Friendly Community Plan.

A key opportunity identified by the community was to ensure that events and activities are accessible and convenient for older people by selecting venues near to older people's homes, hosting events and activities during the day and considering if transport assistance is required.

Other opportunities identified by participants in the consultation forums included:

- Provide better communication and promotion of events and activities
- Provide opportunities for older people to lead the planning of events and activities (i.e. form a working group to plan activities)

The members of the Advisory Network Group identified the need to ensure those living with dementia are also able to access social activities and groups.

#### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Continue to promote community events, activities and clubs to older people utilising communications channels and formats accessible for this age group.	Local newspaper; local community publications; local seniors groups; other local seniors groups; local retirement villages and aged care facilities	H	Higher levels of awareness among older people of available events and activities. Number of older people attending community-wide events.	<ul style="list-style-type: none"> <li>• Goal 1, Strategy 1.1 - <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> <li>• Outcome 1 – <i>Disability Access and Inclusion Plan, Town of Cambridge</i></li> <li>• Strategy Focus Area 5 – <i>Club Development Strategy 2017-2020, Town of Cambridge</i></li> <li>• <i>Guidelines for the Development of Dementia Friendly Communities, Alzheimer's Australia WA</i></li> </ul>
Assess viability of providing community transport for older people to and from key Town of Cambridge events.	Local businesses; service providers; local retirement and aged care residential villages;	M	Number of older people attending community-wide events.	
Co-design events and activities with older people, including those living with dementia, based on their needs and interests.	Local seniors groups; local retirement villages and aged care facilities; COTA; Alzheimer's Australia (WA)	M	Number of events and activities targeting older people.	

## 5.2.6 Communication and Information



### RECOMMENDATION

1. Communicate information in a way that is appropriate and accessible for older people from all backgrounds.
2. Improve the confidence and capacity of seniors to use information communication technology.

See also



#### Focus Area Summary and Relevant Literature Review Findings

Staying connected, finding and being able to access information on services, activities and events is vital for ageing well (World Health Organisation, 2007). Communication can be across a wide range of mediums, from internet and websites to printed hardcopy information booklets (World Health Organisation, 2007).

To ensure communication and information is age-friendly there are a range of factors to consider, including:

- How information is presented
- Where information is available
- Format of information
- Who provides or holds the information
- The style and content of what is being communicated

The WHO (2007) found that the biggest universal barrier to communicating with older people is the visual and auditory presentation of information. To ensure information is accessible to seniors it is important to consider age-friendly formats and designs.

A key component of communication and information is the use of new technologies. Communication technology is rapidly evolving, and there is enormous potential to utilise new technologies to assist seniors to age well and maintain independence. However, the WHO (2015; 2007) acknowledges that for some seniors the internet is valued for its comprehensiveness and convenience, while for others they are uncomfortable using or unable to use these technologies due to a lack of skills, or a lack of access to these technologies.

#### Community Engagement Findings

##### Strengths

Hardcopy/printed information and word of mouth were two key strengths that were identified through the consultation forums and survey.

Survey participants agreed that they are generally easily able to find information (63%) and that printed information is clear and uses appropriate formats (67%).<sup>7</sup> The majority of survey participants also indicated that they currently access information via the local newspaper (72%) or the Town of Cambridge Newsletter (62%).

Through the consultation forums, participants identified their main sources of information to be local newspapers, mailed/hardcopy information and speaking to someone (i.e. over the phone, face-to-face, word of mouth etc.).

##### Challenges

Participants in the consultation forums noted that the key challenges for communication and information for older people were:

- Reliance/emphasis on using digital technology to get information (i.e. some older people do not have access to a computer or do not know how to use it effectively)
- Information not presented in an appropriate format for older people - e.g. font size too small etc.

Via the survey, there was a mixed response relating to participants' comfort level and ability to use digital technology to obtain information. A little over half of participants (54%) were comfortable

<sup>7</sup> Percentage of respondents who either Agreed or Strongly Agreed with the statement.

### Best Practice Example

The Council of the Ageing in WA offers computer skills training for older people that has proved very successful (Council of the Ageing WA, 2017). The classes are up to one hour long, offer a one-to-one learning approach, usually senior-to-senior, and are tailored to the individual. This tailored education approach allows for older people to move at their own pace and have one-on-one support, which generally allows for better retention of skills. The City of Melville offers a similar program - Digital Hub Technology Training - that provides one-on-one sessions, group sessions, six week courses, drop-in help and online training (City of Melville, 2018).

obtaining information in a digital format, and just over half (53%) of participants were able to access computers and the internet in public spaces.

### Opportunities

To maintain ease of access to information, the key opportunities identified through the consultation included:

- Extend the provision of seniors training programs on how to use computers and other digital technology
- Maintain the provision of information via a range of sources, particularly hardcopy
- Ensure printed information is clear, simple and appropriately formatted
- Provide 'hub' of information for older people

### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2 - 3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Encourage the provision of information to older people utilising communications channels and formats accessible for this age group.	Local newspaper; local community publications; local retirement and aged care residential villages; local businesses; service providers	H	Higher levels of satisfaction among older people with how information is being communicated to this age group.	
Collaborate with older people to develop a guide for how to ensure Town of Cambridge communications materials meet the needs and interests of this age group.	Local seniors groups; local retirement villages and aged care facilities	M	Higher levels of satisfaction among older people with the Town of Cambridge's communications materials.	
Explore options for how to provide a 'one-stop-shop' source of information for older people on services, facilities, events, activities etc.	Local newspaper; local community publications; local retirement villages and aged care facilities; local businesses; service providers; COTA; Alzheimer's Australia (WA)	M	Higher levels of satisfaction among older people with how information is being communicated to this age group.	<ul style="list-style-type: none"> <li>• Outcome 3 – Disability Access and Inclusion Plan, Town of Cambridge</li> </ul>
Expand the current provision of information communication technology (ICT) training available to older people.	Local seniors groups; local retirement villages and aged care facilities; COTA	H	Number of older people enrolled in training.	
Provide information to older people that will enhance their awareness of services available to them.	Local retirement and aged care residential villages; local businesses; service providers; COTA; Alzheimer's Australia (WA)	H	Higher levels of satisfaction among older people with how information is being communicated to this age group.	

## 5.2.7 Civic participation and employment



### RECOMMENDATION

1. Empower seniors to volunteer in the community.
2. Cultivate availability of 'life-long' learning and flexible employment options for seniors.

See also



#### Focus Area Summary and Relevant Literature Review Findings

An age-friendly community provides options for older people to continue to contribute to their communities and to be engaged in local decision-making processes (World Health Organisation, 2007). As the population ages, people will work for longer and well into their later years. Older people often continue to provide paid, unpaid and voluntary work for their families and communities.

Aspects that support people to continue to work, learn and participate in decision making as they age, include:

- Volunteering and 'time gifting' options for older people, that match their skills and interests
- Employment opportunities for older people, with flexible options
- Employers are encouraged to employ older people
- Training and retraining opportunities are available
- Opportunities to continue education are available
- Advisory boards or civic events include and encourage older people to participate
- The contribution of older people is valued and fairly remunerated

Some studies among older people have shown there is a positive link between volunteering and self-rated assessments of physical health (World Health Organisation, 2015; Productive Ageing Centre, 2015).

Age discrimination in work places has been well researched. Some of the key barriers for mature age participation in the workforce include: discrimination on the basis of age; significant care-giving responsibilities; lack of flexible work arrangements; insufficient job search skills; lack of appropriate skills due to rapid technological innovation; physical illness, injury and disabilities; superannuation rules; disincentives in the tax and transfer system; and cut-off age rates for hiring (Percapita, 2014).

#### Best Practice Example

University of the Third Age is a virtual online learning provider, associated with the University of Western Australia and initially funded by the Australian Government as a project for the United Nations International Year of Older Persons in 1999 (U3A, 2018). The courses are open to older people and young people with a disability anywhere in the world. It offers free and nominal fee courses on topics such as World Affairs and History, Creative Writing, Science and Lifestyle.

### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

#### Community Engagement Findings

##### Strengths

Via the consultation forums, participants identified key strengths to be that there were generally a good range of volunteering opportunities across different activities and events (e.g. coffee club, community garden, library etc.).

The majority of survey participants agreed that there were adequate opportunities to participate in community groups, associations and Council matters (79%).

##### Challenges

The most common challenges identified by participants in the consultation forums were uncertainty about how to find out what volunteer opportunities are available and volunteer activities being at inconvenient times and/or difficult to get to and from.

Participants who identified themselves as carers raised the challenge of balancing paid work with caring for a family member or friend, and the difficulty of finding respite or support to do so.

Survey results indicated participants remained uncertain about where to find information about volunteering, relevant training courses and programs and flexible and part-time work opportunities. Service providers and local business owners who participated in the consultation forums noted that there were generally limited opportunities for older people to continue to have an income or develop new income streams as they age.

##### Opportunities

Through the survey the top three most important opportunities identified were, in descending order:

- Opportunities to participate in community groups, associations and Council matters
- Opportunities to learn skills and gain knowledge
- Ease of access to information about volunteering and time gifting

Other innovative suggestions for civic participation and employment raised via the consultation forums included:

- Deliver intergenerational programs - e.g. school volunteering, "Adopt a grandchild/parent" etc.
- Older people to provide volunteer services for other older people

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Explore options for how to create a “Cambridge Connect” program (i.e. matches the skills and attributes of retirees/ older people with volunteer opportunities at local clubs and groups in the Town of Cambridge).	Volunteering WA; Local seniors groups; local retirement villages and aged care facilities; local community and recreation groups; Befriend; COTA; Inclusion Solutions	H	Number of older people volunteering.	
Promote volunteering opportunities for older people utilising communications channels and formats accessible for this age group.	Volunteering WA; Local seniors groups; local retirement villages and aged care facilities local community and recreation groups	H	Number of older people volunteering.	<ul style="list-style-type: none"> <li>• Goal 3, Strategy 3.2 - <i>Strategic Community Plan 2013-2023, Town of Cambridge</i></li> <li>• Outcome 7 – <i>Disability Access and Inclusion Plan, Town of Cambridge</i></li> </ul>
Advocate for the provision of more education and training opportunities for older people.	COTA; Alzheimer’s Australia (WA); University of the Third Age; training and education providers	M	Number of older people participating in education and training programs.	<ul style="list-style-type: none"> <li>• Strategy Focus Area 2 – <i>Club Development Strategy 2017-2020, Town of Cambridge</i></li> </ul>
Advocate for flexible employment options for older people.	Local businesses and organisations; COTA; Alzheimer’s Australia (WA); Chamber of Commerce and Industry	M	Higher levels of older people remaining in the workforce.	

## 5.2.8 Community support and health services



### RECOMMENDATION

#### 1. Encourage a coordinated and collaborative approach to service delivery to support 'ageing-in-place.'

See also



#### Focus Area Summary and Relevant Literature Review Findings

Health and community support services are intrinsic to maintaining health and independence of older people (World Health Organisation, 2007).

As individuals age there are a number of aspects of health which can deteriorate, from mobility to cognitive function, which impacts on a person's ability to age actively (World Health Organisation, 2007). When adequate health and community support services are available individuals can be supported to maintain good quality of life and independence as they age.

The ability of older people to age in place and remain in their community is dependent on the availability of services in the area, for example, if a person is unable to access adequate home care in their community and residential care facilities are not located in their area – they are forced to relocate elsewhere.

Health and community support services are considered to be age-friendly if:

- Health and support services are conveniently located and easily accessed by all modes of transport
- Residential care facilities are located within the community
- Information about services is clear and accessible
- Services are affordable
- An adequate range of services are offered
- Home care services are offered

An approach that is being increasingly used in health care is the concept of being 'person-centred' – i.e. a paradigm that shifts away from the dominant way health services are funded, managed and delivered so that all people have access to health services that respond to their preferences and are coordinated around their individual needs (World Health Organisation, 2015). In addition, the notion of integrated care is also gaining traction – i.e. the seamless delivery of care across diseases, settings (including the home) and time (World Health Organisation, 2015).

#### Best Practice Example

In the City of Pointe-Clare, Canada, the Aid for Seniors is a free service where students carry out household chores and maintenance work (World Health Organisation, 2018; City of Pointe-Clare, 2018). This assists seniors to remain in their homes, helps reduce isolation, creates intergenerational connections and promotes community connection. The program has been expanded to link with local schools, and with the City's other seniors activities and services.

#### Community Engagement Findings

##### Strengths

The range and availability of community support and health services in the Town was identified through both the consultation forums and survey as a key strength. Participants emphasised how living in the Town of Cambridge provided ease of access to general practitioners and allied health professionals, health clinics, hospitals and HACC services.

The majority of survey participants agreed with, in descending order:

- Community support and health staff are respectful of older people
- There is an adequate range of health and community support services
- It is easy for people to access home support services
- It is easy to obtain information about these services
- Services are affordable, conveniently located and accessible

##### Challenges

Participants in the consultation forums noted that older people continued to experience difficulties obtaining information about available community support and health services. In particular, there was ongoing confusion about how to access and find out more information on HACC services.

Other key challenges identified included:

- The cost of services and difficulty finding bulk billing doctors
- HACC assessment is difficult and takes a long time
- Reliance on friends and family to provide support and care
- Lack of respite for carers

Participants who identified themselves as carers felt that often the burden of care falls to friends and family, and this has an impact on their own health and wellbeing, which is particularly relevant for older people providing care for their spouse.

##### Opportunities

Community support and health services was identified by survey participants as the number one priority focus area for the Town's Age-Friendly Community Plan.

Service providers and members of the Advisory Network Group emphasised the importance of educating people and providing information about services before reaching 'crisis point' – i.e. support individuals to

consider and plan for their future proactively rather than waiting for their health to deteriorate to the point where they require immediate intervention.

The key opportunities identified by participants in the consultation forums included:

- Provide more information and promotion about the services available and process for how to access these services
- Provide more services to support people at home with general tasks
- Improve access to bulk-billing doctors

In December 2017, the Town of Cambridge Council approved the strategy to exit from the provision of Home and Community Care (HACC) services on 30 June 2018 and undertake an 'Expression of Interest' process to identify a suitable HACC service provider to deliver the Town's HACC contract from 1 July 2018. This decision opens up an opportunity for the Town to work closely with a new HACC service provider to ensure HACC services are well promoted and highly accessible for the community.

### POTENTIAL STRATEGIC ACTIONS

\*H – High (action within 1-2 years); M – Medium (action within 2-3 years); L – Low (action in 3+ years)

Actions	Potential Partners	Timeframe*	Key Performance Indicator/s	Alignment with other local and regional planning
Work collaboratively with the new HACC service provider to promote availability and access to HACC services.	New HACC service provider	H	Higher awareness of availability of HACC services. Higher number of HACC clients within the Town.	
Encourage the provision of information on services for seniors utilising communications channels and formats accessible for this age group.	Service providers; COTA; Alzheimer's Australia (WA)	H	Higher levels of satisfaction among older people with how information is being communicated to this age group.	
Explore options for how to establish a network of service providers and local businesses who collaborate on the planning and delivery of services that support 'ageing-in-place.'	Service providers; local businesses; COTA; Alzheimer's Australia (WA)	H	Higher level of coordination and collaboration amongst health and community support services.	
Explore options for how to establish a carer support network.	Carers; service providers	M	Number of carers participating in carer support network.	<ul style="list-style-type: none"> <li>• <i>Local Planning Strategy, Town of Cambridge</i></li> <li>• <i>WA Health Clinical Services Framework 2014–2024, Department of Health</i></li> </ul>
Advocate for increasing the collocation of services with seniors housing.	Service providers; Department of Planning, Lands and Heritage; COTA; Alzheimer's Australia (WA)	H	Number of health and community support services collocated to seniors housing.	
Explore alternative service provision models for seniors based on 'ageing-in-place' principles.	Service providers; COTA; Alzheimer's Australia (WA); research institutions	H	Knowledge of alternative models.	

### 5.3 Working Together

There were two targeted community forums, one for Carers and one for Service Providers and Local Businesses. Participants at these forums were asked to discuss how all stakeholders, including the Town of Cambridge, can work together better to support each other and older people.

Working Together: Key Themes	
Carers	<ul style="list-style-type: none"><li>• Generate and support carer networks, through regular groups or meetings, such as coffee mornings, mentoring, drop in sessions, to provide an opportunity to socialise as well as support each other and share knowledge</li></ul>
Service Providers and Local Businesses	<ul style="list-style-type: none"><li>• Create better awareness of services through education and communicating information</li><li>• Encourage service providers and businesses to work together better</li></ul>