



# POSITIVE AGEING STRATEGY 2022-25 ACTION PLAN

## YEAR ONE REPORT OCTOBER 2022 TO OCTOBER 2023

'Bring it Home' concert at the Geelong West Town Hall in 2022

The STREETFACE 'See Me Respect Me' ageism awareness campaign was implemented in 2022 to mark World Elder Abuse Awareness Day. The campaign was an initiative of the Barwon Elder Abuse Primary Prevention (BEAPP) Network and sought to make visible older people living in the Greater Geelong region and to challenge ageism as a key driver of elder abuse. Twelve large-scale posters of older people from the Geelong region were installed at key venues including the Geelong Library, Belmont Library, Corio Library, Leisurelink and Grovedale Community Hub.

The 'Bring it Home' concert was held as part of the 2022 Seniors Festival at the Geelong West Town Hall. Over 400 older people attended to enjoy musical entertainment and dancing.

Local 'Activities for Positive Ageing' were promoted as part of 2022 Seniors' Month. These activities were held by community groups or organisations who received funding from our Positive Ageing grants program and were held over six months from October 2022 to March 2023.

The Geelong Regional Libraries Corporation, with support from the City, was successful in obtaining funding for "Be Connected" – a program where 300 older people receive free digital literacy training.

An intergenerational playgroup started in 2022 with Aveeno Aged Care in Waurin Ponds, and other intergenerational activities featured as part of the 2022 Children's Week celebrations. There is an ongoing plan to include intergenerational activities in future Children's Week events.

A community engagement planning template and toolkit has been developed to support City employees to ensure that non-digital engagement methods are used to support/supplement digital engagement delivery.

We hold quarterly meetings with seniors' clubs and U3A branches for updates and networking. We also have a Neighbourhood House Liaison Officer to support information sharing between the organisations.

Our Community Care clients have been surveyed about what helps them to stay living at home, aside from the provision of home and community care services. The survey revealed older people who can rely on their family for support are better placed to stay living at home for longer. Being able to easily access information about services and supports is also a key factor.

We developed a Seniors Service Directory. The directory - 'Support services for people as they age' - lists important local services in the following categories: emergency, community, health, counselling, violence and sexual assault, aged care, financial and housing assistance, disability support and legal services. It is available online at [www.geelongaustralia.com.au/seniors](http://www.geelongaustralia.com.au/seniors) and hard copies were made available at events and other key locations throughout 2023 Seniors' Month.

We provided funding to 29 local organisations supporting seniors through the 2023 Positive Ageing grants program. Activities will take place between October 2023 and March 2024.



A consultant was appointed by City of Greater Geelong to develop a discussion paper in consultation with senior citizens clubs about the current trends and opportunities for the clubs and how we can best support them moving forward.

Our Positive Ageing Strategy 2021-47 was considered as part of a review of the local content in the Planning Policy Framework of the Greater Geelong Planning Scheme. There may be opportunities to strengthen a clause in the Planning Scheme in relation to age friendly cities' guidelines, which could support future structure plans and urban design frameworks. This review is still ongoing.

We consider Age Friendly Guidelines in the development and assessment of Urban Design Frameworks, Structure Plans, Streetscape Masterplans as well as smaller urban design projects.

An online calendar was produced to promote and celebrate Positive Ageing activities held during the 2023 Victorian Seniors Festival.

We partnered with TLC Aged Care to host Normie Rowe in concert on 3 October 2023 at Club Italia. 400 people enjoyed the concert as part of Seniors' Month.

We partnered with TLC Aged Care in a flash mob at Westfield Geelong to launch the Seniors' Festival. Our Mayor, Cr Trent Sullivan participated, and it was promoted via the City's social media.

1. TLC Aged Care flash mob to launch the 2023 Seniors' Festival
2. 'See Me Respect Me' STREETFACE ageism awareness campaign
3. 'Be Connected' program where 300 older people receive free digital literacy training.
4. Normie Rowe concert as part of Seniors' Month 2023.

As part of our annual capital works program, priority pedestrian crossings have been constructed. Projects rank higher where higher volumes of older users are likely. We also upgraded disabled car parking bays to meet Disability Discrimination Act (DDA) requirements and delivers shared user paths to encourage active transport, particularly riding for all ages/abilities. Works have taken place at:

- › Barwarre Rd, Marshall - 2 pedestrian refuge islands near aged living facilities and PTV bus stops
- › Kingston Downs Dr, Ocean Grove - Pedestrian refuge island near Milborne Dr
- › Rossack Dr, Waurn Ponds - upgrade to pedestrian refuge island at shared trail crossing
- › Regent St, Belmont – upgrade of existing DDA parking bay
- › Mt Pleasant Rd, Belmont – Pedestrian refuge island and kerb outstands at school crossing
- › The Terrace, Ocean Grove – upgrade of 8 DDA bays at supermarket carpark with shared space and ramps installed (where required)
- › Carter Rd, Armstrong Creek - Raised pedestrian priority crossing (wombat crossing)
- › Bellarine Aquatic and Sports Centre – 2 additional DDA compliant parking bays and upgrade of 2 existing bays with the installation of ramps
- › In addition, school crossing upgrades at Flinders Ave, Lara and Burdekin Rd, Highton have been constructed to comply with DDA requirements to assist mobility and vision impaired individuals to use the crossings safely.

Throughout the life of the action plan, we will be seeking out grant opportunities as they arise to continue delivery of these actions.