

Positive Ageing Action Plan

2021-2025



Lifestyle Capital of Victoria



Acknowledgements

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.

Council also acknowledges the diversity of older adults living within our great city, and the valuable feedback and contributions from our municipality's older adults throughout the process of developing the Positive Ageing Action Plan. The lived experience and extensive community connections of those involved in our community consultation process has provided us with a true reflection of the needs and aspirations of older residents in our community, so that through this Plan Council can better target its resources to respond to these needs.

In particular Council acknowledges the involvement of our Age Friendly Ambassadors (Councils peer consultative committee); the Family Health Support Services clients involved in telephone interviews; and the community members who participated in focus group discussions. Their contributions have ensured that this Plan is reflective of the needs of our older residents and community members.

Finally, Council acknowledges the additional pressures associated with developing this Plan (for all involved) during the outbreak of the global COVID-19 pandemic. This included the challenges associated with navigating the physical distancing restrictions, a remote workforce, and adapting to alternative technologies and virtual meetings throughout 2020-2021 whilst developing this Plan.

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1. Executive Summary

Later life can and should be a time for active citizenship, of continued contribution and participation in local community affairs, of engaging in the kinds of activities that enhance physical and mental health, and of involvement with family, friends, neighbours and the wider community. In short, it should be a time of ‘positive ageing’.

Worldwide the number of people aged 60 years and older is growing faster than any other age group, and this is consistent with what we see in Frankston City. As such Frankston City Council (Council) has committed to develop its first targeted action plan to support a whole-of-Council approach to ensuring positive ageing in the municipality.

The aspiration of Council’s *Positive Ageing Action Plan 2021-2025* (the Plan) is to embed best practice principles for positive ageing into our planning processes to ensure that Frankston City is a liveable and age-friendly city for the growing number of residents aged 60 years and older living in our municipality.

By introducing a *Positive Ageing Action Plan 2021-2025*, Council demonstrates its commitment to ensuring targeted planning to support positive ageing for our older adult population. The Plan represents Council’s priorities and approach to guiding how we will deliver programs, services and infrastructure to ensure that older people living in this vibrant municipality remain connected, supported and engaged - and continue to thrive in older age.

Developing the Plan in 2020 during the outbreak of the global COVID-19 pandemic, whilst navigating the associated physical distancing restrictions placed on our community has highlighted how Council’s role is essential in supporting, serving, and connecting communities, and in adapting how we do these things to achieve the best outcomes for our community under all conditions. The Plan has been developed with a recognition of the need for Council to support our community to recover from the impacts of COVID-19, and to continue to build their capacity to pivot and adapt our new ‘COVID-normal’ world.

2. Introduction

2.1 Introduction

Right across the world life spans are increasing. People are living longer resulting in increasing numbers of older people and a change in the make-up of our communities. Like many other established local areas, Frankston City has a growing ageing population. Older adults currently represent 21% of Frankston City's population, and at the current growth rate are expected to increase to 24% of the municipality's population by 2026.

What is positive ageing? Positive ageing is the term used within the Plan to describe the process of ageing well - holistically. Our use of 'positive ageing' incorporates other terms often used interchangeably to describe positive ageing, including 'active ageing', 'healthy ageing' and 'ageing well'. Using the term 'positive ageing' acknowledges that ageing well is "determined not only by our genes and personal characteristics but also by the physical and social environments in which we live our lives"ⁱⁱ. So in referring to 'positive ageing' Council embraces and builds upon each of these terms to ensure that the Plan truly supports older adults to be active, connected, healthy and respected, and enjoy a positive experience of ageing in our community.

2.2 Purpose

The purpose of introducing the Plan is to ensure that the needs of the community are planned to specifically enable positive ageing for resident's aged 60 years and older living in Frankston City. While there are differing understandings of when 'older life' commences, ranging anywhere from 55 to 65 years, this Plan defines 'older adults' as those aged 60 years and above. This definition is consistent with most 'older adult' plans delivered by local government areas in Victoria.

The Plan will determine how Council will deliver its services, programs and infrastructure over the next four years with a focus of promoting connection, supportiveness and engagement for people aged 60 years and older living in the municipality, while recognising the broad age range of people classed as 'older adults' through this plan. This way the Plan acknowledges the differing aspirations, interests, life stages, and support needs of people across this broad cohort.

The Plan will inform Council's focus to make decisions and deliver infrastructure and services that support older people to feel safe and included, enjoy good health and stay involved. The Plan will also focus on reducing age-related barriers (or exclusions) that stop older people from participating in community life, and enjoying the contribution and benefits of their involvement.

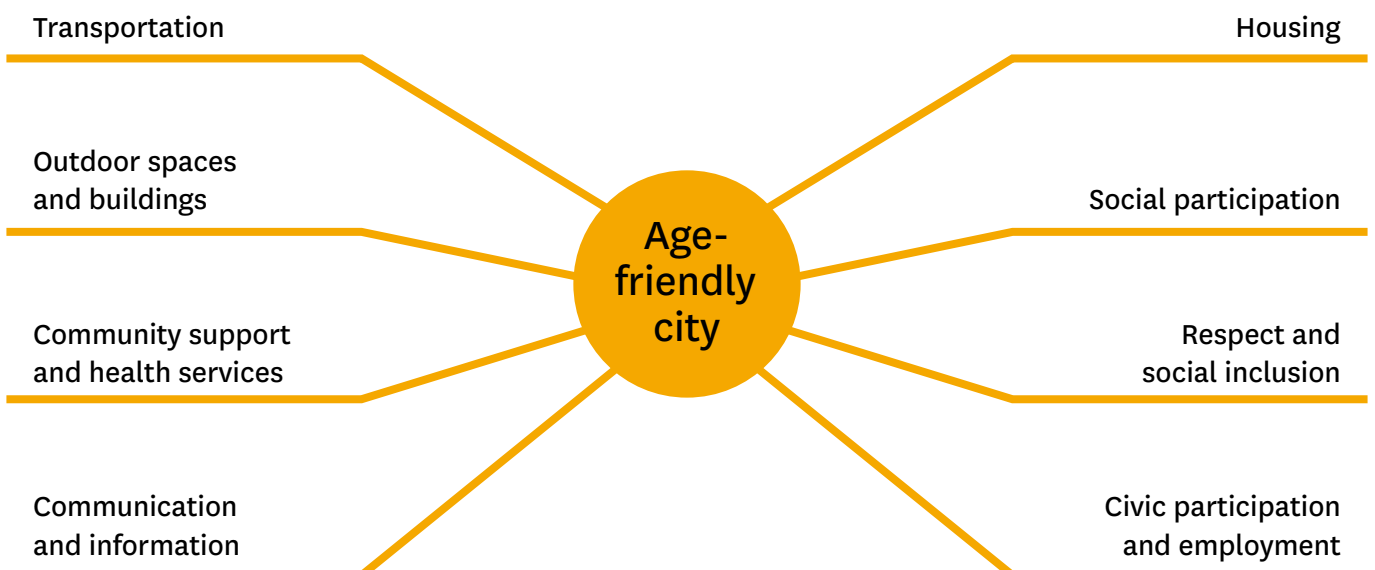
2.3 A framework for Positive Ageing in Frankston

Council has used the World Health Organisation's *Global Age-friendly cities — A guide*ⁱⁱⁱ along with Council's own Community Building Outcomes Framework (CBOF) as the basis to planning for positive ageing in the municipality. The World Health Organisation's *Global Age Friendly Cities – priorities* (Diagram 2) has been used as a scorecard to measure, reference and guide the planning process, whereas Frankston City Council's Community Building Outcomes Framework (Diagram 1) forms the structure of the Positive Ageing Action Plan. The duality of this approach ensures a broad perspective and measurable plan to support quality of life and independence for our older residents.

Diagram 1. Community Building Outcomes Framework® (CBOF)



Diagram 2. WHO Global Age-Friendly Cities – Priorities



2.4 Guiding principles

The plan is underpinned by five guiding principles for how Council (we) will enable and support positive ageing within the municipality, including:

- We embrace the role of local government as a key leader and facilitator of inclusive and connected communities for older adults.
- We listen to and respect the views and experiences of older people, carers and organisations who support older people, and act on what they tell us wherever possible.
- We act with integrity and are committed to offering high quality services and supports for older adults.
- We identify and advocate for emerging or unmet needs of older adults.
- We proactively seek out opportunities to support and enrich the lives of older adults.

2.5 Council's role in enabling positive ageing and age-friendly neighbourhoods

Local government plays an important role in ensuring age-friendly and liveable neighbourhoods that create environments which foster inclusive and sustainable communities, promote connection, and ensure access to services, information and opportunities to maintain holistic wellbeing.

This Plan acknowledges and integrates the many roles Council plays in supporting our older populations to thrive, including:

- A service provider of community and health services to support older adults in their homes and in the community, including: home and personal care services; home maintenance and home modifications; meals on wheels; community transport; supported shopping; social activities and outings; arts and cultural activities; events and festivals.

- A community connector establishing links in the community to groups, programs, volunteering opportunities, and neighbourhoods, to support older adults to feel involved and connected.
- A provider of information and system navigator ensuring that older adults living in Frankston City can readily access information about what is available, through Council's webpage, social media platforms, print publications, and Council staff.
- A local leader, partner and advocate that facilitates partnerships and collaborative action between the community, government, services, not-for-profit, and private sectors to create positive outcomes for older adults.
- A planner of services, neighbourhoods, facilities and outdoor spaces to ensure that the needs of a changing community continue to be met and reflected through investment in infrastructure and outdoor spaces.
- A manager of infrastructure, waste, the environment, and open spaces providing and maintaining infrastructure and facilities to accommodate people of all abilities and life stages. Among these Council manages a dedicated Meals on Wheels kitchen; three community buses; eight community centres and neighbourhood houses; a home maintenance workshop; and two Men's Sheds.
- An employer of choice with 22% of Council's own workforce aged over 60, and with policies in place to support a positive employment experience as Council employees for this cohort.

2.6 Scope

The Plan is a holistic roadmap for enabling positive ageing in the municipality, and integrated planning across Council, demonstrating a whole-of-Council commitment to positive ageing in Frankston City. As such, while the Family Health Support Services Department will lead and oversight the implementation of the plan, we have ensured that all areas of Council with a stake in promoting positive ageing are engaged and reflected in this Plan.

3. Our Community

3.1 Our municipality

Frankston City is situated on the eastern shores of Port Phillip Bay approximately 40 kilometres south of Melbourne CBD. The municipality is bounded by Kingston City, Greater Dandenong, City of Casey and Mornington Peninsula Shire Councils, and covers an area of approximately 131 square kilometres, with an 11 kilometre coastline boundary along Port Phillip Bay.

Frankston Central is one of nine nominated Metropolitan Activity Centres^v in Greater Melbourne offering regional health, education, and employment opportunities, and servicing the outer southern Melbourne region with its major regional retail and commercial centre. Frankston City is an established municipality that is currently home to 135,971 people (ABS Census 2016), which is expected to increase to 160,000 by 2050.

3.2 Older adults in Frankston

Older adults represent Frankston City's fastest growing cohort, currently representing approximately 21% of the municipality's total population (or 28,012 people)^v, which is consistent with Greater Melbourne's population of older residents (21%). Whereas by 2026 older adults living in Frankston City are expected to represent 24% of the municipalities total population, dramatically exceeding the older adult population growth expected for Greater Melbourne (21%) by that time.

Further, by 2026 Frankston City will have amongst the highest rates of older adults in Greater Melbourne municipalities, listed seventh after Mornington Peninsula Shire, Manningham, Bayside, Nillumbik, Yarra Ranges, and Knox.

By age group:

As noted in Figure. 1, there is little difference between the proportion of older adults aged between 60-69 years (14,085) and those aged between 70-84 years (11,226), with these age groups representing 90% of older adults in the municipality. A sharp decline is noted however in the reported number of older adults aged 85+ years, with this cohort representing only 10% (2,718) of all older adults in the municipality.

Figure 1. Older adult populations by age group

Age group	Percentage of older adults	Number of people
60-69	50%	14,085
70-84	40%	11,226
85 plus	10%	2,718

Life expectancy:

Life expectancy continues to increase across Australia. The Victorian average life expectancy is 84.7 years for women, and 81.2 years for men^{vi}. Whereas the average life expectancy in Frankston is slightly lower than the Victorian averages, at 84 years for women, and 78 years for men^{vii}. For those of Aboriginal and Torres Strait Islander descent, it is approximately 10 years less for both men and women.

By gender:

Women represent 54% and men only 46% of older adults in the municipality. This ratio is consistent with Greater Melbourne (46% males and 54% females)^{viii}.

By nationality:

While Frankston City is less culturally diverse than Greater Melbourne, a significant proportion of our older adults (approximately 44%) were born in a country other than Australia. Of the 56% of older adults that were born in Australia living in the municipality only a very small proportion are Aboriginal or Torres Strait Islanders (roughly 0.4% or 116 people).

People born in the United Kingdom and Ireland (17%) represent the second largest older adult cohort, followed by those born in European nations (10%), New Zealand (2%), Southern Asia (3%), African nations (1%), and North and South America (1%)^{ix}.

Similarly, Frankston City has a higher proportion of older residents who speak only English at home (82%) compared to greater Melbourne (63.6%). While approximately 18% of older adults speak a language other than English at home, only 2% of these do not speak English well or at all^x.

The most common languages other than English spoken by older adults in the municipality include Italian, Greek, Dutch, German, South Slavic, and Chinese languages.

By socio-demographics:

Socio-Economic Index for Areas (SEIFA) is used in Australia to measure and score the socio-economic advantage or disadvantage of communities. SEIFA scores are derived from attributes such as income, employment, skills and unskilled occupations and other variables that together reflect advantage or disadvantage. A higher score indicates increased attributes and higher levels of advantage, whereas a lower score represents fewer attributes and lower levels of advantage.

The SEIFA score for Frankston in 2016 was 1001, slightly lower than Greater Melbourne (1,020), highlighting that Frankston City overall is slightly more disadvantaged than Greater Melbourne^{xi}. Frankston City has a higher percentage of older adult pension recipients (67.2%) compared to the Greater Melbourne (57.3%).

We note however that Frankston City has significant variance between its local area SEIFA scores of socio-economic with some of our suburbs (Sandhurst, Langwarrin South and Frankston South) ranked amongst some of the least disadvantaged suburbs in the country, and others (Frankston North and Frankston Central) ranked amongst the country's most disadvantaged suburbs.

By suburb/local area:

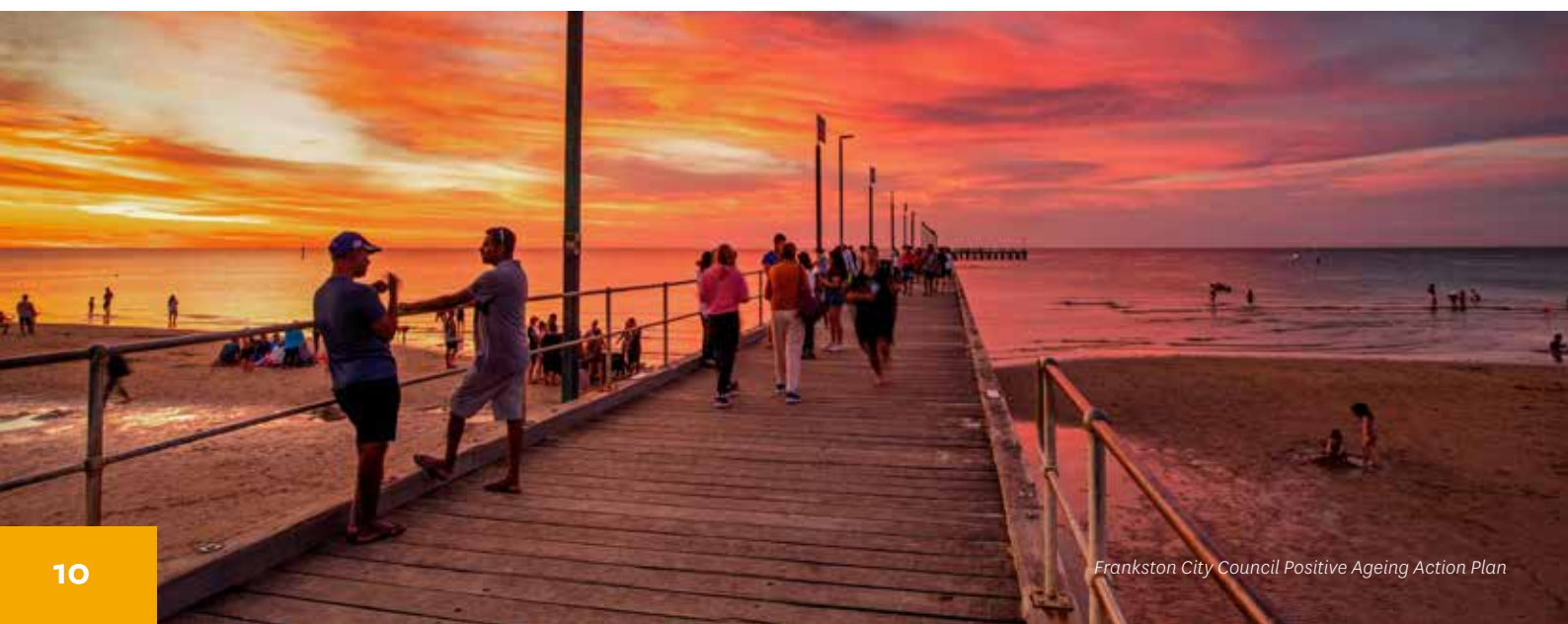
Carrum Downs, Skye and Sandhurst		Frankston, Karingal, Frankston Heights	
Total population	33,790	Total population	36,095
60+ population	5,235 – which is projected to rise by 59% to 8,337 people by 2026. 15% of the residents in this area are aged 60+. 28% of Frankston municipality older adults call this area home.	60+ population	8,455 – which is projected to rise by 20% to 10,162 people by 2026. 23% of the residents in this area are aged 60+. 30% of Frankston municipality older adults call this area home.
Living alone	1,064 or 20% of these older adults live alone.	Living alone	2,287 or 27% of these older adults live alone.
Living with someone	3,713 or 71% of these older adults live with another person.	Living with someone	5,754 or 68% of these older adults live with another person.
SEIFA score	The average score for this local area is 1,039 (the scores range from 979 for Carrum Downs to 1,115 for Sandhurst).	SEIFA score	The average score for this local area is 960, compared to 1,001 for Frankston City.

Langwarrin and Langwarrin South	
Total population	23,837
60+ population	4,218 – which is projected to rise by 40% to 5,899 people by 2026. 18% of the residents in this area are aged 60+. 15% of Frankston municipality older adults call this area home.
Living alone	782 or 19% of these older adults live alone.
Living with someone	3,350 or 79% of these older adults live with another person.
SEIFA score	The average score for this local area is 1,062 (the scores range from 1,044 for Langwarrin to 1,080 for Langwarrin South).

Frankston South	
Total population	18,204
60+ population	4,882 – which is projected to rise by 15% to 5,615 people by 2026. 27% of the residents in this area are aged 60+. 17% of Frankston municipality older adults call this area home.
Living alone	1,046 or 21% of these older adults live alone.
Living with someone	3,351 or 69% of these older adults live with another person.
SEIFA score	The average score for this local area is 1,075, compared to 1,001 for Frankston City.

Seaford	
Total population	16,462
60+ population	3,838 – which is projected to rise by 16% to 4,435 people by 2026. 23% of the residents in this area are aged 60+. 14% of Frankston municipality older adults call this area home.
Living alone	1,171 or 31% of these older adults live alone.
Living with someone	2,561 or 67% of these older adults live with another person.
SEIFA score	The average score for this local area is 994, compared to 1,001 for Frankston City.

Frankston North	
Total population	5,759
60+ population	1,384 – which is projected to rise by 8% to 1,491 people by 2026. 24% of the residents in this area are aged 60+. 5% of Frankston municipality older adults call this area home.
Living alone	336 or 24% of these older adults live alone.
Living with someone	824 or 60% of these older adults live with another person.
SEIFA score	The average score for this local area is 823, compared to 1,001 for Frankston City.



4. Our Age Friendly City

4.1 Introduction

The World Health Organisation Age Friendly Cities framework is guided by specific challenges facing cities, when planning for the needs of older adults. In developing this plan Council undertook extensive data review and community consultation with over 330 older adults in the community to determine how age friendly we are.

4.2 Our Age Friendly Cities Scorecard

The scorecards to follow highlight the strengths, weaknesses and opportunities for the municipality against each domain of the WHO Age Friendly Cities framework.

“Measures to help older people remain healthy and active are a necessity, not a luxury.”

World Health Organisation

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4.2.1 Outdoor spaces and buildings



According to the World Health Organisation, a city's cleanliness, noise and pollution levels, and green spaces affect the age-friendliness of a city. Cities that maintain a clean and green environment and build age-friendly design features into urban planning, are considered ideal for older residents.

Our outdoor spaces and buildings

Frankston City is committed to retaining its green leafy aspect, with parks, reserves and public open spaces representing 16% of the land in the municipality (approx. 2102 ha). The municipality has approximately 464 parks, reserves and public open space, and manages approximately 11 kilometres of pristine Port Phillip Bay coastline.

Frankston City is also committed to servicing the municipality with quality infrastructure and facilities for the community to access. Council manages a range of community facilities, and buildings available for hire or use by the community groups including nine Community Centres and Neighbourhood Houses; seven community halls for hire; and 76 sports pavilions under tenancy agreements with community groups and clubs, three Libraries, two regional complexes including the Frankston Arts Centre, Peninsula Aquatic Recreation Centre, and one neighbourhood aquatic centre.

Community feedback

Not surprisingly the things older adults told us they appreciate the most about living in Frankston City include: access to the beach; parks and open space; trees and nature; the convenient location; shops; community feel; quiet, village life; and walkability (in that order)^{xii}.

Open space and supporting infrastructure is regularly used and highly regarded by our older residents. The importance of accessible and age-friendly infrastructure was highlighted when asked what would assist older people use facilities and open space more often^{xiii}.

Key opportunities

- To deliver outdoor spaces with age-friendly infrastructure that can be enjoyed by older adults
- To deliver Council facilities and buildings that are accessible for older adults





Transportation is a key factor influencing active and healthy ageing. Being able to move about the city determines social and civic participation and access to community and health services^{xiv}.

So too does the availability of appropriate transport options for older adults along the whole continuum of 'transport independence', from those who are fully independent, to those transitioning towards public and alternative transport forms, and for those solely reliant on community transport options.

Transport in Frankston

Frankston is largely very well serviced by multiple road, rail and bus links. The municipality enjoys easy access to three major arterial roads including Eastlink, Monash Freeway, and Peninsula Link; 26 bus routes; four train stations; and two train services (a metro and V'Line service) enabling public transport access from Melbourne CBD to the Mornington Peninsula (Stoney Point). There are however limitations in the availability of public transport in some suburbs (Carrum Downs and Langwarrin), and in the supply of community transport throughout the municipality, including volunteer and medical transport.

Transport data

Car usage, according to ABS Census data, is the predominant form of transport used by older adults, with 79% of Frankston's older adult population having a vehicle at their premises, and only 7% of older adults stating that they do not drive a car^{xv}.

However there is a significant cohort of older adults (21%) who either exclusively or partially rely on alternative forms of transport including active transport, public transport, taxis, and various forms of community transport to travel around within the community^{xvi}.

Community feedback

The majority of older adults consulted said they find it is easy to get around the community using their preferred mode of transport (92.33%), with the preferred means of transport being via car (86%) or walking (71%).

For some older adults however, it is difficult or very difficult to get around in the community (6.93%). These older adults identified the need for increased community transport services, improved footpaths and accessible infrastructure, additional public transport (more buses more often), access to mobility scooters and improved safety, to make it easier for them to get around in the community.

Most people consulted had limited knowledge of how to access Council's community transport, or a multi-purpose taxi card (half price taxi card), and only 25% of respondents had a Council foreshore or disability parking permit.

Key opportunities

- To collaborate, partner and advocate to improve community transport options for older adults
- To increase the availability of Council's community transport for Frankston's eligible residents (includes program based and community based)
- To promote access to cost-effective transport options



Appropriate housing is an essential human need. For housing to be appropriate it must be affordable, safe and secure, and facilitate living arrangements that meet the current needs of the occupant.

Living arrangements play a role the feelings of safety and connection in the home, and within the community. Ageing in place, or ageing at home, is the model of choice for ageing in Australia (and the preference for many older adults) for maintaining stability, established routines and neighbourhood connection beyond retirement.

How our older residents live

In Frankston City, 70% of people aged 60 years or older live in households which are owned with a mortgage or fully owned, lower than that greater Melbourne (79.3%). Home rental rates for people aged 60 years or older are slightly higher in Frankston (14%) than greater Melbourne (11%). A further 6% of older adults reside in Independent Living Villages, Nursing Homes and supported living units, and hospice in Frankston City, similar to Greater Melbourne.

In terms of household 'types', the majority of older residents in the municipality live with a partner (50% compared 55% greater Melbourne) or other family member, friend or acquaintance (20% compared 23% Greater Melbourne). There is also strong trend for living alone, with a higher proportion of older adults living alone in Frankston City than Greater Melbourne (24% compared 20%)^{xvii}.

Transience is slightly lower in Frankston City for this age group (63%) than for Greater Melbourne (66%) with fewer residents reporting that someone in their household changed address in the past five years^{xviii}. Fewer again older adults in Frankston City (17%) reported that they have moved house within the previous five years. However the link between 'transience' and 'household types' on housing insecurity is yet unknown in the municipality.

Community feedback

The majority older adults consulted said their housing situation is safe and secure (90.74%), whereas one in 10 people (9.25%) rated their living arrangements as either insecure or very insecure.

The most common reasons for living arrangements feeling insecure included: unaffordable housing, limited tenure leases, and financial difficulties. Whereas the common reasons for living arrangements feeling unsafe included: safety of the neighbourhood, limited lighting, limited police presence, and having transient neighbours in rental properties.

Access to affordable or social housing, and to long term leases, as well as improved financial means were all raised as solutions to reducing housing insecurity^{xiv}.

The majority of older adults consulted also said they intend to remain in their current homes for the next five years (84.45%), with about one in five of these (17.2%) expecting that modifications would be required to enable them to remain in their homes.

Key opportunities

- To support older adults to 'age in place' in their homes
- To improve our understanding of the ongoing and emerging housing needs of our older adults
- To advocate for increased affordable housing for older adults
- To deliver services and advocacy for older adults who are housing insecure or at risk of homelessness

4.2.4 Community support and health services



Community based health and support services are vital to maintaining health and independence for older adults.

The impact of Federal and State government policy reform within the Aged (My Aged Care) and Disability (National Disability Insurance Scheme) sectors has created significant change to funding and service delivery within local government. Both reforms focus on consumer choice and control, enabling people to live longer in their homes with the appropriate support individuals and carers require.

Community support and health services in Frankston

In recent years Frankston City has seen major State and Federal Government investments towards expanding healthcare services in support of the establishment of a regional multi-disciplinary Health Hub within the municipality.

The municipality is currently serviced by one public hospital (Frankston Hospital - Peninsula Health), three private hospitals (Frankston Private, Peninsula Private & St John of God), and numerous bulk billing GP's. The municipality is similarly well serviced by allied health, mental health services, NDIS and Commonwealth funded services via My Aged Care to meet the needs of older adults, including those offered directly via Council. However, older adults are required to navigate an increasingly complex and disconnected system to gain the supports they need. It is expected that older adults and their families will increasingly rely on Councils as their local source of information and support as the various health system reforms continue to rollout.

Council's specialist services

Council provides services and programs as part of the national My Aged Care system, specifically tailored for older adults within Frankston Municipality to support their overall health and wellbeing and ageing in place. Through funding from Frankston City Council, State and Commonwealth Governments, Family Health Support Services provides a range of assessment, care and social support services for approximately 2,000 older adults per year through the following services:

Family Health Support Services specialist services:

- Intake & Triage
- Assessment & Planning
- Home Care
- Personal Care
- Respite Care
- Meals on Wheels
- Home Maintenance and Home Modifications
- Community Transport
- Escorted or Unescorted Shopping
- Social Activities/Outings
- Community Recovery Call Centre

Council also provides a range of programs that aim to keep older people socially connected and engaged in community life as long as possible, these include:

Programs

- Health Promotion
- Support to Seniors Groups and Clubs
- Seniors Festival
- Pot Luck Social Inclusion Program
- Positive Ageing Together Newsletter
- Age Friendly Frankston Ambassadors Program
- Volunteers Program
- Community Connectors

Council's universal services

Councils play a vital role in providing accessible services in local communities, from support services and programs to events, open space and facilities promoting participation in community life. This Plan aspires to enable increased participation of older adults in the universally available programs and services. This includes leveraging the Frankston Arts Centre's vibrant schedule of shows and events; identifying value-add opportunities available through the neighbourhood house network and library services, so that they can be enjoyed by more older adults in the community.

Community feedback

The majority of older adults consulted feel it is either easy (49.50%) or very easy (9.09%) to find the services they need in the community; 20.95% find it difficult and 3.56% find it very difficult to find the services they need; and 16.60% were unsure. However during the COVID lockdown's of 2020 there was a very high rate of disengagement from all programs and services (including essential services) by this cohort.

Older adults demonstrate a resourcefulness in who they contact to access help and support needed, with most adults consulted seeking information and support from multiple sources including family was the most common response (75.21%), friends (55%), their GP (61.98%), Council (38.02%) and Peninsula Health (21.90%).

Key opportunities

- To provide a person centred approach offering choice to older adults in need of services
- To deliver services to support people to live safely and independently in the community, underpinned by a Wellness and Reablement approach
- To prioritise continuous quality improvement and workforce development
- To partner, collaborate and advocate to support the service needs of older adults

SCORECARD 4.2.5 Social participation



Social participation and social support are strongly connected to good health and wellbeing throughout life.

Participating in leisure, social, cultural and spiritual activities in the community, as well as connection with family, friends and the community allows older people to continue to exercise their competence, to enjoy respect and esteem, and to maintain or establish supportive and caring relationships throughout their ageing years^{xx}.

Social participation in Frankston

Frankston City is supported by a range of clubs, groups and programs to encourage social participation for older adults. Specifically there are 37 seniors clubs and groups operating in the municipality with a combined membership of approximately 2,150 people (including 1,627 women and 927 men). Of these, 10 are cultural clubs (Filipino, Greek, Polish, Italian, and Chinese); 5 are for women only; 3 are for men only; 10 clubs service local neighbourhoods/suburbs only; two clubs are physical activity focussed; and there are three general seniors clubs. Anecdotally we understand that the more 'niche' a club is, the more likely it is to have a membership of older adults from outside the municipality. This particularly relates to clubs where a language other than English is spoken.

Frankston City is also supported by a vibrant and well subscribed University of the Third Age (U3A), which provides social and learning opportunities for retired and semi-retired people. U3A Frankston has a current membership of 690 (including 513 women and 177 men).

The proportion of visitors who are older adults to the Frankston Arts Centre, PARC, library services and Neighbourhood Houses is however more difficult to quantify, even though these venues host up to one million visitors (each) per annum. Council has similar difficulties in quantifying the number of older adults attending Council events throughout the year. However it is understood that Councils annual month long Seniors Festival engages approximately 3,000 older people each year.

Community feedback

Overall, most older adults consulted seek more connection than they are currently experiencing, including in their neighbourhoods and with clubs and groups.

When asked, most older adults (78.67%) said that connection (including with family, friends, and the community) is 'important' or 'very important' to them. Only 2.45% (7 respondents) said connection is not important.

When asked how important neighbourhood connection is, again most (67.13%) said it is either 'very important' or 'important'. And only about 5.24% (15 respondents) said neighbourhood connection is not important to them.

However when asked how connected they feel, only 42.86% (less than half) said they feel either 'very connected' or 'connected' to their neighbourhood, and 16.03% of older adults said they do not feel connected to their neighbourhood at all.

A higher number of older adults consulted (58.37%) said they are however involved in a club or group. The most common clubs or groups respondents are involved in include: service clubs; volunteering; U3A; 'Friends of'; faith based; sporting; art/craft; or seniors groups.

A significant proportion (40.86%) said they have no involvement in a club or group, and 43.68% said they would like to be more involved in local clubs and groups. Groups of interest included those relating to physical activity, art/craft, gardening and social opportunities.

Lack of confidence, limited time, health issues and knowledge of what is available are all reasons identified by those consulted that prevent older adults from being more involved in local activities, clubs and groups.

When asked about how well older people are supported to participate in events and activities, just under half 45.38% of respondents said 'well supported', 14.62% said that older people are 'not supported' and 40% were unsure.

Community suggestions for how older people could be more supported to participate in community events and activities include: improved communication and information sharing, access to transport, and ensuring there are enough events catering to older people.

Key opportunities

- To actively promote and facilitate opportunities for older adults to connect and engage
- To deliver accessible, inclusive and age-friendly programs, activities and events to foster community connection
- To identify and foster intergenerational opportunities that build social connection and encourage skill-sharing between people of all ages

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4.2.6 Civic participation and employment



Older people do not stop contributing to their communities as they age or retire. Many continue to contribute to the workforce, civic pursuits, and through unpaid and voluntary work for their families and communities.

An age-friendly community provides options for older people to engage and contribute to their communities, through paid employment or voluntary work, and to be engaged in civic and political processes. This priority area recognises the importance of economic, social and civic contributions made by older people in positively contributing to both individual and community wellbeing.

Volunteering, civic participation and employment in Frankston

Council recognises that different civic participation, volunteering and employment opportunities will apply to the three age groups identified in Figure 1. Whereas, while there is no 'retirement age' in Australia, people can only access their superannuation between 55 and 60, and become eligible for the age pension at 65½, rising to 67 by 2023^{xxi}. The Federal Government's push for continued participation in the workforce means that organisations will continue to be staffed by employees, and potential employees that are older adults. Approximately 21% of Council's workforce for instance is aged 60 years and over, with Council embracing the contributions of its older employees.

Council similarly promotes volunteering opportunities available both within local government, and the community. Council is currently supported by over 212 older adult volunteers, embedded right across the organisation and enriching our service delivery to the community. Council also manages the Impact Volunteering program matching community volunteers to community organisations and groups within the municipality.

Community feedback

Of those consulted, just over one third (32.41%) said they are actively involved in their community as a volunteer, and two thirds (66.40%) indicated they do not volunteer. Over one quarter (28.74%) also said they would like to be more involved in volunteering than they currently are.

Barriers to volunteering (or increased volunteering) include not having the time, health and physical ability, feeling 'too old', COVID, access to transport or parking, perceived lack of respect towards volunteers, having been unsuccessful in the past, and limited resourcing of volunteer opportunities.

Key opportunities

- To support older adult participation in the workforce, where this is desired
- To support and promote volunteering pathways for older adults to contribute their knowledge and skills
- To create opportunities for older adults to participate civically and drive change in the community

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4.2.7 Respect and social inclusion



The role that older people play in the community, and level of connection they feel, contribute to the respect and inclusion they enjoy.

According to the WHO, communities where older adults maintain an active local leadership role, have an impact on public decisions, have healthy relationships in the community and the home, and where respect is fostered between the generations have a stronger sense of elder respect and inclusion than those that do not. A sense of isolation and loneliness however can result wherever older people feel less connected, involved, or respected than they would prefer, in the community.

Life events or experiences can also have an impact on the ability of older people to maintain or build social connections and sense of connection. For example, events as small as loss of a driver's licence, or as large as ailing health, being a victim of crime or elder abuse, or grieving the loss of a loved one can directly increase an older person's sense of disconnection, isolation and loneliness^{xxii}.

Council's approach to respect and inclusion

Council works hard to ensure that our settings, programs and services are inclusive and accessible for our community. Council also seeks to ensure that older people from all backgrounds are valued and appreciated, and no one is excluded based on race, culture, language, social or financial status, ability, location or gender.

The impact of isolation and loneliness marks a new frontier of study in Australia, with research increasingly recognising the connection between isolation and health outcomes^{xxiii}. Whilst little is known about the rates or impact of isolation or loneliness locally, one aspiration of this Plan is to equip Council with increased knowledge so that proactive action can be taken to support improved respect and inclusion in the community.

Community feedback

Of the community members consulted, less than half (42.06%) said that they feel older adults are respected, or included in the Frankston community, 25.40% were unsure, and about one third (32.54%) said they are not respected. Council received marginally better responses to an 'inclusion' question, with only 43.87% of respondents agreeing older adults are included in community events and activities, while 14.62% felt older people are not included and 41.50% were unsure.

Barriers to respect, identified through the consultation included: attitudes, manners, lack of respect from young people, and being treated differently than other members of the community. While accessibility, transport, and information were the inclusion barriers identified through the consultation.

When asked how to improve respect and social inclusion for older people, suggestions included: education, improving communication and opportunities for feedback, working with young people, providing more multigenerational activities and opportunities for skill sharing.

Key opportunities

- To respect and actively seek out the contribution of older adults in the community
- To make it easy for older adults to ask for and access supports as needed
- To work to prevent all forms of discrimination and ageism in the community
- To improve our understanding of the barriers to respect or inclusion

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4.2.8 Communication and information



While rapidly evolving information and communication technologies are useful tools for a fast paced society, they can also serve as instruments of social exclusion for those who do not have access to, or cannot use these tools.

The convenience of digital communication channels are undeniable, however the sole reliance on these technologies serves to exclude anyone who is not 'technology literate' from accessing information. It remains pertinent to communicate and provide information to older adults through multiple channels, particularly those channels that are routinely used by this cohort.

Council's information sharing approach

Local government is responsible for ensuring information is shared with the whole community through all channels necessary, and has embraced the use of high, medium and low technology communication approaches to engage with the broader community.

This involves sharing the same information through multiple communication channels including via Council's webpage, social media platforms, and mobile phone/tablet applications. It also includes information sharing through a range of other electronic, print, and verbal channels. These include communicating via email; local newspapers; Council's own print paper 'Frankston News' (released quarterly); newsletters, brochures, and flyers; via telephone; and via face to face interactions.

Community feedback

Of the community members consulted access rates were high, with 90.94% advising they have access to the internet. Whereas confidence rates to use the internet varied considerably. Just over half of the respondents said they were 'very confident' (52.36%), a third were 'tentatively confident' (29.13%) and approximately one fifth of respondents, (18.61%) said they were not confident to use the internet to find information needed.

The preferred means of receiving information from Council for this cohort included: email (71.26%); mail (46.85%); e-newsletters (28.35%); telephone (22.05%); Facebook (13.39%); and text (12.99%). Other preferred means of sharing communication include newspaper, notice boards, online meetings and websites (in that order).

Key opportunities

- To maintain effective communication and information sharing with older adults through a range of channels
- To share information accessibly about Council's programs and services, events and activities for older adults
- To assist older adults to connect with and build confidence using technology

5. Our planning approach

5.1 Best practice informed planning

The Plan is built on a dual framework including Council’s Community Building Outcomes Framework (CBOF) and the World Health Organisation (WHO) Age Friendly Communities Framework to ensure an evidence based, whole-of-Council, and whole-of-community lens is applied when planning for the infrastructure, service, program and liveability needs of our older residents. The Plan similarly reflects evidence informed best practice principles to ensure robust outcomes for older adults in our community.

5.2 Policy informed planning

Council is governed by the legislative and policy context which influence and inform the Positive Ageing Action Plan. This includes, but is not limited to, compliance with the following:

Legislation	<ul style="list-style-type: none">• Aged Care Act (1997)• Home & Community Care Act (1985)• Local Government Act (2020)• Education and Care Services National Law Act (2010)• National Regulations (2011)• Disability Services Act (1986)• Carers Act (2012)• Food Act Victoria (1984) (Food Standards Code)• Occupational Health & Safety Act (2004)• OHS Regulations (2007)• Accident Compensation Act (1985)• Victorian Information & Privacy Act (2000)• Charter of Human Rights & Responsibilities Act (2006) (Vic)• Victorian Public Health and Wellbeing Plan (2019-2023)• Age Discrimination Act (2004)• Privacy and Data Protection Act (2014) (Vic)• Health Records Act 2001
Commonwealth Policy	<ul style="list-style-type: none">• Aged Care Quality Standards (2020)• Aged Care Assessment Quality Framework (2020)• Aged Care Diversity Framework (2017)• Charter of Aged Care Rights (2019)• Home and Community Care Standards (2010)• Education and Care Services National Regulations (2012)• National Plan to respond to the abuse of older Australians (2019-2023)

State Policy	<ul style="list-style-type: none"> • Food Standards Code (2019) • Victorian Volunteer Strategy (2021) • Cultural Diversity Plan (2015-2019) • Child Safe Policy (2020)
Frankston City Council Policy	<ul style="list-style-type: none"> • Stronger Families Policy (2019) • Stronger Families Strategy (2021) • Code of Conduct (2020) • Information Management Policy (2019)

5.3 Integrated planning

Planning for positive ageing in Frankston is being approached as a whole-of-Council responsibility.

This allows us to think bigger about how we integrate, align and leverage Council processes to deliver our services, programs and infrastructure with a focus of promoting connection, supportiveness and engagement for people aged 60 years and older living in the municipality.

The Plan aligns with all other key plans of Council to ensure that planning for an age-friendly community is integrated with our long-term ambitions for Frankston City and reflects the community's needs.

Frankston City Council Plans	<ul style="list-style-type: none"> • Council Plan • Health and Wellbeing Plan • Community Engagement Plan • Municipal Emergency Management Plan • Draft Reconciliation Action Plan
Family Health Support Services Plans	<ul style="list-style-type: none"> • Service Plan – Community Health (2020-2030) • Commonwealth Home Support Programme Manual (2020-2022) • Victorian Home and Community Care Program Manual (2013) • My Aged Care Assessment Manual (2018) • Conflict of Interest Administrative Policy and Procedure (2016) • Activity Work Plans (Annual)

5.4 Evidence informed planning

The Plan is informed by the growing body of evidence about the benefits of people ageing well in their homes, networks and communities, and recognises that implementing evidence-based practice is a key part of improving outcomes for older people. As such, the Plan is a culmination of the translation of evidence into the design and development of its actions.

5.5 Data informed planning

Data has been a cornerstone in influencing the shaping of the Plan, along with the evidence base and community consultations. All publicly available data for Frankston City has been reviewed and embedded into the focus and priorities outlined in this plan.

5.6 Community informed planning

Council recognises value of planning ‘with’ and not just ‘for’ the community, and as such has invited and embraced opportunities for community voice to contribute to the shaping of this Plan. Through consultation with sector stakeholders and older adults in our community, we have listened to thoughts, experiences, and ideas on ageing, and how to best enable ‘positive ageing’ in Frankston over the next four years to 2025. Refer to the PAAP Community Engagement Plan (Appendix A) for further detail.

5.7 Partnership informed planning

Council has an ongoing commitment to working in partnership in order to plan and deliver improved outcomes for older adults living in the community. Our key partners include:

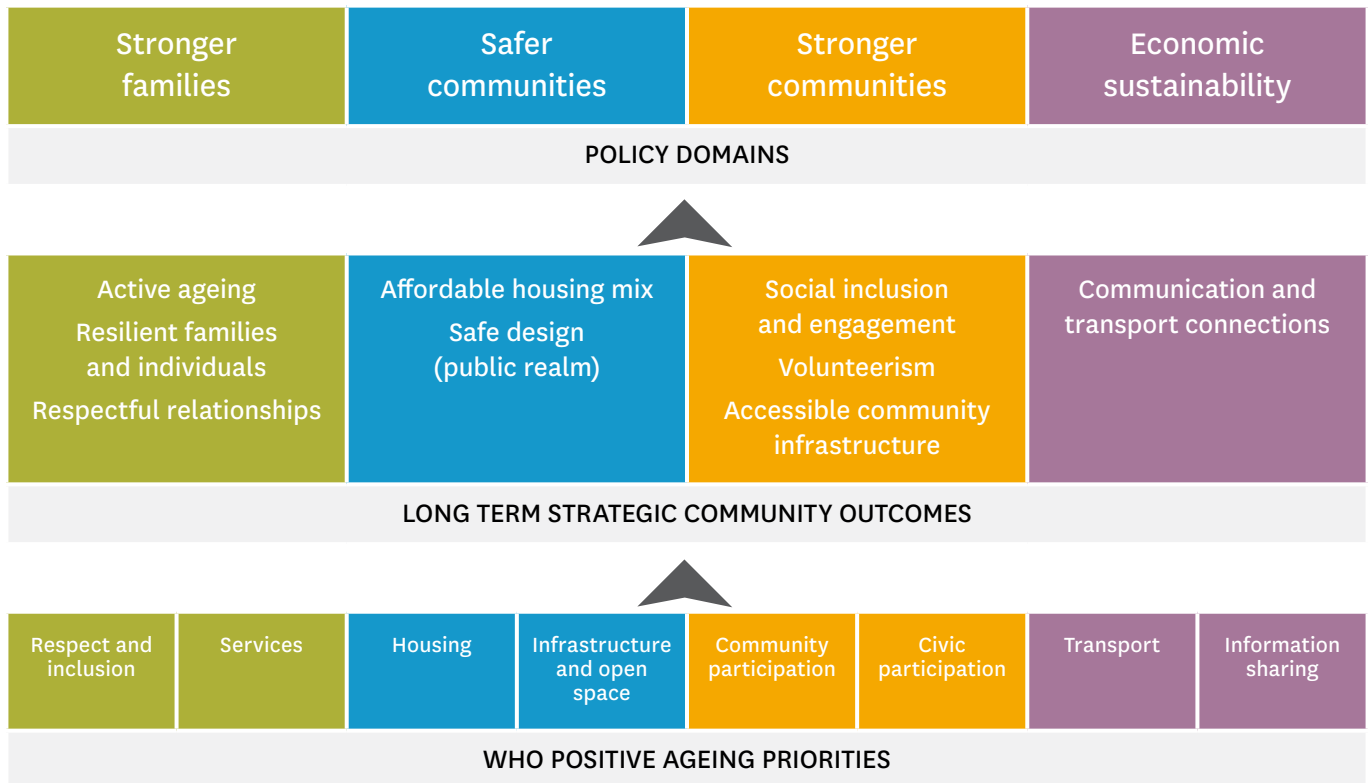
- **Southern Metropolitan Regional Alliance Network (SMRAN)** which brings together SMR funded community care agencies to share their expertise, knowledge and experience in the sector.
- **Southern Metropolitan Region (SMR) Coordinators** who are funded by the State Government to increase the efficiency and effectiveness of regional planning, and improving coordination of care for older adults.
- **Peninsula Care Planning Group (PCPG)**, a provider of a broad range of affordable services for people living in Frankston and the Mornington Peninsula.
- **Frankston Mornington Peninsula Primary Care Partnership (FMPPCP)** which fosters connection between local government, clinical and community health services and community agencies, and assumes major responsibility for health promotion in Frankston and the Mornington Peninsula.
- **Municipal Association of Victoria (MAV)** as the peak local government sector membership association and the legislated body for Victoria’s 79 Councils.
- **Positive Ageing Network (PAN)** which is a Municipal Association of Victoria facilitated network for local government employees working in the positive ageing field. The network enables the sharing of positive ageing information and projects among Victoria’s local governments.
- **Local Services** are key partners to collaborate in the delivery of collaborative programs and services. Council works with a broad range of not-for-profit agencies, including: Community Support Frankston; Peninsula Health; Peninsula Legal Community Legal; and disability services.
- **Age Friendly Frankston Ambassadors** who are local representatives for older adults in the community who are consulted regularly by Council to inform Frankston City Council’s program and service planning and delivery, to strengthen positive ageing within the Frankston community.



5.8 Outcomes focussed planning

The Plan will support Council to achieve its long term strategic community outcomes across our key CBOF policy domains with a focus on directly contributing to three of Council's broader long-term strategic community outcomes.

5.8.1 Program Logic



5.8.2 Planned outcomes and indicators

<p>CBOF policy domain: Stronger families</p>	<ul style="list-style-type: none"> • Active ageing • Resilient families and individuals • Respectful relationships 	<p>Proportion of older people living independently in their home</p> <p>Number of older people attending senior programs at Neighbourhood Houses and Community Centres</p> <p>Number of older people attending seniors events</p> <p>Number of older people with U3A memberships</p> <p>Number of seniors groups</p> <p>Number of older people providing unpaid care or childcare</p> <p>Proportion of health care card users and pensioners accessing Council programs and services</p> <p>Proportion of people over 55 who are in the workforce</p> <p>Number of primary prevention programs with respectful relationship components</p>
<p>CBOF policy domain: Community strength</p>	<ul style="list-style-type: none"> • Social inclusion and engagement • Volunteerism • Vibrant community • Accessible community infrastructure 	<p>Number of older people participating in community consultations</p> <p>Proportion of adults who report high or very high levels of psychological distress</p> <p>Proportion of people who feel that they live in a close knit neighbourhood</p> <p>Percentage of people who do volunteer work for agencies or groups</p> <p>Proportion of Council owned community infrastructure that meets DDA compliance and Service standards around accessibility</p>
<p>CBOF policy domain: Safe communities</p>	<ul style="list-style-type: none"> • Affordable housing mix • Safe design (public realm) 	<p>Disparity between available housing stock and need (ie. ratio of lone person households versus the number of no or one-bedroom dwellings)</p> <p>Number of people accessing shared spaces that have been identified for activation (segregated or underused spaces)</p>
<p>CBOF policy domain: Economic sustainability</p>	<ul style="list-style-type: none"> • Communication and transport connections 	<p>Satisfaction levels with the local council's information sharing and communication with the community</p>

6. Delivery, monitoring and evaluation

6.1 Delivery, implementation and funding

The coordination of the Plan's implementation and identification of funding requirements will be the primary responsibility of Council's Family Health Support Services Department.

Oversight of the implementation will be facilitated through the establishment of a Positive Ageing Implementation Group which will involve representation from across Council. This group will be chaired by the Coordinator Assessment and Positive Ageing, who will have delegated responsibility to oversee the effective implementation of the Action Plan. This includes the delivery of the Annual Implementation Plan to ensure that any emerging issues impacting older people are identified and responded to through the Positive Ageing Action Plan over the next four years.

Council recognise that additional funding and resources may be required to deliver on identified actions within the Plan, which will be managed by the Family Health Support Services Leadership Group. Council's annual budget process, along with funding opportunities available via external sources will be explored to support Council's positive ageing aspirations as articulated in the Plan.

6.2 Monitoring and evaluation

The Positive Ageing Implementation Group will undertake six monthly progress and impact monitoring of the Plan, with progress assessed on the basis of satisfactory achievement of actions, and impact assessed on the basis of benefits derived through the undertaking of each action. This will support effective decision making regarding future investment of Council efforts in influencing healthy, connected, contributing and involved older adults throughout the community.

The Manager, Family Health Support Services will submit an annual *Positive Ageing Action Plan Progress Report* to Council, which will include:

- Evaluation of progress to date;
- Identification of risks, barriers, emerging trends; and
- Recommendations for new or modified actions, or additional resources needed for the following year.

Further information

For further information about the Positive Ageing Action Plan please contact Council's Family Health Support Services Department (PAAP@frankston.vic.gov.au).

7. Positive Ageing Action Plan

CBOF policy domain 1: Stronger families

Sub outcome	Action
1.1 Active ageing	1.1.1 Continue to deliver high quality support programs for eligible residents
	1.1.2 Seek funding to expand community connections, social scripts and age-strong programs to meet increasing demand
	1.1.3 Identify and advocate to address emerging service gaps, availability and quality of services to relevant peak bodies and local networks to support ageing in place
	1.1.4 Ensure a collaborative approach across Council to identify and address any emerging community and program gaps in supporting the needs of older adults
	1.1.5 Encourage broader participation for older adults at community programs, groups, events and services that promote physical and mental wellbeing
	1.1.6 Enhance Council's referral pathways to ensure the community is supported to navigate and access required support services
1.2 Resilient families and individuals	1.2.1 Identify and promote local supports for grief, loss and bereavement
	1.2.2 Support COVID recovery building resilience and confidence for older adults requiring additional support to re-engage with community life (see also 1.3.2)
	1.2.3 Support local, State, Federal or international campaigns to promote respect and inclusion for older adults
1.3 Respectful relationships	1.3.1 Work in partnership with local organisations to deliver and promote elder abuse awareness
	1.3.2 Deliver innovative programs to strengthen community capacity to build respectful relationships
	1.3.3 Promote a culture of inclusion and respect amongst older adults within Frankston

CBOF policy domain 2: Community strength

Sub outcome	Action
2.1 Social inclusion and engagement	2.1.1 Maintain and promote a Community Services Directory for older residents, NFPs and service providers
	2.1.2 Deliver formal and informal intergenerational programs across Council to increase positive connection between the generations
	2.1.3 Explore demand for increased social connections for older members of LGBTIQ community
	2.1.4 Provide engagement and consultation opportunities to enable older people to have a say on Council decisions on what is important to them
	2.1.5 Support local seniors clubs and groups to promote a welcoming environment which encourages a positive first experience for new and prospective members

2.2 Volunteering	2.2.1 Identify and promote new and existing volunteering opportunities for older adults within and external to Frankston City Council
	2.2.2 Build the capacity of local groups and organisations to engage and encourage participation of older adults in volunteering
2.3 Vibrant community	2.3.1 Continue to deliver the expanded (month long) Seniors Festival offering accessible, inclusive and diverse events and activities for older adults living in Frankston City
	2.3.2 Leverage Seniors festival, U3A opportunities and Libraries engagement programs to: Offer community education sessions Enhance community connectivity and programs
2.4 Accessible community infrastructure	2.4.1 Ensure all (new and ageing) Council facilities are accessible

CBOF policy domain 3: Safe community

Sub outcome	Action
3.1 Affordable housing mix	3.1.1 Identify and advocate for social and affordable housing solutions to address emerging accommodation gaps for older adults
3.2 Safe design (public realm)	3.2.1 Ensure parks, reserves, outdoor spaces and the Frankston foreshore are accessible and safe for use for older adults within the community
	3.2.2 Provide accessible adult play spaces in parks

CBOF policy domain 4: Sustainable economy

Sub outcome	Action
4.1 Communication and transport connectivity	4.1.1 Review Council's Community Transport Service and bus hire program to improve transport options for older adults
	4.1.2 Advocate to and collaborate with all local community transport providers (including medical and volunteer transport) to enhance the availability of their services for older adults in Frankston
	4.1.3 Ensure effective, and accessible communication and information sharing with older adults about programs, services, events and activities through a range of channels
	4.1.4 Improve Council's approach to empowering the community to access the community to digital communication channels
4.2 Skilled workforce pool	4.2.1 Promote local capacity building opportunities relating to employment and supplementary income for older people through a range of channels
	4.2.2 Support older adults to explore and access employment opportunities through access to education, training and assistance with navigating the jobs network system

Appendix

A. Community Engagement Plan

Approved by: Project Sponsor

Endorsed by Council: Yes

Are planning permit approvals required: No

Date: 2 September 2020

Date: 14 December 2020 (retrospective)

Are building permit approvals required: No

Key risks

- The impact of the COVID-19 pandemic resulting in:
 - Not being able conduct face-to-face engagement activities
 - Community members not feeling safe to engage in face-to-face activities
 - Limitations of reach of online engagement methods
- Impact of Local Government elections resulting in:
 - Not being able conduct any community consultations between 22 September and 24 October 2020
- Engagement methods used being too limited to effectively engage a cross section of the 60+ year old community
- Engagement timeline limitations

Risk mitigation

- Development of an Engagement Plan to enable forward planning for targeted engagement to support the development of the Positive Ageing Plan
- Engagement to be undertaken by Council staff currently involved in engaging with older residents within the community
- Any face-to-face engagement activities will be designed to work with current restrictions and other COVID-safe measures to ensure the safety of participants and staff, with the project team monitoring the situation
- The community consultation will involve multiple methods of engagement including online, paper, via telephone and face-to-face methods to undertake stakeholder and community consultation
- Stakeholder mapping undertaken prior to developing the plan will assist with the tailoring of engagement approaches to ensure that a satisfactory breadth of 60+ year old voices are engaged through the consultation process
- The consultation process will be broadly advertised to encourage the community to participate, including across the local areas

Stakeholder analysis and engagement planning

Stakeholders: Internal, External, Community

Stakeholder types: FHSS, FHSS Program delivery partner, referral partner, delivers services to 60+ (independent of Council), funder, authoriser, consumer/customer, community member (60+), etc.

Stakeholder engagement methodology for the Positive Ageing Plan (IAP2 engagement approach).

All stakeholders have been categorised into the following engagement groupings, and will be engaged according to approach identified for each per table below:

Engagement category	Who will be engaged	How this cohort will be engaged	When will this category be engaged
Inform	All stakeholders	Pre round-1: Provide these stakeholders with information about Council’s intention to develop an action plan and information on how to be involved.	Pre-Round 1
		Round 5: Inform these stakeholders once the plan is adopted and released.	Round 4
Consult	Community and clients aged 60+ years	Round 1: Obtain feedback on their current lifestyle, likes and preferences – focusing on data gaps in the State of the Community. Obtain feedback on their vision for the Action Plan, and for what these stakeholders want to ‘see’ the plan address/achieve. Round 4: Consult with targeted community members on the draft action plan.	Round 1 Round 3
	Internal stakeholders	Seek feedback on current practice and activities – what do we want to keep, adopt, adapt, abandon? Obtain feedback on their vision for the Action Plan, and for what these stakeholders want to ‘see’ the plan address/achieve.	Round 1
	External stakeholders	Obtain feedback for external agencies providing services to people aged 60+ about their observations and feedback for this cohort. Obtain information about any service gaps for this cohort. Explore feedback about what they would like to see Council do, and identify interested services who Council can involve or collaborate with in developing the Positive Ageing Action Plan – actions.	Round 1
Involve	Internal stakeholders	Engage with officers across Council to co-design actions that can be included in the Action Plan which Family Health Support Services can deliver. No shared responsibilities required. (ie. what would you like Family Health Support Services to ‘do’?). To happen in tandem with ‘collaborate’ discussions.	Round 2
	External Stakeholders	Engage with external services (through 1:1 meetings) to co-design actions that can be included in the Action Plan which Family Health Support Services can deliver. Develop one or more actions in the action plan with these stakeholders. No shared responsibilities required. (ie. what would you like Council to ‘do’?)	Round 2
Collaborate	Internal stakeholders	Engage staff across council stakeholders (via 1:1 meetings) to design one or more actions in the action plan with shared responsibilities (i.e. What would you like to take a lead in delivering? Or What would you like us to deliver together?). To happen in tandem with ‘involve discussions.	Round 2
	External Stakeholders	Engage with external services (via 1:1 meetings) to design one or more actions in the action plan with shared responsibilities (ie. What would you like to take a lead in delivering? Or What would you like us to deliver together?). To happen in tandem with ‘involve discussions.	Round 2

Consult	Community	Targeted re-engagement of community members who provided feedback through the survey's and telephone interviews to seek feedback from these stakeholders on one or more draft actions in the draft plan to check in with them that these actions align with what the community wanted to see. This will be done via focus groups and telephone interviews.	Round 3
Inform	All stakeholders	Provide these stakeholders with an opportunity to review the final Draft Action Plan prior to its final endorsement.	Round 4

Purpose of the engagement is to:

- Inform internal, external and community stakeholders of Council's intention and process for developing a Positive Ageing Action Plan.
- Provide an opportunity for all stakeholders to contribute to the Frankston vision for positive ageing in our municipality.
- Provide an opportunity for internal stakeholders to review current practice and make recommendations on how things are done in moving forward.
- Consult the community and stakeholders to gain a deeper understanding of the key local issues that are important to the community and which should be reflected in the plan.
- Engage stakeholders, consumers and the community to inform the actions within the Plan.
- Deliver coordinated and mutually reinforcing actions to support active and positive ageing within the municipality and region.
- Make the community part of the decision-making process and for them to feel that their voices are valued and that their needs and aspirations are being considered in the action plans developed by Council.
- Involve council staff in the community engagement process to build understanding and commitment of the community's needs and aspirations.

Key messages

- Council has commenced drafting its first ever Positive Ageing Action Plan (2021-2025).
- This Plan will align with the principles of the WHO Age Friendly Cities in aiming to establish appropriate and effective actions to support the delivery of Council's programs, services and infrastructure with a focus of promoting connection, supportiveness and engagement for older people living in the municipality.
- Council aims to actively engage with the community in developing the plan to ensure that it accurately reflects our community's objectives and aspirations.
- Stakeholder and community consultations will be rolled out during September to November 2020, so that you can have your say on how the plan will meet the needs of the 60+ year old population living in Frankston City.
- Others?

Fast facts

- Approximately 21% (or 28,012pppl) of Frankston City residents are aged 60 years or older.
- The 60+ age cohort is the fastest growing cohort in the municipality, and is expected to increase by 1,321 people per year to 2026.
- By 2026, residents aged 60 years and older will represent 24% (or 35,939pppl) of the Frankston City population.

Consultation timeframe

The community engagement will be conducted over the following four stages and implemented in partnership between Family Health Support Services and Community Strengthening, to support the development of the Positive Ageing Action Plan 2021-2025 (note, the following may be required to be modified due to the ongoing impacts of the COVID-19 pandemic or Local Government elections).

Pre-Round 1: INFORM

August (Inform the community that the development of FCC's first Positive Ageing Plan is underway)

WHAT (Spiel/Script)	<p>Frankton City Council has commenced drafting its first ever Positive Ageing Action Plan (2021-2025). This Plan will align with the principles of the WHO Age Friendly Cities in aiming to establish appropriate and effective actions to support the delivery of Council's programs, services and infrastructure with a focus of promoting connection, supportiveness and engagement for older people living in the municipality.</p> <p>Stakeholder and community consultations will be rolled out during September to November 2020, so that you can have your say on how the plan will meet the needs of the 28,012 60+ year old residents, who call Frankston City home.</p> <p>For further information or to register your interest to be involved in community consultation about the plan please contact [add the Positive Ageing phone number/email].</p>		
WHERE	WHO (allocate action)	BY WHEN (between 15-30 August)	Status
Grapevine	Coordinator Assessment and Positive Ageing	By 30 August	Complete
External website	Coordinator Assessment and Positive Ageing	By 30 August	Complete
Facebook	Coordinator Assessment and Positive Ageing	By 30 August	Complete
Positive Ageing Newsletter	Coordinator Assessment and Positive Ageing	Edition released in early September. Information needed by mid-August.	N/A

Round 1: CONSULT

1 September to 10 October 2020 (6 weeks). #NB External and community consultations must be complete by 22 September for this round. Round 1 consultation and engagement will involve:

1. Engaging stakeholders on what they would like to 'see' changed in the community – thus giving these stakeholders input into the visioning of the plan; and
2. Engaging stakeholders to seek further information via consultation where information gaps have been identified through the 'State of the Community' data collection process.
3. Engaging stakeholders on their perspectives on how well current services are working, what they would like to see changed, and what could be added into the new planning cycle.

Inputs	Outputs
<ul style="list-style-type: none"> • State of the Community Profile complete • Community Consultation Survey • Engagement timeline developed • Engagement approaches finalized • Delegation of 'consult' engagement tasks 	<ul style="list-style-type: none"> • Summary Report of the feedback provided • High level themes identified to inform the Outcomes Framework within the Action Plan • Information provided to commence drafting action Plan 'actions'

Round 1: CONSULT

Community 4 September to 18 September 2020, FHSS October 2020, internal & external 11 to 30 November 2020

Engagement stakeholder	What is your engagement activity objective?	Who is involved? Project team	Timeframes	Who is responsible?	Method of engagement
EXTERNAL – Customers and community					
FCC Age Friendly Frankston Ambassadors	<ul style="list-style-type: none"> Inform that we are developing a plan Seek feedback on their vision for older people Seek feedback on what they would like to see in a FHSS action plan (broadly) Seek feedback on target issues Seek interest in them championing the plan 	Positive Ageing Working Group Community Vision Project Team	4 – 18 Sep 2020	Positive Ageing Team Leader	Dual consultation – Age Friendly Ambassadors meeting (with Frankston 2040) (10 Ambassadors) Survey monkey posted on Council's webpage
Clients/carers	<ul style="list-style-type: none"> Inform that we are developing a plan Seek feedback on their vision for older people Seek feedback on what they would like to see in a FHSS action plan (broadly) Seek feedback on target issues 	Positive Ageing Working Group	7 – 15 Sep 2020	Coordinator Assessment and Positive Ageing	Telephone consultations with clients, using survey questions (approx. 150 clients to be called)
Seniors Clubs & Groups	<ul style="list-style-type: none"> Inform that we are developing a plan Seek feedback on their vision for older people Seek feedback on what they would like to see in a FHSS action plan (broadly) Seek feedback on target issues 	Positive Ageing Working Group	4 – 18 Sep 2020	Positive Ageing Team Leader	Email the survey monkey link to network
Positive Ageing Newsletter recipients	<ul style="list-style-type: none"> Inform that we are developing a plan Seek feedback on their vision for older people Seek feedback on what they would like to see in a FHSS action plan (broadly) Seek feedback on target issues 	Positive Ageing Working Group	4 – 18 Sep 2020	Positive Ageing Team Leader	Email the survey monkey link to network

Volunteers and potential volunteers	<ul style="list-style-type: none"> • Inform that we are developing a plan • Seek feedback on their vision for older people • Seek feedback on what they would like to see in a FHSS action plan (broadly) • Seek feedback on target issues 	Positive Ageing Working Group	4 – 18 Sep 2020	FHSS Leadership Team	Email the survey monkey link to network
INTERNAL					
FHSS Service teams -Assessment -Positive Ageing -Service Delivery -Program Delivery	<ul style="list-style-type: none"> • Inform that we are developing a plan • Advise of the consultation approach • Consult re vision/issues, seek feedback on current approaches to our work programs and activities (keep, change, drop) 	Manager Family Health Support Services Positive Ageing Working Group	2 – 22 Oct 2020	Social and Community Planner	Team meeting consultation sessions. Survey distributed to all team members unable to attend consultation session.
Frankston City Council Staff consultation	<ul style="list-style-type: none"> • Dual consultation to inform both the Positive Ageing Action Plan and the Municipal Early Years Plan. • Exploring how these plans can have actions embedded right across Council to achieve positive outcomes for these cohorts. 	Manager Family Health Support Services Positive Ageing Working Group	11 – 27 Nov 2020	Social and Community Planner	Council Staff workshop. Survey distributed to all team members unable to attend consultation session, and posted on Grapevine intranet.
EXTERNAL					
External Stakeholders	<ul style="list-style-type: none"> • Obtain feedback for external agencies providing services to people aged 60+ about their observations and feedback for this cohort and any service gaps. • Identify stakeholders interested in co-design opportunities. 	Positive Ageing Team Leader Coordinator Assessment and Positive Ageing	11 – 27 Nov 2020	Social and Community Planner	Email containing link to survey and introductory video.

Round 2: INVOLVE & COLLABORATE

#NB External consultation can only start from 25 October (post care-taker). Round 2 consultation and engagement will involve co-design including:

1. Engaging 'involve' stakeholders on actions they would like Family Health Support Services to include in the action plan for FHSS to deliver (and engage their involvement in drafting these actions) (i.e. action focussed engagement).
2. Engaging 'collaborate' stakeholders on collaborative actions, and/or actions from their plans they would like to see reflected in the Positive Ageing Action Plan. Note these actions will either be led by the other stakeholder, or delivered in partnership with FHSS (targeted only).

Inputs	Outputs
<ul style="list-style-type: none"> • Front end of the Action Plan (Sections 1-8) complete • Engagement approach methodology finalised • Delegation of involve and collaborate engagement tasks 	<ul style="list-style-type: none"> • Actions developed in partnership with Council and external stakeholders

Round 2: INVOLVE & COLLABORATE

30 November to 22 December 2020

Engagement stakeholder	What is your engagement activity objective?	Who is involved? Project team	Timeframes	Who is responsible?	Method of engagement
INTERNAL					
Council staff from all relevant areas	<ul style="list-style-type: none"> • To build upon the feedback provided through the Staff Workshop to commence development and design of actions. 	Positive Ageing Working Group	30 Nov – 18 Dec 2020	Social and Community Planner	1:1 meetings with key officers across Council
EXTERNAL					
All external professional stakeholders that expressed an interest in informing the development or co-design of actions for inclusion in the Positive Ageing Action Plan (via survey feedback)	<ul style="list-style-type: none"> • Determine actions in their plans they would like to see embedded in the PAAP. • Determine actions that they recommend that Council consider including. • Determine any dual-actions. 	Positive Ageing Working Group	30 Nov – 18 Dec 2020	Social and Community Planner	1:1 follow up meetings

Round 3: CONSULT

Feb 2021. Round 3 consultation and engagement will involve:

1. Targeted action focussed stakeholder and community/consumer consultation. **Re-engaging with those engaged during Round 1 & 2 engagement** (or representation there-of) on targeted draft actions in the action plan to test that:
 - a. We can commit to delivering them (internal/external); and
 - b. They are in line with community interest/demand (community/customer).

NB# It is recommended that this round takes place via email consultation for external and community stakeholders.

Inputs	Outputs
<ul style="list-style-type: none"> Draft Action Plan finalised - for consultation 	<ul style="list-style-type: none"> Actions reviewed by targeted stakeholders and consumers and feedback provided Re-engagement with collaborate stakeholders as required (wherever suggested changes were made for these actions) Finalisation of draft Action Plan for endorsement

Round 3: CONSULT (actions feedback)

January 2021

Engagement stakeholder	What is your engagement activity objective?	Who is involved? Project team	Timeframes	Who is responsible?	Method of engagement
INTERNAL					
All teams with actions included in the PAAP	<ul style="list-style-type: none"> Is there agreement with the actions? Can Library Services commit to these Actions? Can these actions be resourced? 	Positive Ageing Working Group	Dec 2020 – Jan 2021	Social and Community Planner	1:1 follow up meetings
COMMUNITY					
Targeted community members who were engage through Round 1 consultations	<ul style="list-style-type: none"> Seek feedback on the proposed draft actions in the Positive Ageing Action Plan. 	Positive Ageing Working Group	Jan/Feb 2021	Positive Ageing Team Leader/ Coordinator Assessment & Positive Ageing	<ul style="list-style-type: none"> Community Focus Group Age Friendly Ambassadors Focus Group

Round 4: INFORM & CONSULT

May 2021 (4-6 weeks). Round 4 consultation will involve:

1. Public Exhibition of draft *Positive Ageing Action Plan*

Inputs	Outputs
<ul style="list-style-type: none"> • Endorsement from Council to publicly exhibit the Draft Positive Ageing Action Plan 	<ul style="list-style-type: none"> • Final Positive Ageing Action Plan for presentation to Council for endorsement

Round 4: INFORM & CONSULT (FINAL Action Plan feedback)					
January 2021					
Engagement stakeholder	What is your engagement activity objective?	Who is involved? Project team	Timeframes	Who is responsible?	Method of engagement
ALL STAKEHOLDERS					
This consultation method will engage all stakeholders	Create the opportunity for any final feedback on the Action Plan from the broader community	Project Working Group	Apr/May 2021, following Council endorsement meeting	Coordinator Assessment and Positive Ageing	Public exhibition (Publish the Action Plan on Council’s external webpage). Draft plan made available at various Council sites (incl Libraries, community centres, customer service centres). Email link to all stakeholders that have been engaged.



References

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- ii. World Health Organisation, *Global Age Friendly Cities: A Guide* (2015) <https://apps.who.int/iris/bitstream/handle/10665/43755/9789241547307>
- iii. World Health Organisation, *Global Age Friendly Cities: A Guide* (2007) <https://apps.who.int/iris/handle/10665/43755>
- iv. Plan Melbourne 2050
- v. ABS Census 2016
- vi. http://www.health.vic.gov.au/healthstatus/downloads/le_birth_79-06_vic.xls
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- xii. Positive Ageing Action Plan Community Feedback Summary Report
- xiii. Ibid
- xiv. World Health Organisation, *Global Age Friendly Cities: A Guide* (2007): 20
- xv. ABS Census 2016
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- xviii. ABS Census 2016
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