



# Latrobe City Older Persons Strategy 2007 – 2021

June 2007





**FOREWORD TO THE STRATEGY**, Cr Tony Zimora,  
Mayor, City of Latrobe

It is with great pleasure that I introduce the draft **Latrobe City Older Persons Strategy** for consideration by the community. This strategy has been produced to guide Council and the community in responding to the challenge of an ageing population and as importantly, ensuring we build a community which respects, supports, and benefits older residents.

Over the next 15 years Latrobe City will be home to twice as many people over 60 compared with 2001 – approximately 12,000 more older residents. This is the equivalent of planning for a new town or community and brings similar challenges in urban planning, building and maintaining appropriate infrastructure, creating employment and training opportunities, providing community and health services, and encouraging cultural, recreational and social activities.

In addition older residents will increasingly seek to express their needs and aspirations and seek an avenue to communicate with Council. Council, in turn, has an obligation to actively engage with older people and provide opportunities for their views to be addressed in Council planning and activities.

This strategy is envisaged as the first stage in addressing these issues. Next year a **Positive Ageing Plan** will be developed setting out specific actions and outcomes in relation to the key principles raised in this strategy. It is also envisaged that an Older Persons Reference Group will be established, along with a broad community consultation process; better planning and coordination of aged care services; and the integration of positive ageing principles into urban design and other Council activities.

Council is committed to building an age-friendly community in which the contribution of older people is given due recognition. This Strategy is a welcome first step towards this end.

**Cr. Anthony Zimora**  
**Mayor**





## EXECUTIVE SUMMARY

Latrobe City like many municipalities is facing a significant change in its population profile, with an increasing number of older residents. For Latrobe this means an additional 12,000 people aged over 60 years will be living in the City by the year 2021.

The **Latrobe City Older Persons Strategy** highlights the social, economic and community impacts of an ageing population. Among these impacts are:

- An increase in home-based and residential support services for older residents
- Loss of key workforce skills and experience
- The need to improve community safety through infrastructure, urban design, policing and community building
- Changing transport, recreational and sporting needs
- Changing health and well-being issues

This change will bring many challenges and opportunities, both to Council and the community, including the need to develop or redevelop infrastructure; provide additional community services for frail aged; support the development of employment and educational opportunities; promote new and diverse recreational and cultural activities, and support new ways for older residents to communicate with Council and contribute to Council decisions.

To address this, the **Latrobe City Older Persons Strategy** identifies eleven key principles which will guide the future development of a **Positive Ageing Plan** to be completed in 2007/08.

### 1. Respect and Recognition

Latrobe City Council will work to recognize the contribution of older people to the social, economic and environmental heritage of our City.

### 2. Understanding Population Change

Latrobe City Council commits to a proactive approach to population change through research, strategic planning and effective engagement of stakeholders in needs assessment.

### 3. Employment and Education

Latrobe City Council will, in partnership with other community stakeholders, promote opportunities for increased participation by older people in employment, education and community leadership.

### 4. Social Support

Latrobe City Council will contribute to the well-being and independence of older people by providing a range of community services and working in partnership with other organizations to enhance the social support system.



<p><b>5. Housing and Accommodation</b></p> <p>Latrobe City Council will, in partnership with government and community stakeholders, work to ensure an appropriate range of accommodation options are available in the municipality to meet the diverse needs of older people.</p>
<p><b>6. Active Living and Community Participation (Sense of Community)</b></p> <p>Latrobe City Council will actively support and encourage the involvement of older people in all aspects of community life; help build connections between all generations; and recognize and support diversity.</p>
<p><b>7. Transport</b></p> <p>Latrobe City Council will, in partnership with other community stakeholders, work to enhance the range and capacity of transport services available to older people.</p>
<p><b>8. Health and Well-being</b></p> <p>Latrobe City Council will, in partnership with other community stakeholders, actively seek to improve health outcomes for older people, and enhance opportunities for healthy lifestyles.</p>
<p><b>9. Urban Planning &amp; Development</b></p> <p>Latrobe City Council commits to building an <i>age-friendly city</i> including implementation of age-friendly principles into all aspects of urban planning and development.</p>
<p><b>10. Advocacy and Influence</b></p> <p>Latrobe City Council will foster, encourage and develop avenues to ensure the needs and aspirations of older people are communicated to all levels of government and integrated into community planning.</p>
<p><b>11. Information and Communication</b></p> <p>Latrobe City Council will adopt a proactive approach to communicating with older people and ensuring information is available in a diversity of media to assist older people.</p>

To enable community outcomes from the principles to be developed, the **Latrobe City Older Persons Strategy** will be followed by a **Positive Ageing Plan** in 2007/08 which will set out specific actions against each principle, following further consultation with older residents and other stakeholders. In addition, and to help facilitate the development of a Positive Ageing Plan, the Older Persons Strategy proposes the development of an “Older Persons Reference Group” as an official Committee of Council.





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## 1. INTRODUCTION

### 1.1 *Status of this Document*

The ***Latrobe City Older Persons Strategy 2007-2021*** has been prepared as a document for Council consideration, and for distribution to the community to obtain their comments.

The Older Persons Strategy is designed to assist Council in monitoring and responding to economic, social and environmental changes in the municipality and to set out a framework for key decisions regarding the development and delivery of services which are the direct responsibility of Council or are within its sphere of influence. The strategy will assist Council in its roles in:

- Planning for services and facilities for older people to provide for quality of life, economic and social opportunity and participation, health, safety and well-being.
- Advocacy on behalf of older residents to enable their participation in the life of the community and the wider economy and to ensure equitable resources are provided to the Latrobe City community.
- Community capacity building to ensure the quality of life of older residents is maintained and sustained through changes and developments in industry, economy and community.
- Delivering quality support services to frail older residents and people with disabilities to assist them to remain at home in their preferred community wherever possible.
- Developing township landscapes that promote community inclusiveness, reduce isolation, enhance healthy lifestyles, and enable access to services for all citizens
- Partnering and influencing other levels of government and business to ensure the City provides the optimal environment for its ageing residents, and in ensuring that older people remain a vital component of the local economy.

### 1.2 **Background to the development of an Older Persons Strategy**

The ageing population is a reality, particularly in regional Victoria. People are generally living longer and the older population now spans about 40 years from 55 years to 85 years plus.

By 2021 the number of people aged 60 years and over in Latrobe City is expected to increase from 17% to 29%, or a third of the population.

Along with this extended age span has come a change in approach to, and engagement of older people in employment, leisure, community and family relationships, and increasing need for services and supports to meet their needs.



### 1.3 Policies

With the rapid pace of change, five years can be a long time in the changing profile of communities. More recently the impacts of demographic, economic and environmental changes are having a significant influence on the behaviours and patterns of population movements, and increasingly these impacts are being felt in rural communities.

A number of reports and documents on the impact of Australia's ageing population have been produced by governments and peak organisations, which refer to the need to focus on strategies that will increase and sustain the wellbeing of rural populations and their older residents.

*The Council on the Ageing Victoria (COTA)* has put forward a response to the Victorian Government on the particular challenges faced in rural and regional Victoria. They note demographic change and the ageing of the population, which is progressing faster in rural and regional Victoria and is driven by continued net migration of young people 20 – 29 years to Melbourne and the net migration of older people from Melbourne to rural areas.<sup>1</sup>

*The Australian Government National Strategy for Ageing* provides a framework for responding to the opportunities and challenges of population ageing. The National Strategy concluded that the implications of population ageing affect more than just aged care services and that an effective response to population ageing requires a whole of government approach, including leadership by local government.

“Older people are a significant and growing part of local communities. This trend presents both daunting challenges and real opportunities for local government. Older people offer rich life experience, well-honed skills, knowledge and wisdom. These qualities contribute to the social fabric of local communities. But our ageing population will also impact on planning and service delivery, spelling real and growing challenges for Australia's local government authorities.”<sup>2</sup>

Local Governments across Australia have recognised the impacts and opportunities presented by their increasing ageing populations, and are developing approaches to proactive partnership, consultation and management of this “age friendly environment” in their municipalities. The purpose of the Local Government Action Plan is to build the capacity of Local Governments to plan for an ageing population. It applies the following principles:

- Commitment and sharing responsibilities,
- Building on Local Government strengths,
- Adopting and integrated holistic approach,
- Committing to an agreed accountability framework,
- Consultation and inclusion.”<sup>3</sup>

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<sup>1</sup> *An Ageing Victoria – A More Dynamic Victoria – COTA Victoria's Priorities for the 2006 Victorian budget. October 2005*

<sup>2</sup> Australian Local Government Population Ageing Action Plan 2004 – 2008 Australian Local Government Association 2004

<sup>3</sup> *ibid*





Local Government is well positioned to have a positive and crucial impact on the growing older population through it's:

- Intimate knowledge of the local community and identification of the diversity of older people;
- Provision of infrastructure and facilitation of developments which ensure the physical, social and economic environment of the local community is conducive to the overall wellbeing of older people;
- Planning and provision of services and programs that are flexible and locally appropriate to the needs of older people;
- Community participation in local decision making and development of community networks; and
- Advocacy on behalf of the local community with other government and non-government organisations.

#### **1.4 The Challenge for Latrobe Council**

This presents a challenge to Latrobe City Council in a number of areas including service delivery, facilities and infrastructure, revenue and expenditure, urban design, recreation and social amenities. In effect Latrobe City will need to make a transition from a predominantly young population base and socio-demographic profile to one that maintains a strong focus on older residents.



## 1.5 Scope of the Strategy

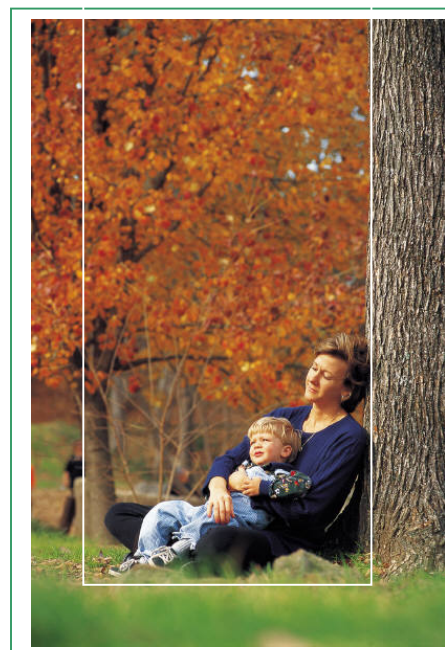
Council is implementing an Older Persons' Strategy across a number of dimensions to provide a clearer understanding of the issues and opportunities arising from the ageing of our population, and to provide a framework for addressing the impacts of the ageing population on Councils' activities and responsibilities. The Strategy will:

- Help Council manage and monitor the demographic transition to an older population.
- Articulate Council's approach to and responsibilities for this transition.
- Identify opportunities for partnerships with other levels of government and with the community in addressing these impacts.
- Enhance and promote the contributions of the older population to the life of the municipality.
- Identify key strategic and service priorities for Council to support the development of an age friendly community in Latrobe City.

In addition the Strategy aims to:

- Articulate Council's relationship and responsibilities to older residents
- Inform Council and community on key issues and opportunities relevant to older persons
- Guide the planning, development and delivery of Council's services for older people
- Guide Council in decisions regarding place management, built environment, service and business development related to older persons
- Develop consultative and engagement strategies and processes to ensure older people can contribute to Council strategic planning;

This Strategy has taken a broad approach to ageing in focussing on the physical, social, economic and environmental dimensions. In this way over the next fifteen years, the City and its strategic partners can contribute to the development of a vital and healthy community, which ensures the needs, and contributions of the older population, are considered in Council, business and community activities.







## **1.6 The Development Process**

The development of the Strategy has been lead by the Family Services Manager, who has been assisted in this task by the Positive Ageing Steering Committee. The steering committee included representatives from Council staff and the community.

The steering committee provided direction to the consultant who drafted the following reports:

- Latrobe City Older Persons Strategy Issues Paper
- Research and Demographic Analysis
- Consultation surveys and discussion points
- Final strategy paper

The Strategy has been informed by consultation meetings with a number of key community organizations (see Appendix 4), discussions with relevant government departments, interviews with key Council departments, responses surveys from older people utilizing Council HACC services, a literature search and documentation and advice from other municipalities and peak bodies.

## **1.7 Timescale of the Strategy**

The **Latrobe City Older Persons Strategy** identifies a range of key issues arising from an ageing population to be addressed over the next fifteen years.

Many of these issues will require long-term processes addressing systemic or structural factors, such as urban planning and renewal, health promotion or changes in community attitudes.

Others will require more immediate or short term actions by Council or other stakeholders to meet current needs or lay the groundwork to deal with future challenges.

As a result, it is intended that a separate Action Plan – the **Latrobe City Positive Ageing Plan** will be developed later in 2007 as the most important outcome of this Strategy. The Positive Ageing Plan will set out the initiatives and actions outlined in the strategy that will be implemented over a fifteen-year period in three main phases:

- 2007 – 2011 (short)
- 2012 – 2016 (medium)
- 2017 – 2021 (long-term)

It is envisaged that the **Latrobe City Older Persons Strategy** and **Positive Ageing Plan** will be reviewed bi-annually.



## **1.8 Who Has A Stake in This Strategy?**

The strategy has a diverse range of stakeholders. The key stakeholders of the strategy are the 14,500 people aged fifty five years and over who are currently living, working, or accessing services and facilities in Latrobe City. This group encompasses four age cohorts: 55-64, 65-74, 75-84 and 85+, who have differing needs and expectations, and people aged 45 to 59 years who will be joining the 55 plus age group during the proposed timescale of this strategy. As a result, the Older Persons Strategy needs to be adaptive and flexible and able to address the diversity of the older population.

There are a range of other stakeholders in the Older Persons Strategy, including:

- The industries and businesses which require skilled and experienced labour, employ older people and also rely on the contribution of this group as consumers, to the economy.
- The organisations which develop and provide services and supports specifically for older people.
- The governments and their agencies, which provide the funds to enable support to be provided.
- The relatives, friends and families of older people.
- Carers, support workers and other people providing day to day care for older people.
- Ageing parents caring for other family members including children and relatives with a disability.
- Hospitals, medical practitioners and other health workers and specialists.
- Businesses providing goods and services to older people, including those specifically targeting an older population.
- Service providers and community service organisations in areas such as in-home and residential aged care; financial and legal advice and counselling; and personal and community support.
- Urban and residential development including Council's strategic and urban planning departments; private property and facility developers; operators of aged accommodation and care settings, and housing and facility designers.
- Arts, recreation, leisure and cultural facilities and operators.
- Local community development, advocacy and progress groups.
- State and Federal governments, and local organizations, particularly in relation to policy development, funding of services, service quality, workforce development and innovation.



## 1.9 Who Has Contributed to This Strategy?

A total of 445 people who are stakeholders in the Older Persons Strategy have contributed to the strategy by completing surveys or participating in interviews or other community consultations. (See attached)

In identifying future needs, a range of methodologies have been adopted including direct surveys, community forums and interviews; and application of current benchmarking and funding formula to current demographic and service delivery information. In the future regular, timely and more comprehensive assessments will need to be developed to assist in planning for services and facilities and identifying likely resource requirements.

Latrobe City Council participates in a number of networks and working parties which aim to improve service and practice quality in the aged care sector and enhance planning for an ageing population.

## 1.10 Constraints related to the Strategy

A *Whole-of-Council* Strategy such as this contains a number of complexities and limitations. These include:

- The need to develop a common understanding and awareness of the implications of an ageing population.
- The need to integrate issues and themes over diverse and sometimes competing needs.
- Limitations in availability and quality of data.
- Diversity of the ageing population.
- Diversity of the Latrobe community.
- Limited access to some key groups and frailty of the older aged.
- Specific issues related to multi-cultural and indigenous communities.
- Competing demands on community, Council, government and other resources.
- The pace of social, economic and demographic change in Latrobe City and in particular population and economic cycles which make future predictions risky.

For this reason the **Latrobe City Older Persons Strategy** aims to develop a broad strategic framework from which more specific and targeted actions can be developed in consultation with the community and key stakeholders through a **Positive Ageing Plan** and other Council strategies and policies.

There are some constraints to the expansion of services and the introduction of new services and they include the need for additional capital investment, additional space that requires relocation or redevelopment of current facilities and the capacity of the organisation to dedicate the necessary time and effort to introduce new practices, management structures and systems and to develop new partnerships.

Recurrent, one-off or capital grants or funding from other sources may be required to achieve some of the proposed actions arising from this strategy.



## 2. THE CURRENT POSITION

### 2.1 *Population and Ageing in Latrobe City*

The impact of the ageing population is significant in most municipalities, and is related to a complex set of factors including the movement of ageing residents and their families into and out of regional areas, changes to local and regional economies, and the opportunities presented for lifestyle, employment, income and quality of life.

Latrobe City will experience a number of impacts from a rapidly increasingly ageing population. The older population now spans about 40 years; from 55 years to 85 years plus. In Latrobe City these cohorts include the older working population, those capable of working but who are unemployed or underemployed; retirees; retirees with intentions to volunteer in a vast range of skilled and recreational areas; and the older aged and frail aged who require services and supports to assist them at home and through periods of chronic and complex care.

The population is generally living longer (with the exception of some specific groups in the population and in particular the Koorie community), the cost of healthcare and personal support is increasing and there is a consequent priority placed on maintaining optimal health and independence in the general community and particularly in the older population where health and personal care costs can be very high.

An increasing number of older people are faced with the need to care for family members, relatives and friends, including those with a disability. For many older carers, the need for support to ensure their own health and well-being is magnified by the demands of supporting disabled or frail family members.

The mobility of the workforce has resulted in many older people without family support and expectations that government will fund or provide services; with increasing need for the wider community to contribute to residents' well being

The employment and retirement patterns of the 55 plus age group reflect several factors including early retirement, redundancy or under-employment and leisure preferences. Over the next fifteen years there will be a significant movement out of the workforce of people over 55 years of age. This group has a high value in its skills and experience across a range of sectors, particularly in energy, agriculture and service industries. There are also a reduced number of younger people living in rural areas who can replace them, and with potential changes and developments in industry in the region the requirement for skilled and employed persons from many age groups is a key issue for the municipality.

With increasing numbers of older people living in the municipality, there is an increasing need to focus on access to services and businesses as a vital component in the development and redevelopment of the built environment, housing, infrastructure and place management; all of which are areas in which Latrobe City plays a key role.





## 2.2 What Council Provides for Older People in Latrobe

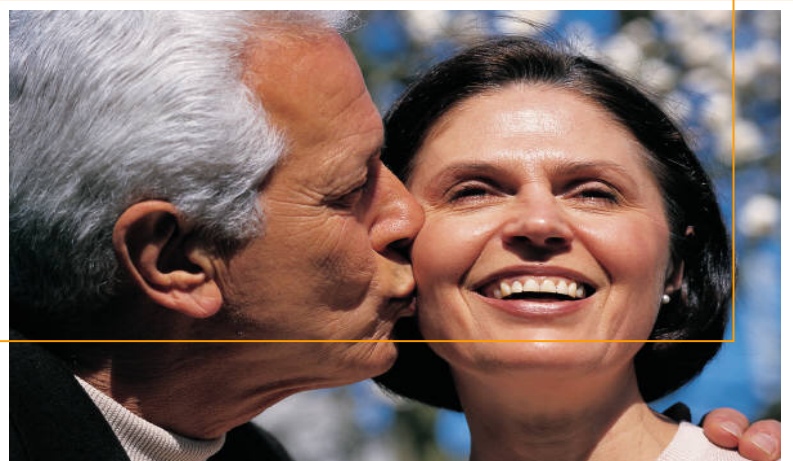
Virtually all current Council departments are responsible for providing services to older residents of Latrobe City, either directly through specific programs or funding or as part of services to the wider community.

Key Services include:

- Aged and Disability services including Meals on Wheels, Home Care, Planned Activity Groups (PAGS), Senior Citizens Centres
- Health Services
- Leisure and Sports Centres
- Local Laws
- Arts & Culture
- Library Services
- Footpath and Kerb Repairs
- Public Toilets
- Community Safety
- Recycling and Waste Services
- Recreation
- Community Development
- Economic Development
- Rural Access Program
- Roads and Drains
- Building Services
- Street Lighting
- Urban and Regional Planning
- Koorie Services
- Environmental Planning and management



Latrobe City Family Services Department has primary responsibility for the development and coordination of the Older Persons Strategy and Aged Care Services policy within Latrobe City Council. Responsibility for aged care service delivery is shared with the Latrobe City Community Development and Support Department.





The Family Services Department has responsibility for HACC funded, Veterans Affairs and full-cost in-home support services. The Community Development and Support Department also has responsibility support and coordination of Senior Citizens Centres, Planned Activity Groups and meals on Wheels, as well as program and policy responsibility for Disability and inclusion policies and services, and Koori liaison. These roles include:

- Strategic Planning – review, monitoring, policy and strategy development, leadership and advocacy.
- Service Planning – needs assessment, service development, partnerships and coordination.
- Service Management – allocation of resources; establishing service targets and monitoring and reporting on performance; staff training and development, support and recruitment; establishing appropriate information and reporting systems; setting goals that reflect council's strategic direction and the needs of the community.
- Service Delivery – preparation of annual business plans; development of information and promotion strategies, provision of quality services that are accredited and comply with all relevant legislation.

Council's Aged Care and Disability Services are accredited and as part of that process, continually monitor and record their processes, the quality of the service provided and the satisfaction of consumers/clients. This information informs continuous improvement strategies.

Over 3700 older residents were provided with in-home or social support services in 2005/06, as the following table shows.

In-Home Services (pa)								
Service Type	Home Care		Respite		Personal		Home Maintenance	
	Clients	Hours of Service	Clients	Hours of Service	Clients	Hours of Service	Clients	Hours of Service
Home & Community Care	1473	53168	111	5532	136	4550	828	5546
Full Cost	464	11970	83	2671	95	2986	59	1583
<b>TOTAL</b>	<b>1937</b>	<b>65138</b>	<b>194</b>	<b>8203</b>	<b>221</b>	<b>7536</b>	<b>887</b>	<b>7129</b>

Social Support Services – Planned Activity Groups (PAGS) (pa)								
Service Type	PAGS – High Need		PAGS - Core		PAGS - Koorie		We Care	
	Clients	Hours	Clients	Hours	Clients	Hours	Clients	Hours
Home & Community Care	25	7003	67	20396	16	1591	49	2531

Social Support Services – Meals on Wheels (pa)								
Service Type	General		Provided at PAGS - Koorie		Provided at PAGS		Polish Club	
	Clients	Meals	Clients	Meals	Clients	Meals	Clients	Meals
Home & Community Care	197	63375	16	274	93	5056	27	326



## 2.3 Other Services for Older People

A wide range of support services are available to older residents of Latrobe City through community, government, and private organizations.

These include:

- Aged Care Assessment Teams
- Aged Care Residential Services
- Supported Residential Services
- Community Aged Care packages (CACPs)
- Extended Aged Care at Home (EACH) packages
- Carer Respite Centres
- Home & Community Care
- Linkages
- Falls Prevention Program
- Support for Carers Program
- Community Connections Program
- Well for Life
- Go for Your Life

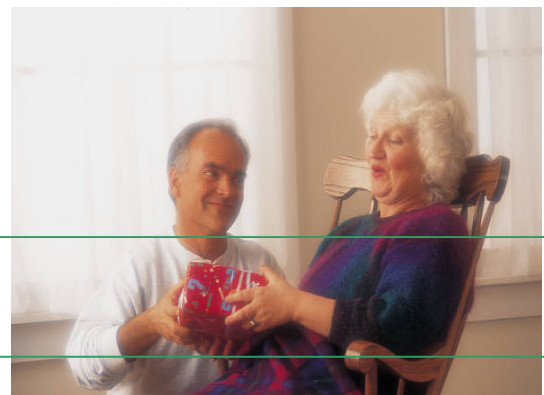
A detailed description of these services is attached as Appendix 2.

In addition to Latrobe City Council, Home & Community Care Services and other aged services are also provided through a number of private and community organizations including:

- Latrobe Community Health Service Inc
- Australian Home Care Services
- Gippsland Multicultural Services
- Southern Cross
- Dutchcare
- Baptist Care
- Co-Care
- Silver Circle
- Villa Maria
- Vision Australia
- Latrobe Regional Hospital
- Priority Care
- Carers Respite
- Department of Human Services

Distribution of Aged Care services is largely driven by needs based formulae. For HACC services this is based on the number of older people aged 60 years and over with local variations in allocations to specific service types based on local need. For residential and high need services the following ratios apply:

- Low Care residential beds: 48 per 1000 70+ population
- High Care residential beds: 40 per 1000 70+ population
- CACPS: 20 per 1000 70+ population







Based on these formulae Latrobe City is relatively under resourced in relation to HACC funding. A regional equity funding approach operates within the Gippsland Region which will partially address this over time.

An analysis of residential and CAPCS funding undertaken by the Department of Human Services in 2005, indicates that whilst there is an oversupply of residential beds in 2006, this is likely to become a significant deficit by 2016. A current and future deficit in CACP packages is also indicated by the data.

Year	70+ Population	Low Care Beds Surplus/(Deficit)	High Care Beds Surplus/(Deficit)	CACPS Packages Surplus/(Deficit)
2006	7456	23	70	(57)
2011	8712	(37)	20	(82)
2016	10286	(113)	(43)	(114)

Source: DHS, Gippsland Region Aged Care Profile, September 2005

A major challenge for Latrobe City Council and other stakeholders will be to manage this potential shortfall in funding and advocate for additional resources to State and Commonwealth governments.







## 2.4 Current Strategic and Policy Responses

Latrobe City Council has recognised the need to focus on the older population in its strategic and community planning.

There is also a worldwide trend to creating “age-friendly” communities, providing greater support and care services; employment and educational opportunities; activities; and physical and social amenity for older people.

The **Latrobe City Older Persons Strategy** is consistent with recommendations of Council’s Latrobe 2021 Vision, the Council Plan 2006-2010 and the Latrobe City Community Plan. The Older Persons Strategy is also support by Council action plans including the Disability Action Plan and Culturally and Linguistic Diversity Action Plan.

It is also consistent with current State and Federal government policy related to positive ageing and services for older people.





## **2.4.1 Latrobe 2021**

**Latrobe 2021** is Council's primary strategic document, setting out the key priorities and strategies for the City over the next 15 years. It envisages a community, that by 2021, will be characterized by:

“... greater awareness and recognition of community leadership and advocacy, together with increased levels of inclusion and well-being support for older people, young people, the Koorie community, people from culturally and linguistically diverse backgrounds and people with a disability.” (Latrobe 2021, p4)

**Latrobe 2021** identifies the need to increase the level of inclusion and wellbeing of older people. It has identified four strategic objectives and a number of actions related to:

### ***Sustainability***

To promote the responsible and sustainable care of our built and natural environment for the use and enjoyment of the people who make up the vibrant community of the Latrobe City. To provide leadership and to facilitate a well connected, interactive economic environment in which to do business.

### ***Liveability***

To promote and support social, recreational, cultural and community life by providing both essential and innovative amenities, services and facilities within the community.

### ***Community Capacity Building***

To empower the community through enhancing community advocacy, leadership, partnerships, inclusiveness and participation.

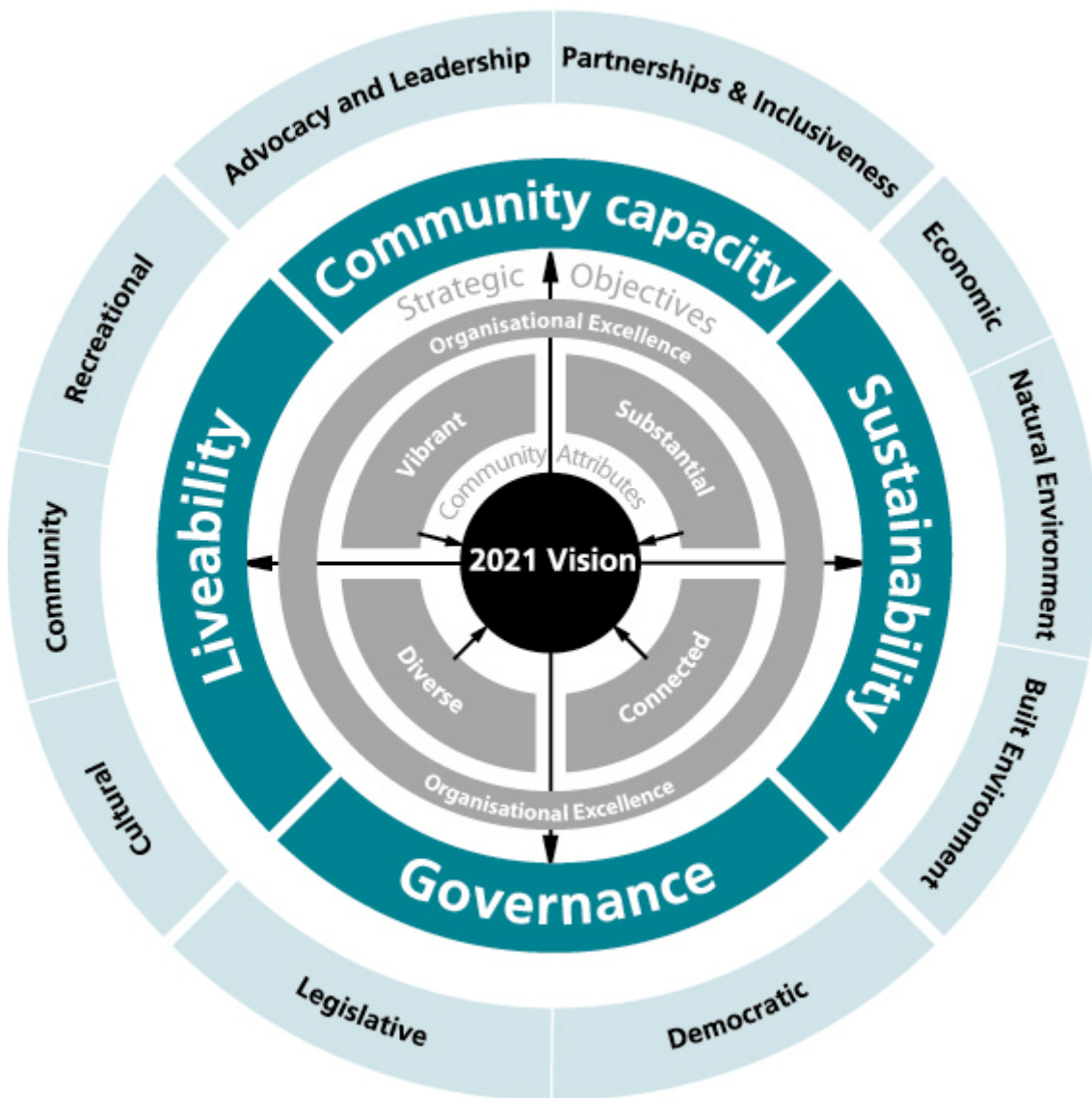
### ***Governance***

To ensure governance and leadership through a strong commitment and adherence to democratic processes and legislative requirements.



### **Organisational Excellence**

To build the organisation's capacity to achieve the strategic objectives outlined in Latrobe 2021: The Vision for the Latrobe Valley.





## 2.4.2 Council Plan 2006-2010

The **Council Plan 2006 –2010** identifies how the vision and goals set out in **Latrobe 2021**, will be realized through specific priorities and actions. The Council Plan specifically establishes the need to develop and implement an Older Persons Strategy to assist with the provision of services, increase the wellness of this sector and to recognise the impact and contribution of this sector on the overall capacity and quality of life of the municipality. The Council Plan also outlines actions in all Council Departments that will benefit older residents directly or indirectly. Some of these actions and priorities are identified in the following table.

Domain	Selected Actions and Priorities
Sustainability	<ul style="list-style-type: none"><li>▪ Promote and support the development of existing and new industry, and infrastructure to enhance the social and economic wellbeing of the Valley</li><li>▪ Support the skill development requirements of industry.</li><li>▪ Reduce vehicle use by developing guidelines to promote walking/cycling</li><li>▪ Protect the area’s historical character and heritage features.</li><li>▪ Strive to ensure all proposed developments enhance the liveability and sustainability of the community.</li><li>▪ Preparation of urban design frameworks for the transit centred precincts to enhance the presentation of Central Activity Districts.</li><li>▪ Complete stage one of the Churchill Intergenerational Hub</li><li>▪ Prepare an Implementation Plan following Council adoption of the revised Bicycle Strategy.</li></ul>
Liveability	<ul style="list-style-type: none"><li>▪ Assess and evaluate future recreational opportunities to address community aspirations.</li><li>▪ Align the open space requirements of the community with useable public open space.</li><li>▪ Promote and maximise the utilisation of recreation, aquatic and leisure facilities and services and discourage the duplication of facilities and services and ensure they meet the needs of residents.</li><li>▪ Encourage greater participation in all recreation pursuits.</li><li>▪ Increase the accessibility of Latrobe City’s recreation and sporting facilities.</li><li>▪ Support government agencies, non government agencies and the community in reducing crime, violence and antisocial behaviour, by implementing ongoing actions to reduce family violence, drug and alcohol abuse, improve road safety and enhance safety at home.</li><li>▪ Develop and foster relationships with the education and employment providers to enhance the learning and employment outcomes of the community.</li><li>▪ Foster wellbeing programs in areas of low socioeconomic position.</li><li>▪ Develop libraries and community centres as centres of education, information and passive recreation.</li><li>▪ Ensure Latrobe City’s cultural facilities and events are accessible by all people in the community.</li></ul>





<p><b>Governance</b></p>	<ul style="list-style-type: none"> <li>▪ Support and promote community input into Council decision making.</li> <li>▪ Actively engage with the community utilising the most appropriate communication in accordance with Council’s Community Engagement Strategy.</li> </ul>
<p><b>Community Capacity Building</b></p>	<ul style="list-style-type: none"> <li>▪ Advocate on behalf of our community, to ensure Latrobe Valley is represented in part of wider discussion and decision making.</li> <li>▪ Actively encourage partnerships with other Local Governments and with community agencies to strengthen Latrobe City’s contribution to the policy development process.</li> <li>▪ Support research and analysis of issues of emerging community concern, and develop strategies to address those issues.</li> <li>▪ Enhance relationships with State and Federal Government policy makers for community benefit.</li> <li>▪ Support community based programs to promote greater community empowerment.</li> <li>▪ Facilitate positive leadership and stewardship throughout the community.</li> <li>▪ Represent the views of Latrobe City residents with a disability to the Disability Advisory Council of Victoria.</li> <li>▪ Ensure the Latrobe Valley supports social and family life by promoting rights and respecting diversity.</li> <li>▪ Promote and support an increase in the level of inclusion for older people, young people, the Koorie community, people from culturally and linguistically diverse backgrounds and people with a disability or mental illness.</li> <li>▪ Strengthen and increase civic participation in the community.</li> <li>▪ Support the multi-agency approach to enhancing the health and wellbeing of residents in Latrobe Valley.</li> <li>▪ Facilitate the maintenance and upgrade of facilities by “friends”, user groups and volunteers.</li> </ul>



### 2.4.3 Latrobe City Community Plan / Municipal Health Plan

The **Latrobe City Community Plan** aims to collaboratively achieve improvements in the social, cultural, economic and natural environments for the improved well-being of the community. The Community Plan is built on eight key themes all of which have relevance for the development of Older Persons Strategy:

- To promote active living and participation in community life
- To improve the quality, amenity and access of the municipal environment and infrastructure
- To protect and enhance the natural environment
- To minimize environmental impacts
- To ensure quality services and support that promote social, physical, mental and spiritual health throughout all stages of life
- To build a strong, sustainable and diverse local economy and promote equity and access in participation
- To develop a strong sense of place and cultural values
- To facilitate positive leadership and stewardship throughout the community

### 2.4.4 Disability Action Plan

Many older people in Latrobe City experience a disability. A significant number of older people also face the burden of caring for family members or friends with a disability. The **Latrobe City Disability Action Plan** recognizes the need to address these issues in the community and Council's own activities. Through the **Disability Action Plan**, Latrobe City aims to act on its strong commitment to ensuring that the infrastructure and services it provides are accessible to all members of the community.

Some guiding principles for the inclusion of people with a disability in the Latrobe City community are:

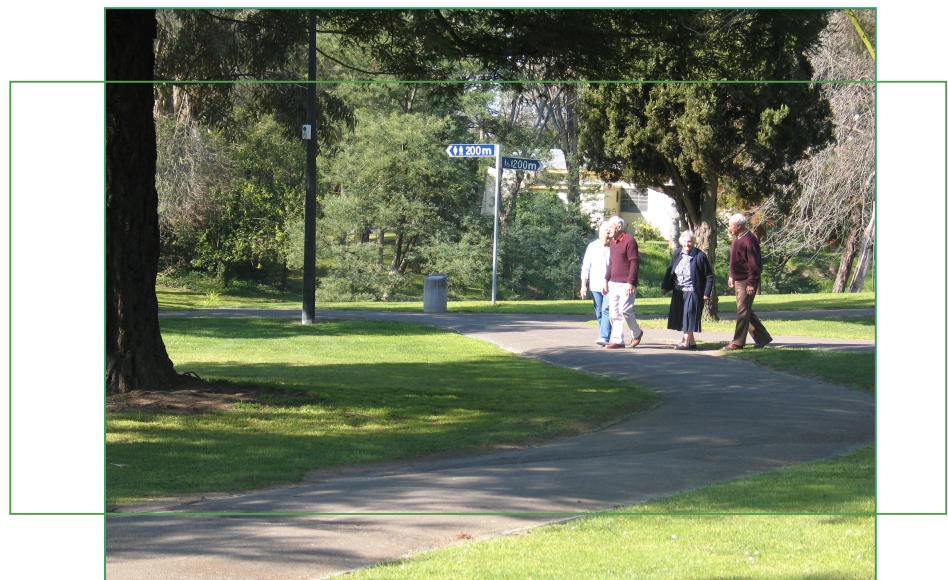
- People with a disability have the same fundamental rights as all members of the Latrobe City community;
- People with disabilities have the right to access services within the Latrobe City community which will provide them with opportunities to fulfill their individual potential;
- A person with a disability is an individual first and foremost and is not to be defined by their disability;
- No two individuals with disabilities are alike;
- The needs of people with disabilities change across their lifespan;
- Interventions and service provision must aim to optimize the benefits for a person with a disability;



- Service provision must complement a person's own family and community supports;
- Changes to the physical and social environment which create access and equity are critical to integration of people with disabilities into the community.

A range of actions have been identified within departmental business plans to give effect to the ***Disability Action Plan*** including:

- Development of the Older Persons Strategy
- Implementation of Council's Volunteer Strategy
- Ensure customer service staff are informed about alternate communication methods
- Promote accessible design during the building permit process.
- Including access requirements in planning scheme amendments
- Ensure consultation with people with a disability and ensure their needs are included in planning for major projects such as the Transit Cities project, Municipal Strategic Statement
- Ensuring recruitment and employment practices are inclusive and equitable for people with a disability
- Ensuring people with a disability have equitable access to Council meetings and elections
- Ensure the needs of people with a disability are included in tourism development
- Ensure events in Latrobe City are accessible to people with a disability
- Ensure AS 1428.2 (enhanced Australian Standard for Access) is used as a minimum requirement for access in the design frameworks to enhance the presentation (including street furniture) of Central Activity Districts.





## 2.4.5 Cultural and Linguistic Diversity (CALD) Action Plan

**Latrobe City** has a strong commitment to building an inclusive community and harmonious community that acknowledges the assets of diversity, engages and communicates with its citizens, and nurtures its neighbourhoods. The ***Latrobe City Cultural and Linguistically Diverse Action Plan*** outlines a strategic approach that provides a commitment to continuous improvement for local needs. It is important that culturally and linguistically diverse members of the community have access to culturally relevant and sensitive services provided by Latrobe City in accordance with the Charter of Public Service in a Diverse Society.



The Cultural and Linguistic Diversity Action (CALD) Plan contains a range of actions to implement four key objectives:

- **Access and Equity**  
To ensure people from CALD backgrounds have the same access to and knowledge of Latrobe City services as the rest of the community, and that Council services respond to the needs of CALD communities.
- **Effectiveness and Efficiency**  
To ensure positive customer service outcomes through the provision of timely and cost efficient services to Latrobe City residents from diverse cultural and linguistic backgrounds.
- **Communication and Responsiveness**  
To improve two-way communication between Latrobe City staff, and residents from CALD backgrounds.
- **Accountability**  
To ensure transparency and accountability in meeting the needs of people from diverse cultural and linguistic backgrounds.

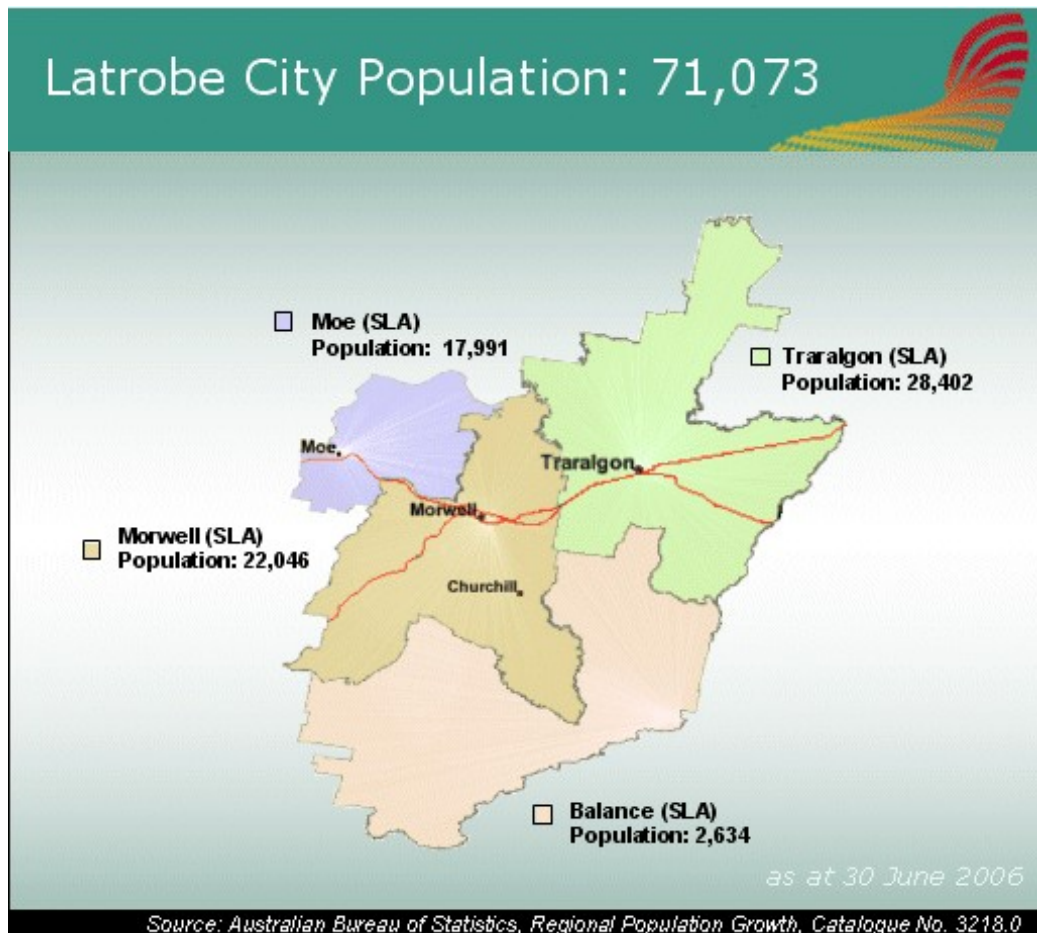






## 2.5 Population Data

The population of Latrobe City in 2001 was 67,022. Between 1981 and 2001 the Latrobe City population remained stable with no net increase. Population projections initially indicated an increase to 70,454 persons in 2006 and remaining steady to 70,468 in 2016.<sup>4</sup> However preliminary data from the 2006 census indicates the City's population is increasing much more rapidly with an estimated population of 71,073 as at 30 June 2006.



As a result it is difficult to make accurate predictions *at this time* regarding overall population trends in Latrobe City. Using historical Census data to 2001, a low to no-growth scenario would seem to apply. However preliminary 2006 census data, along with more recent research into housing and economic development in Latrobe City would indicate that either a moderate or high growth scenario are more likely in coming years. However under each scenario, the number of older people in Latrobe City is expected to increase to at least 23,500 by 2021 and possibly much more under a high-growth scenario. Accordingly data applying to each scenario is outlined below with an analysis of its impact on population and ageing in Latrobe City.

<sup>4</sup> ABS Population and Housing 2001



## 2.6 Latrobe City Population in Profile

In 2001 the age profile of the population was relatively equivalent to Victoria with a slightly higher percentage of people in the 5 -17 years age group, and slightly less people 60 – 65 years and over 85 years than the Victorian average.

**Table 1: Age Profile Latrobe City 2001**

ABS Population and Housing 2001

Age Structure	Latrobe		Victoria	
	No.	%	No. Vic	% Vic
Percentage of population				
0-4 years	4,617	6.9	299,615	6.5
5-17 years	14,144	21.1	837,285	18.0
18-24 years	5,990	8.9	439,956	9.5
25-34 years	8,557	12.8	689,582	14.8
35-49 years	15,052	22.5	1,034,165	22.3
50-59 years	7,660	11.4	536,158	11.5
60-69 years	4,885	7.3	349,935	7.5
70-84 years	5,136	7.7	356,879	7.7
85 years & over	777	1.2	68,522	1.5
Overseas	204	0.3	32,853	0.7

In 2001 compared to Victoria, Latrobe had a higher proportion of the 5 - 17 years age group, but relatively less people aged 17 – 35 years old. The population cohorts over 35 years of age reflected the Victorian average.

In 2001 compared to Victoria, Latrobe City had a relatively higher proportion of people in the lowest income bracket, high household ownership, less people with a higher tertiary qualification, and a relatively high number of Aboriginal people.<sup>5</sup>

Also of note in 2001 were 7,878 people receiving the aged pension (51 percent of the population 55 years and over), fifteen percent of Latrobe City residents born overseas and seven percent of residents speaking another language other than English at home, which is significant for a rural Victorian population.<sup>6</sup>

<sup>5</sup> *ABS Population and Housing 2001*

<sup>6</sup> *Latrobe Council Annual Report 2003 – 04*



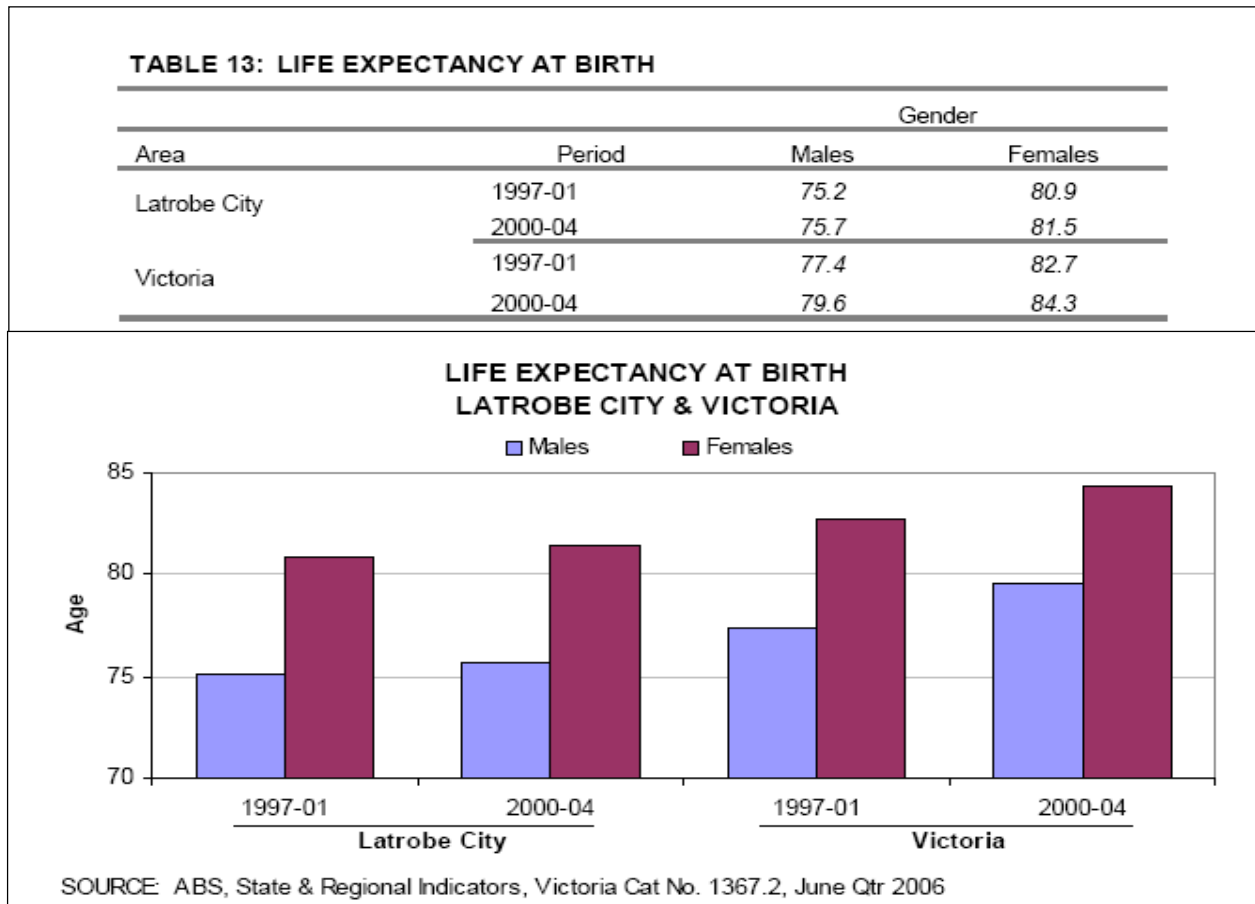
## 2.7 Latrobe City Health & Well-Being

Health & well-being issues have a major impact on the aged population in Latrobe City.

As the following data indicates, the incidence of chronic disease, linked with behavioural and lifestyle factors has resulted in life expectancy in Latrobe City significantly below the Victorian average.

**Table 2: Life Expectancy Latrobe City 2006**

(Victorian Burden of Disease Study, DHS, 2006)



The Victorian Burden of Disease Report assesses Local Government Areas against key health and well-being factors. As the following table demonstrated, Latrobe City is ranked lowest of all Gippsland Local Government Areas and second lowest in Victoria.



**Table 3: Burden of Disease Rankings Latrobe City 2006**

(Victorian Burden of Disease Study, DHS, 2006)

	Males		Females	
	DALY Rate	Rank	DALY Rate	Rank
Bass Coast	152.9	55	133.5	52
Baw Baw	158.6	64	140.4	66
East Gippsland	157.3	60	138.0	58
Latrobe	169.8	77	152.0	77
South Gippsland	145.5	39	126.3	32
Wellington	157.0	58	138.7	60
<b>Gippsland</b>	<b>159.0</b>		<b>140.0</b>	
<b>Victoria</b>	<b>143.0</b>		<b>129.1</b>	

Source: Department of Human Services, 2006, 'Victorian Burden of Disease Study: Mortality and Morbidity in 2001', Melbourne: Public Health Group, Rural Regional health and Aged Care Services, Victorian Government Department of Human Services.

Notes: The DALY rate is Disability Adjusted Life Years (DALY) per 1,000 population and has been age standardised. Rank is the relative position of the LGA in an ordered list of the 78 LGA's in Victoria (1=Best Health Status, 78=Worst Health Status)

The rate of disease burden per 1,000 persons can be used to compare the health status of LGAs with the State average, the DALY rates of the Department of Human Services Region or neighbouring LGAs. A high DALY rate indicates poor health status of the population. A low DALY rate reflects better health status.

One consequence of this data is that older people in Latrobe City are likely to experience poorer health outcomes than in other municipalities, and therefore will require more intense and extensive provision of support services.

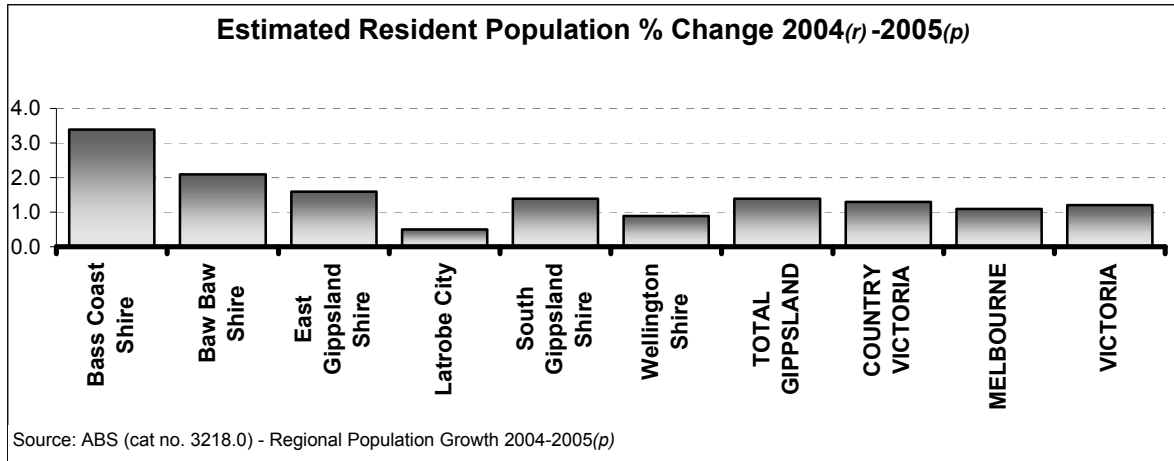




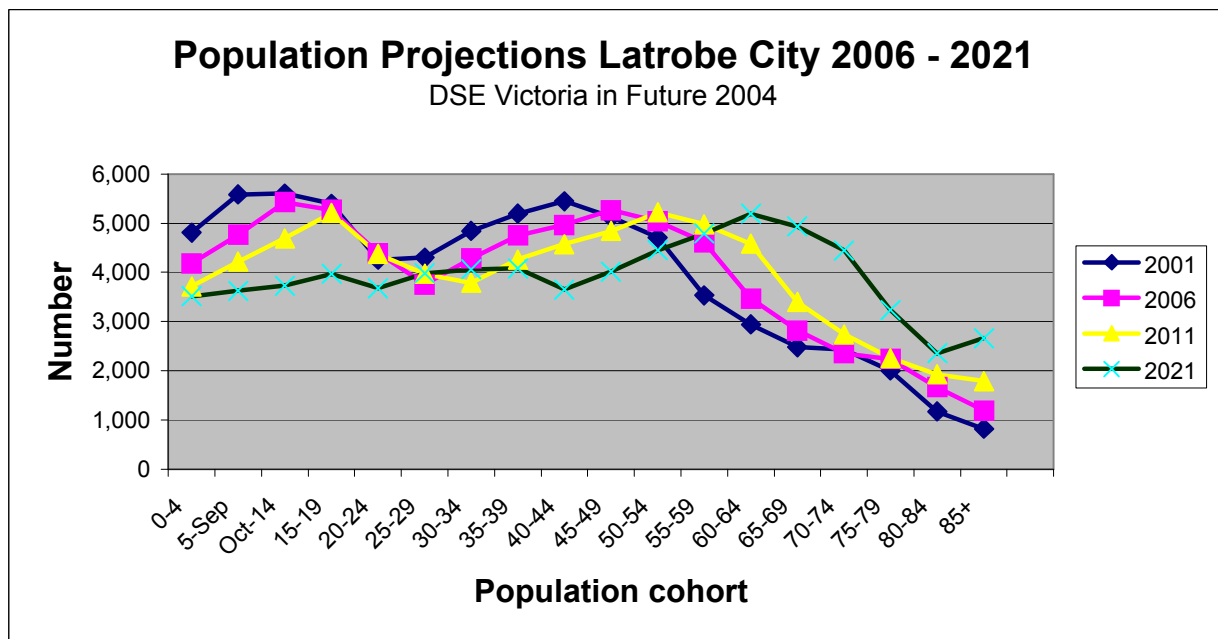


## 2.8 Population projections

Regional population growth estimates for 2004 – 2005 placed Latrobe as having the least population growth of all Councils in Gippsland. (0.5%)<sup>7</sup>



Previous population projections in 2001 indicated that although the number of people resident in Latrobe was not projected to increase, there would be changes in the size of the population age cohorts over the period 2006 - 2021.



<sup>7</sup> Regional Population Growth 2004 – 2005 ABS Cat no 3218.0



**Table 4: Age Profile Projections - Latrobe City 2001**

DSE Victoria In Future - 2004

Age group years	2001	2006	2011	2021
<b>0-14</b>	<b>15,998</b>	<b>14,380</b>	<b>12,629</b>	<b>10,868</b>
<b>15-54</b>	<b>39,260</b>	<b>37,717</b>	<b>36,233</b>	<b>31,878</b>
55-59	3,536	4,615	4,977	4,792
60-64	2,942	3,466	4,584	5,192
<b>Subtotal 55-64</b>	<b>6,478</b>	<b>8,081</b>	<b>9,561</b>	<b>9,984</b>
65-69	2,477	2,821	3,400	4,930
70-74	2,434	2,355	2,739	4,444
75-79	2,005	2,241	2,258	3,237
80-84	1,174	1,666	1,925	2,357
85+	817	1,194	1,789	2,663
<b>Subtotal 65+</b>	<b>8,907</b>	<b>10,277</b>	<b>12,111</b>	<b>17,631</b>
<b>Total Persons</b>	<b>70,643</b>	<b>70,454</b>	<b>70,537</b>	<b>70,362</b>

Under the “no/low growth” projections there would be relatively fewer people in the 0-19 and 30–50 year groups, in the years between 2006 and 2011, a significant reduction in 25–29 years group and an increase in the 50–85 years plus group. Between 2011 and 2021 there is also projected a significant reduction in all age groups except for the 60 plus age groups where there is an increase.

**Table 5 Persons over 55 years - Latrobe City**

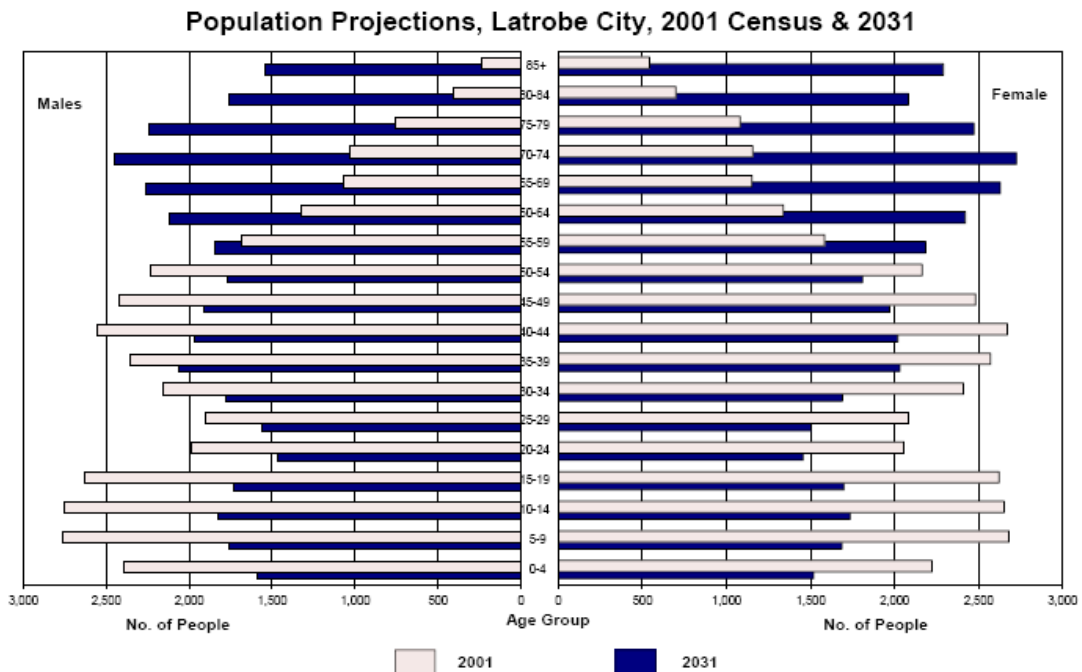
DSE Victoria in Future 2004

	2001	2006	2011	2021
55-59	3,536	4,615	4,977	4,792
60-64	2,942	3,466	4,584	5,192
65-69	2,477	2,821	3,400	4,930
70-74	2,434	2,355	2,739	4,444
75-79	2,005	2,241	2,258	3,237
80-84	1,174	1,666	1,925	2,357
85+	817	1,194	1,789	2,663
<b>Total persons 55 years and over</b>	<b>15,385</b>	<b>18,358</b>	<b>21,672</b>	<b>27,615</b>

By 2011 the Latrobe school age and working age population is projected to decline. The number of people 55–64 years and over 65 years will increase by 6,300 people to almost a third of the Latrobe population. Between 2011 and 2021 the 55 years plus age group is projected to increase by a further 6,000 people as outlined in Table 3 above.



Another way of representing these potential demographical changes is shown below. As this graph shows, the population of Latrobe City under the low/no growth scenario will change significantly. Whereas in 2001, only about 16% of the population was aged over 60, by 2021, over 32% will be over 60 and by 2031, nearly 40%.



SOURCE: Department of Sustainability and Environment & ABS, Census of Population and Housing 2001

However more recent research undertaken by *Essential Economics* (Lee, 2007) indicates that population growth is likely to be greater than anticipated in DSE projections. According to Lee, three growth scenarios can be considered:

“In broad terms the population scenarios can be described as follows:

1. Low Growth Scenario: represents the application of population growth rates contained in the official population projections prepared by DSE (*Victoria in Future*, 2004).
2. Moderate Growth Scenario: applies average annual growth rates that are inflated by 0.5 percentage points above the official DSE projections.
3. High Growth Scenario: applies average annual growth at a rate equal to the average growth rate of Victoria’s regional cities (an average of approximately 1% pa over the period 2006 to 2031) to reflect a key objective of the Latrobe Economic Development Strategy and Latrobe 2021.

Lee (2007) and others have indicated that of these scenarios a moderate to high growth is most likely given current economic and industry development factors.



**Table 6 Population Growth Scenarios - Latrobe City**

DSE Victoria in Future 2004

Measure	Low Growth	Moderate Growth	High Growth
2031 population	69,560	78,810	91,050
Additional population 2006-2031	-890	+8,360	+20,600
2031 households	34,060	38,580	44,570
Additional households 2006-2031	+4,930	+9,450	+15,440
Average growth in number of households per year	+200	+380	+620

Source: DSE Victoria in Future; Essential Economics Pty Ltd; figures rounded

Under the moderate and high growth scenarios, the number of people aged over 60 years as a percentage of the population in 2031 will not increase to the same extent as the “No/low growth” scenario: about 32% for moderate growth and 29% for high growth. In other words population growth is likely to reduce the overall extent to which the City’s population is ageing.

## **2.9 Impacts on the population, place and economy**

A number of complex variables can alter population projections; such as the development of new industries in the city and consequent changes in the nature of type industry, business and the workforce, the impact of fuel, transport and housing prices, changes to superannuation and retirement benefits, and changing leisure lifestyles, housing options and preferences of the older population, both in Latrobe and elsewhere.

With new industry development, the population profile will change rapidly. Younger people will increase as families move to the region. Associated with changes in industry and workforce needs there will be greater higher education opportunities for school leavers, to prevent the transfer of the young to Melbourne and elsewhere. The higher education sector is making considerable headway in this area. This will create changes in the demand for housing types, and for schools, childcare facilities and health services. The nature of industry will also affect the demand for accommodation and services and their location, particularly where construction and new industry development will be completed over a defined period and families will be located in the region for short periods.

In many areas of Victoria retirees have historically moved between active retirement in the region and elsewhere, and this pattern is likely to continue, with a proportion of the older population moving permanently to other locations in Australia. However, information gained through consultation for this Strategy indicates that the majority of older people in Latrobe City prefer to remain living in the municipality. Their needs for housing type and associated space for additional (boats, caravans) and the location and environmental surroundings of their houses will change.

There will be a need for people to work in the services that support and sustain the aged, particularly in health and aged care, and for place management, which will enable flexible facilities to meet the changing residency of towns.





## 2.10 The Latrobe Economy

The Latrobe Valley is one of Victoria's strongest economies. It is Victoria's powerhouse, providing 85% of the State's electricity; a world class centre of excellence in brown coal mining and contains the largest accessible coal resources in Australia. A number of electricity generators are major employers in the Latrobe Valley; it is a major source of natural gas, and has a ready supply of water. Despite its obvious assets and talents, Latrobe Valley still faces an enormous challenge to maintain its transformation and create opportunities that will continue to consolidate its future growth and prosperity.<sup>8</sup>

The Latrobe Transit Centred Precincts Report (2004)<sup>9</sup> outlines the existing transport, economic, built form and public realm conditions of the major towns of Moe, Morwell and Traralgon. In its economic overview, the report refers to the significant structural adjustment of the Latrobe Valley associated with the restructuring of State utilities and coal mining, but underlying productivity improvements in other sectors which have also resulted in job shedding and loss of labour intensive activities and jobs. The region's population declined in the 1990's. The report points to underlying renewal due to export strengths in utilities, primary industries and production. Business services and various population driven activities like education have shown growth in the period of adjustment. Tourism is emerging, as are other sectors.

As at late 2006, 14 significant new projects valued at \$1.5 billion, are committed to Latrobe region or underway. Of these, several are significant projects in residential aged care, health, and community facilities and services with a construction value of \$100 million.<sup>10</sup> These projects are identified in the following table and commentary prepared by Lee (2007).



<sup>8</sup> *Latrobe 2021 The Vision for Latrobe Valley Latrobe City 2004*

<sup>9</sup> David Lock and Associates 2004

<sup>10</sup> Project list Economic Development Department, Latrobe City Council



**Table 7 Major development Projects - Latrobe City**

Lee, 2007

**Table 1.6: Committed Major Projects, Latrobe**

Project	Cost	Commencement	Completion	Public / private
Thiess John Holland – Eastlink Concrete Fabrication Facility	\$103 m	2005	2007	Private
Latrobe Regional Airport Industrial Precinct	\$2 m	2005	Ongoing	Private
Aged Care Facilities – Querencia Moe	\$15 m	2005	2007	Private
Macquarie Bank/Midway Wood Products Plantation Development	\$300 m	2006	Unknown	Private
International Power Hazelwood Mine Extension	\$400 m	2006	2010	Private
Australian Paper Pulp Mill Project	\$258 m	2006	2008	Private
Gippsland Water Factory Development	\$140 m	2006	2008	Private/public
Aged Care Facility _ Maryvale Crescent Morwell	\$8 m	2006	2007	Private
Aged Care Facility – Gould Street Newborough	\$10 m	2006	2007	Private
Dalkeith Aged Care	\$6 m	2006	2007	Private
Franklin Street, Traralgon (office development)	\$1 m	2007	2007	Private
Kiel Factory Extension	\$4 m	2006	2007	Private
Mechanical Thermal Expression Facility, Loy Yang	\$ 6 m	2006	2007	Private
Volvo Truck Centre, Traralgon	\$3 m	2007	2008	Private
Buckley Street, Morwell (office development)	\$2 m	2007	2008	Private
Seymour Street Car Park and Shop Development	\$5 m	2007	2007	Private
Shakespeare Street Childcare Centre, Traralgon	\$1 m	2007	2008	Private
55-59 Grey Street, Traralgon (office development)	\$2 m	2007	2008	Private
St Pauls Grammar School redevelopment	\$1 m	2007	2008	Private/public
<b>Total committed investment</b>	<b>\$1,267 m</b>			

Source: Latrobe City Council (as of January 2007)

In addition to these committed projects, there are a number of major public and privately funded projects that may also eventuate over the coming years. Latrobe City Council estimates the value of these proposed projects to be approximately \$6 billion, with most of the investment scheduled for the next 5 to 10 years or so. The projects are across a range of sectors, with a number of exciting opportunities for major energy-related investment, such as the Monash Energy project.

For all projects there will be a requirement for short to medium term labour for construction and civil works, and ongoing requirements for skilled labour in the aged care, health, education, energy, transport, and forestry sectors. Lee (2007) highlights some of the impacts of these developments on the Latrobe economy.

“Trends in a number of economic indicators suggest that the Latrobe regional economy is currently entering a recovery phase. As described in the preceding sections, very recent population growth has been positive for the municipality as a whole (although this has been most evident in Traralgon), and this has been accompanied by positive trends in:

- construction investment;
- major projects; and
- transport infrastructure.”





## 2.11 Workforce Analysis

One of the most significant consequences of the demographic and economic changes in Latrobe City over the past 20 years, has been a fundamental change in the composition and age profile of the workforce. As Lee (2007) has asserted:

A critical issue faced by Latrobe and other regions is the ageing of the population and the potential impact on the size and productivity of the workforce. For example, population growth through skilled in-migration provides an opportunity to maintain the size and skills of the local labour force, thereby achieving higher levels of prosperity than would otherwise be the case.

While this is an issue that is common to all regions across Australia, Latrobe's demographic structure shows that the ageing impact on its labour market will be more severe than for many other regional Victorian locations (2007, p29).

As the following table shows the available workforce in Latrobe City is expected to decline by 8800 people by 2031 under the low/no growth population scenario.

**Table 8 Working Aged Population - Latrobe City**

Lee, 2007

<b>Table 2.1: Working Aged Population –Persons Aged 15-64 Years, 2006-2031</b>									
	2006	2011	2016	2021	2026	2031	Change 2006-2031	% Change 2006-2031	AAGR 2006-2031
Moe	11,370	11,230	10,550	9,620	8,730	8,020	-3,350	-29%	-1.4%
Morwell	14,510	13,860	12,790	11,550	10,280	9,200	-5,310	-37%	-1.8%
Traralgon	18,120	18,920	19,130	19,080	18,720	18,380	+260	+1%	0.1%
<i>Morwell-Traralgon</i>	<i>32,630</i>	<i>32,780</i>	<i>31,920</i>	<i>30,630</i>	<i>29,000</i>	<i>27,580</i>	<i>-5,050</i>	<i>-8.5%</i>	<i>-0.7%</i>
Balance	1,800	1,770	1,700	1,610	1,490	1,400	-400	-22%	-1.0%
<b>Latrobe</b>	<b>45,800</b>	<b>45,780</b>	<b>44,170</b>	<b>41,860</b>	<b>39,220</b>	<b>37,000</b>	<b>-8,800</b>	<b>-19%</b>	<b>-0.8%</b>
<b>Regional Victoria</b>	<b>894,130</b>	<b>933,570</b>	<b>948,030</b>	<b>953,230</b>	<b>948,280</b>	<b>945,330</b>	<b>+51,200</b>	<b>+6%</b>	<b>+0.2%</b>

Source: DSE, Victoria in Future, 2004

<b>Table 2.2: Working Aged Population – % of Population Aged 15-64 Years, 2006-2031</b>									
	2006	2011	2016	2021	2026	2031	Change 2006-2031	AAGR 2006-2031	
Moe	61.8%	62.2%	59.7%	55.9%	51.8%	48.8%	-13.0% pts	-0.9%	
Morwell	65.8%	65.1%	62.1%	58.0%	53.1%	49.0%	-16.8% pts	-1.2%	
Traralgon	66.3%	66.6%	65.0%	62.8%	60.2%	58.4%	-7.9% pts	-0.5%	
<i>Morwell-Traralgon</i>	<i>66.1%</i>	<i>66.0%</i>	<i>63.8%</i>	<i>60.9%</i>	<i>57.5%</i>	<i>54.9%</i>	<i>-11.2% pts</i>	<i>-0.7%</i>	
Balance	66.5%	64.3%	60.2%	56.6%	51.9%	48.9%	-17.6% pts	-1.2%	
<b>Latrobe</b>	<b>65.0%</b>	<b>64.9%</b>	<b>62.7%</b>	<b>59.5%</b>	<b>55.9%</b>	<b>53.2%</b>	<b>-11.8% pts</b>	<b>-0.8%</b>	
<b>Regional Victoria</b>	<b>64.1%</b>	<b>64.1%</b>	<b>62.6%</b>	<b>60.5%</b>	<b>58.1%</b>	<b>56.0%</b>	<b>-8.1% pts</b>	<b>-0.5%</b>	

Source: DSE, Victoria in Future, 2004



Latrobe has significant ongoing requirements for skilled and unskilled labour, professional and technical expertise in the energy, forestry and construction industries. With the change in population demographic, the other significant and rapidly emerging industry requiring high levels of labour are the community, education, health and aged care sectors. The increasingly ageing population will also impact on the levels of participation of required labour in industry.

**Table 9 Older Workforce – Industry Sectors - Latrobe City.**  
Latrobe City Statistical Profile, GRIS, 2006

Age of older workforce in industry sectors – Latrobe 2001							
Sector	45-54		55-64		65+		Total
	M	F	M	F	M	F	
Agriculture / Forestry / Fishery	112	50	77	48	65	30	
Mining	115	6	33	3	3	0	
Manufacturing	593	136	241	32	17	4	
Electricity / Gas / Water	616	23	165	4	7	0	
Construction	422	54	141	19	9	0	
Wholesale Trades	121	55	64	13	12	3	
Retail Trade	267	380	142	95	16	12	
Restaurants / Accommodation / Cafes	53	130	31	34	5	0	
Transport / Storage	135	34	82	16	9	0	
Communication Services	35	35	11	7	3	0	
Finance / Insurance	48	93	18	13	3	3	
Property Business Services	260	249	129	69	15	7	
Government Administration & Defence	91	192	37	40	8	4	
Education	234	459	84	129	11	5	
Health and Community Services	134	719	57	202	6	13	
Culture & Recreational Services	41	49	18	10	3	0	
Personal & Other Services	107	60	53	27	11	3	
Non Classifiable Economic Units	27	23	18	7	3	0	
Not Stated	53	47	21	22	23	26	
<b>TOTAL</b>	<b>3,464</b>	<b>2,794</b>	<b>1,422</b>	<b>790</b>	<b>229</b>	<b>110</b>	<b>8,809</b>

Source: ABS 2001 Population and Housing  
LGA Collector Advice 2381.0 Latrobe B26 Industry / Age / Sex Employed Persons

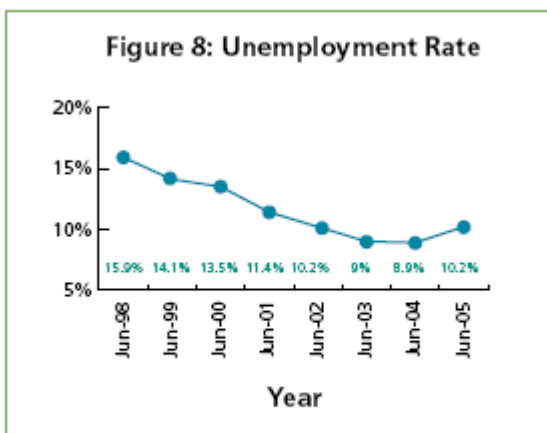




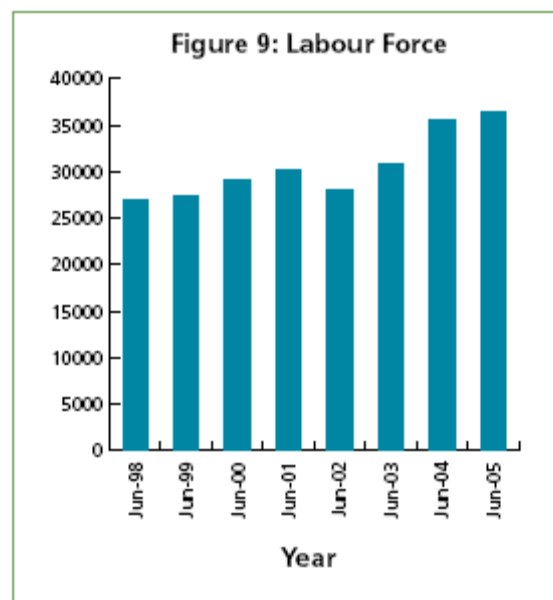
In 2001 in Latrobe the most significant employment sectors for males were mining, manufacturing, power and construction industries and for females the education, health and community services sector. The change in the number of people employed in the 45 – 54 and then in the 55 plus group in all of these sectors was significant; only one third of those 55 years plus were still in employment. This may indicate the loss of a range of technical and professional skills and become an increasing issue as more people move into the 55 plus age bracket, and there are relatively fewer people in the 25 years age group.

To a large extent these changes reflect the impact of industry restructure in the early 1990s which resulted in the loss of over 13,000 jobs across Latrobe City. Over the past five years or so, the Latrobe City economy has expanded and diversified to a significant extent. As a result a large number of small and medium enterprises have developed and a more broad-based economic profile has begun to develop.

The Latrobe labour force grew between December 2002 and March 2004 and now has one of the fastest rising employment rate in regional Australia due to well established industries in energy, processing, engineering, agriculture and education.<sup>11</sup>



Source: Department of Employment and Workplace Relations, Small Area Labour Markets.



Source: Department of Employment and Workplace Relations, Small Area Labour Markets.

However, given the fall off rates of people over 55 years, the capacity of the region to attract and sustain people with relevant skills for industry will be an issue over the next 15 years.

<sup>11</sup> Latrobe 2021 The Vision for Latrobe Valley Latrobe City 2004.



## 3. COMMUNITY CONSULTATION

### 3.1 Consultation Process

Latrobe City Council is committed to community engagement and empowerment. The involvement of the community, including community organizations and older people themselves, is vital for the Older Persons Strategy to effectively address the needs and aspirations of older residents of Latrobe City.

In developing the Strategy a range of consultation processes have been used. These include:

- Development of an issues paper to generate discussion and comment which was distributed widely to community organizations and made available on the Council internet site.
- Face to face interviews with community organizations, government departments and older people.
- A survey of older people receiving Home and Community Care services.
- A survey of older people using community facilities.
- Release of the draft strategy for comment, with 10 submissions received.

In addition, advice on content and consultation processes was sought from a number of other Councils who have implemented similar strategies and from the Municipal Association of Victoria, Department of Victorian Communities and the Council of the Ageing.

To support the development of the strategy an extensive literature search was undertaken, reviewing Older Persons/Positive Ageing Strategies from over 25 municipalities across Australia as well as policy and program directions at Commonwealth and State Government levels.



#### Needs and aspirations of Latrobe City's Older Residents!

*"More information on Retirement Villages and Support Services."*

*"I would like to interact with others, but I am shy and this prevents me from meeting people."*

*As indicated previously I am very happy with my present life - I have a caring and supportive family and a fortnightly visit from an excellent home carer.*



### **3.2 Survey of Older People**

A survey of over 2000 people receiving HACC Services was undertaken in January and February 2007. Over 400 responses were received from older people.

The Survey asked older residents of Latrobe City to rate their views and experiences of growing older in Latrobe City. A copy of the questionnaire is attached.

The survey identified a number of significant issues.

- Over 73% were living in their own home or unit, with a further 9% in private rental and 6% in public housing.
- 90% of respondents resided in the main towns of Moe/Newborough, Morwell or Traralgon
- 83% plan to continue to live in their local communities with friends, family and location the major deciding factors
- 77% hope to be living in their own home or unit in 5 to 10 years time with only 9% expecting to reside in a retirement village and 15% in a residential facility.
- A range of services were identified as essential to enable respondents to continue living at home including:
  - Home help/home care/cleaning and shopping – 56%
  - Gardening and home maintenance – 16%
  - Meals on Wheels – 8%
  - Access to community and medical services – 7%
  - Nursing and medical treatment – 5%
  - Transport – 2%
  - Support from friends and family – 2%
- 50% described their health as “good”, 9% as “fair” and 41% as “poor”.
- However 92% described their access to health services as “good”.
- 83% considered they enjoyed good social and community activities with 72% of those surveyed involved in some form of physically active recreation.
- However 45% of respondents were involved with social activities for less than 5 hours per week including 12% who were not involved in social activities at all. In addition only 15% indicated they were involved in some form of volunteer work and only 2% were in paid employment.
- Interestingly, only 20% of respondents were actively involved in Senior Citizens Centres with lack of suitable activities, transport, health and time being cited as major reasons for not attending.



- Respondents were very satisfied or very satisfied with their community environment with only 2% indicating they did not feel safe outside and less than 8% unsatisfied with access to police, doctors, community facilities, or shops or unhappy with their neighbours.
- 43% drove their own car, with 26% using taxis and 13 % other forms of transport including walking, friends/family or community services. Only 4% used community bus services.
- On average 69% of those surveyed considered transport options were convenient or accessible.

This survey was intended as a snapshot of the current views of older residents, particularly those who require additional support. A broader community survey is planned as part of the **Positive Ageing Plan** to be developed later in 2007 and it is expected that this will identify a wider range of issues and interests among older residents.

### 3.3 Survey of Community Organizations

Over 25 organizations were interviewed by Council staff to identify key issues relating to older people and an ageing population, or forwarded submissions in relation to the **Older Persons Strategy**.

The survey identified several key themes, including:

#### *Characteristics of Older Population in Latrobe City*

- Many in the 45-65 year age group are chronically unemployed as a result of industry restructure – will therefore have few assets to support themselves in older life and may require additional services.
- Burden of disease data – Latrobe has high incidences of cardio-vascular, cancer, stroke, dementia and respiratory diseases – all requiring significant levels of medical and community-based support.
- Most older people want to remain living at home with “unobtrusive” support services.
- Significant number of older people isolated at home without family or community support (especially older women).







### *Diversity*

- High proportion of older CALD residents but for many CALD groups, numbers are not sufficient to enable culturally specific services.
- Longevity of Koorie population not increasing at the rate anticipated by introduction of health and support workers.
- Life expectancy for the Koorie community is much lower than general population especially for males. Many males unlikely to accept, or acknowledge need for, support.
- Intergenerational issues with many Koorie grandparents looking after grandchildren.

### *Support Services*

- Inadequate funding for support services (eg CACPS and EACH packages).
- Fragmentation of service sector.
- Care infrastructure won't keep up with changing needs of older people or increasing levels of demand.
- More specialist services will be required including dementia, chronic disease management, and in-home frail aged support.
- Difficulty of meeting diverse needs in the community given distance, lack of critical mass and dispersed population.
- A number of people displaced by industry restructure in the 1980s and 1990s are now over 60 years. Many in this group have low incomes, significant levels of chronic diseases, high support needs and limited personal resources.
- Key areas for preventative services include falls prevention, nutrition, active living, and social networks.

### *Employment, Education and Community Activities*

- Population is changing - people living longer and remaining more active, wider range of interests, better educated. Current services and infrastructure not geared to next generation.
- Will need more aged care workers, especially dementia-trained, allied health workers.
- Need to develop strategies to retain older people in the workforce, including retraining and more flexible employment options.
- Encourage younger people to remain in the area and to view aged care as a valued career option.
- Service industry to support older people (eg mobility aids, gardening and home maintenance, transport, information, recreation, etc) likely to become more significant in local economy.



### *Future Needs*

- Better transport services – more flexible and accessible to older people.
- Build greater flexibility into facilities for older people such as Senior Citizens Centres including developing a role in relation to nutrition, active living, employment and education.
- Need to find ways to include older people in decision making processes.

### *Other Issues*

- Number of older people moving to region from metropolitan Melbourne
- Increasing number of homeless older people.
- Appropriateness of housing – increasingly aged and unsafe housing stock – need for urban redevelopment in some areas.
- Difficulty in locating residential developments for older people close to transport, medical and community support services.
- The need to include small towns and rural communities in the development of the Older Persons Strategy.

The survey also identified a number of issues arising from an ageing population, which may require specific attention by Council and other organizations over the next five to ten years, including:

- Suitability and sustainability of community infrastructure
- Rate of increase in demand for services as aged population increases
- Specific needs of single older women
- Changing nature of volunteerism and likely shortages of volunteers in future years
- Promoting positive perceptions of ageing and older people in the community
- Development of innovative service delivery models

A forum of stakeholders is planned to be held on a triennial basis, in order to gain a wider range of views from the community, business, and education and service sectors. The results of this forum will contribute to the development of Council's **Positive Ageing Plan**.



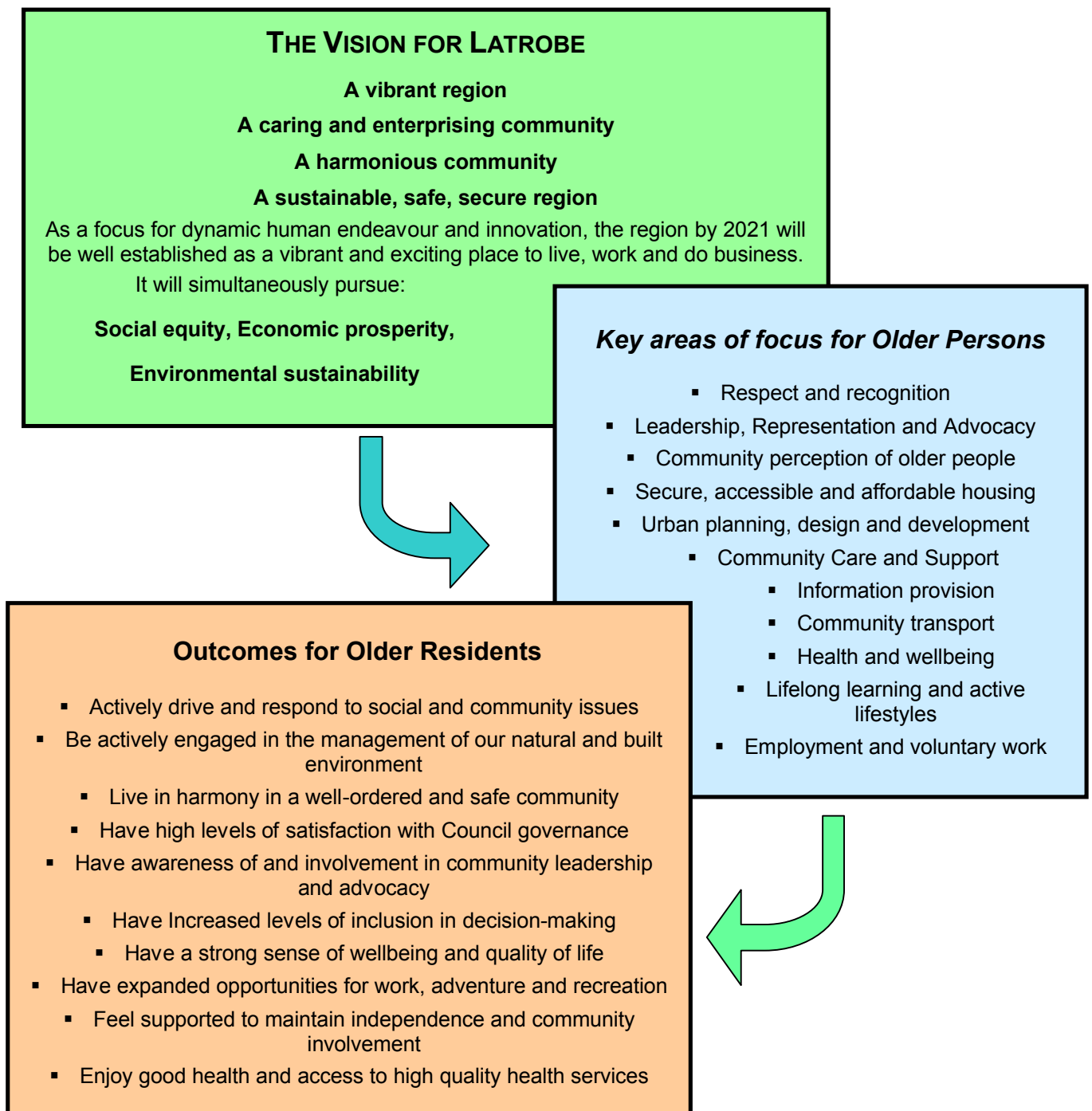


## 4. STRATEGIC PRINCIPLES AND VALUES

### 4.1 Underlying Values

The Latrobe City Older Persons Strategy is built on three key pillars – reflecting three sets of core values:

- the aspirations and vision for the community set out in Latrobe 2021;
- key areas of focus identified by older people and community stakeholders;
- key outcomes for older people identified through Latrobe 2021 and further consultations.





## 4.2 Key Strategic Principles

Drawing on the research and consultations, eleven key strategic principles have been developed to achieve the vision set out in this strategy. A *Positive Ageing Plan* will also be developed as an outcome of this strategy and will identify specific actions to facilitate the implementation of this Strategy. The principles are:

### **Respect and Recognition**

Latrobe City Council will work to recognize the contribution of older people to the social, economic and environmental heritage of our City.

### **Understanding Population Change**

Latrobe City Council commits to a proactive approach to population change through research, strategic planning and effective engagement of stakeholders in needs assessment.

### **Employment and Education**

Latrobe City Council will, in partnership with other community stakeholders, promote opportunities for increased participation by older people in employment, education and community leadership.

### **Social Support**

Latrobe City Council will contribute to the well-being and independence of older people by providing a range of community services and working in partnership with other organizations to enhance the social support system.

### **Housing and Accommodation**

Latrobe City Council will, in partnership with government and community stakeholders, work to ensure an appropriate range of accommodations options are available in the municipality to meet the diverse needs of older people.

### **Active Living and Community Participation (Sense of Community)**

Latrobe City Council will actively support and encourage the involvement of older people in all aspects of community life; help build connections between all generations; and recognize and support diversity.



### **Transport**

Latrobe City Council will, in partnership with other community stakeholders, work to enhance the range and capacity of transport services available to older people.

### **Health and Well-being**

Latrobe City Council will, in partnership with other community stakeholders, actively seek to improve health outcomes for older people, and enhance opportunities for healthy lifestyles.

### **Urban Planning & Development**

Latrobe City Council commits to building an *age-friendly city* including implementation of age-friendly principles into all aspects of urban planning and development.

### **Advocacy and Influence**

Latrobe City Council will foster, encourage and develop avenues to ensure the needs and aspirations of older people are communicated to all levels of government and integrated into community planning.

### **Information and Communication**

Latrobe City Council will adopt a proactive approach to communicating with older people and ensuring information is available in a diversity of media to assist older people.







### **4.2.1 Respect and Recognition**

Latrobe City Council will work to recognize the contribution of older people to the social, economic and environmental heritage of our City.

#### **Issues and Challenges**

- Developing respect for older people and positive attitudes to ageing in the community are among the most important actions in building an age-friendly community.
- The contribution of older people to our community is not always recognized nor celebrated.
- Latrobe City is a highly diverse community with over 20% of all residents born overseas and a significant Koorie population.
- Many overseas born residents are now aged over 60 years and have very specific cultural and social needs.
- Average life expectancy for the Koorie community is over twenty years below that for the rest of the community.

#### **What Senior Residents Told Us**

- A sense of place and history is important and should be recognized and celebrated in Latrobe City.
- There should be more opportunities for young and older people to mix together.

#### **What Community Stakeholders Told Us**

- Explore incentives for older people to put back time/energy/resources into the community once they have retired.
- Recognize the contribution CALD population groups have made to the community.
- Services for CALD and Koorie older people need to be culturally relevant and where possible provided by people from within those communities.

#### **How Council Can Respond**

- Develop a range of actions to recognize the importance of social history and diversity in Latrobe City
- Develop a range of actions to recognize the contribution of older people to the life and development of Latrobe City.
- Implementation of key Council policies and strategies including the Disability Action Plan, Culturally and Linguistically Diversity Strategy, and Community Grants Policy.
- Develop activities and facilities that promote intergenerational connections, such as the Churchill & District Intergenerational Hub, Harmony Day, Senior Citizens Week, Latrobe festival etc.



## 4.2.2 Understanding Population Change

Latrobe City Council commits to a proactive approach to population change through research, strategic planning and effective engagement of stakeholders in needs assessment.

### Issues and Challenges

- Latrobe has largely been built by people who have come here from other places.
- Our population has experienced significant changes in size and profile over the past 50 years.
- Latrobe City is one of the fastest growing regional centres in Victoria.
- The proportion of people aged 60 years and over in Latrobe is increasing at a faster rate than most rural and regional communities in Victoria and is expected to nearly double from 2001 to 2021.
- People aged over 60 years are living longer and are healthier and more active.

### What Senior Residents Told Us

- 89% of older residents have reported that they intend to remain living in Latrobe City for the rest of their lives. This is in contrast with the popular perception that many older people intend to relocate to northern states.
- Most older people identified lifestyle, family, social networks and access to services as key attractions of living in Latrobe City.

### What Community Stakeholders Told Us

- Interests and needs of older people are changing.
- For most of the community, life expectancy is increasing.
- Many service providers and community organizations have difficulty in planning ahead because of limitations in funding, service demands and lack of strategic planning capacity.
- The needs of small towns and rural communities need to be included in strategies for older people.

### How Council Can Respond

- Maintain ongoing research and monitoring of population change and trends to identify profile and needs of older people.
- Work with stakeholders to identify community needs and gaps.
- Work with key stakeholders including PCP, Government Departments, and private and community service providers to improve the coordination and planning of aged care services in Latrobe City.
- Integrate Positive Ageing principles into the Small Towns Strategy.



### **4.2.3 Employment and Education**

Latrobe City Council will, in partnership with other community stakeholders, promote opportunities for increased participation by older people in employment, education and community leadership.

#### **Issues and Challenges**

- Ageing workforce a national and global issue.
- Workforce in Latrobe Valley geared to older industries – need to transform through retraining and redevelopment.
- Skills shortages already being experienced in some sectors.
- Growing need to retain and retrain older workers.
- Emerging industries and sectors will require new skill sets.
- An ageing population will foster new industries geared to the needs of older people in areas such as health, accommodation, mobility, social support, education, arts and leisure.

#### **What Senior Residents Told Us**

- While few residents over 60 years are in the workforce, a significant number continue to provide volunteer services for many years beyond retirement
- Adequacy of retirement incomes is a major source of anxiety for many older residents
- Access to community facilities such as Neighbourhood Houses, Probus clubs, service clubs and Senior Citizens Centres are seen as vital in maintaining mental and intellectual health.
- The capacity of older people to continue to contribute to the community and to workplaces needs to be recognized.

#### **What Community Stakeholders Told Us**

- For some older people, more flexible work arrangements need to be developed including transition to retirement, flexible working days, increased access to sick leave, and access to training courses.
- Encourage older people to learn computer and mobile communication technology
- Incentives to retain older people in the workforce should be provided
- Difficulties in recruiting and retaining allied health staff in the region
- Develop opportunities for older people to volunteer in non-traditional roles – eg at preschools/schools, as mentors, etc.



## How Council Can Respond

- Encourage new and existing enterprises to identify and cater for an ageing population market.
- Develop mature workforce employment strategy.
- Work with key stakeholders to identify and develop strategies to retain and retrain older workers.
- Identify the impact of an ageing workforce on Council's services and operations and develop actions to demonstrate leadership in workforce development.
- Encourage community access to lifelong learning opportunities.
- Increase community access to education about planning for retirement and independent financial and legal information and counselling and advice for older people.
- Development of Council's Volunteer Plan.





#### **4.2.4 Social Support**

Latrobe City Council will contribute to the well-being and independence of older people by providing a range of community services and working in partnership with other organizations to enhance the social support system.

#### **Issues and Challenges**

- Currently there are over 3,000 Home and Community Care clients and 500 Veterans Affairs and full cost clients supported by Latrobe City's Home and Community Care and Social Support programs.
- Demand for these services is increasing at about 5% to 7% per annum with an increasing level of intensity of service required for frailer older people. This trend is likely to continue for most of the next 15 years.
- This is likely to result in increased costs to Council and challenges regarding availability of resources to meet demand, workforce management and development, and maintaining service quality and competency.
- The Home Care workforce is itself ageing with fewer younger graduates entering the field.
- Fewer people in the community are volunteering placing increased strain on the service system, including meals on wheels and community committees.
- The needs of increasing numbers of older family carers, looking after frail aged or disabled family members.
- The needs of older CALD and Koorie people require culturally appropriate service responses.
- Need to introduce new residents into activities, groups, engaging people, reducing isolation.

#### **What Senior Residents Told Us**

- The overwhelming majority want to remain in the own home for as long as possible with the assistance of a suite of support services, including home/personal care, home maintenance, and in-home medical and nursing services.
- Introduce new residents (older or younger) into activities, groups and services, to prevent isolation and build a sense of community
- Support services are generally viewed very positively but many older people are concerned that insufficient resources are available to support those in "real" need
- A number of older residents are concerned at the withdrawal of local community/neighbourhood services and facilities such as post/phone boxes, neighbourhood shops and medical centres.





## What Community Stakeholders Told Us

- Need to introduce new residents to social and community activities, groups and networks in order to decrease social isolation and improve health and well-being.
- Need to attract younger people into the HACC / Social Support workforce.
- Current funding levels are not keeping pace with growth in demand – will services need to be rationed in future.
- Need to provide additional support to older care givers and advocate for additional resources
- The numbers of intensive support packages provided by the Federal Government are insufficient for the increasing numbers of frail aged.
- Need to develop greater innovation and coordination in service delivery.
- Need to include older people in developing and monitoring services.
- Need to train staff of support services in cultural awareness.

## How Council Can Respond

- Advocate for increase in support services for older people including:
  - \* HACC funding
  - \* Residential aged care facilities
  - \* Support for caregivers
- LCC to continue to provide in-home and community based services for older people with an increasing focus on:
  - \* Innovation
  - \* Access and inclusion
  - \* Specialization
  - \* Quality and practice improvement
- Ensure access by older people to Council services and facilities is maximised.
- Work with the PCP and other stakeholders to improve access to services and facilitate effective coordination.
- Council's Disability Action Plan.
- Council volunteer plan is under development.





#### 4.2.5 Housing and Accommodation

Latrobe City Council will, in partnership with government and community stakeholders, work to ensure an appropriate range of accommodations options are available in the municipality to meet the diverse needs of older people.

##### Issues and Challenges

- Housing in Latrobe City has historically been low-cost and as a result tends to act as an attractor for people either moving to the city or to invest in property.
- For older people living in Latrobe lower asset values for homes can also limit retirement options and incomes. For many older people this may mean remaining in unsuitable accommodation, thereby increasing support needs and limiting independence. For others supported accommodation options may become unaffordable.
- There is a high level of traditional public housing stock with relatively low waiting times compared to metropolitan areas, but of varying quality and suitability for older people.
- The overall quality of housing stock (public and private) is highly variable with a significant number of properties ageing, located in unsuitable topography for older people or poorly designed for people with mobility or disability concerns.
- Changing needs and aspirations of older people are driving the need for different housing design and development.
- Affordability of housing for older people a major issue – for many residents, the costs of retirement villages and hostels are prohibitive.
- Population growth in Latrobe City is likely to see increased competition for available housing stock, potentially reducing housing options for some older people.
- Integration of housing and other infrastructure such as transport etc needs to be improved.

##### What Senior Residents Told Us

- The overwhelming majority want to remain living in their own homes.
- Most older people enjoy living in Latrobe City and have strong social, community and friendship networks here.
- Cluster housing and retirement villages, close to CBD and services that help maintain independence are preferred alternatives to nursing homes.
- The cost of nursing home accommodation and concerns over quality of care are major concerns to many older people



## What Community Stakeholders Told Us

- Appropriate housing is becoming increasingly expensive and harder to obtain for many older people, especially as the property market has grown strongly.
- There will be an ongoing need for a wider range of safer/more appropriate accommodation types, designed to meet the specific needs of older people.
- Retirement villages need to be located closer to transport services, shops and medical facilities.
- Important to ensure a social mix in aged accommodation to avoid ghettos or “walled” communities.
- Consider cultural themes in future residential developments – to recognize contribution of CALD population and potentially to provide more culturally sensitive aged accommodation.

## How Council Can Respond

- Develop council planning guidelines/principles to assist planning and development of older persons' accommodations facilities.
- Aim to integrate Healthy by Design and Positive Ageing principles into Council Strategies and Policies, key projects such as Transit Cities, and into guidance to developers and builders.
- Encourage innovation in design for older persons' accommodation and encourage adoption of accessible housing principles into new housing design
- Undertake research into effects of housing on social, emotional and physical well-being of older residents.
- Work with housing organizations, developers, governments and older people to enhance access and choice to affordable housing.
- Identify options to improve the coordination and effective planning of residential aged care into the future.

*“My husband and I consider ourselves very fortunate to be living here in the Village in Ollerton Ave, it is a lovely area; we are looked after so well by the village administrator and thank you to the Latrobe Council Home Care people who have always been very helpful and friendly.” (quote from the survey)*







## 4.2.6 Active Living and Community Participation

Latrobe City Council will actively support and encourage the involvement of older people in all aspects of community life; help build connections between all generations; and recognize and support diversity.

### Issues and Challenges

- Health and well-being outcomes for older residents have a direct link to promotion and take-up of active/healthy lifestyles and engagement with social, educational and cultural activities.
- Availability and access to social, arts, leisure, education and vocational opportunities are key factors.
- Traditional facilities and services such as Senior Citizens Centres attract a minority of older people – how can these become more relevant and functional?
- For many older people mobility and isolation issues limit capacity to participate in community life.
- With an ageing population and increasing numbers of older people, will competition for and availability of community facilities become more limited.

### What Senior Residents Told Us

- Many residents have referred to difficulty in accessing facilities due to limitations imposed by the physical design of buildings, car-parks, gutters, difficulties in negotiating terrain, distances to walk, or availability of disabled parking.
- Many older residents do not have family living close by. Without community activities and social networks they can be at high risk of isolation.
- Older people have a very diverse range of interests and aspirations. Greater recognition of these and provision of facilities and opportunities needs to be incorporated in leisure, arts, recreation and workforce strategies.





## What Community Stakeholders Told Us

- Leisure activities which should be a focus of strategies for development include: open space, parks, playgrounds for children and grandchildren, promotion of family connectivity and bicycles.
- Activities such as walking groups, CWA, Probus, bowls etc have gained popularity over recent years.
- Each major town could specialise in the development of specific facilities and activities such as botanic gardens, recreation tracks, community markets – but it is important to have local transport links between them
- Insufficient number of Senior Citizens Clubs and many are not in the right place. Need to develop more flexible uses.
- There is a focus on team sports in most recreation strategies in the community – needs to be more resources money spent on passive recreation such as bicycle paths.
- There is a need to promote activities which stimulate the mind as well as the body.
- Encourage activities which link older and younger people together, such as schools, community organizations and planning bodies.
- Integration of residential aged care facilities with the wider community is important to prevent isolation and encourage participation.
- Encourage different forms of volunteerism amongst older people, not just in “traditional” areas of care and support – the skills and experience of older people can contribute to all areas of the community.

## How Council Can Respond

- Development of community leadership models for older people.
- Undertake a Positive Ageing plan to provide a focus for active ageing initiatives.
- Integrate positive ageing principles into key Council strategies and plans (eg Open Space Plan, Leisure and Recreation Plan, etc).
- Develop a mobility and safety plan for older drivers.
- Encourage older people to become involved in the planning of community events.
- Development of community facilities that encourage intergenerational activities.
- Ensure residents in aged care facilities are included in planning, running and participating in community events and activities.
- Development of Council’s Volunteer Strategy.
- Implement Playgrounds Plan.
- Implement Bicycle Plan.





#### **4.2.7 Transport**

Latrobe City Council will, in partnership with other community stakeholders, work to enhance the range and capacity of transport services available to older people.

##### **Issues and Challenges**

- Transport systems in Latrobe City are constrained by the dispersed population and linear urban development patterns.
- There is a very high reliance on cars, particularly for the older population. As a result, issues of cost, affordability, safety and mobility will become increasingly significant with increasing number of older people.
- Public transport links are largely driven by the vocational, educational or domestic needs of younger residents. For many older residents public transport is too inflexible and expensive.
- Alternative transport options such as community busses have proven difficult to sustain and coordinate.

##### **What Senior Residents Told Us**

- Most still rely on their own car, or family and friends cars for transport.
- Taxis are the most common form of public transport used but are highly expensive especially for those on fixed incomes.
- Busses and trains are often inflexible and difficult to access for many older people.
- Access to transport is a major factor in reducing social isolation and sustaining an active lifestyle.
- Walking is the most common form of exercise and general mobility – safety on footpaths is a major concern.

##### **What Community Stakeholders Told Us**

- Access to appropriate transport is an essential factor in supporting older people to remain living in their own homes.
- Future generations of older people will have higher expectations regarding access to transport and maintenance of mobility.
- Integration of housing, transport and service provision needs to be improved with new residential/aged-care developments to include sustainable community transport.



## How Council Can Respond

- Advocate for improved transport systems.
- Identify opportunities to incorporate Positive Ageing principles into the Transit Cities project, residential developments and future transport planning, in order to better meet the needs of older people.
- Ongoing Implementation of the Footpath Maintenance Program.
- Continue to prioritize repair work on footpaths near retirement villages.
- Actions arising from the Latrobe Road Safety campaign.
- Exploring more innovative approaches to community transport.





#### **4.2.8 Health and Well-being**

Latrobe City Council will, in partnership with other community stakeholders, actively seek to improve health outcomes for older people, and enhance opportunities for healthy lifestyles.

##### **Issues and Challenges**

- The “Burden of Disease” study has shown that cardio-vascular disease, cancer, stroke and dementia are major contributors to premature death in Latrobe City.
- Different groups in the community have significantly different health outcomes. For example Koorie life-expectancy is much lower and prevalence of chronic diseases is much higher than for the general population. Some CALD communities, veterans and vocational groups also have poorer health outcomes.
- An increasing number of older people will mean an increasing number of frail aged and disabled residents will require home care and specialist services.
- Health services provided by all levels of government, private and community organisations. Partnerships needed between all levels of government in planning and delivery of health services.
- Specific sub groups have proportionately fewer older people due to poor health status, chronic disease or social and economic factors. Health and well-being strategies need to recognize and address this.
- Access and distance are major influences on availability of effective health care. Whilst many older people prefer closeness to health facilities a significant number do not have easy access or live some distance away.

##### **What Senior Residents Told Us**

- Most older people are satisfied with the level and quality of medical care available in Latrobe City.
- 51% of older residents reported their health as being “good” but 40% reported “poor” health.
- For older residents in smaller towns, access to medical services is limited and often constrained by lack of transport.
- While the majority of older people feel safe in the community, individual safety, particularly in relation to accidental injury, falls, road safety and safety in the home are significant concerns.





## What Community Stakeholders Told Us

- Latrobe well served for aged care facilities.
- As most people choose to remain at home there will be an increasing requirement for HACC services.
- General Practitioners now in larger practices in major towns resulting in more difficult access for older people and fewer home visits now.
- Lack of cultural sensitivity can be a major barrier to CALD groups receiving appropriate health care.
- Shortages of Allied Health workers.
- Vision, mental health, hearing loss and dementia emerging as major priorities for ongoing health care.

## How Council Can Respond

- Develop strategies to attract additional allied health professionals to Latrobe City.
- Development of a public safety strategy for older people including both safety in the home and in the neighbourhood.
- Develop an active living strategy.
- Contribution to health promotion and disease prevention through networks such as the PCP and HACC.
- Contribute to actions by stakeholders to increase availability and access to information about health and well-being for older people.
- In partnership with stakeholders, identify strategies and actions to address social, economic and environmental issues contributing to poor health outcomes for older people in Latrobe City.





## 4.2.9 Urban Planning & Development

Latrobe City Council commits to building an *age-friendly city* including implementation of age-friendly principles into all aspects of urban planning and development.

### Issues and Challenges

- The City is currently experiencing a significant level of population increase and building activity, fuelled by a number of major development projects and cost attractiveness.
- Past urban planning has not had to specifically take into account an ageing population or the diverse needs and aspirations of older people. Connections between development, infrastructure, transport and services will need to be more effective and accessible.
- There will be a need to plan for a 20% increase in the number of aged care places over the next 15 years to meet projected increases in the number of older people.
- An ageing population may result in a changed approach to land-use zoning, housing design and housing density to accommodate changing lifestyles.
- The role of small towns in future urban development and capacity to provide for older people.
- Many future urban areas will require significant physical improvements or redevelopment including tree planting, powerlines, footpaths, housing quality, public toilets, linking paths, lighting, and public safety. Improvements to current areas may also be required.
- Future urban planning provides an opportunity to address fragmentation and poor location of facilities and infrastructure, particularly through development of community “hubs”.
- Capital costs for replacement or upgrading community infrastructure are likely to be a significant drain on Council resources for the next 15 years.

### What Senior Residents Told Us

- Retirement villages and nursing homes should be located centrally with good access to medical and other support services, shops and leisure activities.
- Residential aged care facilities should be located near to or integrated with other community facilities to encourage participation in the community.





## What Community Stakeholders Told Us

- Future residential developments need to include provision for or access to, transport, support services, shops, community facilities, leisure and cultural activities.
- Concern that lack of available land will push older people's accommodation development to more isolated outskirts of towns.
- Look at developing more appropriate design options for housing and residential estates to provide for smaller households/lot sizes, lifestyle of older people and capacity for residents to "age in place".

## How Council Can Respond

- Consider the development of an Aged Accommodation Local Policy to ensure urban development and building design provides for the needs of older people in a sustainable way.
- Develop benchmarks for and encourage innovation in age-friendly building and urban design.
- Incorporate Healthy by Design / Environments for Health principles into planning schemes and guidance to builders / developers.
- Incorporate Healthy by Design into key Council strategies / programs / policies (eg small towns and communities).
- Ongoing implementation of the Maintenance Program.

*"Thank you for your interest, we have been very happy in Morwell and have raised our family here and they have all had a good life here."*

### Quotes from the survey

*"Improve pavements for use by mobility scooters. More road access and even footpaths, better access into commercial premises."*

*"In this area I believe we are in most cases well serviced. It's up to everybody to find what suits there situation, etc. The retirement villages will be great for many people also for Moe."*



#### **4.2.10 Advocacy and Influence**

Latrobe City Council will foster, encourage and develop avenues to ensure the needs and aspirations of older people are communicated to all levels of government and integrated into community planning.

#### **Issues and Challenges**

- Whilst there are a number of services and organizations focussed on older people, there are very few representative bodies able to advocate on behalf of the general older persons population.
- The needs and aspirations of older people should be considered in all decisions and policies of Council. Currently there is no mechanism available to Council to facilitate this.
- There is limited recognition of the leadership provided by older people in the mainstream, CALD and Koorie communities.

#### **What Senior Residents Told Us**

- Many older people retain an interest in community affairs and are passionate about their locality and its development.
- Whilst a number of organizations such as Probus or service clubs, provide an avenue for representation of the views of older people, many older people are not able to participate directly.

#### **What Community Stakeholders Told Us**

- Inclusion of older people in decision making at all levels of Government is vital to ensure decisions and policies are appropriate and to foster community building.
- Involvement of older people in service planning, monitoring and review is essential to ensure ongoing quality and accountability
- Support for advocacy and community leadership for older people is available from local, regional and statewide organizations.
- The needs of older people caring for family, friends or others needs to be acknowledged and supported by the community and Council.





## How Council Can Respond

- Develop opportunities for older people to be represented and advocate to Council and other organizations
- Explore the development of community leadership programs for older residents
- Support the involvement of peak bodies such as COTA in local advocacy, leadership and initiatives.
- Explore ways to support older caregivers in partnership with key stakeholders

## Quotes from the survey

*“Facilities such as ‘Village Life’ owned by council, run by council and assisted by government and improvements suggested. I believe it would be ideal for older people because one can live with independence, for as long as they wish.”*

*“Would like to see a modern nursing home closer to Churchill. The newest reasonably acceptable nursing home is in Moe where my wife is a resident and the distance makes visiting difficult.”*



*“More information on what help is available as one grows older and more frail. Some idea of where one goes to get information on having a live in carer and what expense is involved.”*





#### **4.2.11 Information and Communication**

Latrobe City Council will adopt a proactive approach to communicating with older people and ensuring information is available in a diversity of media to assist older people.

##### **Issues and Challenges**

- Ensuring Council information is relevant, timely and accessible is a major challenge for all age groups.
- There is an increasing trend amongst many organizations toward electronic presentation of information through the internet and multi-media. This precludes many older people who are not able to or prefer not to access electronic forms of communication.
- The diversity of the older persons' population means that no single approach will be effective. Increasing complexity and cost of communications is a major barrier.
- For many older CALD people, culturally sensitive and tailored forms of communication are essential especially for those people for whom English is a second language.

##### **What Senior Residents Told Us**

- Council could improve the amount, quality and relevance of information provided to older people.
- Most older people reported a preference for face-to-face or brochures for information provision
- Many older people are not aware of all the services provided by Council and other organizations.
- Many older people are not aware of how to access information from or about Council and its services.

##### **What Community Stakeholders Told Us**

- Many older people are unaware of the support services available through the HACC program
- While information may be available for many services, a significant number of older people do not know where to access it.
- Greater use can be made of existing facilities and activities to incorporate information and facilitate communication. For example Senior Citizens Centres could host nutrition awareness days, hold expos of Council services.



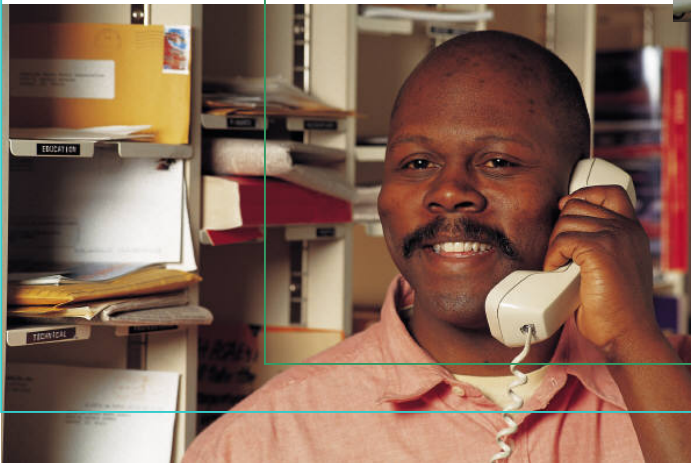
## How Council Can Respond

- Ensure that information provided by Council to older people is accessible, relevant and timely.
- Identify innovative approaches to information and communication
- Work with community organizations to incorporate Council information in existing activities.
- Encourage and promote the utilization of internet services at libraries and provide training programs for older people.

*What other activities should be available for seniors in our community?*



*“We have various clubs with activities; it is just a matter of contacting the local council for further information.” (quotes from the survey)*







## 4.3 SUMMARY OF STRATEGIC DIRECTIONS

Key Strategic Principle	Key Directions
<b>Respect and Recognition</b>	<ul style="list-style-type: none"> <li>▪ Develop a range of actions to recognize the importance of social history and diversity in Latrobe City.</li> <li>▪ Develop a range of actions to recognize the contribution of older people to the life and development of Latrobe City.</li> <li>▪ Implementation of key Council policies and strategies including the Disability Action Plan, Culturally and Linguistically Diversity Strategy, and Community Grants Policy.</li> <li>▪ Develop activities and facilities that promote intergenerational connections, such as the Churchill &amp; District Intergenerational Hub, Harmony Day, Senior Citizens Week, Latrobe festival etc.</li> </ul>
<b>Understanding Population Change</b>	<ul style="list-style-type: none"> <li>▪ Maintain ongoing research and monitoring of population change and trends to identify profile and needs of older people.</li> <li>▪ Work with stakeholders to identify community needs and gaps.</li> <li>▪ Work with key stakeholders including PCP, Government Departments, and private and community service providers to improve the coordination and planning of aged care services in Latrobe City.</li> <li>▪ Integrate Positive Ageing principles into the Small Towns Strategy.</li> </ul>
<b>Employment and Education</b>	<ul style="list-style-type: none"> <li>▪ Encourage new and existing enterprises to identify and cater for an ageing population market.</li> <li>▪ Develop mature workforce employment strategy.</li> <li>▪ Work with key stakeholders to identify and develop strategies to retain and retrain older workers.</li> <li>▪ Identify the impact of an ageing workforce on Council's services and operations and develop actions to demonstrate leadership in workforce development.</li> <li>▪ Encourage community access to lifelong learning opportunities.</li> <li>▪ Increase community access to education about planning for retirement and independent financial and legal information and counselling and advice for older people.</li> <li>▪ Development of Council's Volunteer Strategy.</li> </ul>



<b>Social Support</b>	<ul style="list-style-type: none"><li>▪ Advocate for increase in support services for older people including:<ul style="list-style-type: none"><li>○ HACC funding</li><li>○ Residential aged care facilities</li><li>○ Support for caregivers</li></ul></li><li>▪ LCC to continue to provide in-home and community based services for older people with an increasing focus on:<ul style="list-style-type: none"><li>○ Innovation</li><li>○ Access and inclusion</li><li>○ Specialization</li><li>○ Quality and practice improvement</li></ul></li><li>▪ Ensure access by older people to Council services and facilities is maximised.</li><li>▪ Work with the PCP and other stakeholders to improve access to services and facilitate effective coordination.</li><li>▪ Council's Disability Action Plan.</li><li>▪ Council volunteerism strategy is under development.</li></ul>
<b>Housing and Accommodation</b>	<ul style="list-style-type: none"><li>▪ Develop council planning guidelines / principles to assist planning and development of older persons' accommodations facilities.</li><li>▪ Aim to integrate Healthy by Design and Positive Ageing principles into Council Strategies and Policies, key projects such as Transit Cities, and into guidance to developers and builders.</li><li>▪ Encourage innovation in design for older persons' accommodation and encourage adoption of accessible housing principles into new housing design.</li><li>▪ Undertake research into effects of housing on social, emotional and physical well-being of older residents</li><li>▪ Work with housing organizations, developers, governments and older people to enhance access and choice to affordable housing.</li><li>▪ Identify options to improve the coordination and effective planning of residential aged care into the future.</li></ul>



<p><b>Active Living and Community Participation</b></p>	<ul style="list-style-type: none"> <li>▪ Development of community leadership models for older people.</li> <li>▪ Undertake a Positive Ageing plan to provide a focus for active ageing initiatives.</li> <li>▪ Integrate positive ageing principles into key Council strategies and policies (eg Open Space policy, Leisure and Recreation Policy, etc).</li> <li>▪ Develop a mobility and safety plan for older drivers.</li> <li>▪ Encourage older people to become involved in the planning of community events.</li> <li>▪ Development of community facilities that encourage intergenerational activities.</li> <li>▪ Ensure residents in aged care facilities are included in planning, running and participating in community events and activities.</li> <li>▪ Development of Council's Volunteer Strategy.</li> </ul>
<p><b>Transport</b></p>	<ul style="list-style-type: none"> <li>▪ Advocate for improved transport systems.</li> <li>▪ Identify opportunities to incorporate Positive Ageing principles into the Transit Cities project, residential developments and future transport planning, in order to better meet the needs of older people.</li> <li>▪ Implementation of the Footpath Maintenance Strategy.</li> <li>▪ Prioritizing repair work on footpaths near retirement villages.</li> <li>▪ Actions arising from the Latrobe Road Safety campaign.</li> <li>▪ Exploring more innovative approaches to community transport.</li> </ul>
<p><b>Health and Well-Being</b></p>	<ul style="list-style-type: none"> <li>▪ Develop strategies to attract additional allied health professionals to Latrobe City.</li> <li>▪ Development of a public safety strategy for older people including both safety in the home and in the neighbourhood.</li> <li>▪ Develop an active living strategy.</li> <li>▪ Contribution to health promotion and disease prevention through networks such as the PCP and HACC.</li> <li>▪ Contribute to actions by stakeholders to increase availability and access to information about health and well-being for older people.</li> <li>▪ In partnership with stakeholders, identify strategies and actions to address social, economic and environmental issues contributing to poor health outcomes for older people in Latrobe City.</li> </ul>



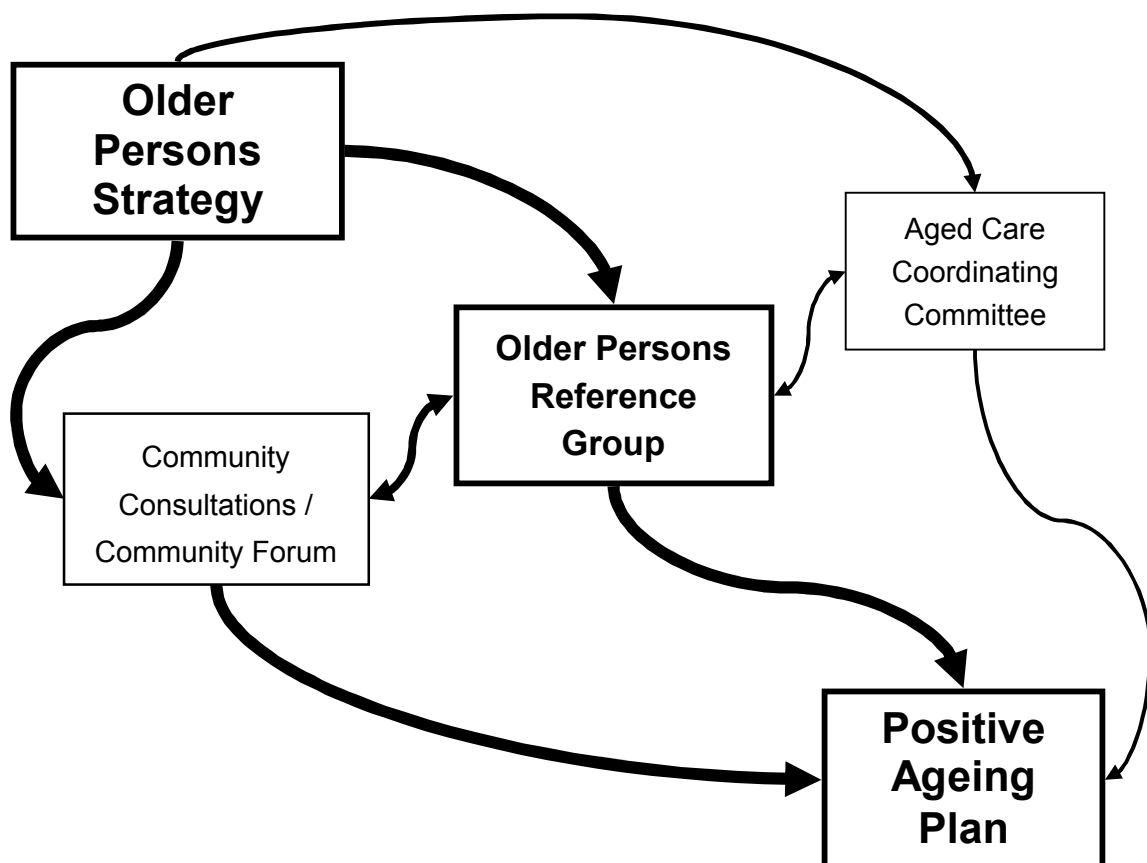
<b>Urban Planning &amp; Development</b>	<ul style="list-style-type: none"><li>▪ Consider the development of an Aged Accommodation Local Policy to ensure urban development and building design provides for the needs of older people in a sustainable way.</li><li>▪ Develop benchmarks for and encourage innovation in age-friendly building and urban design.</li><li>▪ Incorporate Healthy by Design / Environments for Health principles into planning schemes and guidance to builders / developers.</li><li>▪ Incorporate Healthy by Design principles into key Council strategies / programs / policies (eg small towns strategy, Transit Cities).</li><li>▪ Ongoing implementation of the Footpath Maintenance strategy.</li></ul>
<b>Advocacy and Influence</b>	<ul style="list-style-type: none"><li>▪ Develop opportunities for older people to be represented and advocate to Council and other organizations.</li><li>▪ Explore the development of community leadership programs for older residents.</li><li>▪ Support the involvement of peak bodies such as COTA in local advocacy, leadership and planning initiatives.</li><li>▪ Explore options to enhance support to older caregivers in partnership with key stakeholders.</li></ul>
<b>Information and Communication</b>	<ul style="list-style-type: none"><li>▪ Ensure that information provided by Council to older people is accessible, relevant and timely.</li><li>▪ Identify innovative approaches to information and communication</li><li>▪ Work with community organizations to incorporate Council information in existing activities.</li></ul>



#### 4.4 NEXT STEPS

Five major initial activities are proposed as an outcome of the **Latrobe City Older Persons Strategy**:

1. A broad-based community consultation to identify specific actions and priorities arising from the Older Persons Strategy for Council and community stakeholders
2. Establishment of an Older Persons Reference Group, preferably as a committee of Council, to facilitate communication and representation of older residents with Council
3. Establishment of an Aged Care Coordinating Committee to help better plan and coordinate the delivery of residential and home-based aged care services
4. Development of a Positive Ageing Plan for Latrobe City, incorporating the outcome of the community consultation process
5. Development of urban planning and design guidelines to help facilitate an age-friendly community through the incorporation of Healthy by Design principles into strategic planning and infrastructure development.







## 5. EVALUATION, LEARNING AND REVIEW

The ongoing monitoring and evaluation of the Latrobe City Older Persons Strategy is critical to ensure that the strategies identified are implemented and that families' needs are met. This will be achieved by:

- Conducting annual client surveys and feedback focus groups and ensure results of these are communicated back to the community.
- Analysing monthly reports and recording trends and corrective action taken as required.
- Undertaking an annual review of performance against strategy and business/action plan targets.
- Establishing an innovations and improvements register to record learning that has occurred and actions that have resulted.
- Fostering a culture of innovation in older persons' services.
- Ensuring an annual review and planning session undertaken by the proposed Older Persons Reference Group to identify any client access, quality or system issues and recommend solutions.
- Undertaking staff performance reviews and supervision that discuss learning and development issues at the individual level.
- Participating in the Quality Standards processes which create an environment of learning and review.
- Conducting a positive ageing forum bi-annually that focuses on sharing and learning about industry best practice and research.
- Actively engage with the private providers to explore options to meet unmet demand.
- Initiating a comprehensive review of achievements against the outcomes identified in this strategy every two years and making recommendations to Council that ensure the actions in this strategy are consistent with Council's goals and meet the needs of the community.



## 6. COMMUNICATION PLAN

The importance of communicating this strategy to the community cannot be underestimated. A number of key stakeholders need to be informed and engaged in the strategy. They include:

- Government departments who need to provide funding.
- Staff whose work practice or reporting arrangements may change.
- Community providers who may be partners in service planning or delivery.
- Families who will have access to additional services and new programs.
- Councillors who set the strategic direction and monitor outcomes.

The communication plan outlined below will address the needs of different groups in the following ways.

STAKE-HOLDER	ACTION	COMPLETION
<b>Councillors</b>	<ul style="list-style-type: none"> <li>• Councillors will be briefed on the strategy.</li> <li>• Councillors will receive reports that outline progress against key dates for implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• March 2007 and May 2007</li> <li>• Ongoing</li> </ul>
<b>Government Departments</b>	<ul style="list-style-type: none"> <li>▪ Relevant departments will be consulted on the strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ June 2007</li> </ul>
<b>Latrobe Council Staff</b>	<ul style="list-style-type: none"> <li>• Council staff will be consulted on the implementation of the strategy and development of the Positive Ageing Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• July 2007 – June 2008</li> </ul>
<b>Community Providers</b>	<ul style="list-style-type: none"> <li>• Community providers will be invited to a forum to discuss the strategy and to develop a process to plan for the service.</li> <li>• Presentation will be made to the proposed Older Persons Reference Group to inform them of the strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• September 2007 and ongoing (Positive Ageing Plan)</li> </ul>
<b>Older People and their Families</b>	<ul style="list-style-type: none"> <li>• Older people in Latrobe and their families will be consulted</li> <li>• As new initiatives and program changes are implemented, residents will be advised through the 'information and promotion strategy' proposed as a key outcome in this strategy. Older people will be involved in providing feedback on strategies and initiatives annually.</li> </ul>	<ul style="list-style-type: none"> <li>• September 2007 and ongoing (Positive Ageing Plan)</li> </ul>

## 7. CONTACT INFORMATION

For information related to this strategy please contact:

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## 8. GLOSSARY

ACAT	Aged Care Assessment Teams
ALGA	Australian Local Government Association
CACP	Community Aged Care Packages
COTA	Council Of The Ageing
DHS	Department of Human Services
DSE	Department of Sustainability & Environment
EACH	Extended Aged Care Packages
HACC	Home and Community Care Program
LCC	Latrobe City Council
LCHS	Latrobe Community Health Services
MAV	Municipal Association of Victoria
PAG	Planned Activity Group
SRS	Supported Residential Services



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## APPENDICES

### Appendix 1 – Discussion Paper



## Latrobe City Council Older Persons Strategy

### Why is Council developing a Strategy?

Council is implementing a Positive Ageing Strategy to provide a clearer understanding of the issues and opportunities arising from the changes in the population in Latrobe.

The ageing population is a reality, particularly in regional Victoria. People are generally living longer and the older population now spans about 40 years from 55 years to 85 years plus. Along with this extended age span has come a change in approach to, and engagement of older people in employment, leisure, community and family relationships.

By 2021 the number of people aged 60 years and over in Latrobe City is expected to increase from 17% to 29% of the population.

This presents a challenge to Latrobe City Council in a number of areas including service delivery, facilities and infrastructure, revenue and expenditure, urban design, recreation and social amenities. In effect Latrobe City will need to make a transition from a predominantly young population base and socio-demographic profile to one which maintains a strong focus on older residents.

There is also a worldwide trend to creating “age-friendly” communities, providing greater support and care services; employment and educational opportunities; activities; and physical and social amenity for older people.

### So what does an ageing population really mean for people in Latrobe City?

There are a number of significant changes that an ageing of our population may bring. Some of these are:

- **Population -**
  - Changes in the social makeup of the city
  - Different cultural, sporting and recreational interests



- Different social networks and goals in life.
- **Employment -**
  - Only one third of the 45-54 year age group is still in the workforce, but 55 years plus is increasingly seen as an active time in life
  - How we maintain and retain skills in the community?
  - How do we create more flexible work opportunities?
  - How do we ensure all age groups benefit from economic growth?
- **Social Support -**
  - An ageing multicultural community
  - Promoting independence and self-sufficiency
  - A safe and secure community
  - What resources will be needed to support frail aged in the future?
  - How do we reduce social isolation for older people?
  - How do we deal with an ageing workforce among support workers?
- **Housing-**
  - Changing family structures and needs lead to different housing needs
  - Effective planning and location of retirement villages
  - Linking accommodation to services, social support and networks
  - Links to transport and services
- **Leisure-**
  - Do we have the right mix of opportunities and facilities?
  - Passive and active recreation
  - Effective use of community resources
- **Transport-**
  - Cost, availability and suitability
  - Access – especially in smaller towns and some new estates
  - Type of transport and suitability for older people
  - Links to accommodation, services and activities
- **Health-**
  - Access and availability
  - Promoting independence and resilience
  - Chronic disease and environmental issues
  - Access to information and support
- **Urban Planning and Development-**
  - Availability of suitable housing
  - Cost and location
  - Effective planning for new estates



- Provision of community infrastructure
- Guidelines for developers
- Physical improvements to neighbourhoods to improve safety, security and amenity for older residents

### **What will the strategy do?**

The Positive Ageing Strategy will:

- ▶ Focus on the impact of the older population on industry, business and community services, planning and development;
- ▶ Articulate Council's approach to and responsibilities for these impacts;
- ▶ Progress partnerships with other levels of government and with the community in addressing these impacts;
- ▶ Enhance and promote the contributions of the older population to the life of the municipality, and
- ▶ Provide a vehicle for monitoring the outcomes of interventions and activities on the wellbeing of the municipality.

### **What are the key areas of interest for this strategy?**

Council is interested in hearing the views of people who are 55 years of age and older groups, and also the views of people 45 years and over about housing, leisure, workforce, transport, health and education, planning and development, and support services

Key areas of interest to Council will include:

- ▶ **How satisfied are residents in these older age groups with living in Latrobe? What are the key drawcards of this municipality?**
- ▶ **What aspects of community life could be improved to enable a high standard of wellbeing for older residents and their families?**

### **In the next 5 – 15 years:**

What are the intentions of the older residents in remaining living in the Shire or moving elsewhere? What influences decisions regarding relocation?

What styles of housing are older people interested in living in, including rural allotments and cluster style housing? Is there a need or preference in the older population for apartment style housing close to services?

What are the intentions of the older residents in continuing to participate in the workforce (both paid and unpaid)?

How are the personal support needs of older people going to be provided?

What kinds of leisure and family activities are people intending to pursue?



### **What will Council do with this information?**

The consultation process will help inform Council about the views and preferences of residents for key issues related to service planning and development. This information will also guide Council in its relationships with industry, the business sector and government regarding ways to support and sustain an ageing population.

### **How can residents help develop this strategy?**

Latrobe Council would appreciate the assistance of groups and associations in enabling Council staff and representatives to attend meetings and discuss this Strategy with members and participants.

Council staff will soon make contact with selected organisations across the municipality, to ask for this assistance.

For further information about this strategy please contact

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## Appendix 2: - Outline of Service System

### CURRENT SERVICE SYSTEM

There are various layers, which construct the service system within which we operate, consisting of Commonwealth, state, local government and private organizations. This section will provide detailed information regarding the range of services which form the Commonwealth/State funded aged care system, and provide detail as to the involvement of private organizations operating within Gippsland.

#### 1 RECURRENT SERVICES

##### **Aged Care Assessment Teams:**

The Aged Care Assessment Service (ACAS) provides an assessment service to enable people to gain access to a range of funded support services, both residential and community based. This program is jointly funded by the Commonwealth and State Governments and is administered at regional level by the State. The Gippsland ACAS is funded via Latrobe Community Health Service, and operates from a number of office sites located throughout the region.

##### **Aged Care Residential Services:**

The Commonwealth Government provides funding to all approved facilities for the provision of residential accommodation for those people who have support needs that cannot be managed within a community setting. Entry to residential facilities is determined by the completion of an assessment by the Aged Care Assessment Team. There are two levels of care provided, nursing home accommodation (high care) or hostel accommodation (low care). The State Government also provides funding to Public Sector Facilities (those managed by Hospitals), to assist with the management of these facilities.

The Department of Human Services Quality Improvement Unit (based in the Department's central office in Melbourne) provides support to the Public Sector Facilities, to ensure accreditation and standards are maintained, this role is performed in conjunction with the Regional Office.

##### **Supported Residential Services:**

Supported Residential Services (SRSs) provide accommodation and care for people who need support in everyday life, for example, people who are frail or have a disability. SRSs are usually private businesses. They do not receive government funding but must be registered with the State Government and are monitored to ensure they provide appropriate standards of care and accommodation, as defined within *the Health Services Act 1988*.





## **2 PALLIATIVE CARE**

Palliative Care provides coordinated medical, nursing and allied health services for people who are terminally ill, through the provision of physical, psychological, emotional and spiritual support for patients, families and friends. Services are provided both in the community and within the hospital setting and are delivered through most community health centres and hospitals in the Gippsland region.

### **Community Aged Care Packages:**

Community Aged Care Packages (CACP) are individually tailored packages of care services which help people with lots of different care needs to stay living at home by coordinating the different services they need.

### **Extended Aged Care at Home Packages:**

The Extended Care at Home (EACH) program is described as a very small, limited capacity program which enables frail aged people to remain in their homes, supported by high level care through an approved service provider. Gippsland's current EACH allocation is thirty packages [as at 2005].

### **Carer Respite Centres:**

Commonwealth Carer Respite Centres co-ordinate access to respite services in the local area; a 1800 number is provided to enhance access for people, Australia wide. Gippsland's Carer Respite Centre is managed by Latrobe Community Health Service, the number for this service is 1800 059 059.

### **Home and Community Care:**

The Home and Community Care (HACC) Program is a cost-shared program between the Commonwealth and State and Territory governments, and is administered in Victoria by the Department of Human Services. The program provides funding for a range of services that support people who are at risk of inappropriate admission to long-term residential care. The Program also supports their carers.

The Home and Community Care (HACC) Program delivers a range of services targeted to people who are frail aged or younger with a disability, who wish to remain living in their own home. The range of services provided under this program include, home care, personal care, property maintenance and delivered meals, services which are typically (but not exclusively) delivered by local government organizations. Typically, services within this program, which are delivered via community health centres and hospitals, are Nursing and Allied Health services (both centre based and home based). Funding is provided to a number of agencies that provide a comprehensive assessment service as part of their service.



### **Linkages:**

The Linkages program is a case management service, which has brokerage funds to purchase additional services for people whose needs cannot be met entirely by the usual level of HACC services. Linkages supports individuals with complex care needs to live independently in the community by providing individually tailored packages of care. The current Gippsland regional allocation of Linkages packages is 183, and is delivered by Latrobe Community Health Service from a number of office sites located throughout the region.

### **Falls Prevention Program:**

Whole of community projects have been developed in recognition of the growing body of evidence that suggests older people move across and between services within their local community. Whole of community projects provide opportunities for health service providers to work together to develop a safe environment for older people to live and go about their business.

### **Support For Carers Program:**

The Support For Carers Program is designed to provide carers and care recipients with information and support. The program enables consumers to access an integrated range of support mechanisms, through the provision of either a Carer Support Worker or Carer Resource Worker. Brokerage funding enables the provision of a flexible range of support options. The Latrobe Community Health Service delivers this program regionally.

### **Community Connections Program:**

The Community Connections Program (CCP) is jointly funded by the following State funded program areas: HACC, Aged Care and Mental Health. CCP aims to increase access to mainstream and specialist services for adults and older people with unmet complex needs who are homeless, at housing risk or living in low-cost accommodation. The model centres on assertive outreach and has access to a flexible pool of funding to enable the provision of practical assistance and support, with an aim to linking consumers into mainstream support and specialist services. This program is delivered regionally by Quantum.

### **24 Hour Emergency Booking Service (HACC Response Service):**

The objective of the HACC Response Service is to act as the incident contact for Personal Alert Victoria (PAV) consumers, who do not have family or other informal contacts who can respond to an incident. The HACC Response Service is able to provide a prompt home visit to provide personal support relating to illness, a fall, mobility problems or support and reassurance after a fright. The service is available regionally through Latrobe Community Health Service.

**Source:** *Department of Human Services, Aged Care services Profile – Gippsland Region, September 2005.*



## Appendix 3 – Consultation with Older People

### ***The Community Consultation***

The following is an extract from the information provided to respondents to the Positive Ageing Strategy in surveys and consultations:

*“Council is interested in hearing the views of people who are 55 years of age and older groups, and also the views of people 45 years and over about housing, leisure, workforce, transport, health and education, planning and development, and support services*

*Key areas of interest to Council will include:*

- *How satisfied are residents in these older age groups with living in Latrobe? What are the key drawcards of this municipality?*
- *What aspects of community life could be improved to enable a high standard of wellbeing for older residents and their families??*

*In the next 5 – 15 years:*

- *What are the intentions of the older residents in remaining living in the Shire or moving elsewhere? What influences decisions regarding relocation?*
- *What styles of housing are older people interested in living in, including rural allotments and cluster style housing? Is there a need or preference in the older population for apartment style housing close to services?*
- *What are the intentions of the older residents in continuing to participate in the workforce (both paid and unpaid)?*
- *How are the personal support needs of older people going to be provided?*
- *What kinds of leisure and family activities are people intending to pursue?”*



## Appendix 4 – Organizations Contributing

Organization	Persons Contacted	Date
Baptcare	Liz Arnold	25/10/2006
Calvary Silver Circle	Linda Lloyd, Service Coordinator	31/10/2006
Community Housing Limited (CHL)	Grant McNeill	21/2/2007
COTA-Victoria (Council of the Ageing)	Sue Hendy	16/2/2007
Creative House	Sarah Davies	12/2/2007
Department of Human Services	Tim Owen Angela Connors	27/11/2006
Department of Victorian Communities	Kath McEntee	6/12/2006
GARRS	Gaye Vinall	8/2/2007
Gippsland Areas Consultative Committee	Maree MacPherson	15/11/2006
Gippsland Multicultural Services	Lisa Sinha Peter Keverkordes	5/12/2006
Gippsport	David Roberts	21/2/2007
Latrobe Community Health Service	Antoinette Mitchell	29/11/2006
Latrobe City Disability Reference Committee	Members	1/5/2007
Lions Club - Moe	Barry Holt	12/2/2007
Municipal Association of Victoria	Liz Harvey	20/12/2006
Mitchell House	Toni Ripper	16/2/2007
Moe Heights Residents Group	Jenny Webb	16/2/2007
Morwell East Senior Citizens Centre	Members	31/10/2006
Morwell Returned Services League	Dennis Cleary	9/11/2006
NEIP L.C.C / Rotary Churchill	Mike Answerth	12/2/2007
Office for Senior Victorians	Genia Sawcyn	20/12/2006
Over 50s Association	Arnold Bates	20/3/2007
Ramahyuck Aboriginal Corporation	Hilton Gruis	20/11/2006
Senior Lecturer Engineering Monash University	Ray Beebe	6/2/2007
Southern Cross Care	Annette Wheatland, Regional Manager	25/10/2006
Traralgon Neighbourhood Learning Centre	Jenny Poon and Sandy Piening	14/2/2007
Traralgon Returned Services League	Kevin Hynes	14/2/2007
University of the Third Age (U3A) (Latrobe Valley)	Ed Vermeulen President	26/4/2007

In addition project team members met with participants of the Yallourn Heights and Traralgon (Park Lane) Planned Activity Groups, a group of younger Koorie people, and the Disability Reference Committee.