



City of Melton

Active and Engaged Seniors

4 August 2021

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1 Executive summary

The Melton City Council Active and Engaged Seniors Project (the Project) is funded by the Victorian Department of Health and Human Services (DHHS) in partnership with Melton City Council. The Project was commissioned in December 2019 and commenced on 12 February 2020, prior to the Covid-19 pandemic. At inception, the aim of the project was to: *‘co-design, co-develop and implement new programs under a newly established local senior’s brand, offering greater opportunities and encouraging increased participation in a wide variety of age-appropriate activities for seniors in the City of Melton.’*

Between February and April 2020, the following components were delivered.

- Community engagement plan.
- Literature review.
- Key messages, promotional materials and media schedules.
- Data collection development – survey tool and conversation guide.
- On-line collateral – background information, FAQ’s, survey and graphics.
- Two focus groups with seniors.

Due to the Covid-19 pandemic the scope and design of the project was modified, largely because of the inability to meet with, and intercept large numbers of seniors. It was not possible to fully undertake the co-design and co-development aspects of the project due to this restricted access to seniors. Repeated lockdown forced restrictions, but even when these were eased seniors were still hesitant to meet face to face. It was ultimately agreed with Council management that an expanded research component would be included to support and deliver credible and evidence-based findings.

By April 2020, all planned face-to-face engagement activities were postponed. The postponement continued until March 2021. However, the online survey was opened to the community in April 2020 as scheduled, resulting in 173 unique responses from people aged 55 and over who live in the municipality of Melton.

The revised Project Plan defined the additional tasks for completion by July 2021:

- Deep dive interviews with four national and international local governments.
- Redesign and redeployment of the online survey (survey 2) including an additional section on the impact of Covid-19 on activity and health.
- Two additional focus groups with seniors reflecting a cross-section of the Melton and Caroline Springs townships.
- Development of a draft report.
- Road test draft report with internal and external stakeholders.
- Presentation of final report to Council.

As the pandemic and further lockdowns continued into 2021, additional refinement of the plan was required. It was not possible to road test the recommended activities directly with seniors. The final project data was collected by the following methods:

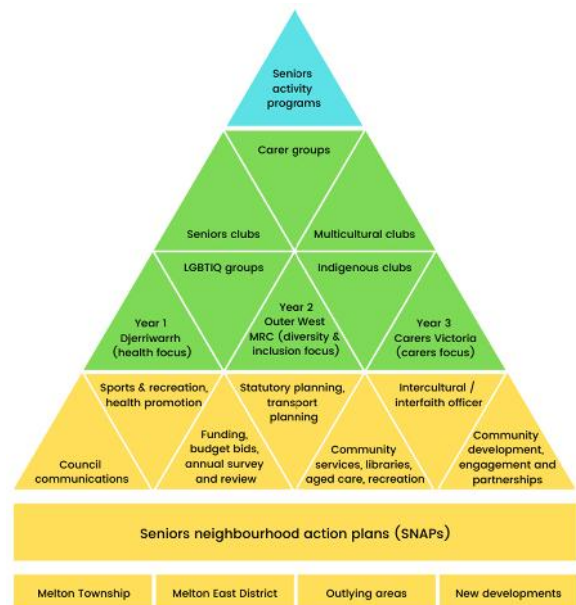
- Desktop research and analysis
- Staff workshop/s
- Seniors focus groups x 4
- Surveys 1 and 2
- Deep dive interviews with Australian and New Zealand local governments x 4.

The deep dive interviews provided an opportunity to engage with other councils who have a soundtrack record in active and engaged seniors programming, and in managing the impacts of Covid-19 for seniors.

The project findings have been synthesised and developed into a draft model for Melton City Council to deliver an Active and Engaged Seniors Program: **Seniors Neighbourhood Action Plans (SNAP)**. This model aims to address the gap between the current state and the desired state.

Recommendations to support the SNAP model fall into the following categories:

1. Developing a sustainable model of supporting seniors' activities.
2. Ongoing active seniors program coordination.
3. Working in partnerships and collaboration; targeting activities for vulnerable groups.
4. Delivering local activities.
5. Digital communication.
6. Peer to peer learning, advocacy, volunteering and engagement to enhance profile.
7. Encouraging new ways of working that are already being developed.
8. Addressing impacts of Covid-19.
9. Communicating the project's findings and gaining commitment.



2 About the project

2.1 Project Management

Melton City Council team:

- Project Manager, project inception, Nov 2019 to Dec 2020 - Sally Edwards, Coordinator Community Activation and Learning.
- Project Manager, Dec 2020 to project conclusion, Adam Josifovski, Acting Coordinator Community Activation.
- Darren Cunningham, Positive Ageing Officer.
- Lyn Harding, Community Activation and Learning, Team Leader.

Renton and Co:

- Desley Renton, Director.
- Michael O'Hanlon, Senior Associate.
- Richard Bruch, Associate.

2.2 Project objectives

Project objectives were as follows:

- Undertake a succinct review of quality emerging practice in engaging seniors.
- Develop an understanding of seniors' needs and aspirations for what constitutes good practice age friendly environments.
- Identify models of active and engaged senior's programs and initiatives.
- Identify active and engaged key service providers.

- Identify a suite of place-based, age-appropriate programs and activities that improve health, wellbeing and social connectedness.
- Identify the gaps between the current and desired state of participation.
- Identify barriers to participation.
- Deliver recommendations to address the existing and future needs of seniors in the City of Melton.

2.3 Community Engagement objectives

It was important that the community engagement process delivered:

- Accessible opportunities for community, partner organisations and service providers to meaningfully participate.
- Input from hard-to-reach groups.
- Increased internal and community capacity to deliver a pilot program.
- Information to support the development of a brand.
- Suggested mechanisms for future participation.
- Obtain and record data for future work across partners.
- Benchmark how actively people participate.

As part of the re-scope Council requested the consultants obtain additional data on the health and activity impacts of Covid-19. Additional information was also sought from seniors about their access to, and proficiency using digital devices, barriers to physical exercise, social interaction and use of Council facilities.

The survey was substantially refined and reissued online from 13 April 2021 until 28 May 2021.

2.4 Project methodology

The SNAP model and supporting recommendations have been informed and developed through:

- Desktop research and analysis
- Staff workshop/s
- Seniors focus groups x 4
- Surveys 1 and 2
- Deep dive interviews x 4



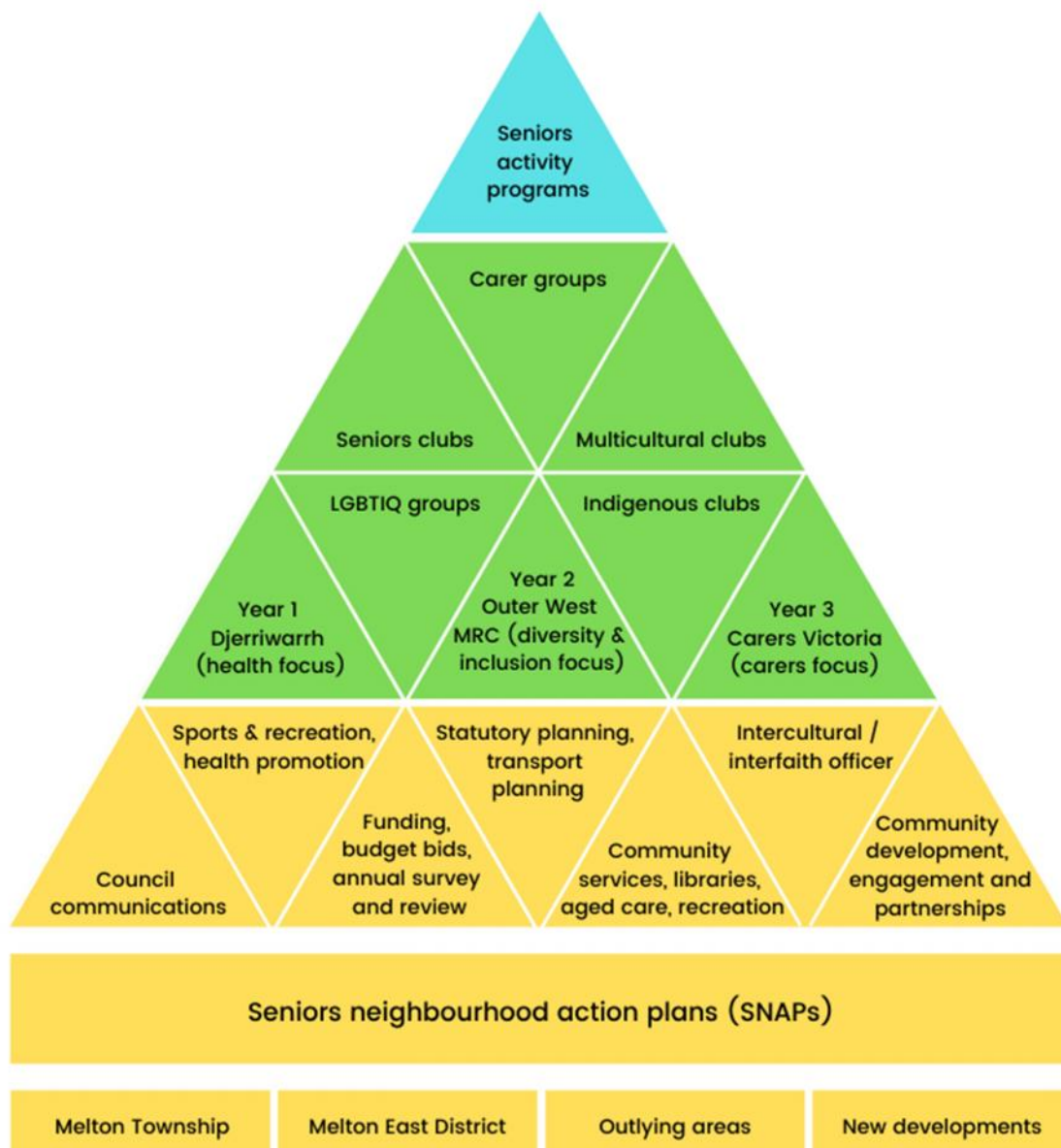


Community engagement planning workshop with Seniors Advisory Panel and Council staff, February 2020.

3 A framework for active seniors

The SNAP model details the systems (yellow) and partnerships (green) that are essential for enabling and supporting successful Seniors Activity Programs (blue). In this model:

- Seniors Activity Programs are run by local clubs, Council and providers.
- New partnerships are established by Council to ensure DHHS target groups can fully access activities, and existing partnerships with local clubs and service providers are strengthened.
- Seniors Neighbourhood Action Plans coordinate essential municipality wide Council services at a district level, to enable and support opportunities for seniors at a neighbourhood level.



3.1 Developing a sustainable model of supporting seniors' activities

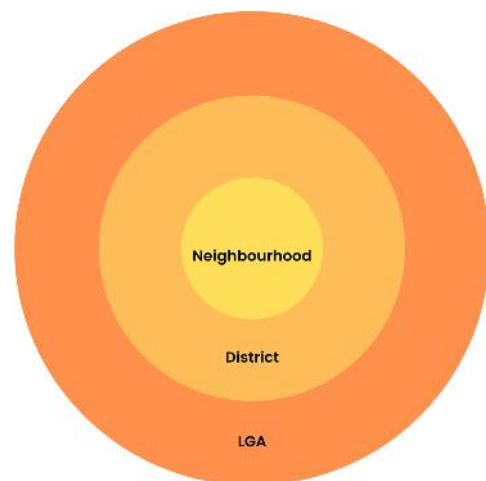
1. Council to develop a municipality wide program of Seniors Neighbourhood Action Plans that target interventions to the following districts and their neighbourhoods:

- a. Melton Township
- b. Melton East district
- c. Outlying areas
- d. New estates (future, under construction).



2. Three-year SNAP plans to detail:

- a. Target groups and their needs.
- b. Year 1, 2 and 3 priorities:
 - Year 1 - project design and consultation.
 - Year 2 and 3 - rollout of programs.
- c. Number and range of activities.
- d. Partners working together to deliver activities.
- e. The systems required to ensure success: funding, staffing, volunteer support, communication, training, IT facilities and transport.



3. Council to establish partnerships and programs within the SNAP model, to service seniors' groups that are identified as priorities by DHHS:
 - a. Expand and target current programs for seniors who are disadvantaged by providing activities at a local and district level.

- b. Address outreach to LGBTI and to Aboriginal seniors in conjunction with Djerriwarrh Health services and sub-regional Council partners.
- c. Address outreach to carers and care recipients in conjunction with Carers Victoria and sub-regional Council partners.
- d. Partner with Northwest Migrant Resource Centre to further develop programs for CALD seniors.

3.2 Supporting recommendations

Issue / opportunity	Key learnings	Supporting Recommendation
Ongoing active seniors program coordination.	● There are multiple options for ongoing planning, reviewing setting up and running of active ageing programs: ○ Auckland Council has an ongoing Seniors Advisory Committee which is a council of elders directly advising council on ageing issues. ○ New Zealand models tend to favour joint working committees auspiced by Council comprising senior reps, Council and other agency staff. ○ Discussions with Melton Council staff indicated a preference for a senior's reference group available to guide a smaller working group of Council and partner agency staff. ● Terms of Reference could include: ○ Establishing a three-year plan for senior's activities in Melton. ○ Developing partnerships between council and key agencies with a focus on DHHS priority groups. ○ Annual review of the plan.	4. Council decide upon a model of senior's program coordination for Melton.

Issue / opportunity	Key learnings	Supporting Recommendation
	○ Investigating Age Friendly Cities accreditation. ○ Organising training as required.	
Working in partnership and collaboration; targeting activities to vulnerable groups.	● The literature review and deep dive interviews indicated that some of the most innovative projects are coming out of collaborations between councils and other community-based organisations with specialist skills and knowledge relevant to the DHHS target groups. ● For many years Council has been the major provider of services to seniors in both Home and Community Care and through supporting seniors' groups. In a time of resource restraints partner agencies can maximize the impact of resources by working together to develop new programs, especially for the most disadvantaged groups. This will also ensure Melton seniors receive their share of federal and state funding. ● Council can amplify the impact of the project internally by harnessing skills and resources across Council and externally by close co-operation with organisations defined in Section 4 of this report '<i>4. Partnerships and targeting activities for vulnerable seniors.</i>	5. Council to undertake a partnership stakeholder analysis and use this information to adopt a partnership approach to planning and delivering seniors activities. 6. Council supports an existing network of agencies working in Melton through the Melton Service Provider Network https://www.melton.vic.gov.au/Services/People/Seniors-people-with-a-disability-and-carers/Melton-Service-Provider-Network. It is recommended this report be presented to the network and additional opportunities for partnerships identified. 7. Joint program planned and delivered with Djerriwarrh Health to address indigenous issues; Elizabeth Morgan House may also be able to assist. 8. Joint Program developed with Carers Victoria targeting carer information in the 55-64 age group.

Issue / opportunity	Key learnings	Supporting Recommendation
	● Indigenous community members are very often caring for extended family and find attendance difficult either because the event does not cater or they are time poor. ● Survey 2 shows that more people transition to retirement aged (55-64) have carer responsibilities (55%) than other age groups, including complex responsibilities for their children, grandchildren, parents and partners. 15% of people in this age group cite their carer responsibilities as a barrier to participation in healthy ageing activities. ● Some seniors reported a period of adjustment after loss (due to divorce, admission to residential care or bereavement).	9. Year 2, develop a recovery after loss program with Djerriwarrh Health. 10. Train and support CALD seniors to lead projects. 11. Identify innovative ways to engage LGBTIQ members in the programming and in the project.
Delivering local activities.	● New Zealand deep dive interviews demonstrated the idea of different catchments for different activities. There are excellent opportunities to trial local neighbourhood activities at the level of 40 to 70 dwellings - keeping in mind DHHS target groups, these could be trialled in the most disadvantaged or least connected neighbourhoods. These can be as simple as neighbourhood walking groups or good neighbour initiatives or as complex as neighbourhood audits to increase the liveability neighbourhoods for seniors.	12. Trial a project working at the local micro neighbourhood level in 2022.

Issue / opportunity	Key learnings	Supporting Recommendation
	Some groups such as Indigenous or LGBTIQ groups have high needs but low population density - in this case programs could be developed at an LGA or even sub regional level depending on cultural preference for transport and the catchment area of key partners. ● Survey 2 shows that more people living in Melton East District (32%) and in Outlying Areas (36%) identify '<i>I have no-one to go with</i>' as a barrier to participation, than people living in Melton Township (18%). ● Survey 2 shows that more people living in Melton East District (86%) and in Outlying Areas (73%) identify '<i>more activities close by in my local neighbourhood</i>' as a change that would make them more likely to participate in healthy ageing activities, than people living in Melton Township (48%).	

Issue / opportunity	Key learnings	Supporting Recommendation
Digital communication.	● Survey 2 respondents report high levels of mobile internet use including social media: ○ 94% own or access a mobile phone that they use to access the internet ○ 65% access the internet daily and a further 27% access the internet most days ○ 91% use or have used email in the past ○ 77% use or have used Facebook in the past. ● Focus group participants indicated willingness to use technology to connect.	13. Council to develop additional digital outreach capacity for seniors - mobile friendly and using Facebook and email to promote activities and events. 14. Using the example of Auckland Council consider holding regular video conferencing with senior's groups across Melton LGA.
Peer to peer learning, advocacy, volunteering and civic engagement to lift the profile of seniors.	● There is strong evidence for seniors responding well to a peer-to-peer learning model. This was especially relevant in the IT environment where seniors expressed a strong sense of safety and acceptance. ● Some models rely on volunteers to support and deliver programs. Volunteers were recruited from a wide range of sources and provided with training and support. ● Positive profiling of seniors and ageing encourages participation and improves perceptions of ageing.	15. Consider expanding the Melton Council Senior Ambassador program to provide a range of civic volunteering opportunities for seniors and civic recognition of their contribution to the Melton Community. 16. Consider a program like Logan Loves Seniors that would celebrate the contribution of seniors to the Melton community. 17. Build civic recognition and peer accreditation to branding exercise.

Issue / opportunity	Key learnings	Supporting Recommendation
Addressing impacts of Covid-19.	● The results of Survey 2 and experiences of seniors during lockdown in 2020, demonstrate that the end of lockdowns is not the end of isolation for many seniors – the two local seniors' groups at Seniors Centre in Melton have both seen a drop (30-50%) of members since lockdown ended. Seniors in leadership positions at the Clubs are in the older age group that feel more vulnerable than younger seniors. ● Survey 2 shows an emerging preference among seniors for more interactive activities that require active social interaction, such as: day trips; coffee, chat & social time; community lunches. ● Survey 2 shows that seniors (59%) across all age groups and geographic locations highlight <i>'more activities close by in my local neighbourhood'</i> as the number one change that would make them more likely to participate in healthy ageing activities. ● Council staff identify seniors' perceptions of Covid safety as a barrier to participation.	18. Develop a leadership succession and business continuity plan for at risk senior's groups managing closure or change as required. 19. As it becomes safe to do so, introduce programs that provide explicit opportunities for social interaction and reengagement in a small group setting. 20. Introduce options for local neighbourhoods and districts to make activities more Covid proof. 21. Work with Council's communications team and health promotion team and Djerriwarrh Health to develop a comprehensive communication strategy to address Covid fears amongst seniors and encourage careful reconnection between seniors. Campaign could include: a. Add Covid safe logo onto communication materials. b. Proactively change narrative to incorporate Covid safe messages using social media e.g. Facebook campaign. Djerriwarrh Health and North West Migrant Resource Centre as potential partners. c. Review hard copy communication strategies.

Issue / opportunity	Key learnings	Supporting Recommendation
Encouraging new ways of working that are already being developed.	● Council staff advised that because the project was slowed by Covid-19 they have already implemented some changes. Council's twenty-five community centres and neighbourhood houses have increased the number of senior activities happening. An internal review of social support and respite programs is addressing: ○ How could respite programs be tailored more to meet individual needs? ○ How could respite services be used to take seniors into the community, into neighbourhood houses, seniors centres, libraries etc. in a similar way to respite programs council runs for young people with disabilities. ○ How could respite programs give carers a break and provide high quality opportunities for seniors who need care?	22. Complete internal review of respite services to establish programs that give carers a break and provide high quality opportunities for seniors who need care.
Communicating the project findings and gaining commitment	● Good practice CE ensures that those impacted by and interested in the outcomes of a project are informed of how community input will influence the decision. ● Seniors expressed a desire to be informed and to continue to support the project, stating that	23. With seniors: a. Run a Zoom session for all seniors who want to come along. b. Consultant presentation face to face with ageing well network, to challenge senior's groups about their

Issue / opportunity	Key learnings	Supporting Recommendation
	they felt many others would participate if they had access to the information on options. ● Service providers are in a unique position to pass on information to clients and to modify programming to incorporate learnings.	thinking so that they're aware about where seniors are at the issues they're facing. 24. With Council staff and potential project partners: a. Run two workshops with community care staff and community planning activation staff, to present results of surveys and inform them about issues, opportunities and what seniors are interested in. Share it with community care workers. First workshop - a good opportunity to bring our team together to present information, get thinking rolling and second workshop to begin planning specific projects or activities.
Measuring service improvements	● Project demonstrated programs and preferences could be measured, to set a baseline for improvement	25. Establish a senior's activity database measuring activity in the financial year 21/22 and tracking participation numbers year on year. The database to include number of high needs residents accessing services and number of seniors accessing programs at Council community centres. a. Council seek qualitative data on seniors' activities preferences by issuing a seniors participation survey each year, based on the

Issue / opportunity	Key learnings	Supporting Recommendation
		survey developed in this project and using data from the survey to refine and update the program. b. Council regularly test whether forecasts were accurate and whether Council interventions had intended or unexpected impacts.

4 Partnerships and targeting activities for vulnerable seniors

4.1 Partnerships

Proposed partner	Existing services	Opportunities
Djerriwarrh Health: - Have a health promotion exercise physiologist and health coach on staff. Offices in Melton Township Caroline Springs and Sunshine. - Ran a successful <i>Sloppy Slippers</i> campaign on falls prevention with Council	Have a health promotion exercise physiologist and health coach on staff. Offices in Melton Township Caroline Springs and Sunshine. Ran a successful <i>Sloppy Slippers</i> campaign on falls prevention with Council.	- Outreach to indigenous seniors - Engagement with LGBTIQ+ seniors - Health education and promotion especially in response to Covid health impacts and vaccine hesitancy
Carers Victoria: - Main base in Footscray - Recently management has met with Council	A Carer Drop-in Centre is being set up in Melton Township that could also be a base for education programs	- Using council community care staff design and run respite programs that will create more social opportunities for both carers and care recipients - Contribute to transition to retirement program that provides age group 55 to 65 with information about carer support

Proposed partner	Existing services	Opportunities
Northwest Migrant Resource Centre: ● Aged Care & Disability Services Team Leader	In other LGAs very involved in supporting CALD seniors and running senior day care	● Provide information on Covid and Covid safe activities in Community languages ● Support Multicultural Seniors groups

4.2 Targeting activities for vulnerable seniors

Target group	Existing services	Opportunities
Indigenous	- Aboriginal and Torres Strait Islander Engagement Officer at Melton Council - Aboriginal and Torres Strait Islander Community Health Nurses at Djerriwarrh Health - Support with Close the Gap Health Checks, chronic disease, referrals to other health and community services.	- Joint program planned and delivered with Djerriwarrh Health - NB Elizabeth Morgan House may also be able to assist
CALD	1/3 of the 35 seniors' groups supported by Council are CALD focused	Engage with North West Migrant Resource Centre
Carers	There may be capacity in the PAG program that potentially could fund new supported senior's activity programs that also provide quality respite	Joint Program developed with Carers Victoria targeting carer information in the 55 -64 age group
LGBTIQ+	While there are currently no senior programs Council staff have been undertaking training in trans and LGBTIQ+ sensitive service delivery	Joint Program developed with Djerriwarrh Health, the Gender and Sexuality Commissioner and Thorne Harbour Health

Target group	Existing services	Opportunities
Transition to retirement (55 to 64)	● Not aware of these services being currently offered	● Joint Program developed with Carers Victoria targeting carer information in the 55-64 age group.
Dealing with Grief and Loss	● Not aware of these services being currently offered	● Yr2 Develop a recovery after loss program with Djerriwarrh Health.

5 Key findings

5.1 Deep dive interviews



Renton and Co undertook deep dive interviews with key staff in four Local Governments:

- Napier City Council in New Zealand
- Auckland Council in Aotearoa New Zealand
- City of Logan in SE Queensland
- City of Hobart.

The key suggestions to emerge from these interviews have been incorporated into the recommendations. The key suggestions are:

Working in partnership/s

The process of building relationships between people and organisations is as important as the result.

“We have really learnt the value of working in partnership with other agencies and organisations and with an external facilitator – helps people keep focus on task at hand rather than focus on current issues with Council” - Auckland City Council

Within a Covid-19 environment the above Councils were applying a mixture of face to face and digital means to collaborate with partners and seniors.

Local neighbourhood focus

There is merit in local neighbourhood action by seniors to improve the environment and to establish interactions within walking distance. For example, Napier Council uses the OPERAT tool (Older Persons External Residential Assessment Tool <https://www.operat.co.nz/>).

Older people use the tool to assess how well their local residential area meets their physical, cognitive and visual needs (a neighbourhood is 40 to 70 dwellings in walking distance).

Look out for your neighbour campaign: <https://www.napier.govt.nz/napier/community-development/look-out-for-your-neighbour/> and a few resources attached from the various iterations. A general good neighbour community campaign that could be sponsored by Seniors and Council and / or Community Centres

<https://www.neighboursday.org.nz/resources>

Comfort and ease in senior's spaces and variety of offer

Some Councils highlighted the importance of spaces that are homely, light and warm. Hobart City strongly recommended seniors spaces that do not follow a bureaucratic formula. Preferably activity spaces should be easy to get to and 'on the way' to somewhere else like a shopping centres or Doctor's surgery. While it is important to deliver activities that are requested by seniors, it was also recommended that new and challenging activities are introduced to stretch participant's comfort levels.

Meaningful volunteer and partner activity

Some Councils had very good mechanisms for connecting with volunteers. The volunteers brought new skills and world perspectives into the senior's programs that would have been difficult to find otherwise. The budget savings also meant that a wider range of services could be offered without overextending Council.

- Recruit young people as volunteers e.g. international travellers.
- Be the first option for volunteers.
- Partner with other organisations to build connection and variety e.g. neighbouring childcare programs.

Council advocacy and communication: positive ageing

Taking a leadership approach to the promotion of positive ageing was important for these Councils.

- Routinely insert positive ageing messages in all communication e.g., 'Logan Loves Seniors' mantra.
- Adopt a leadership role across senior's organisation by brokering collaboration.
- Support and advocate for community wide celebration of seniors.

Emphasis on IT literacy

All Councils placed a heavy emphasis on IT literacy. This became especially important in a Covid and post Covid environment.

- Seniors teaching seniors - peer to peer learning model delivered the best results.
- Ensure training is relevant - zoom to family/banking etc.
- Consider the identification of funding for/purchase of iPad to support learning uptake.

5.2 Surveys

Survey 1 was conducted online from April 2020 until September 2020 and received 180 unique responses. Survey 2 was conducted online from 13 April 2021 until 28 May 2021 and received 128 unique responses. Survey 2 incorporated most questions from Survey 1, with additional questions related to technology use and impacts of Covid-19 that were requested by Council staff in the light of their experience supporting seniors in a time of Covid-19 lockdowns.

The results of both surveys are presented in a cross-tabulated spreadsheet, attached in '*Appendix 5 - Survey 1 & 2 Results*'. This spreadsheet includes the questions asked in each survey.

The following demographic segments were extracted from the survey data and analysed comparatively:

- Geographic segments:
 - Melton Township
 - Melton East District
 - Outlying areas
 - New developments (excluded from analysis due to low number of responses)
- Age group segments:
 - 55-64
 - 65-74
 - 75-84
 - 85+ (excluded from analysis due to low number of responses)

	Survey 1	Survey 2
Number of respondents (n)	180	128
Reside in Melton Township	61.45%	67.97%
Reside in Melton East District	30.17%	21.88%
Reside in Outlying Areas	7.26%	8.59%
Aged 55-64	39.60%	26.19%
Aged 65-74	48.04%	54.76%
Aged 75-84	11.73%	16.67%
Aged 85+	0.56%	2.38%

Survey limitations:

- Due to project delays and social changes associated with Covid-19, a second amended survey was completed one year after the initial survey. These surveys are not suitable for aggregation due to non-homogenous samples.
- Despite some variance in sample population composition between survey 1 and survey 2, these surveys are likely suitable for longitudinal study and may form a baseline for future surveys.
- Due to Covid-19 restrictions all survey responses were received through an online survey. Results are likely to be skewed towards respondents with a higher level of digital literacy than the broader Melton 55+ population.
- Due to Covid-19 restrictions, plans to recruit survey respondents from various locations were modified. Survey respondents were recruited through existing Council networks and contributed their responses online. It is likely the results are skewed towards respondents who have a higher level of engagement with existing Council programs and services.

The following pages provide snapshots of comparable results from survey 2 for each of the geographic and age group segments.

Melton Township

67% of Survey #2 respondents reside in Melton Township. People here are less culturally diverse, prefer to walk and cycle (76%) and are confident using technology daily (63%) including mobile phones (93%), email (92%) and Facebook (77%). Compared to people from other areas, Melton Township residents have high past participation rates in healthy ageing activities (3.4 activities per respondent) and moderate forecast demand growth (x 1.37). Melton Township residents want new and different activities held in their neighbourhood, especially at Melton Library (72%) and Melton Waves Leisure Centre (28%).

01 Demographics

Do you reside in Melton Township?

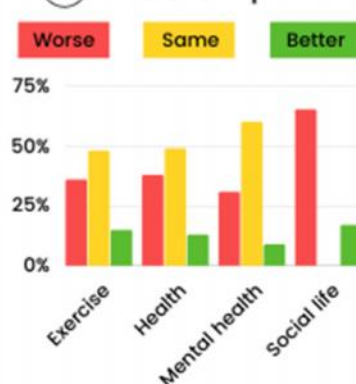


02 Health & wellbeing

How active are you?



03 Covid-19 impacts



As I age...

"My health and wellbeing are becoming more important."

Impact of Covid-19

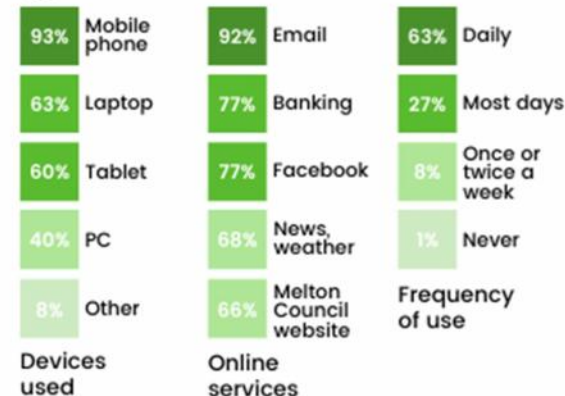
"It has changed our friend networks. People don't go out now like they used to. It's like we lost our freedom and are changed forever more. The closeness we had in our friend networks has gone."

04 Activities & programming

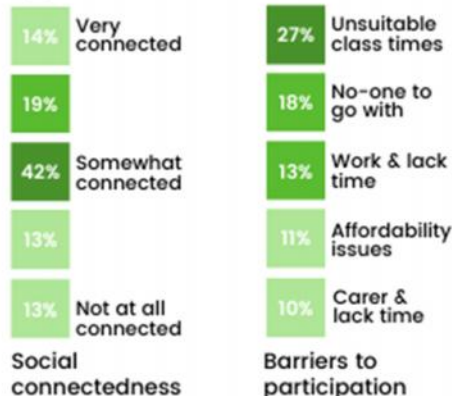
Most popular activities



05 Technology



06 Social contact



How to increase participation?



Ideas for new activities

"A better range for those that already are technology savvy but need a little more help, more chat groups that are not just for the retired but the older working force."

"More family history classes at library and more concerts music is fabulous for social interaction with friends in our community."

Melton East District

22% of Survey #2 respondents reside in Melton East District. Compared to Melton Township, Melton East District residents are more culturally diverse, feel less socially connected and walk and cycle less (39%). They use technology daily (91%) including mobile phones (96%), email (86%) and Facebook (79%). Their past participation rate in healthy ageing activities is low (2.6 activities per respondent) and their forecast demand growth (x 2.36) is high. Melton East District residents identify lack of local activities (86%) as the greatest barrier to participation that they face.

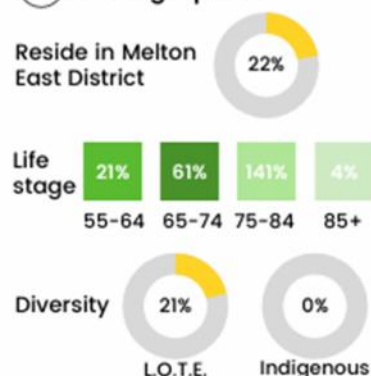
As I age...

"I would like to become more active within the community, meet new people and get a feeling of belonging."

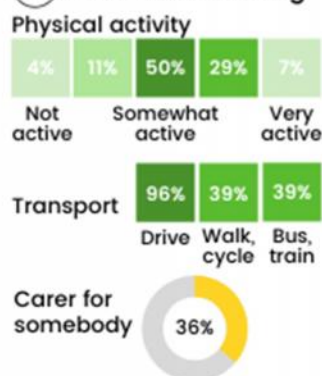
Impact of Covid-19

"Once you stop doing things it is very hard to get back to it again."

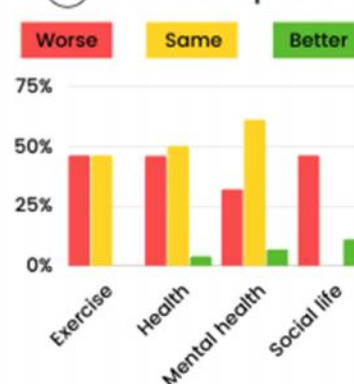
01 Demographics



02 Health & wellbeing



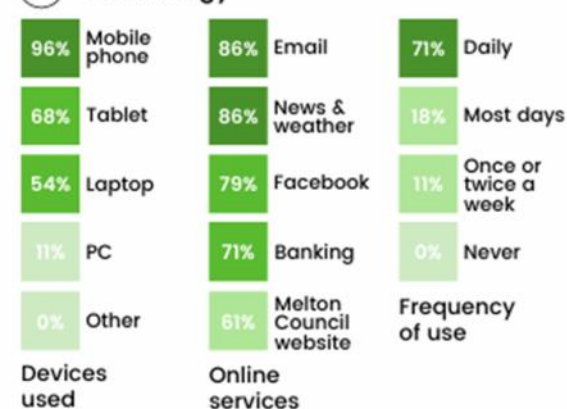
03 Covid-19 impacts



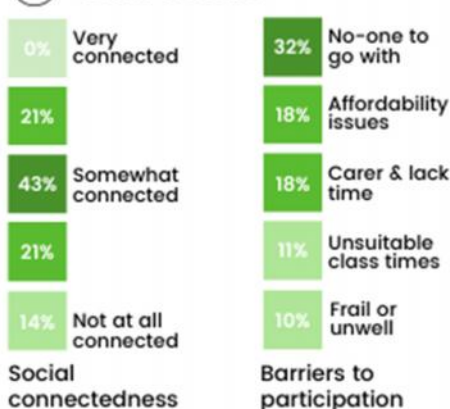
04 Activities & programming



05 Technology



06 Social contact



Ideas for new activities

"Trip to city. Day trip to the countryside. Lunch or afternoon tea. Swimming outing in countryside. Easy walks in the countryside."

"One on one carer match ups, like a buddy system. A go to person that is going through the same difficulties as me."

Outlying areas

9% of Survey #2 respondents reside in Outlying Areas. People in these dispersed locations are culturally diverse, relatively young, depend on cars to get around and walk or cycle infrequently. They use technology daily (64%) including mobile phones (91%), email (91%) and Facebook (64%). Their past participation rate in healthy ageing activities is high (3.7 activities per respondent) and their forecast demand growth is moderate (x 1.39). Residents of outlying areas want more local activities (73%) and highlight transport connections as a barrier to participation (27%).

As I age...

"I would like to know that there are services in place to help me stay in my own home for as long as possible."

Impact of Covid-19

"I put on weight, I feel very sleepy all the time. I felt very scared to be in contact with the others"

01 Demographics

Reside in Outlying Areas



Life stage



Diversity



02 Health & wellbeing

Physical activity



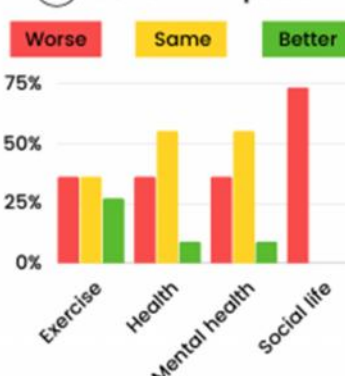
Transport



Carer for somebody

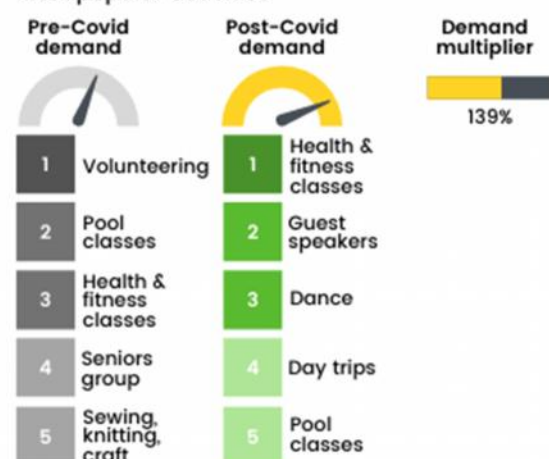


03 Covid-19 impacts

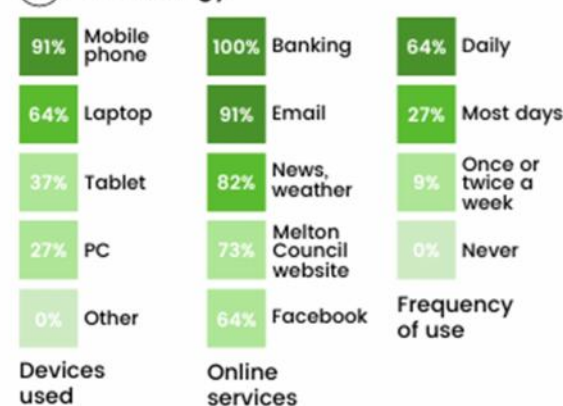


04 Activities & programming

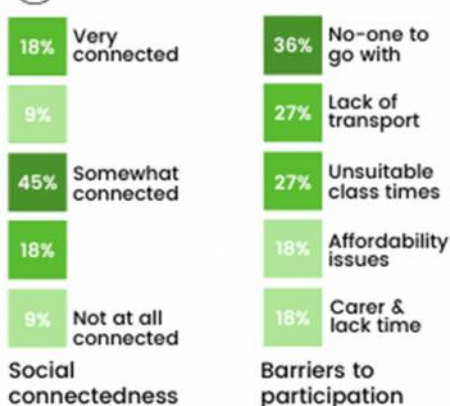
Most popular activities



05 Technology



06 Social contact



Making it easier to participate



Ideas for new activities

"Affordable outings statewide."

"Activities in Thorn Hill Park."

"Cycling group."

Transition to retirement (55-64)

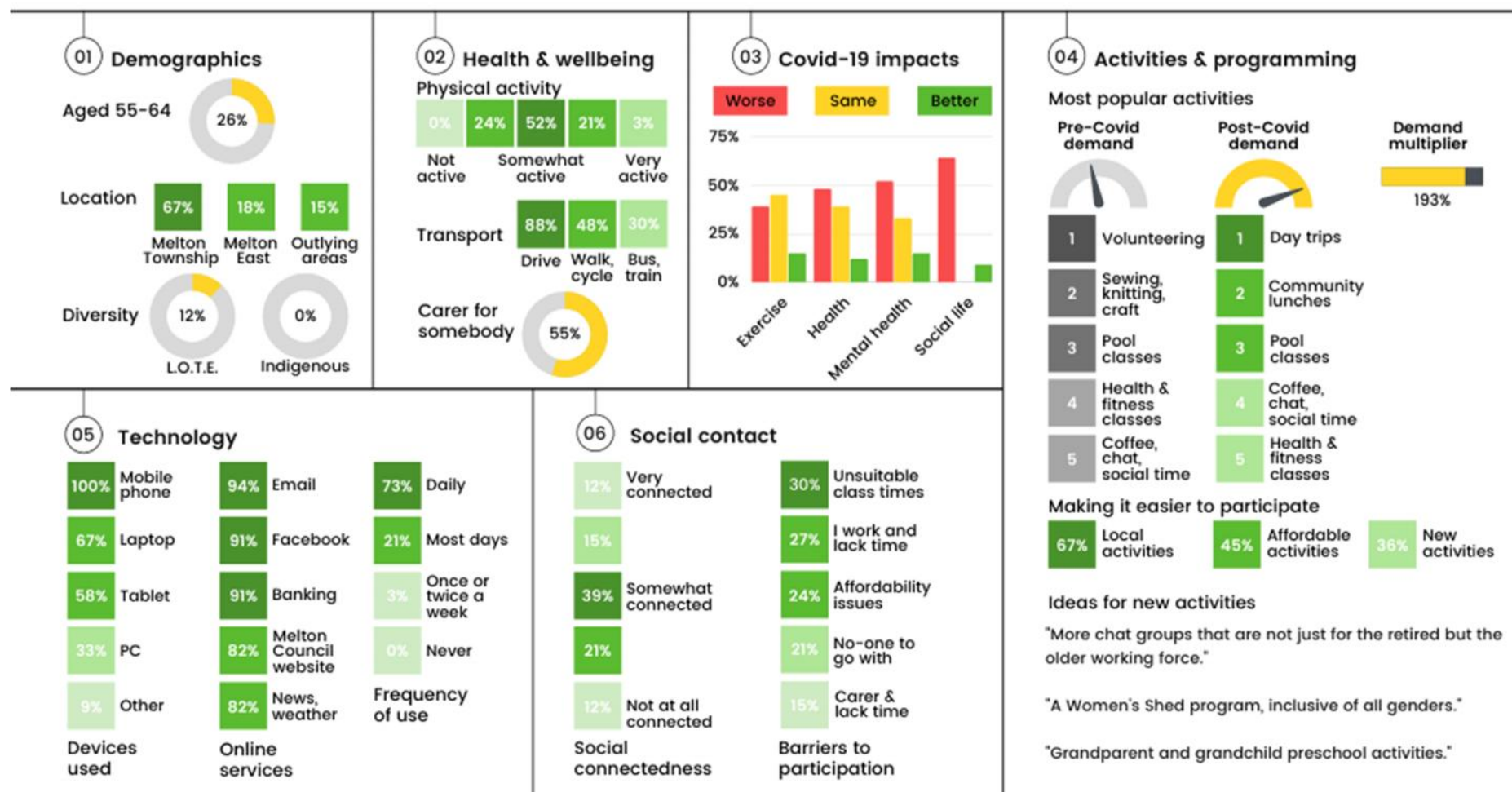
26% of Survey #2 respondents were aged 55-64 at the time of the survey. People in this age group report negative mental health impacts of Covid-19 (52%), lack time due to work (27%) and have complex responsibilities around caring (55%). They use technology daily (73%) including mobile phones (100%), email (94%) and Facebook (91%). Their past participation rate in healthy ageing activities is low (2.7 activities per respondent) and their forecast demand growth is high (x 1.93). They want more local activities (67%). Lack of suitable class times is a barrier to participation (30%).

As I age...

"I worry about my health and whether there will be anyone to look after me as well as I look after my partner with all his disabilities."

Impact of Covid-19

"Social and leisure activities have decreased. Not feeling confident to go out or use public transport to the city."



Newly retired (65-74)

55% of Survey #2 respondents were aged 65-74 at the time of the survey. People in this age group work less, have fewer carer responsibilities and report better mental health than people aged 55-64. They use technology daily (68%) including mobile phones (94%), email (91%) and Facebook (71%). Their past participation rate in healthy ageing activities is moderate (3.0 activities per respondent) and their forecast demand growth is high (x 1.80). They want more local activities (64%) with a focus on socially oriented groups.

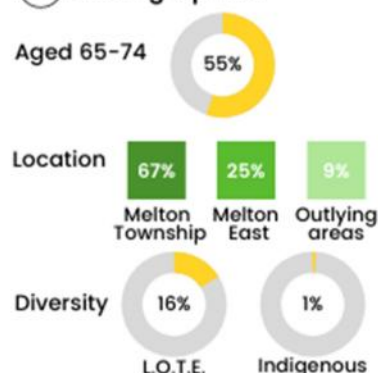
As I age...

"I find I still want to take part in some activities that I have participated in while living here in Melton. While I can it is good to socialize and make new friends."

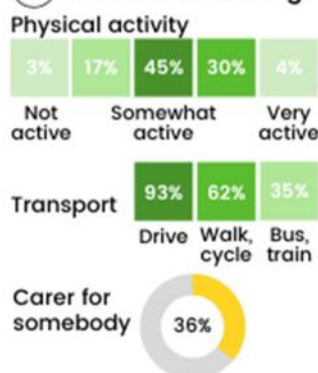
Impact of Covid-19

"Really didn't have a high impact as I am fortunate to have my family living in Melton."

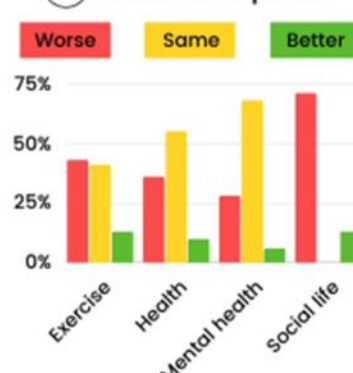
01 Demographics



02 Health & wellbeing



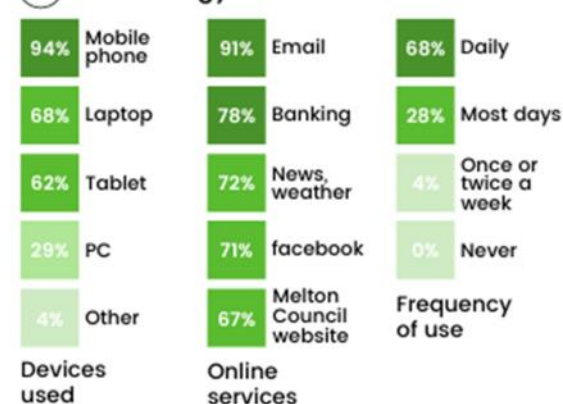
03 Covid-19 impacts



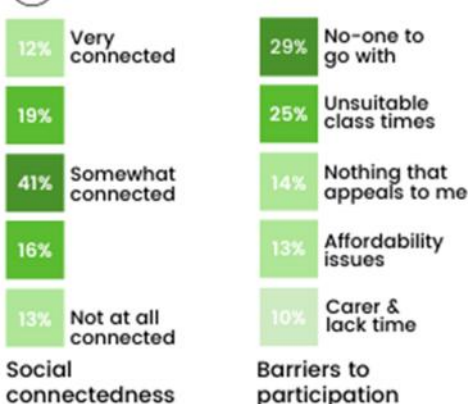
04 Activities & programming



05 Technology



06 Social contact



Making it easier to participate



Ideas for new activities

"Local day trips perhaps showing historical areas. First Nation tour of local importance."

"Getting seniors to become more familiar with email and then providing some ongoing practice over a number of regular periods to help them overcome their fear and get them familiar with public computer availability."

Seniors (75-84)

17% of Survey #2 respondents were aged 75-84 at the time of the survey. People in this age group have experienced less negative impacts due to Covid and feel more socially connected than people aged 55-64 and 65-74. They use technology most days or more (85%) including mobile phones (81%), email (86%) and Facebook (71%). Their past participation rate in healthy ageing activities is high (5.0 activities per respondent) and their forecast demand growth is low (x 0.78). They walk and cycle (90%) more than they drive (86%) and want more local activities (29%) and better transport (10%).

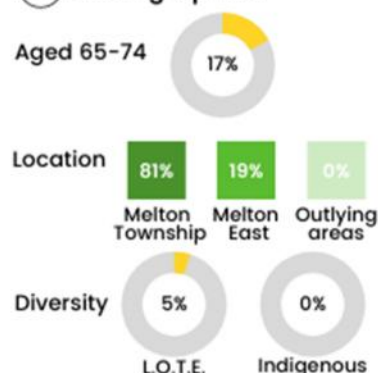
As I age...

"I want to keep fit and involved in community matters."

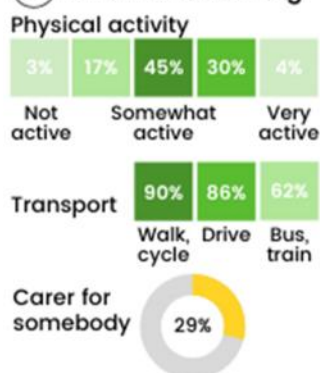
Impact of Covid-19

"Remote attendance in meetings including Zoom meetings and Telehealth consultations.."

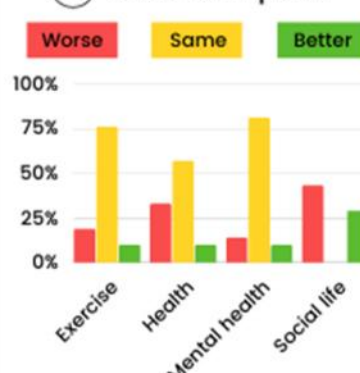
01 Demographics



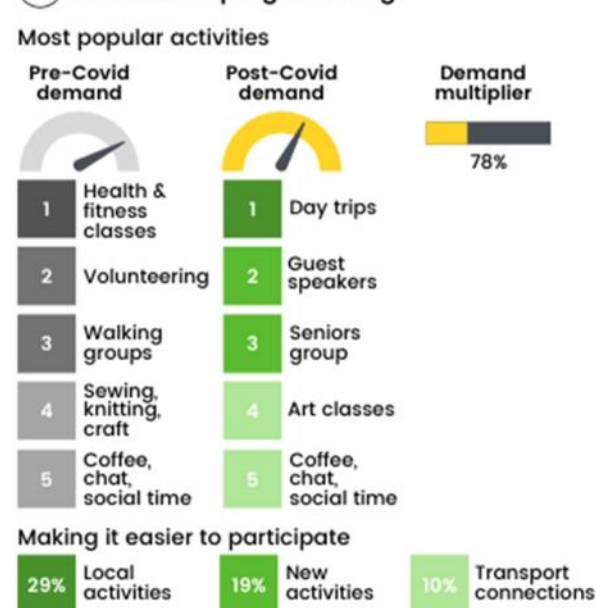
02 Health & wellbeing



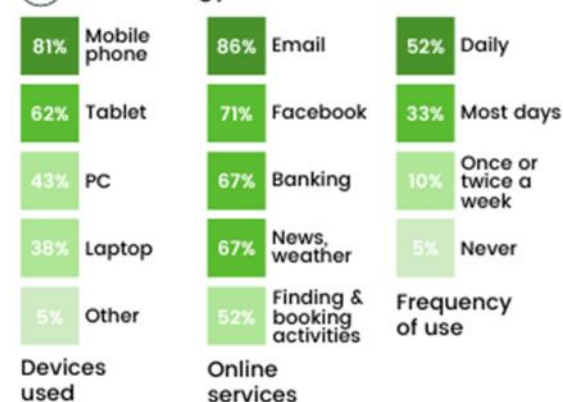
03 Covid-19 impacts



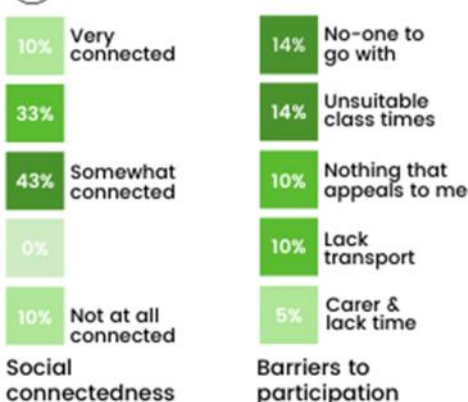
04 Activities & programming



05 Technology



06 Social contact



Ideas for new activities

"Discussion groups or just friendship groups with persons with similar interests."

"Social media training."

"Anything on a Sunday please."

6 Lessons learnt

The project team met on 30 July 2021 to go through the final report and to reflect upon project strengths and any areas to be strengthened.

Strengths

The report provides Council with clear direction to support and implement active and engaged senior's programs in Melton. It also provides a strong evidence base for future Council strategies and plans.

Key focus areas were identified, for example there was a strong focus on seniors using technology and multiple examples for implementation.

The team felt that the consultants provided a level of independence that was important to the project's success as well as intimate knowledge of the aged sector and local government. Key contact staff in Council provided project direction and pathways to seniors that was invaluable.

All team members adopted an agile approach to delivering on the project objective while navigating the impacts of COVID-19. While the team were frustrated at not being able to have as much face-to-face contact with seniors due to COVID -19 the resulting mix of online survey and face to face groups worked well.

Areas to be strengthened

At the end of the project the team agreed better communication regarding Council's current senior's activity would be beneficial. Building relationships internal to Council was identified as important going forward to obtain departmental buy in across the entire organisation.

Opportunities were also identified to establish more effective data collection methods to track existing programs, both for internal and external promotion. This could take the form of a longitudinal study to provide an evidence base to support strategic planning and programming. Better data would also enable Council to determine whether forecasts were accurate, and whether interventions had intended or unexpected impacts.

7 Appendices

Appendix 1	Local Literature review
Appendix 2	Survey 1 & 2 results
Appendix 3	Community focus group 3, meeting notes
Appendix 4	Community focus group 4, meeting notes
Appendix 5	Australia and New Zealand local government deep dive interview notes (1-4)

Appendix 1 – Victorian Literature review

Literature Review for the Active and Engaged Seniors Program at the City of Melton

March 2020

Introduction

The Request for Quotation from the City of Melton Active and Engaged Seniors Program requires

- a succinct review of best and emerging practice in engaging seniors (RFQ pg. 8)

During the Contract negotiations it was agreed the focus would be on information already provided by DHHS emerging from the first stage of the Senior participation Grants Program and to focus on material most relevant to engaging seniors from rapidly growing outer urban areas

In addition, DHHS convened a Community of Practice workshop on 5th March 2020 which updated the sector on project objectives and provided a forum for different project leads in this second round of funding to describe their programs and progress to date

This report analyses these sources and recommends factors that should be kept in mind in rolling out the program

Lessons learnt from Strengthening Seniors Inclusion and Participation Program Round 1

Seven local government areas were selected to participate, based on an analysis of socioeconomic status, proportion of single-person households, existing networks of interest and potential support for the project. There was coverage across metropolitan, outer metropolitan and rural locations. The locations were the City of Greater Dandenong (led by enliven, Primary Care Partnership) and local government leads in the:

- City of Latrobe
- City of Whittlesea
- Shire of Mornington Peninsula

- City of Greater Bendigo and Shire of Loddon
- City of Maribyrnong
- City of Frankston.

There are two source documents that can be found here, a Project Outcomes Report and a Project Evaluation Report - <https://www.seniorsonline.vic.gov.au/get-involved/for-organisations/grants/ssip>.

While the full reports can be read at the link above, see below for comment on lessons most relevant to outer urban and mixed income level municipalities.

What	Where Trialled (LGA)	Auspice/Project Partners	Lessons / Recommendations for Melton
Homework club where seniors mentored year 6–12 students.	City of Greater Dandenong.	● Enliven Primary Care Partnership. ● Dandenong Neighbourhood House. ● City of Greater Dandenong Library.	Engage neighbourhood houses early in the project.
A robotics class for older adults to build confidence in using computers and the development of a digital literacy class.	City of Greater Dandenong.	● Enliven Primary Care Partnership. ● Dandenong Neighbourhood House. ● City of Greater Dandenong Library.	● These technology options to be included in community survey. ● Melton Library Service and Community centres offering digital learning opportunities to be key internal partners in Active and Engaged seniors.

What	Where Trialled (LGA)	Auspice/Project Partners	Lessons / Recommendations for Melton
Project developed and awarded clubs with a "Welcoming and Age Friendly" brand. The aim was to support peer-audited self-assessment process to ensure clubs and activities are welcoming and age-friendly.	Latrobe	● Latrobe City Council. ● U3A Latrobe Valley. ● Country Women's Australia. ● International Women's Group. ● Greek Seniors.	● Allow sufficient time on project planning for seniors to meaningfully participate in project design. ● Institute an automatic referral option for aged care assessment staff to refer for increased social support. ● Consider building in civic recognition and peer accreditation to branding exercise. ● Link civic recognition and club peer review with the brand.
A 'memory café and outreach reminiscing sessions.	Bendigo and Loddon.	● City of Bendigo Shire of Loddon.	● Reminiscing options to be included in the survey's list of possible activities to determine local interest.

What	Where Trialled (LGA)	Auspice/Project Partners	Lessons / Recommendations for Melton
		Partnerships with Museum Victoria, U3A, regional Libraries.	
A co-design approach using trained volunteer community leaders/peer engagers to engage isolated older people and develop activities that reflected their interests and required levels of comfort.	Maribyrnong	- West Footscray neighbourhood House. - Local seniors.	- Allow sufficient time in project planning to co-design options with seniors. - Keep an eye on affordability of demonstration projects. - Develop transport options that will make program choice possible.
Trained volunteers to deliver one-on-one support to alleviate barriers to accessing social activities. Volunteers could also accompany community members to an activity or group to help them settle in.	Mornington Peninsula	- Mornington Peninsula Shire Council. - Brotherhood of St Laurence. - Peninsula Health - MiCare.	Consider providing training to seniors' groups and other age friendly organisations.

What	Where Trialled (LGA)	Auspice/Project Partners	Lessons / Recommendations for Melton
		● Frankston North Community Centre. ● Seawinds Community Hub. ● LGBTIQ Community Representative. ● U3A Frankston ● Volunteer Resource Centre.	● <i>NB some of this has already been done through the Melton Ageing Well Network.</i>
This project established a network of volunteer Community Connectors who support socially isolated and lonely seniors to participate in activities that meet their needs and interests. The project also promoted and encouraged age-friendly approaches for community groups.	Whittlesea	● Whittlesea City Council. ● Whittlesea U3A. ● Yarra Plenty Regional Library. ● Community Coordinator. ● Whittlesea Community Leadership Network. ● Northern Mauritian Seniors Club.	● Consider inviting Brotherhood of St Laurence as project partner.

What	Where Trialled (LGA)	Auspice/Project Partners	Lessons / Recommendations for Melton
		● Brotherhood of St Laurence. ● Positive Ageing Cluster Community Representative.	

According to DHHS information provided to the Community of Practice workshop held on 5th March 2020.

The aims of the SPG program are:

- To develop and implement new projects that increase participation opportunities for seniors (including age friendly initiatives), and
- To develop and implement projects that address systemic barriers to participation for older people.

Projects should benefit seniors who are at a higher risk of social isolation and loneliness, including:

- seniors who are disadvantaged,
- from culturally diverse backgrounds and emerging communities,
- who are LGBTI,

- Aboriginal elders.

Projects should be delivered in collaboration with new/existing partnerships in the local community to support increased connections for older people to continue post the funded period.

Table 3 comparison of current project design with DHHS funding guidelines

What	Where trialled (LGA)	Auspice and Partners	Lessons / Recommendations for Melton
Establishing life after farming support groups to transition to township living.	Colac	● U3A in close cooperation with Colac Community Hub, Farmers Federation and Shire Council.	Harness volunteer power in the project and work with organisations that are significant to locals.
Support and train seniors to carry out conversations with seniors' groups and service providers.	Brimbank	● Brimbank City Council. ● Senior volunteers. ● Seniors' groups.	Include Community Register members in the project consultation.
Design a tool kit with seniors and carry out a series of cultural connection initiatives.	Boroondara	● Boroondara Council. ● Italian Greek and Vietnamese seniors' groups. ● Kew Home of Chinese.	Consider training and supporting CALD seniors to lead the project.

What	Where trialled (LGA)	Auspice and Partners	Lessons / Recommendations for Melton
Engaging our Older LGBTIQ community.	Knox	● Knox City Council. ● Val's LGBTI Café. ● U3A.	It will be challenging to engage LGBTIQ members in the project due to low visibility in many middle and outer suburbs.
Developing Alternatives to Gambling by focussing on digital literacy including engaging school students to teach seniors.	Hobsons Bay	● Hobsons Bay City Council. ● Alliance for Gambling Reform. ● Schools. ● VLGA.	In order to divert seniors from harm, new projects will need to be better run and more attractive than gambling alternatives.
Asset based Community Development Approach to determine priorities for joint action.	Yarra	● Yarra City Council. ● Local organisations.	Keep a positive strength-based approach in rolling out the project.

These streams are supported by the literature review and provide a sound foundation for discussion with Melton elders through the community survey process

Conclusion

Co-design

Several projects emphasised the need to build in sufficient time at the project planning stage to enable older people to meaningfully participate in program design.

Integration

Make the project sustainable by integrating with existing Council processes e.g. using existing council supported databases such as the Community Register in the consultation stage and embedding social support as a referral option for Council assessment officers, early engagement with libraries and council supported community centres.

Outreach

Of the DHHS designated special target groups:

- seniors who are disadvantaged,
- from culturally diverse backgrounds and emerging communities,
- who are LGBTI, and
- Aboriginal elders.

The current project design currently addresses seniors who are disadvantaged and from culturally diverse communities. There is a gap in outreaching to LGBTI and Aboriginal elders and an opportunity to develop new partnerships in this area

Collaboration

Some of the most innovative projects are coming out of collaborations between councils and other community-based organisations with specialist skills and knowledge relevant to the DHHS target groups. Council can amplify the impact of the project internally by harnessing skills and resources across Council and externally by close co-operation with organisations such as Primary Care Partnerships, local community health centres, migrant resource centres and target group specialist organisations such as the Brotherhood of St Laurence and Val's LGBTI Café.

References

Accessible version Strengthening Seniors Inclusion and Participation Project Booklet

<https://www.seniorsonline.vic.gov.au/get-involved/for-organisations/grants/ssip>

Strengthening Seniors Inclusion and Participation Evaluation Report 2018

<https://www.seniorsonline.vic.gov.au/get-involved/for-organisations/grants/ssip>

Seniors Participation Grants Program Community of Practice Seminar held on the 5th March 2020 at 50 Lonsdale Street Melbourne.

Appendix 2 – Survey 1 & 2 results

Refer attached file '*MELTON_Active & Engaged Seniors_Both surveys cleaned data.xlsx*'.

Appendix 3 – Community focus group 3, 25/03/2021, meeting notes

Melton Library – Face to face consultation.

11 attendees (including 2 Indigenous participants)

Before the meeting started the topic of digital technology came up, interestingly most of the participants were supportive of technology and a direct quote, “we are in a different century now to what we grew up in, times change”.

Barriers

- Community Bus - not utilised very often. Must fit within certain criteria.
- Public transport - not reliable, never on time.
- Grandparents raising grandchildren - “how can we get out”. BIG CHALLENGES.
- Lack of communication and information -> only online.

Changes – what would you do to get involved?

- Acceptance - Aboriginal community - this is also identified as a barrier. Indigenous and CALD communities may not feel welcome. Need to work on how we make people feel included and welcomed.

Reviewing survey results

- Council does a good job, lots on offer - Council needs to work on our Pride, we have so many great resources, facilities etc.
- Not enough marketing, people don't know what's on offer. Need to do more promotion.
- Pop areas - shopping centres etc.
- Observation - no one mentioned community centres as a place to find information. The group attributed the Library and Civic centre as places to find information.

Covid Impacts

- Feel unsafe, lost trust.
- New habits of staying home, people are comfortable.
- Feeling of uncertainty - are we going back into lockdown.
- Feeling of “being forgotten” - Aboriginal elders.
- Development of mental health issues.
- Information and misinformation about Covid, vaccination etc.

Opportunities for active and engaged

- Cycling for seniors – lots of good paths to ride – low cost.
- Get more training on computers: using your phone/social media, banking.
- Get more/better information about COVID and vaccines out to seniors.
- More intercultural opportunities.
- Us data to know what is needed where.
- Parks and gardens
 - currently under used
 - Exercise/outdoor gym that is senior friendly
 - Morning tea in the park.
- Grandparents’ day out
 - Indoors

- Outdoors
 - Supervised help with (grand) children.
- Social indoor gathering
 - with activities organised.
- Day trips/outings.
- Special interest classes:
 - Walking groups/pole walkers.
 - Community garden.
 - Mentoring – young to old (technology).
 - Mentoring old to young (Yarrunga).
 - Seniors' celebration day.
 - Dancing - all types.
 - Increase welcoming /diverse interactions.

Constraints for active and engaged

- Lack of confidence due to (perceived) risks of catching COVID - can be adult children stopping their parents.
- Funding to deliver new activities.
- Younger seniors vs older seniors have different barriers, needs and aspirations.
- Money.
- Transport.

- Family commitments.
- More venues – availability an issue.
- Lack of awareness: increase/more relevant marketing.
- Connecting with those who are not already connected.
- Change culture being positive about activity/involvement.
- Welcoming/accepting diversity.
- NDIS packages don't include correct support.

Appendix 4 – Community focus group 4, 21/4/2021, meeting notes

Burnside Children's and Community Centre

21 April 2021- Face to face consultation

7 attendees

Survey 1 responses

Do the responses ring true to you?

- 'When I worked, I was the only female, it was West Footscray, I didn't know anybody in Melton. I had friends in the country. When I finished work – it was like, what do I do, I have no social structure apart from my family. My kids were preoccupied with their families. I did grandparent care with the kids. I started a grandparent's playgroup in Arnold's Creek. It was good. Covid got in the way. All of the survey results are relatable to my story.'
- 'I'm a bit disappointed it cuts off at 84 years old. In our village (Taylor's Hill) we have many people who are actively aged over 84. I'm 90 and want to do things. But I don't want to go too far or be away from the house for too long. My partner Ken has mobility issues. The community centre across the road is marvellous. The place is there to do things but there's not a lot going on. The centre is targeting younger people. There are 200 hundred seniors living across the road from the community centre. There's a lot of people in the village, but there might be only 10 who do line dancing, etc. The participation rate is too low. It's hard to get people out of the villages to do things. When we first moved in, I was lucky to find someone who would do Tai Chi, we started with 20 people, then 15, then 10'.
- 'If you don't get in early, you don't get in. We've got 230 odd units in our village'.
- 'There's a lot of older people in individual houses that are difficult to reach'.
- 'Talking to several people from the group, if you don't give any feedback, you can't achieve anything. You've got to get in there and help.'
- 'I think the survey is accurate. But I think a lot of people are lonely, it's hard to go out when they don't know anyone. I came from the Southeast, I didn't really have any social interaction except with my husband and a couple of friends. Now that I'm

here, I think, I've just got to get off my butt. So I went to Probus, by luck I saw Darren's website, and I came along here. No one's going to come to my door and get me out. My family thinks it's great I went to Probus and the Deer Park bowling club'.

- 'Getting the message to groups, if someone new comes, please make them welcome, please ask their name, there's nothing worse than not being welcomed'.
- 'I have to say my experience at Probus was fantastic, I was welcomed and stayed for lunch. The challenge is overcoming loneliness and being able to leave home to reach out'.
- 'Melton has a lot of services, but people don't know about it.'
- 'I hadn't even accessed the Melton website to find out what's on'.
- 'I'm on the transport reference group. We've got a lot of subdivisions in Melton; you can't expect a bus service for one person. But the more people we get advocating for improved services, the more chance you have of getting a change.'
- 'I've never known another authority that has as many community centres and services as Melton does. I also want to say the gardening and streetscapes are wonderful.'
- 'We've got the activities offered, but people don't know how to access them. One of the biggest issues is the local paper used to be delivered house to house. I drive around trying to find the local paper because there's so much in it! The libraries usually have it.'

COVID-19

What impact did the Corona virus have on us and our activity?

- 'We started connecting hubs during covid, food relief, drivers helping out, supporting people who were struggling.'
- 'Everything changed for me. If anybody had said to us, this time next year you won't be able to leave your house etc, it was frightening.'

- 'We learnt to use Zoom and kept in touch with family and church community. But not being able to go out and do physical things, after a while you lose incentive, and it's hard to bounce back.'
- 'We couldn't leave the village.'
- 'I was in hospital for three weeks and couldn't have visitors.'
- 'The older people are the more set in their ways they get, they don't bounce back to exercise etc as easily. There are many people struggling'.
- 'It's brought out a lack of confidence. Once you stop doing activities for a long time, you need confidence to start again.'
- 'I hate zoom, I don't like Microsoft'.
- 'I found the medical appointments good because telehealth was so quick compared to going to an appointment'.
- 'I struggled with telehealth, it was hard to see their face, to hear them talking. I found it really hard to see their lips moving so hearing was difficult'.
- 'Most of my appointments were in Geelong, so I couldn't drive and had to do telehealth, it was difficult.'
- 'Some things went backwards, but some have gone forwards. Like the technical things. Families using facetime (is good).'
- 'I watched my grandchildren's personalities change, she went from being vivacious to repressed, mum and dad were working from home and the kids had to stay in their room and be quiet.'
- 'We used to go into the city to concerts etc really frequently beforehand, but now we couldn't so we saved a lot of money!'

Activity cards

How I feel now	How I want to be
Peaceful, but always busy	Celebrating life, happy to be busy
Groups I've been involved with, actively volunteering	Continue being active in groups, volunteering
I went paragliding for my 50th and gliding with a friend	Do things I've done before like paragliding - I'm 70 next year, that's what I'll do
I do a lot of sitting now, reflecting on my life	I want to get on the rollercoaster of life and be excited
My new life and home since moving, domestic	I'd like to fly away and travel the world, but don't imagine I'll do so again
My love of traveling and exploring	I want to fly away
Miss my grandkids as babies, now they're at school and I don't see them so much	

Opportunities

- A lot going on people don't know about - promote better.
- We need a booklet for newly retired people, for all the options in Melton (not just Council options).
 - Catching the transition into retirement.

- Would people use an electronic version of this?
- Some people don't have the technology - how can they access it?
- We can put all the information on the village noticeboard, or word of mouth
- Put up in the waiting room at the doctors? Pharmacy? Library staff?
- Making people feel welcome is important. People sharing knowledge.
 - I'm new in Melton and my first contact was with Probus, they were great and made me feel welcome.
 - Probus is desperate for new members.
- Do you focus resources on more active people or the most inactive / higher need?
 - Group thinks it's better to get active people involved and use them to recruit / motivate less active people.
- How to create a culture of supporting people who are lonely and get them involved?
 - Older people who already access Council services e.g. meals at home, we can improve communication with them through home support staff.
 - Could a notice or newsletter come in with rates? But Council doesn't know age, gender etc of renters or property owners.
 - We started a friendship club for our village to connect with isolated people. But only the people who are already active feel confident enough to get involved.
 - Local GP should be able to register / provide information about services.
 - Hospital does this on discharge.
 - But they provide incorrect information.

- GP's could be great connector + resource, but they're not effective for a lot of reasons.

- Carers

- Melton has a pretty good support program for carers.
- But people don't know about it.
- When the person I was caring for died, all the support services dissolved away.
- Need to improve the transition experience.
- Increased vulnerability when 2nd income / pension is lost.
- This fits in well with transition agenda e.g. a program for people who have lost partners due to divorce going into residential care or death.

- Partnerships with?

- Pharmacies (e.g. Chemist Warehouse).
 - Seniors corner / noticeboard / newsletter.
 - Identification and direction to services.
- Sporting Clubs – e.g., get to kids get to grandparents.
- Opshops.

- Council should put a once monthly notice in the local newspaper about what's going on, targeting seniors:

- Big discussion about where I can find the newspaper.
- A lot of interest in accessing it.
- It's not so easy to find.

- Can get it at certain shops and library.
 - Free to view online, but signup is required.
- Suggestion to advertise our survey on the village noticeboards.
- Libraries - people don't understand library is for more than just reading.
 - I realised; I've got to join the library to get connected!
 - We watched films at the library.
 - Kids book club.
 - The local newspaper used to tell us what's on at the library?
- Petanque is a good outdoor sport for people with mobility issues.

Appendix 5 – Australia and New Zealand deep dive interview notes (1-4)

Auckland Council

Auckland Council (Māori: Te Kaunihera o Tāmaki Makaurau) is the local government council for the Auckland Region in New Zealand. The governing body consists of a mayor and 20 councillors, elected from 13 wards. There are also 149 members of 21 local boards who make decisions on matters local to their communities. My informants were Policy Advisors Rebecca Kruse and Cleopatra Matthews charged with developing an Age Friendly regional action plan.

- Seniors Advisory Panel
 - <https://www.aucklandcouncil.govt.nz/about-auckland-council/how-auckland-council-works/advisory-panels/Pages/seniors-advisory-panel.aspx>
- Priority areas are interesting. Age friendly tamakinahara - Michael to send link. Housing / neighbourhood / travel / information support / social / contribution / wellbeing.
- Specific targets within each domain which turns into an action plan.
- Central Government funds Aged Concern – e.g. cultural specific workers who take a strong advocacy role engaging with Council and providers etc - there seems to be a gap where this is missing for Melton.
- Both Auckland and Napier said they'd been empowered by the Covid thing - eg Auckland has major transport problems because it's huge, expensive for oldies to get around and connect, they held their consultations for aged friendly cities plan by zoom, got way higher and way better quality participation than previously, now building online engagement into their routine way of doing things.
- Has a seniors advisory panel that meets 4-5 times per year and is useful for putting issues front and centre in front of councillors. Has high profile members e.g. Maori elders etc.

Research question	Answer
Q1. What was the driver for your work with seniors?	Council decision to join network of WHO Age Friendly Cities and Communities. Lobby effort by Seniors Advisory Panel and advocacy groups Aged Concern and others. Ageing population.
Q2. How did your organisation/team decide upon the approach to developing support with seniors?	Wanted to: · provide choice in the way people participated. · work with existing partners such as The Selwyn Foundation who run residential services and their networks. Use both online and hard copy and translated surveys distributed through local boards and libraries. Targeting members of the Council's Peoples Panel over 65's. Accessible workshops across the region. Also engaged 15- to 100-year-olds through People's Panels. Using consultants to facilitate engagement and summarise Auckland Council's analysis.
Q3. When you reflect upon the work you have done with seniors, what aspects were the most innovative?	Working with partners We have really learnt the value of working in partnership with other agencies and organisations and with an external facilitator – helps people keep focus on task at hand rather than focus on current issues with Council. Using multiple methods of engagement. Using external consultants.

Research question	Answer
Q4. What were the best methods for obtaining the participation of seniors in your work/programs?	As above
Q6. Imagine you had to repeat the development of your program for working with seniors.... a. what would you keep and do exactly the same? b. What would you do differently? c. What is your greatest learning?	Work even more with partners and extend to new partners. Covid taught us to use online engagement more effectively. Aged Concern is funded by NZ government philanthropy and Council and has culturally specific staff Pacific and Chinese who were instrumental in ensuring widespread participation. Use more on-line engagement tools.
Q7. Is your work with seniors on track and have you had to adapt anything during implementation?	There were significant delays due to Covid and Covid has also impacted on funding available to implement plans. Due to Covid we had to run our workshops virtually – 3 design workshops of 4 to 5 hours per week over 3 weeks, was very efficient for groups overcame considerable transport barriers and built relationships between participant groups. Now we know how to how work online.

Research question	Answer
Q8. What is the greatest legacy of your work with seniors, and has it shaped other policies and actions?	The unit is being asked to provide advice on community engagement to other areas of Council. Organisations (about 30) are now more connected and this will be a theme of the final plan.
Q9. How has COVID-19 impacted your approach to working with seniors?	As above Online workshops give people the opportunity to come and go. Probably got more organisations participating online than if we were meeting in person.
Q10. Is there anything else you think we need to know?	The seniors advisory panel is a group of high status high skilled elders appointed by Council that maintain the visibility of seniors in Council decision making Seniors Advisory Panel took longer to recruit and there are fewer resources to support them due to Covid 19 budget impact, but they are a really valuable resource. Plan will have a regional focus; some will have a focus on actions owned by local district boards will not operate down to a neighbourhood level.

Napier City Council

Napier City Council

66, 000 people as of 2020

Contact is Michele Grigg, Senior Advisor Policy.

- All of them say our partners are core to the best things we're doing.
- Micro neighbourhood level - neighbourhood watch turned into neighbourhood support. really interesting. variations on how different councils do it. Basically, take a block of 40-70 dwellings, get the oldies to do a safety audit and determine how safe the neighbourhood is from an older person's perspective. then the council adopts and addresses low hanging fruit.
- New program where they find the person who most needs support (eg lonely cat lady), get neighbours in, mostly seniors and renovate the house. The idea is to stop it becoming a slum, get in early. Addresses people at a life stage where they lose the ability to manage these types of things.
- Operat tool - Massey University runs.
- For Melton - neighbourhood identities are a bit more amorphous. Instead work with:
 - Caro springs area
 - Outlier areas
 - Melton old areas
 - Melton new areas.
- Council organised with florists to do valentine's day event, seniors got involved, could do seniors ambassadors program where they help at key council events. They love the social connections and they're very good ambassadors for the city.

Research question	Answer
Q1. What was the driver for your work with seniors?	A previous positive ageing strategy. Advocacy to Councils annual planning process by Grey Power. Individual Councillors who championed the project. Visit to Tauranga Trust who were doing innovative work.
Q2. How did your organisation/team decide upon the approach to developing support with seniors?	Wanted to take seniors with us and engage service providers and agencies as well as specific target groups such as Maori groups.
Q3. When you reflect upon the work you have done with seniors, what aspects were the most innovative?	Using the OPERAT tool (Older Persons External Residential Assessment Tool https://www.operat.co.nz/ It is a tool that older people can use to assess how well their local residential area meets their physical, cognitive and visual needs. (40 to 70 dwellings)
Q4. What were the best methods for obtaining the participation of seniors in your work/programs?	Demonstration projects at an early-stage building relationships by doing things together. Giving seniors the chance to contribute to Council sponsored events such as Valentine's Day floral display.

Research question	Answer
Q6. Imagine you had to repeat the development of your program for working with seniors. a. what would you keep and do exactly the same? b. What would you do differently? c. What is your greatest learning?	Try and do the strategic planning more rapidly – it had to take second place to civil defence priorities such as floods and Covid 19. On the other hand, seniors were happy with progress and enjoyed working together over time.
Q7. Is your work with seniors on track and have you had to adapt anything during implementation?	See above – we have set core goals and principles now moving to specific action planning stage using MART tool to prioritize actions.
Q8. What is the greatest legacy of your work with seniors, and has it shaped other policies and actions?	

Research question	Answer
Q9. How has COVID-19 impacted your approach to working with seniors?	For several months there was no work on the strategy as couldn't meet with seniors. However, the community groups, Council and service providers worked together incredibly closely in addressing core safety issues for example developing a large scale system to shop on behalf of seniors who were discouraged from leaving their homes due to risk of Covid 19 infection.
Q10. Is there anything else you think we need to know?	Look out for your neighbour program. https://www.napier.govt.nz/napier/community-development/look-out-for-your-neighbour Check out KIWI seniors run by Sport Hawkes Bay and programs such as -Sit and Benefit program. Tai Chi Kiwi seniors (jazzercise type program). Will be using MART tool to prioritize and sort actions with stakeholder groups. Celebrate International Day of Older Persons. Check out Hamilton City Council who are further along in the process.

Logan

- Higher percentage of oldies (+60s) and youngies than rest of Brisbane.
- Very strong CD team, no single seniors, but seniors is everyone's business. The CD approach is building the capacity of seniors to design / lead activities.
- Bi-monthly neighbourhood sessions where everyone comes (30 regular members, 90 on mailing list - at stakeholder level). council takes leadership level not doing everything
- NBN funded technology training.
- Seniors running training = phenomenally successful - how to pay bills on phone, anti-scramming, how to use the tech. Now lots of different villages and facilities are buying ipads. Volunteer member runs it. People describe it as overcoming fear of feeling stupid. Lack of judgement.
- Partnering with real-estate agents to identify people living alone. Mapping isolation.
- Seniors train seniors training centres.
- Take-up of digital is very high. Because older trainers are more patient, no shame, etc. One of the local nursing homes bought 150 iPads.

Hobart

- Mather's House - people love it, it's not institutionalised - the kitchen is the heart of the place. Council funded - 4 staff, cook and cleaner. Has 80-90 volunteers on books, 60 per week e.g. 10 per day - sourcing volunteers from Seek - many international backpackers come through there – e.g. Workaway model - e.g. Lentils model. We found that no one wants to come to an institutional building.
- Lots of things like tai chi, meditation, people reporting positive impacts re. brain injuries, depression.
- Affordable meals - \$2 soups, \$4 mains.

- At least 100 people per week come through. About 20% return visitors.
- Target diversity - program with day-care centre next door.
- Innovation - one of most innovative things is that a lot of aspects of programming are more spiritual in nature. High benefit people report from these programs.
- People coming in are aged up until 80-90.
- Some people are coming for the main meal of the day. Some people have significant health issues e.g. brain issues. Some people come because it's warm there and heating their own house is expensive.
- Seasonal program sent in hardcopy, 900 copies, shifting to email slowly.
- People can rent the facility at night-time, e.g., St Vincent de Paul use it for cooking at night-time.
- During Covid put a whole lot of classes online e.g. Tai Chi.
- Always testing the things we do. Sometimes a new type of singing or art, see what people like to do, if people like it we incorporate it into the program.
- 70-80% of programs are mainstay, and 20% are variable.
- Staff are passionate and agile.
- Active listening for staff. First hour of the day is for talking with people. Use this as a means to refer people to services.
- Running for 30yrs in some form or another.