



















# City of Ballarat – Ageing Well in Ballarat Strategy

## ACTION PLAN 2024–2026













|  <b>FOCUS AREA 1: PLACES, SPACES AND BUILDINGS</b><br>GOAL: OUR PLACES, SPACES AND BUILDINGS ARE SAFE, INCLUSIVE, EASY TO NAVIGATE AND ENCOURAGE REGULAR USE BY PEOPLE OF ALL AGES AND ABILITIES |   |   |  |                     |   |  |  |
|---|---|---|--|---------------------|---|--|--|
| PRIORITY  | ACTIONS   | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
| <b>1.1 Plan, design, improve and maintain our spaces, places and buildings to secure universal access for all our residents and celebrate people of all ages and abilities</b>  | 1.1.1 Finalise resources for internal use and share across the organisation & use these resources to contribute to community infrastructure planning, to encourage age friendly approaches. | <ul style="list-style-type: none"> <li>Resources shared with relevant teams across the organisation.</li> <li>PWG meetings attended, as relevant.</li> <li>Input provided.</li> </ul> | <br>Partner<br><br><br>Deliver     | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Inclusive Ballarat Reference Group, Engaged Communities, Recreation Services, City Design, Infrastructure, Operations, Major Projects, Property & Facilities |
|   | 1.1.2 Promote awareness of age and dementia friendly resources and checklist with community-based organisations.  | <ul style="list-style-type: none"> <li>Resources promoted.</li> </ul>   | <br>Advocate   | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Community organisations Bigger Hearts Dementia Alliance Ballarat, Dementia Australia.  |
| <b>1.2 Collaborate with our community so that people feel welcome and safe and have equitable access to our city's places, spaces and buildings</b>   | 1.2.1 Partner with Engaged Communities and local organisations to host a community forum to explore actual and perceived safety issues experienced by older residents in Ballarat.          | <ul style="list-style-type: none"> <li>Forum held</li> </ul>  | <br>Partner<br><br><br>Deliver | 2024-2026           | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities | Community groups, Victoria Police, Neighbourhood Houses.   |











| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE  | TIMEFRAME           | BUDGET  | LEADING TEAMS  | KEY STAKEHOLDERS  |
|--|--|--|---|---------------------|---|--|---|
| <b>1.3 Encourage community connection in our public spaces and provide the opportunity for all people to enjoy</b> | 1.3.1 Increase activation and promotion of the Seniors Exercise Parks across Ballarat including through ENJOY ambassadors and upskilling health professionals to use the equipment with community members and clients. | <ul style="list-style-type: none"> <li>Regular activities held at park(s) &amp; promoted.</li> <li>ENJOY ambassadors contribute to activation.</li> <li>Annual training course for health professionals undertaken.</li> </ul> | <br>Partner<br><br><br>Deliver  | 2024-2026 (ongoing) | Within already approved budget allocation               | <br>Ageing Well | ENJOY ambassadors, National Ageing Research Institute (NARI), Health professionals Community Members  |
|  | 1.3.2 Advocate for additional sites for Seniors Exercise Parks to ensure equitable access for our ageing community across the whole municipality.  | <ul style="list-style-type: none"> <li>Research undertaken &amp; sites recommended.</li> </ul>   | <br>Advocate   | 2024-2026 (ongoing) | Business case to be developed or grant funding sourced. | <br>Ageing Well | Recreation Services, City Design, Infrastructure, Operations, Major Projects, & Property & Facilities |
|  | 1.3.3 Contribute to the update of the Mobility Map for Ballarat and promote useful resources that support people to access public spaces including the National Public Toilet Map.                                     | <ul style="list-style-type: none"> <li>Resources updated and promoted.</li> </ul>  | <br>Partner<br><br><br>Deliver | 2024-2026           | Within already approved budget allocation               | <br>Ageing Well | Engaged Communities, Property & Facilities Community members  |



## FOCUS AREA 2: TRANSPORT

GOAL: OUR CITY HAS ACCESSIBLE, AFFORDABLE, INCLUSIVE AND RELEVANT TRANSPORT OPTIONS THAT ALLOW PEOPLE TO PARTICIPATE IN COMMUNITY LIFE WITH EASE.











| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
|--|--|---|--|---------------------|---|--|--|
| <b>2.1 Advocate for improved transport services to resident's independence, mobility and access to services, supports and community life</b> | 2.1.1 Contribute to City of Ballarat's advocacy work seeking a review of Ballarat's bus network to ensure the views of our ageing community are included.  | <ul style="list-style-type: none"> <li>Input provided.</li> <li>Community feedback shared.</li> </ul> | <br>Advocate  | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Advocacy and Lobbying | City Design Engaged Communities<br>Youth services<br>Community members               |
|  | 2.1.2 Continue to explore barriers to transport services for our ageing community and advocate for transport solutions, as needed.   | <ul style="list-style-type: none"> <li>Community feedback collected and shared as needed.</li> </ul>  | <br>Partner<br><br><br>Advocate    | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Community members  |
| <b>2.2 Encourage and support our ageing community to use a range of transport options</b>  | 2.2.1 Develop a transport information guide for older adults in Ballarat and promote other relevant transport resources as needed.   | <ul style="list-style-type: none"> <li>Resources developed and promoted.</li> </ul>                   | <br>Partner<br><br><br>Deliver  | 2024-2025           | Within already approved budget allocation | <br>Ageing Well  | Local transport providers, Vic Roads, Department of Transport, Community members     |
|  | 2.2.2 Partner & facilitate community education sessions for residents focused on transport options including topics such as using public transport, safe driver program, mobility scooter safety practice, safer cycling, and safer pedestrians. | <ul style="list-style-type: none"> <li>Education sessions held</li> </ul>                             | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well   | Road Safe Central Highlands, Vic Roads, Department of Transport<br>Community members |







| PRIORITY  | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE  | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS                             |
|---|--|--|---|---------------------|---|--|--|
| <b>2.3 Encourage opportunities for innovative and cost-effective community and other transport options</b>  | 2.3.1 Continue to explore the feasibility of an appropriate community transport program for our ageing community members who experience transport disadvantage for activities of daily living, and/or are socially isolated. | <ul style="list-style-type: none"> <li>Feasibility study undertaken</li> </ul>                         | <br>Deliver    | 2023-2024           | Business case to be developed             | <br>Ageing Well   | Community members.                           |
|   | 2.3.2 Investigate models of innovative, sustainable and cost-effective community and other transport options.  | <ul style="list-style-type: none"> <li>Research undertaken.</li> <li>Regular meetings held.</li> </ul> | <br>Partner    | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br>City Design | Local transport providers, Community members |
| <b>2.4 Continue to address barriers to access that make it harder for people to move around our city including pedestrian, transport, and driver experiences.</b> | 2.4.1 Contribute to the development of the Integrated Transport and Land Use Strategy to ensure the needs of our older residents are considered and included.  | <ul style="list-style-type: none"> <li>Input provided.</li> </ul>                                      | <br>Partner    | 2024-2026           | Within already approved budget allocation | <br>Ageing Well<br><br>City Design | Local transport providers, Community members |
|   | 2.4.2 Continue to explore barriers for older residents and advocate for improved accessibility to support pedestrian movement, cycling and driver experiences.   | <ul style="list-style-type: none"> <li>Community feedback collected and shared as needed.</li> </ul>   | <br>Advocate | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Community members                            |



## FOCUS AREA 3: HOUSING

GOAL: OUR CITY HAS APPROPRIATE, AFFORDABLE, INCLUSIVE AND ACCESSIBLE HOUSING OPTIONS TO MEET THE NEEDS OF RESIDENTS THROUGHOUT THEIR LIVES AND ENABLES PEOPLE TO AGE IN PLACE









| PRIORITY   | ACTIONS   | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS   | KEY STAKEHOLDERS  |
|--|---|--|--|---------------------|---|---|---|
| 3.1 Advocate for housing diversity to ensure appropriate and affordable housing as older residents' lifestyle and needs change so that residents can age in place, in their home | 3.1.1 Explore existing & emerging housing needs of our older residents through further data analysis to increase understanding of community needs and share data, as appropriate.   | <ul style="list-style-type: none"> <li>Research undertaken and shared.</li> </ul>                                    | <br>Advocate  | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br>Engaged Communities    | Development and Facilitation  |
|  | 3.1.2 Engage with internal Council business units, community organisations and peak bodies to support housing initiatives and supports relevant to the needs of people over 55 years old.   | <ul style="list-style-type: none"> <li>Partnerships developed.</li> <li>Information shared as appropriate</li> </ul> | <br>Deliver   | 2024-2026           | Within already approved budget allocation | <br>Ageing Well<br><br>Engaged Communities    | Development Facilitation, Housing for the Aged Action Group (HAAG), Local service providers specialising in housing, relevant community groups, Community members |
|  | 3.1.3 Contribute to an investigative process to identify the housing needs of older, low-income residents (with a particular focus on women) and assess the viability and suitability of establishing a Home Share program in the municipality. | <ul style="list-style-type: none"> <li>Research undertaken and shared</li> </ul>                                     | <br>Advocate<br><br>Partner | 2024-2026           | Within already approved budget allocation | <br>Ageing Well<br><br>Engaged Communities | Social & affordable housing providers, DFFH, Housing support & advocacy agencies  |












| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
|--|--|---|--|---------------------|---|--|--|
| <b>3.2 Improve the quality and diversity of affordable housing</b>   | 3.2.1 Support the implementation of relevant actions within the Social and Affordable Housing Action Plan to ensure the needs of our older residents are considered as part of this work.  | <ul style="list-style-type: none"> <li>Meeting held with relevant teams to discuss linkages.</li> </ul> | <br>Advocate  | 2024-2026           | Within already approved budget allocation | <br>Engaged Communities<br><br><br>Ageing Well | Development Facilitation, Local service providers specialising in housing. |
| <b>3.3 Support residents to remain independent as they age in pace through encouraging appropriate housing design, sustainable living and access to services and supports.</b> | 3.3.1 Facilitate community information sessions for residents and/or share information about housing topics like advocacy, supports, retirement living options, considerations when downsizing, appropriate housing design and sustainable living. | <ul style="list-style-type: none"> <li>Information sourced and shared.</li> </ul>                       | <br>Partner<br><br><br>Deliver | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Engaged Communities, Housing for the Aged Action Group,                    |



## FOCUS AREA 4: SOCIAL PARTICIPATION

GOAL: OUR CITY HAS A RANGE OF INCLUSIVE OPPORTUNITIES TO ENCOURAGE PEOPLE TO STAY SOCIALLY CONNECTED AND PARTICIPATE IN THE COMMUNITY AS THEY AGE

| PRIORITY  | ACTIONS  | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS   | KEY STAKEHOLDERS   |
|---|--|---|--|---------------------|---|---|--|
| <b>4.1 Provide, promote and support opportunities for people to participate in accessible, inclusive and affordable social, recreation, lifelong learning and cultural pursuits</b> | 4.1.1 Develop, deliver, partner, and promote opportunities for free and/or low-cost social activities and programs across the community that encourage social connection and promote health and wellbeing. | <ul style="list-style-type: none"> <li>Program of activities delivered and promoted.</li> <li>Partnerships established.</li> <li>Social activities developed/ expanded and promoted.</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Libraries and Lifelong Learning<br><br><br>Recreation Services<br><br><b>ART GALLERY OF BALLARAT</b><br><br><b>EUREKA CENTRE BALLARAT</b> | Community members, Neighbourhood Houses, BRMC, U3A and other local organisations |
|   | 4.1.2 Continue to explore demand & options for increased social connection for older members of LGBTQIA+ community, in partnership with community members.   | <ul style="list-style-type: none"> <li>Consultation with community undertaken.</li> <li>Opportunities</li> </ul>  | <br>Deliver  | 2024-2026           | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities   | Community members  |

| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET  | LEADING TEAMS   | KEY STAKEHOLDERS   |
|--|--|--|--|---------------------|---|---|--|
| <b>4.2 Facilitate City of Ballarat led and community events and activities that are inclusive, accessible and age friendly</b>                 | 4.2.1 Celebrate annual Seniors Festival by delivering and supporting a series of community events that encourage social and community connection across generations and recognises the UN's International Day of Older Persons and statewide festival. | <ul style="list-style-type: none"> <li>Event(s) planned, promoted &amp; held</li> </ul>  | <br>Deliver   | 2024-2026 (Ongoing) | Annual Grant funding from DFFH, Plus, funding within already approved budget allocation | <br>Ageing Well  | Family, Youth & Children's Services, Engaged Communities, Recreation Services, Libraries and Lifelong Learning, Art Gallery, Communications & Design |
|  | 4.2.2 Contribute to the ongoing development of resources focused on ensuring that City of Ballarat events are age friendly, inclusive, and accessible.   | <ul style="list-style-type: none"> <li>Input provided</li> </ul>   | <br>Deliver   | 2024-2025           | Within already approved budget allocation   | <br>Ageing Well<br><br><br>Engaged Communities                    | Inclusive Ballarat Art and Events  |
| <b>4.3 Create, support and promote opportunities that encourage intergenerational connection</b>   | 4.3.1 Partner with Family, Youth and Children's Services and other community-based groups and agencies to promote and deliver activities and/or events that encourage intergenerational connection within our community.                               | <ul style="list-style-type: none"> <li>Regular meetings held to discuss opportunities.</li> <li>At least one activity/event held each year.</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation   | <br>Ageing Well<br><br><br>Family, Youth and Children's Services | Community groups and organisations, Community members  |
| <b>4.4 Encourage our shared community facilities and settings to be inclusive, welcoming and facilitate social connection in the community</b> | 4.4.1 Support existing and emerging community groups, including Senior Citizens Clubs, to enable them to provide opportunities for older residents to be engaged in the community.   | <ul style="list-style-type: none"> <li>Requests for support considered in a timely manner.</li> <li>Support provided as needed.</li> </ul>             | <br>Deliver   | 2024-2026 (Ongoing) | Within already approved budget allocation   | <br>Ageing Well  | Senior Citizens Clubs, Community groups.   |












## FOCUS AREA 5: RESPECT AND SOCIAL INCLUSION

GOAL: OUR AGEING COMMUNITY FEEL VALUED, RESPECTED AND INCLUDED AND THE COMMUNITY BENEFITS FROM THEIR CONTRIBUTION












| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE                 | TIMEFRAME           | BUDGET                                    | LEADING TEAMS                 | KEY STAKEHOLDERS  |
|--|--|--|--------------------------------|---------------------|---|-------------------------------|---|
| <b>5.1 Celebrate and acknowledge the contribution that our ageing community have made and will continue to do so</b> | 5.1.1 Deliver an annual Seniors Awards program celebrating and recognising the valuable contributions from our older community members.  | <ul style="list-style-type: none"> <li>Awards program promoted.</li> <li>Event held</li> </ul>                             | <br>Deliver                    | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well               | Communications and Design, Executive & Civic Services   |
|  | 5.1.2 Share residents' achievements & contributions through council communications such as newsletters, social media, and publications.  | <ul style="list-style-type: none"> <li>Articles included in Council communications.</li> </ul>                             | <br>Deliver                    | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well               | City of Ballarat teams who deliver newsletters to community including Recreation Services Communications & Design |
| <b>5.2 Raise awareness and the community's capacity and responsibility to respond to issues of ageism</b>            | 5.2.1 Through partnerships, information and events raise awareness of ageism and the EveryAGE Counts campaign across the community.  | <ul style="list-style-type: none"> <li>Awareness raising activities/ events held.</li> <li>Campaign(s) promoted</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well               | Community members<br>Ballarat Community Health<br>Neighbouring LGAs<br>Neighbourhood Houses                       |
|  | 5.2.2 Partner with community-based organisations to deliver activities and programs focused on raising awareness of ageism and building capacity of people to respond.                             | <ul style="list-style-type: none"> <li>Collaborative activities/ programs established and delivered.</li> </ul>            | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well               | Community based organisations,<br>Community members   |
|  | 5.2.3 Continue to develop an image library which includes positive and age friendly images and encourage the use of these images across City of Ballarat publications, websites, and social media. | <ul style="list-style-type: none"> <li>Increase in use of age friendly images used.</li> </ul>                             | <br>Partner                    | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Communications and Design | Ageing Well   |













| PRIORITY  | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS  |
|---|--|--|--|---------------------|---|--|---|
| <b>5.3 Collaborate with government, key partners and the community to influence change and prevent elder abuse</b>  | 5.3.1 Partner with community-based organisations to implement and promote initiatives focused on awareness, support services and prevention of elder abuse.  | <ul style="list-style-type: none"> <li>Joint initiatives developed and promoted</li> </ul>   | <br>Partner   | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well | Central Highlands Integrated Family Violence Committee, Ballarat Community Health, Senior Rights Victoria, Ballarat & Grampians Community Legal Service, Neighbourhood houses,  |
|   | 5.3.2 Continue to be an active member of the Central Highlands Elder Abuse Prevention Network  | <ul style="list-style-type: none"> <li>Quarterly network meetings attended.</li> <li>Information shared.</li> </ul>  | <br>Deliver   | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well | CH Elder Abuse Prevention Network members   |
| <b>5.4 Celebrate the diversity in our ageing community and develop partnerships with community groups and organisations to address barriers faced by members of our community</b> | 5.4.1 Partner with relevant community groups to celebrate the diversity in our ageing community and promote initiatives and inclusive community activities, programs, and events, including for: <ul style="list-style-type: none"> <li>First Nations people</li> <li>Culturally linguistically and religiously diverse older residents</li> <li>LGBTI older residents</li> <li>Dementia friendly initiatives</li> <li>Support for carers</li> </ul> | <ul style="list-style-type: none"> <li>Partnerships established.</li> <li>Initiatives/ program promoted.</li> <li>Community conversations undertaken.</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well | Community members, Local community-based organisations including but not limited to local cultural associations/groups, BRMC, BADAC, Wadawurrung Traditional Owners Aboriginal Corporation, Bigger Hearts Dementia Alliance Ballarat, Dementia Australia, Carers organisations, Ballarat Interfaith Network, Intercultural Advisory Group, Koorie Engagement Action Group, LGBTIQ+ Advisory Committee |








## FOCUS AREA 6: CIVIC PARTICIPATION AND EMPLOYMENT

GOAL: OUR AGEING COMMUNITY ARE EMPOWERED TO SHARE THEIR VIEWS, ARE ACTIVELY ENGAGED IN THE COMMUNITY THROUGH EMPLOYMENT, VOLUNTEERING OPPORTUNITIES, AND INVOLVEMENT IN COMMUNITY GROUPS AND ARE ENCOURAGED TO PARTICIPATE IN COUNCIL DECISION MAKING PROCESSES AS THEY CHOOSE

| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS   | KEY STAKEHOLDERS   |
|--|--|--|--|---------------------|---|---|--|
| <b>6.1 Promote the rights and abilities of our ageing community to participate in civic life and support them to do so</b> | 6.1.1 Support teams across City of Ballarat to plan for and include our ageing community members in their community engagement activities. | <ul style="list-style-type: none"> <li>Input provided</li> </ul>   | <br>Advocate  | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities    | Relevant teams across City of Ballarat                                 |
|  | 6.1.2 Promote opportunities and empower our older residents to participate in civic life.  | <ul style="list-style-type: none"> <li>Opportunities promoted.</li> <li>Support provided as needed.</li> </ul> | <br>Partner<br><br><br>Deliver     | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities    | Neighbourhood houses, BRMC, local training providers, community groups |
| <b>6.2 Support, promote and develop opportunities for older people to access meaningful and paid employment</b>            | 6.2.1 Develop partnerships with key stakeholders in Ballarat to promote the value of older workers.  | <ul style="list-style-type: none"> <li>Research undertaken.</li> <li>Partnerships explored.</li> </ul>         | <br>Partner<br><br><br>Deliver | 2025-2026           | Within already approved budget allocation | <br>Ageing Well<br><br><br>People and Culture | Economic Growth, Commerce Ballarat, local business networks            |














| PRIORITY  | ACTIONS   | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
|---|---|--|--|---------------------|---|--|--|
| <b>6.3 Provide, promote and support opportunities for lifelong learning and skill development</b>   | 6.3.1 Partner, facilitate and promote the availability of community lifelong learning opportunities for older community members to improve skills and knowledge in areas such as transport, navigating services, personal safety, e-safety, digital literacy, housing, health and wellbeing, financial literacy, and civic participation. | <ul style="list-style-type: none"> <li>Programs promoted and delivered.</li> <li>Resources shared.</li> </ul>                                  | <br>Partner<br><br><br>Deliver     | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Libraries and Lifelong Learning<br><br><br>Engaged Communities | Community based organisations, community members, Neighbourhood Houses, U3A, adult education providers |
| <b>6.4 Promote the value and lifetime experience of workers and benefits of an intergenerational workforce</b>                              | 6.4.1 Develop a campaign to profile skills and experience of older people working, volunteering, and participating in the community within the City of Ballarat.  | <ul style="list-style-type: none"> <li>Campaign established and promoted within the organisation.</li> </ul>                                   | <br>Partner<br><br><br>Deliver     | 2025-2026           | Within already approved budget allocation | <br>Ageing Well<br><br><br>People and Culture  | City of Ballarat staff   |
| <b>6.5 Support, promote and develop opportunities for people to engage in volunteering that is relevant to their interests and skillset</b> | 6.5.1 Promote volunteering opportunities available within City of Ballarat and the community and encourage and support older residents to volunteer.  | <ul style="list-style-type: none"> <li>Volunteering opportunities promoted.</li> <li>Support provided to residents (55+) as needed.</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (Ongoing) | Within already approved budget allocation | <br>Ageing Well   | Community members  |













| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
|--|--|--|--|-----------|---|--|--|
| <b>6.6 Provide a range of opportunities to ensure the voice of our ageing community is heard</b> | 6.6.1 Establish Ageing Well Ambassador Program to collaborate on age friendly initiatives across Ballarat and to provide a community voice for older community members | <ul style="list-style-type: none"> <li>Program developed</li> </ul>  | <br>Deliver | 2025-2026 | Within already approved budget allocation | <br>Ageing Well   | Community members, Engaged Communities, relevant teams across City of Ballarat |
|  | 6.6.2 Support the establishment of a Community Panel and promote and encourage diverse representation on this group including from our ageing community.               | <ul style="list-style-type: none"> <li>Input provided.</li> <li>Panel invitation promoted through networks.</li> </ul> | <br>Deliver | 2025-2026 | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities | Community members  |



## FOCUS AREA 7: COMMUNICATION AND INFORMATION

GOAL: OUR AGEING COMMUNITY CAN EASILY ACCESS INFORMATION AND ADVICE THEY NEED TO AGE WELL, STAY INFORMED AND CONNECT WITH THE COMMUNITY.

| PRIORITY  | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS  |
|---|--|--|--|---------------------|---|--|---|
| <b>7.1 Provide timely, trusted and relevant information that is easy to access and understand and connects residents to what they are looking for</b> | 7.1.1 Continue to provide a central point of relevant information and links to trusted sources of information for residents 55 years and over.                                 | <ul style="list-style-type: none"> <li>Webpage reviewed and updated</li> </ul>                     | <br>Partner<br><br><br>Deliver     | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Communications and Design           | Community members.  |
|   | 7.1.2 Promote the City of Ballarat online community directory, encourage community organisations to update their details and review and update.                                | <ul style="list-style-type: none"> <li>Directory promoted to community groups</li> </ul>           | <br>Deliver   | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities                 | Customer Experience, Family, Youth and Children's Services, Recreation Services, Community groups |
| <b>7.2 Communicate and provide information on a regular basis and in a range of formats to enable our community to access it as they choose</b>       | 7.2.1 Develop and maintain relevant and reliable information, marketing and promotion platforms that connect, involve, and inform older community members.                     | <ul style="list-style-type: none"> <li>Communication platforms developed and maintained</li> </ul> | <br>Deliver   | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Communications and Design   |
| <b>7.3 Provide, support and promote programs focused on increasing digital literacy and support and facilitate access to technology where needed</b>  | 7.3.1 Promote programs and resources available at Ballarat Libraries & community-based programs and activities focused on developing knowledge and skills in digital literacy. | <ul style="list-style-type: none"> <li>Programs and resources promoted</li> </ul>                  | <br>Partner<br><br><br>Deliver | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Libraries and Lifelong Learning | Community members Neighbourhood Houses, BRMC, U3A and other local organisations                   |

| PRIORITY  | ACTIONS   | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS  |
|---|---|---|--|---------------------|---|--|---|
| <b>7.4 Promote opportunities that support people to remain active in their local community</b>  | 7.4.1 Establish a network of older residents & local community groups focused on our ageing community to share information and ideas to remain active and connected.  | <ul style="list-style-type: none"> <li>Network established &amp; promoted.</li> <li>2 x Network meetings held/year</li> </ul> | <br>Deliver   | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Local community groups & clubs, Community members   |
|   | 7.4.2 Promote local community groups and deliver an annual event/activity focused on sharing opportunities that encourage social connection and empower older residents to stay active.   | <ul style="list-style-type: none"> <li>Programs and resources promoted.</li> <li>Annual event/activity held</li> </ul>        | <br>Partner<br><br><br>Deliver   | 2024-2026           | Within already approved budget allocation | <br>Ageing Well   | Local community groups & clubs, Community members   |
| <b>7.5 Strengthen organisational understanding of preferred communication channels that keep older people connected, involved informed and engaged</b>  | 7.5.1 Develop a comprehensive communications plan to engage & communicate with older residents in a range of formats to enable our community to access it as they choose.   | <ul style="list-style-type: none"> <li>Research undertaken.</li> <li>Communication plan developed and implemented</li> </ul>  | <br>Deliver   | 2024-2025           | Within already approved budget allocation | <br>Ageing Well   | Communications and Design, Engaged Communities  |
| <b>7.6 Build individual and community capacity to support informed decision making through providing and promoting information and community education in a range of formats, forums and other appropriate channels</b> | 7.6.1 Partner & facilitate community education sessions for older community members focused on lifelong learning areas of transport, navigating services, safety, digital technology, housing, health and wellbeing, life transitions, financial literacy, and civic participation. | <ul style="list-style-type: none"> <li>Schedule of education sessions developed.</li> <li>Sessions delivered</li> </ul>       | <br>Partner<br><br><br>Deliver | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well   | Community based & adult education providers, relevant program facilitators community members. |
|   | 7.6.2 Develop and promote an Older Adults Guide to Ballarat to build knowledge of local community and social services and supports to help residents make informed decisions to live and age well.  | <ul style="list-style-type: none"> <li>Guide developed and promoted</li> </ul>  | <br>Deliver   | 2024-2025           | Within already approved budget allocation | <br>Ageing Well | Community members   |



## FOCUS AREA 8: COMMUNITY SUPPORT AND HEALTH SERVICES

GOAL: BALLARAT HAS APPROPRIATE COMMUNITY SUPPORT AND HEALTH SERVICES TO ASSIST RESIDENTS AS THEY NEED THROUGHOUT THEIR LIVES.











| PRIORITY  | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE                 | TIMEFRAME           | BUDGET   | LEADING TEAMS   | KEY STAKEHOLDERS  |
|---|--|--|--------------------------------|---------------------|--|-----------------|---|
| <b>8.1 Advocate for continuous improvement and further development of local service system, to address identified gaps in services and quality so residents have access to local services that enable them to stay active and maintain their independence</b> | 8.1.1 Continue to advocate for the best outcomes for residents during the implementation of the new Commonwealth aged care reforms.  | <ul style="list-style-type: none"> <li>Advocacy work undertaken</li> </ul>   | <br>Advocate                   | 2024-2026 (ongoing) | Within already approved budget allocation  | <br>Ageing Well | Commonwealth & State Government, Community members      |
|   | 8.1.2 Undertake mapping of local health, community aged care and social service providers to increase local knowledge and determine gaps in service delivery.  | <ul style="list-style-type: none"> <li>Mapping undertaken</li> </ul>   | <br>Deliver                    | 2024-2026 (ongoing) | Within already approved budget allocation  | <br>Ageing Well | Community members                                       |
|   | 8.1.3 Transition the Regional Assessment Services to the ongoing assessment organisation/s as part of Commonwealth aged care reforms.  | <ul style="list-style-type: none"> <li>Transition completed.</li> </ul>  | <br>Partner<br><br><br>Deliver | 2024-2025           | Within already approved budget allocation  | <br>Ageing Well | Aged Care Reform service providers, Community members   |
| <b>8.2 Provide information on community supports and services available locally</b>   | 8.2.1 Continue providing the Community Connector program that provides support and assistance to community members to navigate My Aged Care, funded programs and community supports.   | <ul style="list-style-type: none"> <li>Community Connector program delivered.</li> <li>Individual Support provided as needed.</li> </ul> | <br>Deliver                    | 2024-2026 (ongoing) | Within already approved budget allocation  | <br>Ageing Well | Community members.                                      |
|   | 8.2.2 Plan and deliver an Ageing Well Service Provider Expo Event that engages service providers from the aged care sector and community members to increase knowledge and promote understanding of services and supports available. | <ul style="list-style-type: none"> <li>Expo planned and delivered</li> </ul>   | <br>Deliver                    | 2024-2026           | Within already approved budget allocation & ongoing Expos subject to ongoing budget approvals. | <br>Ageing Well | Local agencies and service providers, Community members |
| <b>8.3 Actively collaborate at regional, state and national level to address barriers and ensure older people have access to community support and services they need</b>   | 8.3.1 Build partnerships and relationships across community services sector and work with relevant agencies in Central Highlands region to collectively advocate on behalf of municipal community, as needed.                        | <ul style="list-style-type: none"> <li>Partnerships established</li> </ul>   | <br>Partner                    | 2024-2026 (ongoing) | Within already approved budget allocation  | <br>Ageing Well | Local agencies and service providers, Community members |













## FOCUS AREA 9: LEADERSHIP & ADVOCACY

GOAL: OUR COUNCIL IS COMMITTED TO BECOMING AN AGE FRIENDLY CITY BY LEADING AND ADVOCATING FOR OUR COMMUNITY TO ENABLE POSITIVE AND HEALTHY AGEING FOR ALL.

| PRIORITY   | ACTIONS   | PERFORMANCE MEASURE   | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS  | KEY STAKEHOLDERS   |
|--|---|---|--|---------------------|---|--|--|
| <b>9.1 Advocate on behalf of our community to create an age-friendly community to enable positive and healthy ageing for all</b>   | 9.1.1 Undertake baseline assessment using City of Ballarat Age Friendly Indicators to measure Ballarat's age friendliness over time, and to inform future strategies. | <ul style="list-style-type: none"> <li>Baseline assessment undertaken</li> </ul>  | <br>Deliver<br><br>Advocate  | 2025-2026           | Within already approved budget allocation | <br>Ageing Well | City of Ballarat, Engaged Communities, Community members           |
| <b>9.2 Develop and strengthen partnerships and collaboration with other tiers of government, key stakeholders, community-based organisations and facilitate local networks to encourage a collective approach in working towards an age friendly community</b> | 9.2.1 Continue to develop the local Age Friendly Partnership Network to enable shared understanding and collaborative effort across agencies in the region.           | <ul style="list-style-type: none"> <li>Network established.</li> <li>At least 2 meetings held/year.</li> </ul>  | <br>Partner<br><br>Deliver   | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well | Relevant community-based organisations including neighbouring LGAs |
|  | 9.2.2 Demonstrate commitment & raise awareness of the WHO Age Friendly Cities and Communities framework and initiatives.  | <ul style="list-style-type: none"> <li>Raise awareness of the network &amp; the principles of age friendly communities.</li> <li>Share age friendly practices and initiatives.</li> </ul> | <br>Partner<br><br>Deliver<br><br>Advocate | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well | Community members, Council, WHO                                    |

| PRIORITY   | ACTIONS  | PERFORMANCE MEASURE  | COUNCIL'S ROLE   | TIMEFRAME           | BUDGET                                    | LEADING TEAMS   | KEY STAKEHOLDERS   |
|--|--|--|--|---------------------|---|---|--|
| 9.3 Support a whole of organisation approach and apply an age friendly lens over our work to incorporate the needs of our ageing community into everything that it does to ensure an integrated approach | 9.3.1 Promote the benefits of being an age friendly and dementia friendly business/ organisation and promote resources to support this practice.   | <ul style="list-style-type: none"> <li>Resources shared &amp; promoted.</li> <li>Develop local campaign.</li> </ul>                    | <br>Partner<br><br><br>Deliver | 2025-2026           | Within already approved budget allocation | <br>Ageing Well  | Economic Growth, local businesses/ organisations, Commerce Ballarat, local business networks |
|  | 9.4.1 Encourage age friendly approaches across the organisation from the earliest possible stage of planning for engagement, projects, programs, and strategies including via internal advocacy. | <ul style="list-style-type: none"> <li>Resources developed &amp;/or shared.</li> <li>Input and/or advice provided as needed</li> </ul> | <br>Partner<br><br><br>Deliver | 2024-2026 (ongoing) | Within already approved budget allocation | <br>Ageing Well<br><br><br>Engaged Communities<br><br><br>Inclusive Ballarat Reference Group | Relevant teams across City of Ballarat   |