



Partnering to build an Age Friendly Community

City of Playford 2018-2021 – Action Plan

This Age Friendly Action plan has been developed from the 'Partnering to build an Age Friendly Community City of Playford 2018-2021 roadmap,' and builds upon the Council's previous Healthy Ageing Strategy 2012-2017 and Community Vision 2043.

The Roadmap outlines a range of opportunities to drive 'ageing well' outcomes which were identified using research, and consultation sessions with the local community, internal council stakeholders and key service partners.

Through prioritisation and assessment of Council's resource capacity these opportunities have been incorporated into this staged action plan which will drive planning and implementation over the next 3 years.

City of Playford Community Vision 2043

Playford is the City of opportunity, supporting the community's hopes and aspirations to be vibrant, thriving and sustainable. It provides an enviable lifestyle that is connected, healthy, happy, ambitious and proud, where each individual can take advantage of the many opportunities offered, making the City prosperous, liveable and happy.

This vision reflects the insight, experience, priorities, challenges and hopes of the Playford community for 'their place' in 2043 - and what a place it will be!

The City of Playford’s Community Vision 2043 is underpinned by values that include diversity and equity and is based around the three pillars of ‘Prosperity’, ‘Liveability’ and ‘Happiness’. The strategic directions within this Age Friendly Action Plan have accordingly been grouped under these pillars.

Strategic directions should be undertaken in the spirit of the ‘smart city’ concept outlined in Council’s Strategic Plan 2016-2020 - that is, looking for opportunities to enhance community outcomes through technology, efficient practices and willingness to adapt to change – this is especially relevant given the changes that will be experienced in the disability and aged sectors.

For each strategic direction one or more tasks have been identified that contribute to the achievement of the strategic direction.

For each of the Actions associated with the strategic directions, Council’s role(s) in implementing the Action has been identified, together with the responsible Council Department. The different roles of Council are defined as follows:

Leader / Planner	Development of strategies, policies, programs and services that respond to relevant trends and influences.
Information Provider	Provision of information to the general community and identified stakeholders.
Advocate	Advocacy to relevant bodies (e.g. making representations on behalf of the community to relevant bodies, such as other tiers of government).
Facilitator / Initiator	Bringing together and/or engaging with individuals, community groups, industry, government agencies and other stakeholders to address issues impacting (or potentially impacting) on the city.
Direct Provider	Delivery of a service, project or program in full by Council, with no resource or funding support from external parties.
Part Funder / Partner	Service or project in which Council works with another organisation to fund and/or deliver an outcome.



Prosperity

“Playford will be a thriving City with the right conditions for people to be able to take advantage of the many opportunities on offer to prosper as individuals and as communities”.

The aspirations for prosperity include a community who are educated, skilled, invigorated, diverse and empowered to access employment and other opportunities available to them.

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
1	Becoming an iconic centre of ‘ageing well’	1.1 Identify key stakeholders who would value-add to Playford’s ‘iconic centre of ageing well’ strategy, including research and ‘living laboratory’ partners;	Facilitator/ Initiator	Community Inclusion	2019
		1.2 Position Playford as the demonstration hub and pilot site for ‘ageing well’ innovations;	Leader/Planner	Community Inclusion/Marketing	2019/2020
		1.3 Engage with the new ‘Global Centre for Modern Ageing’ at Tonsley Park;	Facilitator/ Initiator	Community Inclusion	2019/2020
		1.4 Seek differentiators and niche positions for this strategy;	Facilitator/ Initiator	Community Inclusion	2018/19
		1.5 Appoint and promote a renown Playford ‘ageing well’ patron;	Facilitator/ Initiator	Community Inclusion/Marketing	2019
		1.6 Develop ‘research into practice’ capabilities through partnerships with universities, utilising their students to develop evidence-based innovative programs;	Facilitator/ Initiator	Community Inclusion	2019/2020
		1.7 Promote Playford’s innovations through journals and conferences;	Facilitator/ Initiator	Community Services/Marketing	2019
		1.8 Provide an ‘ageing well’ innovation scholarship, funded by business and or philanthropic agencies;	Part funder/Partner	Community Services/Marketing	2021
		1.9 Develop strong partnerships with ‘ageing well’ specialists to contribute directly to Council	Part funder/Partner	Community Inclusion	2018/19

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		<p>programs (inc. the virtual hub);</p> <p>1.10 Undertake effective marketing to 'ageing well' networks and service providers.</p>	Direct Provider	Community Services/Marketing	2018/19
2	Foster lifelong learning and new skills	2.1 Manage and promote a 'Learning for Life' information week;	Initiator/Facilitator	Community Inclusion	2019
		2.2 Develop the "Grenville University of the Third Age";	Initiator/Facilitator	Community Inclusion	2019
		2.3 Promote partnerships with open universities, TAFE, WEA;	Initiator/Partner	Community Inclusion	2018/19
		2.4 Utilise the skills of retirees, older people and professionals;	Direct Provider	Community Inclusion	2018/19
		2.5 Teach 'blogging' skills to share knowledge and experiences;	Direct Provider	Community Inclusion	2018/19
		2.6 Utilise webinars, YouTube videos and documentaries to promote new skills and learning;	Facilitator/Initiator	Community Inclusion	2018/19
		2.7 Facilitate shared learning of technical skills within Council programs (eg. crafts, Men's Shed, career expertise);	Initiator/Direct Provider	Community Inclusion	2018/19
		2.8 Provide programs which cover the full range of digital and ICT skills from basic to advanced, in step-by-step structured programs;	Part funder/Partner	Community Inclusion	Ongoing
2.9 Continuously refresh the Council programs and services being offered to promote learning and new experiences (eg. basic conversational languages for beginners, photography excursions, film discussion afternoons, book clubs).	Direct Provider	Community Inclusion	Ongoing		



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
3	Providing broader opportunities to volunteer	3.1 Expand targeted volunteering to provide 1:1 matching with people in special circumstances, with special needs, or seeking skilled mentoring;	Direct provider	Community Inclusion/ Volunteer Strategy and Development	2018/19
		3.2 Expand the volunteer capacity to support broader special needs groups eg. CALD, people with dementia, people living with a disability.	Facilitator/ partner/ provider Direct	Volunteer Strategy and Development	Ongoing
		3.3 Recruit multicultural volunteers.	Facilitator/ Direct Provider	Volunteer Strategy and Development	Ongoing



'Liveability'

"A diversity of lifestyle choices will be on offer based on being connected, well-planned and attractive with the appropriate infrastructure and services to support a village type atmosphere for both urban and rural living".

The aspirations for liveability include physically and socially connected communities which are safe and promote a walkable village lifestyle.

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
4	Integration with Playford's CBD- smart City development	4.1 Ensure that design features and environs are age-friendly, inclusive and promote positive ageing and community participation;	Facilitator/Initiator	Community Inclusion/Major Projects	2018/19
		4.2 Provision of digital platforms and technology to optimise communication, participation and learning;	Facilitator/initiator	Community Inclusion/ICT	2018/19
		4.3 Provide the capacity to beam Council events live into <i>Grenville</i> and other community centres.	Facilitator/Initiator	Community Inclusion/ICT	2020/21
5	Addressing Social Isolation	5.1 Provide outreach 'pop-up' programs for people who can't or won't attend the <i>Grenville</i> CBD Hub or other Council centres; deliver programs in other community spaces, and use mobile services and partnerships with businesses and/or service providers;	Direct Provider/ partner	Community Inclusion	Ongoing
		5.2 Use 1:1 trusted volunteers to initiate connections with individuals before transitioning to groups;	Facilitator/ Direct Provider	Community Inclusion/ Volunteer Strategy and Development	2018/19
		5.3 Establish effective referral lines to Council programs from service providers, family, neighbours and workplaces;	Facilitator/ Initiator	Community Inclusion	Ongoing
		5.4 Liaise with home care providers to promote Council services to their socially isolated clients;	Facilitator/ Initiator	Community Inclusion	Ongoing
		5.5 Promote neighbourhood networks (peer to peer support and engagement), and consider	Facilitator/	Community	2018/19

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		<p>programs such as NABO, <i>One Good Street</i>, and the 'Waverton Hub' model;</p> <p>5;6 Be responsive, eg. expand regular 'Shopping' groups into shared social engagement activities;</p> <p>5;7 Utilise digital social connection platforms such as Skype, email, Facebook and virtual networks of people.</p>	<p>Initiator</p> <p>Direct provider</p> <p>Facilitator/ Initiator</p>	<p>Inclusion/Marketing</p> <p>Community Inclusion</p> <p>Community Inclusion</p>	<p>2018/19</p> <p>Ongoing</p>
6	Fostering Intergenerational Connections	<p>6.1 Develop a formal "Grenville@School" program and specific partnership projects to foster shared learning, social engagement, understanding each other's life stories and generational perspectives;</p> <p>6.2 Establish <i>Grenville</i> as the facilitator to match intergenerational connections (including a web-based portal);</p> <p>6.3 Facilitate two-way mentoring and tutoring (including on-line support);</p> <p>6.4 Facilitate university, TAFE and VET student placements in Council programs;</p> <p>6.5 Promote intergenerational family events at <i>Grenville</i> and other relevant Council locations, including Grandchildren's Day and programs during school holidays;</p> <p>6.6 Promote intergenerational connections through seasonal markets selling <i>Grenville</i> products, 'street art' collaborations and pet days;</p> <p>6.7 Use local cinema advertising to promote intergenerational collaborations in Playford.</p>	<p>Direct provider/Partner</p> <p>Facilitator/ Initiator</p> <p>Facilitator/ Initiator</p> <p>Facilitator/ Initiator</p> <p>Direct provider/Partner</p> <p>Initiator/Direct provider</p> <p>Facilitator/ Initiator</p>	<p>Community Inclusion</p> <p>Community Inclusion/ICT</p> <p>Community Inclusion/ICT</p> <p>Community Inclusion/Organisational Development</p> <p>Community Services/Libraries</p> <p>Community Inclusion</p> <p>Community Inclusion/Marketing</p>	<p>2018/2019</p> <p>2018/2019</p> <p>2019/2020</p> <p>2019/2020</p> <p>2018/2019</p> <p>2019/2020</p> <p>2019/2020</p>
7	Adapting to a new wave of retirees	<p>7.1 Continuously refresh the Council services and programs being offered to address new trends and preferences;</p>	<p>Direct provider</p>	<p>Community Inclusion</p>	<p>Ongoing</p>



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		<p>7.2 Provide free 'come and try' promotions of Council programs;</p> <p>7.3 Undertake an annual needs analysis survey and consultation;</p> <p>7.4 Provide more evening Council programs targeted at younger retirees.</p>	<p>Direct Provider</p> <p>Direct provider</p> <p>Direct provider</p>	<p>Community Inclusion</p> <p>Community Inclusion/Service Improvement</p> <p>Community Inclusion</p>	<p>Ongoing</p> <p>2019</p> <p>2019</p>
8	Responsive to Special Needs Groups	<p>8.1 Undertake an annual self-assessment audit against CALD engagement standards;</p> <p>8.2 Provide multicultural food options, music, dancing, board games etc. at <i>Grenville</i>;</p> <p>8.3 Develop formal engagement strategies with both CALD and Aboriginal & Torres Strait Islander communities, using peers and community leaders;</p> <p>8.4 Develop outreach 'pop-up' programs for special needs groups;</p> <p>8.5 Appoint Grenville ambassadors to engage with the special needs groups;</p> <p>8.6 Provide specific multi-lingual programs and translations;</p> <p>8.7 Self-evaluate Council programs against the LGBTI 'Rainbow Tick' accreditation standards;</p> <p>8.8 Celebrate and showcase a broad range of multicultural events and festivals, to enjoy each other's diverse offerings (eg. food, traditions, crafts);</p> <p>8.9 Provide multi-language 'welcome' signs, multicultural magazines, international and ATSI flags etc. at relevant Council service centres;</p> <p>8.10 Promote regular "Bring a Friend" days at <i>Grenville</i>, focusing on special needs groups.</p>	<p>Direct provider/partner</p> <p>Facilitator/ Initiator</p> <p>Part funder/partner</p> <p>Facilitator/ Initiator</p> <p>Direct Provider</p> <p>Facilitator/ Initiator</p> <p>Facilitator/ Initiator</p> <p>Direct Provider</p> <p>Direct Provider</p> <p>Direct Provider</p>	<p>Community Inclusion</p> <p>Community Services</p> <p>Community Services</p> <p>Community Inclusion</p> <p>Community Inclusion</p> <p>Community Inclusion/Community Development/ Libraries</p> <p>Community Services/Libraries</p> <p>Community Services/Libraries/Marketing</p> <p>Community Services/Libraries/Marketing</p> <p>Community Inclusion</p>	<p>2019</p> <p>Ongoing</p> <p>Ongoing</p> <p>2018/19</p> <p>2019</p> <p>Ongoing</p> <p>2018</p> <p>Ongoing</p> <p>2018</p> <p>2018</p>



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
9	Access and participation for older people with a disability	9.1 Ensure that Council services and infrastructure optimise the new NDIS opportunities emerging for both individuals, carers and service providers;	Facilitator/ Initiator	Major Projects	2018
		9.2 Engage with experts and clients to ensure that the new <i>Grenville</i> building, fit-out and surrounding environs fully supports disability access and utilisation;	Facilitator/ Initiator	Major Projects/ Community Inclusion/ICT	2018 2018
		9.3 Utilise key supports such as transport and assistive technology;	Facilitator/ Initiator	Community Inclusion/ICT	2018/19
		9.4 Provide relevant professional development for staff & volunteers;	Facilitator/ Initiator	Community Inclusion/Organisational Development	2018/19
		9.5 Adapt programs and services to ensure inclusivity;	Direct Provider	Community Inclusion	2020
		9.6 Develop partnerships with NDIS service providers to engage with <i>Grenville</i> ;	Direct Provider	Community Inclusion	2020
		9.7 Facilitate Carer support links and referrals.	Facilitator/Initiator	Community Inclusion	2019
10	Dementia- friendly	10.1 Engage with experts and clients to ensure the new <i>Grenville</i> building, fit-out and surrounding environs fully supports access and utilisation by people with dementia (eg. navigation and way-finding, stimulation management, signage, balancing quiet places with communal areas);	Facilitator/ Initiator	Community Inclusion/Major Projects	2018/19
		10.2 Provide specific strengths-based dementia support programs, eg. Montessori, Cognitive Stimulation Therapy, reminiscence, art and music therapy, calm sensory room;	Information Provider/Direct Provider	Community Inclusion	Ongoing
		10.3 Adapt Council services and programs to ensure inclusivity;	Direct Provider	Community Inclusion	Ongoing
		10.4 Strong engagement with 'Dementia Australia' to support people and their families (inc. people with Younger Onset Dementia);	Facilitator/initiator	Community Inclusion	Ongoing
		10.5 Provide broad dementia-awareness	Information	Community Inclusion	Ongoing



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		<p>information to <i>Grenville</i> members to improve inclusivity;</p> <p>10.6 Provide digital virtual games and virtual reality experiences;</p> <p>10.7 Provide relevant professional development for Council staff & volunteers;</p> <p>10.8 Manage nutrition and continence support for <i>Grenville</i> members with dementia if required;</p> <p>10.9 Facilitate Carer support links and referrals.</p>	<p>Provider</p> <p>Direct Provider</p> <p>Direct Provider</p> <p>Facilitator/Initiator</p> <p>Facilitator/Initiator</p>	<p>ICT</p> <p>Community Inclusion/Organisational Development</p> <p>Community Inclusion</p> <p>Community Inclusion</p>	<p>2021</p> <p>2021</p> <p>2021</p> <p>Ongoing</p>
11	Better access to community information	<p>11.1 Provide an integrated approach to community information which includes on-line, face-to-face, telephone and print;</p> <p>11.2 Facilitate people to navigate the social and health support systems (eg. ageing well, aged care, disability services, dementia support resources);</p> <p>11.3 Simplify the mass of brochures and information displayed at the <i>Grenville</i>, and provide a simple central web-based database;</p> <p>11.4 Regularly utilise visual advertising displays in all Council venues;</p> <p>11.5 Promote special information days focusing on key issues;</p> <p>11.6 Develop an age-friendly business register (eg. gyms, financial planners);</p> <p>11.7 Promote information through local businesses;</p> <p>11.8 Provide a range of simplified “how to” handouts;</p> <p>11.9 Use Apps, SMS, email subscriptions and</p>	<p>Direct Provider</p> <p>Information Provider</p> <p>Information Provider</p> <p>Information Provider</p> <p>Facilitator/Initiator</p> <p>Information Provider</p> <p>Information provider</p> <p>Facilitator/Initiator</p> <p>Facilitator/Initiator</p>	<p>Community Inclusion/Marketing</p> <p>Community Inclusion</p> <p>Community Inclusion/ICT/Marketing</p> <p>Marketing</p> <p>Community Inclusion/ICT/Marketing</p> <p>Community Inclusion/Marketing</p> <p>Community Inclusion/Marketing</p> <p>Community Inclusion/Marketing</p>	<p>Ongoing</p> <p>Ongoing</p> <p>2018/19</p> <p>Ongoing</p> <p>Ongoing</p> <p>2018/19</p> <p>Ongoing</p> <p>Ongoing</p> <p>2018/19</p>



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		<p>digital platforms to promote community information, providing opt-in / opt-out reminders and prompts;</p> <p>11.10 Use community advisors to review the user-friendliness the Council website and information displays;</p> <p>11.11 Develop formal partnerships with health promotion groups such as Dementia Australia and Heart Foundation to offer courses and seminars.</p>	Facilitator/Initiator	<p>Community Inclusion/ICT/Marketing</p> <p>Community Inclusion/ICT/Marketing</p> <p>Community Inclusion</p>	<p>2018/19</p> <p>Ongoing</p>



'Happiness'

"A sense of happiness will pervade in the City, brought about by a satisfaction with the opportunities that are present to work, live and play in a flourishing environment".

Aspirations for happiness involve a community who embrace healthy lifestyles and are ambitious and proud.

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
12	Promoting older people as important citizens with a valuable contribution to make	12.1 Celebrate and promote positive ageing role models and life stories from within the Playford community – not just the past, but their current adventures, achievements and aspirations;	Facilitator/ Initiator	Community Inclusion / Marketing	2018
		12.2 Avoid references of "older / ageing", and instead focus on people, their life stories, their goals and their ability to make a positive difference;	Facilitator/ Initiator	Community Inclusion / Marketing	Ongoing
		12.3 Use the local cinema advertising to promote examples of positive ageing;	Part funder/Provider	Community Inclusion / Marketing	2019
		12.4 Refresh the Council marketing of <i>Grenville</i> as a key community strength, not just a social centre for "oldies";	Direct Provider	Community Inclusion / Marketing	2018/9
		12.5 Position <i>Grenville</i> as the recruitment promoter for older workers, including a Council website and connection portal with workers' profiles;	Facilitator/ Initiator	Community Inclusion / Stretton	2019
		12.6 Explore 'business enterprise' activities arising from selling <i>Grenville</i> program outputs;	Facilitator/ Initiator	Community Inclusion / Stretton	2019
		12.7 Continue to strongly grow the Volunteer capacity and involvement.	Direct Provider	Community Inclusion/ Volunteer Strategy and Development	Ongoing
13	Maintaining Health and Independence	13.1 Address people's personal mindset (their awareness and attitudes);	Facilitator/ Initiator	Community Inclusion/ Marketing	Ongoing
		13.2 Address the low levels of health literacy, which negatively affects people's ability to access and understand health information and choose the	Facilitator/ Initiator	Community Services	Ongoing

	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		most effective services;			
		13.3 Embed 'goal setting' as a key process, with individuals supported to achieve their goals	Facilitator/ Initiator	Community Inclusion	Ongoing
		13.4 Recognise that for people to have genuine choice and control it requires 'informed choice', so health literacy and health promotion is essential;	Facilitator/ Initiator	Community Inclusion	Ongoing
		13.5 Address dementia prevention, eg. 'brain gym' using digital exercises on iPads, tablets, computers;	Direct provider/partner	Community Inclusion	Ongoing
		13.6 Promote information about fitness classes for all older age cohorts, and the use of Apps to support fitness and mobility;	Direct provider/partner	Community Inclusion/ Marketing/ Events and Activation	2018/19
		13.7 Develop activity-based outings such as hikes, gardening, camping, outdoor gym, sports;	Direct provider/ Facilitator	Community Inclusion	2018
		13.8 Develop a 'PERMA Plus' type wellbeing and resilience course;	Direct provider/partner	Community Inclusion	2019/20
		13.9 Embed wellness, reablement and restorative approaches in all Council services for older people	Facilitator/ Initiator	Community Inclusion	Ongoing
		13.10 Support access to a gym and resistance training, with professional advice from a fitness instructor;	Facilitator/ Initiator	Community Inclusion	Ongoing
		13.11 Provide and promote more outdoor programs, and access to outdoor gym equipment.	Direct provider/ facilitator/ partner	Strategy and Policy/ Community Inclusion	2018/19
14	Integration of Playford's 'healthy ageing' strategies	14.1 Establish an inclusive and representative leadership group to take responsibility as the collective stewards and drivers of Playford's healthy ageing strategy;	Direct provider/ facilitator/ Initiator	Community Inclusion	2018
		14.2 Nominate a delegated Council project officer with accountability to lead Playford's new 'ageing well' program development, KPIs, innovations,	Direct Provider	Community Inclusion	2018



	Strategic Direction	Actions	Council Role	Accountability (Council Department)	Timing (to commence action)
		and evaluations; 14.3 Ensure that supporting the 'ageing well' vision and service model is included in Council department work-plans and staff induction; 14.4 Develop strong connections between relevant Council precincts (eg. allied health referrals to <i>Grenville</i>); 14.5 Council develops an action plan to embed a wellbeing culture in its programs and workplace.	Direct Provider Direct Provider Direct Provider	Executive/Community Inclusion/Organisational Development Community Inclusion/Major Projects Organisational Development	2018/19 2018/19 2018/19



9. Implementation, Review and Reporting

The Manager Community Inclusion is responsible for facilitating and coordinating internal Council staff to achieve agreed actions and strategic outcomes within this Age Friendly action plan.

As part of implementing the actions, a Grenville Advisory Group, made up of community members with an interest in City of Playford services for older people will input into the development of an annual work plan and identification of priority actions in collaboration with Council administration.

The Manager Community Inclusion will work collaboratively with other council Managers and Senior Managers to achieve outcomes.

The Manager Community Inclusion will also be responsible for preparing an annual information report about the progress of the action plan.

Ongoing monitoring of Council services will be undertaken utilising Results Based Accountability (RBA)¹ practices that evaluate community outcomes.

Acknowledgment and thanks is given to the invaluable contribution and insights of Council staff, community members, volunteers and service providers.

Reference and thanks is also given to Greg Adey, g88 consulting for the work in developing the Partnering to build an Age Friendly Community City of Playford 2018-2021 – A roadmap to shape Playford's leadership in 'ageing well'.

¹ More information about RBA is available at resultsaccountability.com/