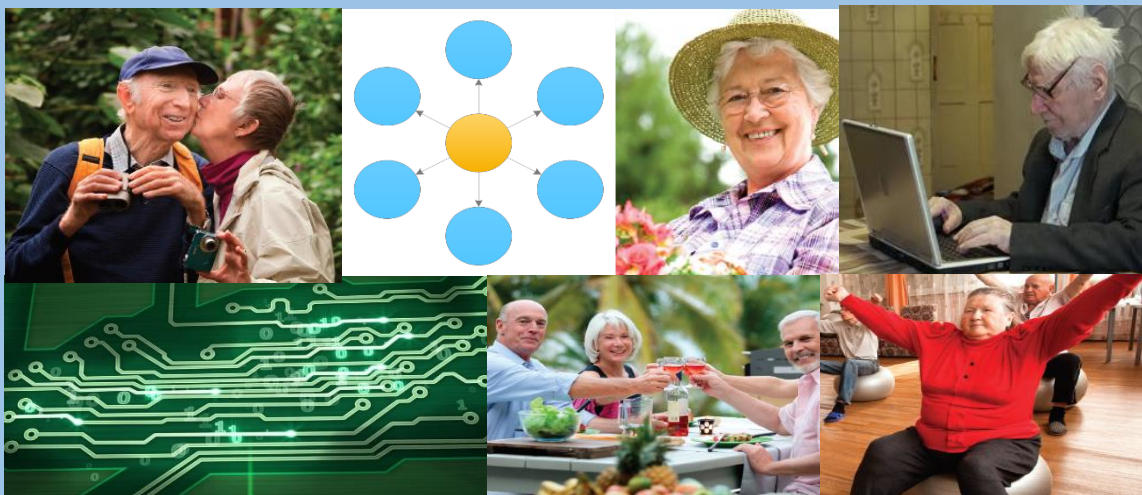




## Healthy Ageing in Playford

Partnering to build an Age Friendly Community  
City of Playford 2018-2021

# *A roadmap to shape* Playford's leadership in 'ageing well'



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

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***Strong foundations, confident future***

## The 'ageing well' revolution

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Our increasing longevity is recognised as a time of positive opportunity for older people, for our communities and for the economy. It's a time where new ideas and collaborations will drive improvements in health and wellbeing outcomes, bringing widespread benefits for all ages. Older people are reshaping the traditional life course, and Local Councils have an important role in planning and responding to this holistically.

## Playford's demographics

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Recent analysis undertaken by the *South Australian Centre for Economic Studies* (University of Adelaide, 2017) indicates that despite their younger profile, residents of the City of Playford are more likely than others in the Greater Adelaide area to report lower levels of subjective health and higher levels of support needs.

This highlights the importance for Playford in continuing to strengthen its current commitment to building an 'ageing well' community. Playford's older populations (aged 65+) is expected to grow by approximately 6,000 people by 2026, with 1000 of those people being aged 85+.

Through integrated planning and effective service partnerships, Playford will be able to support its community to enjoy the advantages that come with longevity.

## The Next Great City – Playford

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The heart of Playford is being transformed into a world-class digitally connected CBD built on the latest technology to become a connected, agile city of the future.

Council is committed to ensuring that this high-density, multi-story hub, surrounded by green spaces and open landscapes, specifically contributes to its long term age-friendly strategy, and is actively engaging with community stakeholders to achieve this.

Designed to be a core component of the new CBD development, the new *Grenville Community Connections Hub* has the opportunity to showcase the best in community-based healthy ageing.

## The 'Grenville Community Connections Hub' – a proud tradition and a new future

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The *Grenville Community Connections Hub* (the *Grenville*) is often regarded as the most visible example of Playford's commitment to positive ageing. *Grenville* has a long history of assisting people to remain independent and to live life to the fullest. Its diverse services encourage healthy living, social connections, lifelong learning and simply enjoying life – key themes which were at the heart of Playford's "Healthy Ageing Strategy 2012-2017".

While this new action plan provides a clear future direction for Playford's comprehensive approach to 'ageing well', it's also recognised that the spirit and location of *Grenville* will have a key role (both symbolically and practically) to play in driving the Council and community partnership in healthy ageing.

## The 'ageing well' principles

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Drawing on evidence-based international research about 'ageing well' communities, there are a number of important principles which will shape Playford's action plan:

- the pillars of the World Health Organisation's (WHO) Active Ageing Policy Framework: health, participation, security and lifelong learning;
- the WHO's health promotion framework;

- the PERMA wellbeing model of positive emotions, engagement, positive relationships, meaning and achievements;
- the NEF (New Economics Foundation) science of wellbeing domains: Connect, Be Active, Take Notice, Keep Learning, and Give;
- the federal Department of Health’s focus on measurable wellbeing and reablement service outcomes;
- the state government’s vision for an age friendly South Australia, bringing together the expertise of the community, innovative service agencies, and local and state government policy makers;
- an ethos of inclusivity and social justice that values diversity and the needs of special needs groups.

## The Vision

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The motivating vision is to position the City of Playford as a vibrant, innovative, internationally renowned ‘centre of excellence’ for positive ageing, where age is no barrier to living well. Playford’s aspiration as ‘the next great city’ provides the integrated framework to make this possible.

## Making the vision real

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Achieving this vision will require systematic management underpinned by community engagement, organisational learning and key partnerships. Three pillars will enable this:

1. **maintain** current programs and broader ‘healthy ageing’ strategies (including transport, safe neighbourhoods, community infrastructure etc.)
2. **refresh** the ‘healthy ageing’ service mix and choices that are offered
3. **innovate** with new services, delivered in new ways and new locations.

In the future, Playford’s healthy ageing programs and services will be offered in several formats:

- at the **CBD central hub** (the *Grenville*)
- as a **virtual digital hub**, and
- through multiple **outreach centres and ‘pop-up’ spokes**.

Playford’s ‘ageing well’ goals will be accomplished over both medium and longer-term horizons, and through practical and affordable stages. Outcomes will be enhanced through the professional development of both Council staff and volunteers in core areas of expertise such as healthy ageing, wellbeing, dementia support, engagement with CALD and Aboriginal & Torres Strait Islander communities, and disability inclusiveness.

There will be a greater focus on formally welcoming and introducing new participants into Playford’s ‘ageing well’ services, particularly for people with special needs. This will include a welcome pack, facility tours and introductions, the provision of a peer ‘buddy’ matched to one’s background and preferences, and a follow-up feedback survey three months after commencing.

## Playford’s ‘ageing well’ roadmap

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A comprehensive range of opportunities to drive ‘ageing well’ outcomes have been identified using (a) research and (b) consultation sessions with the local community, internal Council stakeholders and key service partners.

Through a further process of prioritisation and an assessment of Council’s resource capacity, these opportunities should be developed into a staged action plan over several years.

### **Maintaining health and independence**

- Address people’s personal mindset (their awareness and attitudes);
- Address the low levels of health literacy, which negatively affects people’s ability to access and understand health information and choose the most effective services;
- Embed ‘goal setting’ as a key process, with individuals supported to develop their individual “My Well-being Action Plan”;
- Recognise that for people to have genuine choice and control it requires ‘informed choice’, so health literacy and health promotion is essential;
- Maintain a database of key health & wellbeing information, and simple clear personal implementation habits;
- Address dementia prevention, eg. ‘brain gym’ using digital exercises on iPads, tablets, computers;
- Promote information about fitness classes for all older age cohorts, and the use of Apps to support fitness and mobility;
- Develop activity-based outings such as hikes, gardening, camping, outdoor gym, sports;
- Develop a ‘PERMA Plus’ wellbeing and resilience course;
- Embed wellness, reablement and restorative approaches in all Council services;
- Support access to a gym and resistance training, with professional advice from a fitness instructor;
- Provide more outdoor programs, and outdoor gym equipment.

### **Foster lifelong learning and new skills**

- Manage and promote a ‘Learning for Life’ information week;
- Develop the “Grenville University of the Third Age”;
- Promote partnerships with open universities, TAFE, WEA;
- Utilise the skills of retirees, older people and professionals;
- Teach ‘blogging’ skills to share knowledge and experiences;
- Utilise webinars, YouTube videos and documentaries to promote new skills and learning;
- Facilitate shared learning of technical skills within Council programs (eg. crafts, Men’s Shed, career expertise);
- Provide programs which cover the full range of digital and ICT skills from basic to advanced, in step-by-step structured programs;
- 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).

### **Better access to community information**

- Provide an integrated approach to community information which includes on-line, face-to-face, telephone and print;

- Facilitate people to navigate the social and health support systems (eg. ageing well, aged care, disability services, dementia support resources);
- Simplify the mass of brochures and information displayed at the *Grenville*, and provide a simple central web-based database;
- Regularly utilise visual advertising displays in all Council venues;
- Promote special information days focusing on key issues;
- Develop an age-friendly business register (eg. gyms, financial planners);
- Promote information through local businesses;
- Provide a range of simplified “how to” handouts;
- Use Apps, SMS, email subscriptions and digital platforms to promote community information, providing opt-in / opt-out reminders and prompts;
- Use community advisors to review the user-friendliness the Council website and information displays;
- Develop formal partnerships with health promotion groups such as Dementia Australia and Heart Foundation to offer courses and seminars.

#### **Access and participation for older people with a disability**

- Ensure that Council services and infrastructure optimise the new NDIS opportunities emerging for both individuals, carers and service providers;
- Engage with experts and clients to ensure that the new *Grenville* building, fit-out and surrounding environs fully supports disability access and utilisation;
- Utilise key supports such as transport and assistive technology;
- Provide relevant professional development for staff & volunteers;
- Adapt programs and services to ensure inclusivity;
- Develop partnerships with NDIS service providers to engage with *Grenville*;
- Facilitate Carer support links and referrals.

#### **Dementia-friendly**

- Engage with experts and clients to ensure that the new *Grenville* 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);
- Provide specific strengths-based dementia support programs, eg. Montessori, Cognitive Stimulation Therapy, reminiscence, art and music therapy, calm sensory room;
- Link with day care options;
- Adapt Council services and programs to ensure inclusivity;
- Strong engagement with ‘Dementia Australia’ to support people and their families (inc. people with Younger Onset Dementia);
- Provide broad dementia-awareness information to *Grenville* members to improve inclusivity;
- Provide digital virtual games and virtual reality experiences;

- Provide relevant professional development for Council staff & volunteers;
- Manage nutrition and continence support for *Grenville* members with dementia if required;
- Facilitate Carer support links and referrals.

### **Addressing social isolation**

- Provide outreach ‘pop-up’ programs for people who can’t or won’t attend the *Grenville* CBD Hub or other Council centres; deliver programs in other community spaces, and use mobile services and partnerships with businesses and/or service providers;
- Use 1:1 trusted volunteers to initiate connections with individuals before transitioning to groups;
- Establish effective referral lines to Council programs from service providers, family, neighbours and workplaces;
- Liaise with home care providers to promote Council services to their socially isolated clients;
- Promote neighbourhood networks (peer to peer support and engagement), and consider programs such as NABO, *One Good Street*, and the ‘Waverton Hub’ model;
- Be responsive, eg. expand regular ‘Shopping’ groups into shared social engagement activities;
- Utilise digital social connection platforms such as Skype, email, Facebook and virtual networks of people.

### **Fostering intergenerational connections**

- 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;
- Establish *Grenville* as the facilitator to match intergenerational connections (inc. a web-based portal);
- Facilitate two-way mentoring and tutoring (inc. on-line support);
- Facilitate university, TAFE and VET student placements in Council programs;
- Promote intergenerational family events at *Grenville* and other relevant Council locations, including Grandchildren’s Day and programs during school holidays;
- Promote intergenerational connections through seasonal markets selling *Grenville* products, ‘street art’ collaborations and pet days;
- Use the local cinema advertising to promote examples of intergenerational collaborations in Playford.

### **Promoting older people as important citizens with a valuable contribution to make**

- 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;
- Avoid references of “older / ageing”, and instead focus on people, their life stories, their goals and their ability to make a positive difference;
- Use the local cinema advertising to promote examples of positive ageing;
- Refresh the Council marketing of *Grenville* as a key community strength, not just a social centre for “oldies”;

- Position *Grenville* as the recruitment promoter for older workers, including a Council website and connection portal with workers' profiles;
- Explore 'business enterprise' activities arising from selling *Grenville* program outputs;
- Continue to strongly grow the Volunteer capacity and involvement.

### **Providing broader opportunities to volunteer**

- Expand targeted volunteering to provide 1:1 matching with people in special circumstances, with special needs, or seeking skilled mentoring;
- Expand the volunteer capacity to support broader special needs groups eg. CALD, people with dementia, people living with a disability.
- Recruit multicultural volunteers.

### **Adapting to a new wave of retirees**

- Continuously refresh the Council services and programs being offered to address new trends and preferences;
- Provide free 'come and try' promotions of Council programs;
- Undertake an annual needs analysis survey and consultation;
- Provide more evening Council programs targeted at younger retirees.

### **Responsive to special needs groups**

- Undertake an annual self-assessment audit against CALD engagement standards;
- Provide multicultural food options, music, dancing, board games etc. at *Grenville*;
- Develop formal engagement strategies with both CALD and Aboriginal & Torres Strait Islander communities, using peers and community leaders;
- Develop outreach 'pop-up' programs for special needs groups;
- Appoint *Grenville* ambassadors to engage with the special needs groups;
- Provide specific multi-lingual programs and translations;
- Self-evaluate Council programs against the LGBTI 'Rainbow Tick' accreditation standards;
- Celebrate and showcase a broad range of multicultural events and festivals, to enjoy each other's diverse offerings (eg. food, traditions, crafts);
- Provide multi-language 'welcome' signs, multicultural magazines, international and ATSI flags etc. at relevant Council service centres;
- Promote regular "Bring a Friend" days at *Grenville*, focusing on special needs groups.

### **Becoming an iconic centre of 'ageing well'**

- Identify key stakeholders who would value-add to the Playford's 'centre of excellence' strategy, including research and 'living laboratory' partners;
- Position Playford as the demonstration hub and pilot site for 'ageing well' innovations;
- Engage with the new 'Global Centre for Modern Ageing' at Tonsley Park;
- Seek differentiators and niche positions for this strategy;



- Appoint and promote a renowned Playford ‘ageing well’ patron;
- Develop ‘research into practice’ capabilities through partnerships with universities, utilising their students to develop evidence-based innovative programs;
- Promote Playford’s innovations through journals and conferences;
- Provide an ‘ageing well’ innovation scholarship, funded by business and or philanthropic agencies;
- Develop strong partnerships with ‘ageing well’ specialists to contribute directly to Council programs (inc. the virtual hub);
- Undertake effective marketing to ‘ageing well’ networks and service providers.

### **Integration of Playford’s ‘healthy ageing’ strategies**

- Establish an inclusive and representative leadership group to take responsibility as the collective stewards and drivers of Playford’s healthy ageing strategy;
- Nominate a delegated Council project officer with accountability to lead Playford’s new ‘ageing well’ program development, KPIs, innovations, and evaluations;
- Ensure that supporting the ‘ageing well’ vision and service model is included in Council department workplans and staff induction;
- Develop strong connections between relevant Council precincts (eg. allied health referrals to *Grenville*);
- Council develops an action plan to embed a wellbeing culture in its programs and workplace.

### **Integration with Playford’s CBD-Smart City development**

- Ensure that design features and environs are age-friendly, inclusive and promote positive ageing and community participation;
- Provision of digital platforms and technology to optimise communication, participation and learning;
- Provide the capacity to beam Council events live into *Grenville* and other community centres.

## **Sustainability – protecting the ‘ageing well’ vision for Playford**

This roadmap provides a broad range of actions to build on Playford’s strengths, and to expand its future contribution to healthy ageing.

The challenge will be to implement these goals on a staged basis that is both practical and affordable. Constrained by resources and Council capacity, it is critical that the relevant Council leadership team has formal systems to implement and sustain these positive opportunities.

It is recommended that these management systems include:

- documenting the ‘ageing well’ vision for Playford into a formal Charter, addressing the evidence-based principles;
- establishing a Playford ‘Ageing Well Taskforce’ (including Council, key stakeholders, members, volunteers, service partners) with accountability to lead, embed and sustain the vision;
- developing an overarching evidence-based ‘ageing well’ framework which assesses and prioritises the range of Council services and programs for their positive impact on community outcomes;

- prioritising the most effective program mix that can be delivered within the constraints of resources, budgets and environments;
- an annual workplan which includes how the program mix will provide opportunities in each of the 'ageing well' dimensions;
- a willingness to push the boundaries, continuously refresh and innovate, and to remain flexible and adaptable;
- processes to track performance and evaluate results against key 'ageing well' measures;
- formal annual community engagement and evaluations (qualitative and quantitative measures focused on specific 'ageing well' KPIs eg. satisfaction, improvements in health literacy; changes in lifestyle habits after particular programs; confident use of technology 6 months after the course; changes in physical fitness measures; participation by special needs groups);
- building 'ageing well' competencies in the northern region workforce by facilitating traineeship and student placements;
- using research and sector learnings to continuously improve Playford's 'ageing well' approach;
- steps to ensure financial sustainability in response to possible future funding changes (eg. the government CHSP reforms scheduled for 2020), including:
  - the consideration of a moderate increase in membership fees for some Council services, phased in over time;
  - identification of additional funding streams (eg. 'business enterprise' activities);
  - piloting of some higher fee self-funded specialist programs where the demand exists;
  - optimising the use of volunteers where appropriate; and
  - the potential for business sponsorships and philanthropic grants.



## Appendix One

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- LGA Ageing Strategy 2016-2021*, Local Government Association of South Australia, 2015.

### Consultation and engagement groups:

Using workshops, surveys, information sessions and advisory group discussions, over 340 people representing a broad sample of Playford community stakeholders were consulted in the preparation of this report, including:

- Northern National Seniors Members
- City of Playford staff
- Community Inclusion Consumer Reference Group Members
- Grenville Hub Community Members and Volunteers
- Grenville Advisory Action Group Members
- Northern Computing Club Members
- Residents of Dutton Court Retirement Village
- City of Playford Community Inclusion Groups, such as the Silver Beat Rock Choir, Garden Group, Grenville Day Program attendees, members of the Spanish Group, members of the Virginia Friendship group.

## Appendix Three

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### **'Ageing Well' Consultation Survey questions:**

1. How can Playford help you maintain your health and independence (consider such things as health promotion, active lifestyle, assistive technology)?
2. How can Playford foster lifelong learning and new skills (including using technology)?
3. In what ways could the Playford provide better access to community information (including using technology)?
4. How could Playford ensure access and participation for older people with a disability?
5. What should Playford services include to ensure that they are dementia-friendly?
6. How can Playford address social isolation?
7. How can Playford foster intergenerational connections?
8. How could Playford become a 'centre of excellence' for positive ageing / ageing well in the North?
9. What should Playford do to ensure that its 'ageing well' strategies are fully integrated?
10. What should Playford do to ensure that 'ageing well' priorities are fully integrated with the CBD-Smart City development?
11. What should Playford do to promote older people as important citizens with a valuable contribution to make?
12. How could Playford provide broader opportunities for older volunteer?
13. How can Playford's 'ageing well' services and programs adapt to and welcome a whole new wave of retirees?
14. Special needs forums (eg. CALD, ATSI, LGBTI): How could Playford be more responsive to your cultural / special needs considerations and improve accessibility?