Ageing Well in the Redlands

A ten-year strategy for seniors

Community Vision
Age-friendly communities strengthened by the contribution of seniors
Ageing Well in the Redlands sets the direction we will take over the next ten years to support current and future senior residents in the Shire.

An ageing population is an issue for people of all ages, and for every community. Redland’s senior population is both growing and ageing. Currently, just under 25% of our population is aged 55 years and over. In ten years time, this figure will rise to nearly 32%. Drawing upon the substantial body of research available, Redland Shire Council understands and recognises the implications for an ageing population in our Shire.

To create a strategy that reflects the needs and aspirations of our seniors, we listened to what seniors had to say about many issues. It was through listening to our seniors that an appreciation was gained about the different contributions and responsibilities that make a strong, caring community and how we might value, support and nurture our neighbours across this vibrant and diverse Shire.

Ageing Well in the Redlands contains an optimistic Implementation Plan to assist Redland Shire Council, along with the Redlands community, to be responsive to the changing needs and priorities of our seniors over the next ten years. We are committed to ensuring the issues facing seniors are addressed in a planned, coordinated and collaborative way that is inclusive of older people.

Ageing Well in the Redlands encourages seniors to create their own future in Redlands.

Don Seccombe
Mayor of Redland Shire

Acknowledgements

This strategy was prepared by Karen Finlay, Community Development Officer – Seniors, with assistance from Col Griffiths, Senior Advisor Community Development and Melissa Bergin, Strategic Advisor Social Planning. Sincere thanks go to all those who contributed information and feedback, especially the members of the Redlands Advisory Group on Seniors Issues (RAGOSI) and Council’s Seniors’ Strategy Steering Committee for their involvement in guiding the Strategy.
Overview

Introduction

Ageing Well in the Redlands provides strategic direction for Redland Shire Council over the next ten years.

This strategy was developed in response to the predicted ageing and growing population, and the need to define Redland Shire Council’s role in responding to the needs of its senior residents.

The aim of the strategy is to articulate Redland seniors’ vision for their future and construct a way forward to achieve that vision. Ageing Well in the Redlands works towards building a community with supportive facilities, services and attitudes that will enable seniors to develop and maintain strong community ties and participate at a level of their choosing. A range of initiatives will drive the delivery of four key strategic outcomes for seniors:

- Ageing well
- Ageing independently
- Strengthening the community
- Sustainable solutions

These initiatives are outlined in the Implementation Plan commencing on page 13 of this strategy.
Key statistics on Redland’s ageing population

By 2016, the number of people in the Redlands aged 55 years and older is expected to increase by 58% or 18,768 persons, to reach a total of 51,052. By this time seniors will represent 32% of the population (refer Appendix A).

There will be slightly more female seniors compared to males (53% to 47%) with the greatest proportional growth expected in Sheldon-Mount Cotton (91% increase), Thornlands (87% increase) and Wellington Point (74% increase).

Areas expected to see the least amount of proportional growth of seniors include the Bay Islands (40% increase), Cleveland (45% increase) and Redland Bay (46% increase). Cleveland and Redland Bay already host high proportions of seniors due to the growth in retirement accommodation options in recent years.

Older seniors, aged 75 years or older, will have the highest proportional growth in Sheldon-Mount Cotton (142% increase) followed by the Bay Islands (128% increase). These areas will also experience the highest increase in seniors aged 85 years and older (185% and 115% increase respectively).

Neither Sheldon-Mount Cotton nor the Bay Islands have the social infrastructure to cope with an ageing population. Health services are in short supply and residents with serious health needs are forced to access services outside their communities. Living on the Bay Islands poses additional challenges for residents needing constant medical attention.

It should be noted, however that the age structure of the indigenous population is very different to that of the non-indigenous population. The indigenous population is considerably younger, reflecting sustained high fertility and high mortality rates (Australian Bureau of Statistics, Census 2001).

It is projected that by 2016 there will be 25,049 people who will identify as being a carer, with 12,129 aged 55 years or older. Refer to Appendix B for further statistics.
Issues for an ageing population

Eventually Australia’s population will have more seniors than children. In preparation, Redland Shire needs to recognise and value the benefits communities can gain from the contributions of older residents and focus on creating sustainable, age-friendly environments to support an ageing population.

It is impossible to predict the extent of change and opportunities that will arise in the future. However, a way forward can be constructed by starting with our current and most immediate challenges.

Council’s seniors’ committee, the Redlands Advisory Group on Seniors Issues (RAGOSI), provided extensive input into identifying the key action areas for this strategy. RAGOSI comprises ten community members representing peak seniors’ organisations in Redlands, collectively representing a membership of over 3,000 seniors. RAGOSI also has three Councillor representatives including the Chair, Mayor Don Seccombe. In addition to this group, Council sought direct input from a range of seniors’ groups and undertook wide research into ageing issues nationally and internationally. Further details of the consultation process are provided in Appendix C.

Some of the current and emerging issues identified through our research and community consultation are:

- Accommodation
- Aged care and respite services
- Ageing outside of traditional family networks
- Care giving
- Disability
- Information and learning
- Isolated communities
- People living alone
- Preventative health
- Recreation pursuits
- Social infrastructure (services and facilities)
- Social isolation
- Transport
- Volunteerism
- Workforce participation

Details of the feedback and needs identified are provided in Appendices D and E.
The needs of seniors will change over the next ten years, in line with changing technology, generational differences and individual expectations. *Ageing Well in the Redlands* aims to respond to and minimise barriers and obstacles to facilitate healthy lifestyles for all seniors. By supporting and giving a voice to seniors, Redland communities will be strengthened by their experiences, skills and knowledge including their contribution to volunteering, mentoring and extended family support.

**Ageing Well**

**Ageing well - What do we mean?**

The National Wellness Institute (2006) describes wellness as an interactive process of becoming aware of and practising healthy choices to create a balanced lifestyle. Wellness is a lifestyle created by an individual to achieve their optimal level of wellbeing. There is no endpoint to wellness so health and wellbeing can continue to be improved throughout a lifetime.

Wellness has six dimensions:

- Physical
- Relationships: Emotional & Social
- Intellectual/Independence
- Occupation & Leisure
- Environment
- Spiritual
Wellness is the interaction of body, mind and spirit, appreciating that everything a person does, thinks, feels and believes has an impact on their wellbeing. Wellness is also about the positive acceptance of oneself. But wellness must involve choice. To achieve optimal wellness, people must be free to consider and select from a number of options that suit their own circumstances.

At an international level, ageing well is viewed as a lifelong process that focuses on improving the wellbeing of people as they age (United Nations, 2002). Ageing well recognises all the dimensions of wellness and adds others such as mental health, financial security, community attitudes, self-fulfilment, personal safety and accommodation.
Ageing Well in the Redlands uses a ‘whole-of-council’ and community consultation approach recommended by the Australian Local Government Association (ALGA) and illustrated below. ALGA argues that initiatives can claim to be ‘senior focussed’, but without a holistic, integrated approach within Council, there is no guarantee seniors will be appropriately regarded and supported. By adopting a ‘whole-of-council’ approach, better integration and coordination of planning efforts can be achieved both within and between governments, leading to the maximisation of resources and expertise and improved cooperation. Ultimately the community wins with better services and facilities for ageing communities (Australian Local Government Association, 2005).

Ageing well means creating age-friendly communities that facilitate peoples’ participation and involvement in their community. Ageing Well in the Redlands has adopted the ‘age-friendly community’ definition developed by the Western Suburbs Regional Organisation of Councils (WESROC), a group of local government authorities from the western suburbs of Perth, Western Australia. According to WESROC, an age-friendly community is one where:

… the broad environment (structures, facilities, services and attitudes) is supportive and enables people to develop and maintain strong community ties and participate at the level of their choosing. (Lee Phillips and Associates, 2002)
Ageing Well in the Redlands will play a role in creating community environments that foster connections and social networks that contribute to wellbeing.

Partnership approach

In developing Ageing Well in the Redlands, it was necessary to incorporate the significant policy work already undertaken at national, state and local government levels. By aligning this strategy with existing frameworks for ageing, Redland Shire Council acknowledges its role as a responsible partner in a global issue. Details of the approaches taken by the Australian and State Governments, and by the local government sector nationally, are found at Appendix F.

Ageing Well in the Redlands’ goal, inspired by Queensland 2020: A State for all ages (Department of Families, 2003), is to outline the continuing development of partnerships across all sectors – business, community and all levels of government to facilitate the building of stronger, more resilient and more inclusive communities. The notion of partnership is carried forward by also acknowledging the importance of cross-government accountability, responsibility and collaboration to deliver timely responses to meet the needs of Redland’s seniors. Cross-government and community responsibilities are outlined in Appendix G.

Redland Shire Corporate Plan 2006-10

The vision of Ageing Well in the Redlands will be achieved by implementing key actions across Council in accordance with Redland Shire Council’s strategic planning framework for corporate, operational and financial planning.

Redland Shire Council recently released its Corporate Plan 2006 – 2010, a document setting out our plan to meet the present and future needs of our community by identifying a clear vision for the future, our mission (the business we are in) and the values and principles that are fundamental to how we operate and make decisions. This plan continues to shape Council’s comprehensive role in building the capacity of the Redlands community to achieve a sustainable future.
The Corporate Plan is therefore the most important plan from which all other plans, strategies, policies and processes take their lead (p. 6). Redland Shire Council is committed to nine key strategic priorities across four categories (p. 13):

1. **Environment**
   
   Strategic Priorities: Natural Environment, Physical Character

2. **Social/Community**
   
   Strategic Priorities: Essential Services, Community Health and Wellbeing

3. **Economic**
   
   Strategic Priorities: Economic Prosperity

4. **Governance**
   
   Strategic Priorities: Organisational Leadership, Financial Management, Knowledge Management, People Management

In addition to the Corporate Plan, Council released the Aged Persons Housing Strategy 2004 (Redland Shire Council, 2004) in response to sustained growth in the Shire’s older population. This strategy is dedicated to guiding the development of aged persons housing over the next twenty to thirty years in response to anticipated demand. Importantly, this strategy acknowledges that housing is more than just about design and location and also looks at access to essential services and how people will remain connected to the wider community.

Redland Shire Council seeks to contribute to building communities that are active, confident and resilient. *Ageing Well in the Redlands* aims to build capacity in our communities to create strong social infrastructure, improve wellbeing and increase social and economic opportunities.
Ageing is a different process for everyone and, like any other life stage, can be both challenging and rewarding. By merging the views, ideas and aspirations collected during the development of the strategy, a vision and the principles to guide it emerged.

**Vision**

To create age-friendly communities strengthened by the contribution of seniors.

**Guiding principles**

This strategy is guided by five principles which are consistent with the United Nations Principles for Older Persons (1999) (refer Appendix H).

**Principle 1 – Engage with seniors to champion age-friendly communities**

Redland Shire Council will work with seniors to plan and create communities where people can age well.

**Principle 2 – Value seniors’ contribution to community**

Redland Shire Council will respect the knowledge, wisdom and experience of seniors and value their contribution in building a connected community spirit.

**Principle 3 – Celebrate the diversity of seniors**

Redland Shire Council will respect the cultural and generational diversity of seniors. It will acknowledge their individuality and their role in passing on traditions, values, behaviours and objects that build connections with other cultures, community and country.

**Principle 4 – Promote fairness, choice and independence**

Redland Shire Council will advocate for seniors to receive the services and support they need, and to be given consideration, respect and choice in their lives.
Principle 5 – Nurture the belief in a future of possibilities for seniors

Redland Shire Council will acknowledge the rights of seniors to choose new and fulfilling futures.

Redland Shire Council will apply these principles over the next ten years to design and implement initiatives to improve the quality of life of our seniors. Four key strategic outcomes will guide the delivery of our vision:

- Ageing well
- Ageing independently
- Strengthening the community
- Sustainable solutions

Each strategic outcome is underpinned by an objective and the priority areas to be targeted. Symbols have been used to denote the role Council will take in actioning each priority area, as explained in the following table.

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration Catalyst</td>
<td>Council brings together those best able to progress joint solutions to priority issues.</td>
</tr>
<tr>
<td>Communities Issues Advisor</td>
<td>Council focus on providing information about community needs, guiding agencies to meet identified priority needs and communicating information to the community.</td>
</tr>
<tr>
<td>Facility Provider</td>
<td>Council minimises community problems by developing and supporting early intervention and service provision.</td>
</tr>
<tr>
<td>Provider of Targeted Support</td>
<td>Council ensures adequate essential community services are provided, and innovative new services and initiatives are commenced to meet new priority needs.</td>
</tr>
</tbody>
</table>

(Source: Redland Shire Council, 2003)
## Ageing Well

**Objective:** Maximise opportunities to enhance quality of life through good health, social and family participation, and safe and supportive environments.

**Priority areas:**
- Positive ageing
- Wellness programs
- Preventative care
- Social Isolation
- Access to services
- Active participation
- Community safety

## Ageing Independently

**Objective:** Enable seniors to make informed choices and be in control of their future.

**Priority areas:**
- Access to information
- Workforce participation
- Financial security
- Retirement planning
- Lifelong learning
- Assistive technology

## Strengthening the Community

**Objective:** Encourage the involvement of seniors to strengthen social and community relationships.

**Priority areas:**
- Leadership
- Local engagement
- Caring roles
- Volunteering
- Mentoring
- Cultural heritage and diversity

## Sustainable Solutions

**Objective:** Manage public assets and resources in a way that supports and balances sustainable economic, social, community and environmental objectives and adheres to the principles of intergenerational equity.

**Priority areas:**
- Age-friendly infrastructure
- Accessible transport
- Sustainable living
- Best use of community resources
- Wellbeing indicators
Implementation Plan

Council will implement a staged approach to achieving 'ageing well' outcomes over the next ten years. The past two decades have been a period of rapid change and it is not expected that rate of change will abate. Therefore the Implementation Plan broadly sets out Council’s direction for action rather than outlining specific activities. This way, Council is acknowledging the uncertainty of the future whilst promoting a positive and flexible response to meet any challenges that arise over the life of this strategy.

Redland Shire Council’s goal is to meet the needs and aspirations of seniors and maximise the benefits an ageing population will bring to build an age-friendly community strengthened by the contribution of seniors. Council is well positioned to deliver this strategy with resources that include the Community Development Officer – Seniors. This role supports Council’s community development efforts in strengthening the community’s capacity to build, manage and respond to the needs of seniors.

The first 12 months of the strategy’s timeframe will be a preparation phase with a focus on obtaining commitment from across Council for the adoption and implementation of action plans. Community development activities during this time will continue the ongoing work of building and enhancing partnerships with community organisations, peak bodies representing seniors’ organisations, government, service providers, local businesses and residents. Beyond this period, the focus will be on delivering strategic outcomes.
Redland Shire Council will:

1. **Endorse Ageing Well in the Redlands, a ten-year strategy for seniors and thereby give formal recognition to seniors.**
   - **Timeframe:** Year One
     - Launch, promote, disseminate and celebrate *Ageing Well in the Redlands*
     - Collect ongoing strategic advice and practical support from the Redlands Advisory Group on Seniors Issues (RAGOSI)

2. **Undertake a consultative process within Council to audit and enhance programs and work practices.**
   - **Timeframe:** Year One
     - Communicate ageing issues across Council
     - Incorporate age-friendly principles into Council facilities, amenities, infrastructure and programs
     - Consult with seniors employed by Redland Shire Council to assess their needs from Human Resource programs and make recommendations for work practice reform
     - Promote the need to transition to age-friendly work environments

3. **Improve access to information for residents and visitors to the Shire, to assist them embrace and participate in the Shire’s diverse range of activities and lifestyle options.**
   - **Timeframe:** Years 1-3
     - Maintain a directory of community facilities, services and programs
     - Provide service and activity information on Council’s website
     - Provide information in plain language about:
       - Retirement planning
       - Housing choices
       - Services and entitlements
       - Arts and culture
       - Preparing and planning for later life
       - Assistive technologies for independent living
       - Planning home modifications
       - Living within the environment
       - Sustainable living
4. Incorporate *Ageing Well in the Redlands* outcomes into Council’s Corporate programs and Operational Plan through approaches that:

- Complement customer service orientation
- Demonstrate ethical decision-making
- Drive continuous improvement  
  **Timeframe: Years 1-6**

5. Establish collaborative partnerships to deliver a range of key programs, projects and initiatives through strategies that:  
  **Timeframe: Years 4-10**

- Address the needs of disadvantaged sectors of the community
- Support healthy ageing on North Stradbroke Island and the Southern Moreton Bay Islands
- Promote healthy lifestyles, preventative care and positive ageing
- Acknowledge the importance of active participation, choice and enjoyment
- Deliver equitable access to support services
- Support innovative approaches to service delivery
- Promote the talents and skills of older workers
- Target a reduction in social isolation
- Deliver community safety
- Achieve housing choice and affordability
- Stimulate opportunities for intergenerational learning and friendship
- Deliver opportunities for lifelong learning and hobby enrichment

6. Assist residents and visitors to embrace, preserve and share in the Shire’s cultural heritage.  
  **Timeframe: Years 1-10**

- Encourage and promote:
  - Activities that celebrate sense of place
  - Museum displays and volunteers
  - Redland Library Local History Collection
  - Heritage trails
  - Oral history, artefacts, education, environment
  - Indigenous cultural heritage

7. Undertake capacity building initiatives with community organisations, individuals, potential leaders, volunteers and mentors.  
  **Timeframe: Years 1-10**

- Partner initiatives that build individual and community resilience
- Partner initiatives that espouse the Redlands’ community values
- Strengthen our community management model underpinned by a large volunteer base
- Identify community leaders
- Partner in the development and delivery of training programs
- Share community resources
- Improve access to technology
8. Build the profile of the Shire as a place for seniors to age well through the provision of age-friendly, accessible and sustainable facilities and services.  
   **Timeframe: Years 1-10**
   - Advocate for effective and appropriate public and community transport systems
   - Partner sporting, recreational and social activities/infrastructure initiatives which offer seniors:
     - Security
     - Involvement
     - Autonomy
     - Creativity
     - Lifestyle
     - Community
     - Experiences and adventures
     - Stimulation and fulfilment

9. Advocate to government and the community to advance and fund ageing well initiatives that improve quality of life.  
   **Timeframe: Ongoing**
   - Universal design principles
   - Assistive technologies
   - Carer support services
   - Community education
   - Intergenerational programs
   - Age-friendly activities
   - Exercise and activity programs
   - Milestone celebrations
   - Community events

10. Evaluation and review  
    **Timeframe: Years 1-10**
    - Develop indicators to measure change in wellbeing and sustainability
      - to report on Council’s performance
      - to report on generational and demographic wellbeing
    - Review implementation plans with key stakeholders, community representatives (eg. RAGOSI) and other partners
Conclusion

By endorsing *Ageing Well in the Redlands*’ vision, guiding principles, outcomes and implementation plan, Redland Shire Council commits to making the Shire a great place for seniors to live. *Ageing Well in the Redlands*’ vision will be realised by building collaborative partnerships that encourage age-friendly and inclusive communities which value the contribution of senior residents.

The Implementation Plan establishes the collaborative framework in which *Ageing Well in the Redlands* will be implemented progressively over the next ten years. Comprehensive details outlining the action to be taken for each priority area will follow in subsequent action plans. The Implementation Plan also provides for a mechanism to be developed to measure progress towards achieving the strategy’s objectives and outcomes, particularly for vulnerable groups.

In the spirit of partnership, Redland Shire Council invites Redlands’ seniors to join us in embracing the creativity, imagination and anticipation of ageing well in the Redlands.
Reference List


Australian Bureau of Statistics (2003), 4430.0 Disability, ageing and carers, Australia: Summary of findings, Canberra: Australian Government.


Bartlett, Prof H. (2003), An ageing perspective, Brisbane: Department of Families.

Buys, Dr L. & Miller, Dr E. (2004), Very old, widowed and single men living alone: The effect of residence, retirement village vs. the community, on social interactions, friendships and loneliness, Brisbane: Centre for Social Change Research – Queensland University of Technology.


Department of Transport and Regional Services (2005), Local government national report 2003-04, Canberra: Australian Government.


Redland Shire Council (2003), Community and facilities services study, Cleveland: Redland Shire Council.


Redland Shire Council (2005), Community development and human services issues paper, Cleveland: Redland Shire Council.


We look forward to your feedback on Ageing Well in the Redlands.

To provide your feedback, please complete one of the following:

By mail - fill out the pullout section and send to:

Community Development Officer - Seniors
Community Development
Redland Shire Council
Reply Paid 478
Cleveland QLD 4163

Online: go to www.redland.qld.gov.au

Demographic information

Gender

☐ Male  ☐ Female

Age

☐ Under 18  ☐ 18-35  ☐ 36-54  ☐ 55-64  ☐ 65-74  ☐ 75-84  ☐ 85 or over

Please indicate if you identify with any of the following groups

☐ Indigenous  ☐ Women
☐ Person with a disability  ☐ Other (Please Nominate)

Where do you live?

☐ Alexandra Hills  ☐ Macleay Island  ☐ Thorneside
☐ Birkdale  ☐ North Stradbroke Is  ☐ Thornlands
☐ Capalabla  ☐ Ormiston  ☐ Victoria Point
☐ Coochiemudlo Island  ☐ Redland Bay  ☐ Wellington Point
☐ Karragarra Island  ☐ Russell Island
☐ Lamb Island  ☐ Sheldon - Mt Cotton
☐ Outside of Redland Shire (Please Nominate)
Do you think *Ageing Well in the Redlands* is:  

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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Well organised  
The right length  
Clear and understandable  
Encourages discussion and questions  
Useful  

Comments:_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

**Seniors' Issues**

**Which issue/s highlighted in the strategy are important to you?**

- ☐ Accommodation
- ☐ Aged care
- ☐ Care giving
- ☐ Disability
- ☐ Family and community support
- ☐ Information and learning
- ☐ Isolated communities
- ☐ Living alone
- ☐ Preventative health
- ☐ Recreation pursuits
- ☐ Respite services
- ☐ Social infrastructure (services and facilities)
- ☐ Social isolation
- ☐ Transport
- ☐ Volunteerism
- ☐ Workforce participation

**Why did you choose these items?**
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Are there other issues not included in the strategy that are important to you? Why?

Issue 1:

Why: 

Issue 2:

Why: 

The Role of Seniors

What do you see will be the role/s of Redland’s seniors over the next ten years?

How might we encourage age-friendly communities?

Accessing Programs, Services and Information

Do you know who to contact for information about programs and services for seniors?

☐ Yes  ☐ No

How do you prefer to find out information?

☐ Face-to-face  ☐ Phone  ☐ Internet  ☐ Expo/Seminar  ☐ Other
What existing programs/services would you access for yourself and/or for a senior you care for?

What new services would you like to see developed for seniors in Redlands?

How far would you be willing to travel to access services?

- walking distance
- same suburb/island
- adjoining suburb/mainland
- within Redland Shire
- Adjoining Shire (eg. Brisbane, Logan, Gold Coast)

Caring

Do you currently care for someone?  

- Yes  
- No

If yes, who?  

- Spouse
- Disabled adult child
- Parent
- Friend/Neighbour
- Other

Are you currently accessing respite services?  

- Yes  
- No

If no, why not?

Do you plan to access respite services in the future?  

- Yes  
- No

Do you know how to access carer support services including respite?  

- Yes  
- No

Are you currently accessing or do you plan to access a range of in-home support services in the future that will assist you to live independently at home?  

- Yes  
- No

Personal Details (optional)

Name:

Address:

Phone Number:

- Yes, I would be interested in participating in future consultation forums on seniors issues.

Thank you for sharing your views on this important subject.
### Appendices

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>About Redland Shire</td>
</tr>
<tr>
<td>B</td>
<td>Carers in the Redlands</td>
</tr>
<tr>
<td>C</td>
<td>Consultation Process</td>
</tr>
<tr>
<td>D</td>
<td>Stakeholder Feedback</td>
</tr>
<tr>
<td>E</td>
<td>Current and Emerging Issues Identified Through Research and Consultation</td>
</tr>
<tr>
<td>F</td>
<td>Commonwealth, State and Local Government Frameworks</td>
</tr>
<tr>
<td>G</td>
<td>Cross-Government and Community Responsibilities</td>
</tr>
<tr>
<td>H</td>
<td>United Nations Principles for Older Persons</td>
</tr>
<tr>
<td>I</td>
<td>Glossary</td>
</tr>
</tbody>
</table>

*Ageing Well in the Redlands: A ten-year strategy for seniors*
About Redland Shire

Redland Shire takes in 537 square kilometres in south-east Queensland. Nestled on the coastline of Moreton Bay, it is about 40 minutes by road from Brisbane. The key features of the Redlands are lifestyle and the environment. It offers waterways, surf beaches and bushland with wildlife habitat including a large portion of the ‘Koala Coast’.

Cleveland is its civic centre and Capalaba the main business/transport hub with Victoria Point representing an emerging major commercial centre. The Shire is characterised by independent communities or ‘village hubs’ such as Wellington Point and Redland Bay.

The Shire also incorporates hinterland areas such as Mount Cotton and island communities of Southern Moreton Bay (Lamb, Karragarra, Macleay and Russell Islands), Coochiemudlo Island and the prime visitor drawcard of North Stradbroke Island.

One of the fastest growing local government areas in south-east Queensland, the Shire’s population of just on 130,000 in 2006 is predicted to grow 1.6% every year, reaching 168,435 by 2021. Refer to the table opposite for Redland’s senior population projections.
Ongoing population and business growth since Redland Shire Council was formed in 1949 has added to the Shire’s special character. It maintains an easygoing pace, a wide variety of land and water-based recreational opportunities, extensive education offerings, cultural opportunities, healthcare facilities and a thriving tourism industry.

Redland’s Senior Population Projections
(Medium Series – March 2005)

<table>
<thead>
<tr>
<th>Year</th>
<th>Age 55-59</th>
<th>Age 60-64</th>
<th>Age 65-69</th>
<th>Age 70-74</th>
<th>Age 75+</th>
<th>Total 55+</th>
<th>% Total Shire population</th>
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<td>2001</td>
<td>6324</td>
<td>4789</td>
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<td>14201</td>
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</table>

Source: Planning Information and Forecasting Unit, Department of Local Government and Planning

Redland’s senior population is projected to grow significantly up to 2021 and beyond, our demographic landscape shifting in time with a global ageing population.
Carers in Redlands

In 2003 the Australian Bureau of Statistics reported that 2.6 million Australians provided assistance to those who needed help because of disability or age. This represented approximately 13% of the Australian population. Similarly, 14% of Queensland’s population (535,800 persons) identified themselves as being carers. Twenty-four percent of these carers (192,300 persons) were aged 55 years or older, with a relatively equal distribution of female to male carers (23% and 24.5% respectively).

To estimate the number of carers in the Redland Shire by 2016, it is useful to consider the proportion of Queensland carers against the population projections for the Shire. This generates a plausible scenario based on the continuation of 2003 trends.

**Figure 1 Projected number of carers in the Redlands in 2016 by age and sex**

![Projected number of carers](image)

The above figure predicts the number of carers across the Redland Shire at 2016 by sex and age. It suggests 25,049 persons are likely to identify as being a carer. Of these, 12,129 will be aged 55 years or older. Overall there will be slightly more female to male carers aged 55 years or older (6,256 persons and 5,955 persons respectively). This figure also shows those aged between 55 and 64 years of age will have the largest numbers of carers compared to any other aged cohort.

The figure also tells us that even though there are slightly more female carers aged 55 years or older, the number of male carers climbs significantly in the over 65 year cohort. This could have significant impacts on the range of support services targeting the needs of elderly male carers.
Appendix C

Consultation Process

Advisory Group

The Redlands Advisory Group on Seniors Issues (RAGOSI) provided extensive input into identifying the key action areas for this strategy. RAGOSI community members represent key peak seniors’ organisations such as:

- Redland District Committee on the Ageing (RDCOTA)
- University of the Third Age (U3A)
- Donald Simpson Over 50’s Leisure Centre
- National Seniors
- STAR Community Transport
- Redlands Aged Care Providers Group
- Moreton Institute of TAFE (Human Services)
- North Stradbroke Island community

RAGOSI was formed in 2005 to provide strategic advice, practical support, effective advocacy and direction to Redland Shire Council on a broad range of community, social, cultural, recreational, economic, environmental and personal issues that impact upon senior residents of the Shire. Their work is directed at enabling older people to maintain and enhance their quality of life and to further their active participation in the community. More information about RAGOSI can be found at www.redland.qld.gov.au or by contacting Redland Shire Council.

Steering Committee

A ‘whole of Council’ Steering Committee was established to examine the impact of an ageing population on the different areas of Council operations and guide the direction of the Strategy.

The Steering Committee had the following representatives:

- Human Services Manager
- Principal Adviser Human Resources
- Senior Advisor Community Development
- Senior Advisor Natural Area Management
- Taxation Advisor
- Transport Planning Officer
- Customer Services Coordinator – Redland Water & Waste
- Outreach & Promotions Librarian
- Community Development Officer – Seniors
- Pension Liaison Officer

Redland Shire Councillors also provided input via a survey process.
External Input

External input was also sought from service providers, peak seniors’ organisations, our surrounding local governments (Logan, Gold Coast, Brisbane and Redcliffe City Councils and Pine Rivers Shire Council), other Queensland local governments with significant ageing populations (Hervey Bay, Townsville and Thuringowa City Councils, Noosa and Maroochy Shire Councils) as well as community organisations. Input was also sought from State Government stakeholders including the Office for Seniors and the Department of Communities as well as Redland Hospital (acute and community care), Aged Care Services and the Home and Community Care (HACC) Program (Bayside Health Service District, Queensland Health).
Appendix D

Stakeholder Feedback

Feedback unanimously supported the view that it is important to recognise older people are not a homogenous group, but a diverse range of individuals. With increased life expectancy seniors span an age group of more than 30 years. It is therefore inappropriate to assume they all have the same characteristics, needs and aspirations (Bartlett, H., 2003).

There was much debate about an appropriate title to describe this group of people. The community consultation process indicated the preferred title was “senior”, although the choice was determined by a lack of viable alternatives. The image of “senior” portrayed in Ageing Well in the Redlands is someone who values the age they are and what they have achieved and learnt in their life.

Community feedback also supported research findings describing the attributes of the seniors whom society admires. They are:

• Workers with a strong work ethic whose work/professional drives are largely intrinsic, whether they have remained in the same career or have embarked on a new career in later life.

• Civics who provide direct service to their communities.

• Seniors who are continuously growing and place a high value on continued self development and growth.

• Wise elders and sages whose years of experience have value in coping with the present.

• Leisure specialists, such as travellers, noted for their expertise in some voluntary passion.

• Those who have overcome personal adversities and adapt with grace (Sociology Department, Trinity University, 2006)
During the development of the strategy, three key points emerged through consultation:

1. **The ageing population is a challenge for everyone**

   The ageing population is not a seniors’ issue. It is a challenge for everyone and opens the door to new opportunities to build respect between generations.

2. **Focus on the future**

   Rapidly changing technology and the impact of global issues make it impossible to predict how the future will look. A future-oriented approach uses a ‘mapping for the future’ process to build ‘a preferred future’ to strive towards (Department of Families, 2003).

3. **Be a good neighbour**

   During the consultation phase, the media reported three separate cases where elderly people had died, unnoticed, in their homes. This raised strong feelings about community values and the need to encourage neighbourly behaviour to support one another.
Appendix E

Current and Emerging Issues Identified Through Research and Consultation

The consultation and research processes undertaken by Redland Shire Council identified the following key issues for older people in the Redlands:

Accommodation

Across Queensland there is a lack of appropriate and affordable accommodation options for seniors. One indirect way to expand the range of age-friendly accommodation options is through the adoption of universal design principles into the building code. Seniors are cautioning that accommodation options should reflect what seniors want, not what their children want for them or what is convenient to construct.

Aged care and respite services

There is an overwhelming lack of high care residential aged care beds (including respite places) within the Shire. Families report difficulties maintaining support and contact with loved ones forced to take up places in aged care facilities outside the Shire.

Whilst the community perceives there is a lack of respite places, service providers in the Redlands report vacancies in their day respite programs. Research is needed to determine why this is occurring and how to best address carers’ needs.

Ageing outside of traditional family networks

A mobile population means more and more seniors do not have family living close by to assist them with day-to-day support. This is particularly apparent in the Shire’s more isolated communities such as the Southern Moreton Bay Islands and North Stradbroke Island. Whilst support services are available, they are often insufficient to meet needs.

Care giving

Traditionally, care giving has been provided by women not in the paid workforce. With family economics now requiring women to stay in the paid workforce longer, the future mix between care giving and employment responsibilities is uncertain. It may be that informal care-giving from non-family members (eg. neighbours) will increase.

Carers are also ageing. The services designed to support carers are inflexible, difficult to access and provided from a system that is complex and fragmented.
Disability

The potential for disability increases with age. Funding streams do not recognise ‘disability’ entitlements for people over 65 years of age. This has implications for people with disabilities reaching 65 years of age and experiencing uncertainty about access to appropriate benefits and services.

Information and learning

Seniors report a lack of access to information for decision-making despite a plethora of information available in various media formats. They are confused about who to call to get the information they need. Not all seniors are computer literate and suggest the growing reliance on information ‘online’ is a barrier to being informed. Seniors favour information provided face-to-face, supported by a range of ‘plain language’ brochures. There is also a preference for a single point of access, preferably a shop-front, for information and referral to appropriate local services.

Seniors are interested in ongoing learning and seek access to a range of learning opportunities.

Isolated communities

Isolated and dispersed ageing populations with limited support infrastructure and services include Mount Cotton-Sheldon, Southern Moreton Bay Islands, North Stradbroke Island and Coochiemudlo Island. Advocacy is needed to assist in the provision of services and to promote the understanding of the special circumstances of these populations.

People living alone

The Australian Bureau of Statistic forecasts that by 2026, nearly one million older Australians will be living alone, three-quarters of whom will be women. Interestingly though, research suggests older men living alone are most at risk for experiencing social isolation due to a gender difference in the strength and size of social support networks (Buys & Miller, 2004). The needs of men and women living alone differ, and separate intervention strategies are required.

Preventative health

More people are indicating a preference for programs focusing on preventative strategies for physical, mental and spiritual health to reduce the reliance on pharmaceutical solutions.
Recreation pursuits

Seniors desire an increased range and choice of recreational pursuits. More seniors are seeking to maintain their physical capacities through participating in active recreation.

Social infrastructure

Strong communities with high quality of life, health and wellbeing rely on robust social infrastructure. Social infrastructure is categorised as health, individual, family and community support; education, arts and culture; information; sport and recreation; housing; community development; employment and training; legal and public safety; emergency services; land for community purposes; and public and community transport. Strong social infrastructure also relies on the capacity and capability of organisations and community groups who play a critical role in delivering services and supporting the life of the community (Redland Shire Council, 2005). A growing senior population will continue to pressure existing social infrastructure.

Social isolation

Social isolation is an individual’s perception of separation which can be reflected in a combination of factors that include low levels of social participation and social activity. Risk factors that can lead to loneliness and social isolation among older people include loss (in its many forms), poor health, mental illness, being a carer, geographic location, communication difficulties, cultural difference, place of residence, being male and single, and a lack of access to transport. Research concludes that generally at least 10% of people aged 65 and over are socially isolated with a further 12% at risk of becoming socially isolated (Cartwright & Findlay, 2002). Regular social contact is crucial to the wellbeing of older people (Buys & Miller, 2004), and social isolation increases the risk of suicide, particularly amongst older men (Families, Youth & Community Care, 1999).

Transport

Providing a range of transport options is a challenge everywhere. The residents of Redland Shire are car-dependent although the future planning direction is predicated on reducing car usage and increasing public transport and cycle usage.
Volunteerism

Many organisations that deliver services to seniors rely on volunteers, without whom the organisations could not function. Volunteer numbers in the Redlands are reported to be decreasing, especially in services delivered to seniors.

Insufficient numbers of younger volunteers are coming through to replace the retiring volunteers. Increasingly, volunteering has become constrained by a changing legal environment. Senior volunteers also report that growing ‘out of pocket’ expenses are impacting on their ability to continue to volunteer. The current community management model of community organisation administration is struggling to keep up and come to terms with new and onerous processes of liability, accountability and management of volunteer resources. Whilst the community sector has identified a need for paid ‘volunteer coordinator’ positions, an adequate funding solution has not yet been found.

Workforce participation

Declining workforce numbers will necessitate many employers reviewing their attitudes and operations in order to retain older workers. Raising the profile of older workers will also serve to increase their employment opportunities.
Appendix F

Australian, State and Local Government Frameworks

National framework

This strategy is aligned with the National Strategy for an Ageing Australia (Andrews, 2001). The goal of this strategy is to deliver the best outcomes for all Australians, regardless of age. The national framework forms a response to the challenges and opportunities an older Australia will create. It is also the leadership mechanism chosen by the Australian Government to engage with the Australian community on this issue. The key areas identified for action by the Australian Government are:

1. Independence and self provision (includes employment for mature age workers)
2. Attitude, lifestyle and community support
3. Healthy ageing
4. World class care

The National Strategy actions are broad, intending to set direction for activity rather than prescribe specific activities that governments, businesses and communities should take.

State framework

The Queensland Government’s framework to deal with an ageing population is Our Shared Future – Queensland’s Framework for Ageing 2000 – 2004. The vision of this framework is:

...an inclusive and fair society where all older people in Queensland are able to lead productive and fulfilling lives as valued members of their community (p. 2).

The five key areas identified for action are:

1. State government leadership on ageing issues
2. Community participation
3. Community infrastructure
4. Health and well-being
5. Employment and retirement planning
   (Families, Youth and Community Care, 1999)

This project is managed through The Office for Seniors, Queensland Department of Communities.
Another important Queensland reference is Queensland 2020: A State for All Ages (Department of Families, 2003). The key points adopted from this initiative into *Ageing Well in the Redlands* include:

- The ageing of the population is an issue for everyone
- Initiatives that promote connections across generations are vital to achieving age-inclusive communities and intergenerational respect
- Ageing should be seen as a resource

*Ageing Well in the Redlands* also shares the vision of the South East Queensland Regional Plan 2005 – 2026 (Office of Urban Management, 2005) to provide

A future for SEQ which is sustainable, affordable, prosperous and liveable; where:

- Communities are safe, healthy, accessible and inclusive
- There are diverse employment opportunities, and quality infrastructure and services, including education and health
- Urban and rural areas are mutually supportive and collaborative in creating wealth for the community
- Development is sustainable, well designed and the subtropical character of the region is recognised and reinforced
- Ecological and culturally significant landscapes are valued, celebrated and protected
- The community has access to a range of quality open space and recreational opportunities (p. 9).

**Local Government framework**

In 2005, the Australian Local Government Association (ALGA) launched the ‘Awareness to Action: Local government’s response to population ageing’ campaign to highlight the implications of an ageing population and the need for local governments to respond. ALGA believe local government is in a unique position to recognise, understand and respond to the needs of a growing older population. This is because local government:

- Has an intimate knowledge of the local community and the diversity of older people;
- Ensures the physical, social and economic environment of the local community is conducive to the overall well being of older people;
- Provides services and programs that are flexible and locally appropriate to the needs of older people;
- Enables community participation in local decision-making and supports the development of community networks; and
- Is a strong advocate on behalf of the local community with other government and non-government organisations.

(Australian Local Government Association, 2005, p. 6-7)
Many local governments are now recognising that what is good for seniors is good for the community: improving ‘liveability’, brokering more responsive transport arrangements, improving information and how it can be accessed, and exploring ways to integrate funding, coordinate services and care, encourage lifelong learning and enhance living environments. Involvement in the community assists seniors to maintain social links, stay physically active, and mentally and emotionally healthy. Seniors who are actively engaged in their community are more likely to have purpose and meaning in their life (Australian Government, 2004).

Role of Local Government in Queensland

The Queensland Government is responsible for local government and provides the legal and regulatory framework for council operations via The Local Government Act 1993. The Australian Government improves local governments’ capacity to deliver services and enhances local government performance and efficiency through grants administered under the Local Government (Financial Assistance) Act 1995 (Department of Transport and Regional Services, 2005).

Councils determine service provision according to local needs and the requirements of State local government acts and are increasingly being driven to provide services above and beyond those traditionally associated with local government (roads, rates and rubbish). General examples of local government functions include:

- Engineering (public works design, construction and maintenance of roads, bridges, footpaths, drainage, cleaning, waste collection and management)
- Recreation (swimming pools, sports fields, recreation centres, halls, kiosks, camping grounds and caravan parks)
- Health (water sampling, immunisation, public hygiene, noise control, animal control)
- Environment
- Community services (care of children and elderly)
- Building (inspection, licensing, certification and enforcement)
- Planning and development approval
- Administration (of cemeteries, parking)
- Cultural/educational (libraries, art galleries, museums)
- Essential services (water and sewerage)

Unlike local governments in other OECD countries, Australian local governments do not have primary responsibility for hospitals, education, policing and public housing (Department of Transport and Regional Services, 2005, p. 2).
Local government does have a pivotal role in building strong communities. With a focus on locality, a connection with residents and interaction with different levels of government, the community and private sectors, local government is uniquely placed to advocate for the local community.

Research shows communities possessing higher levels of social capital, cohesiveness and partnerships achieve better outcomes in health, education, environment and economic development. Local government can:

• Provide leadership and commitment to community strengthening activities including leadership and network development, capacity building and other initiatives that enhance community ownership
• Facilitate new partnerships and demonstrate a willingness to act as a partner to support the achievement of the community’s priorities
• Support innovative approaches to skills development and service coordination and enhancement
• Assist community organisations to review and improve community management and accountability arrangements to ensure programs and practices address identified needs.
  (Department of Victorian Communities, 2006)

Communities build strength through grass-root responses to local concerns and opportunities. The aim is to mobilise and support people to work together to make Redlands’ communities more resilient and enterprising.
Appendix G

Cross-Government and Community Responsibilities

Cross government responsibilities

In their Research Report Economic Implications of an Ageing Australia (2005), the Productivity Commission states:

Early intervention would avoid the need for inefficient or inequitable ‘big bang’ interventions, such as excessive tax increases or service rationing, which would face considerable public resistance. Population ageing can only be conceived as a crisis if we let it become one (p. 339).

As the population ages, the main service demand areas are expected to be:

- Health and aged care
- Home support services
- Subsidy of medical services
- Community transport
- A range of cultural and recreation services
  (Australian Local Government Association, 2005, p.6)

All levels of government have some independent and/or shared responsibility for service delivery to seniors, with local government having the most limited role. The main role of Queensland local governments is the planning of essential infrastructure to support service delivery. Increasingly, services are delivered in an environment dominated by complex funding models that dictate the way government funds are used to purchase and provide services. Funds are most often allocated to service providers external to government and are linked to agreed objectives and specific outcomes. The funding relationship, whilst significant, is just one part in the overall relationship between the levels of government.
Governments also share other responsibilities including:

- Being accountable to citizens and acting in their collective best interest
- Identifying social needs and services, projects and programs to address needs
- Selecting the most appropriate way to address identified need through direct service provision or service delivery via non-government organisations
- Providing sufficient resources to maintain community infrastructure
- Providing frameworks for consultation and negotiation with government and non-government sectors and service users in relation to social policy, service delivery and expenditure
- Determining the best funding arrangements to ensure sustainable outcomes in line with planning and results
- Negotiating performance management arrangements for services and initiatives funded by Government

(Community Builders NSW, 2003)
All levels of government have a responsibility to respond to changing community and residents’ needs by realigning priorities and resources when required. The most effective way to manage funding and accountability requirements is to build mutually respectful, practical and more productive working relationships across government and with the community.

For Redland Shire, responsibility for service provision to seniors looks like this:

A cooperative relationship between the Australian Government, Queensland Government and local governments and the community sector is critical for developing effective public policy and managing programs for seniors.

Community responsibilities

Community members have collective and individual responsibility for creating and supporting the community in which they choose to live. Collectively the community can, and should, contribute to the planning of service development and provision as well as participate in community management, advocacy and capacity building.
Individuals can contribute to cost-effective and timely assistance to support others by caring for elderly relatives, friends and neighbours. Together, collective and individual efforts will create a strong community.

Strong communities benefit from governments listening to what local residents and organisations believe might improve their community and sharing ideas about how this can be achieved. Strong communities can mobilise community skills, energy and resources and apply them in ways that achieve positive social change. It is important community members feel a sense of identity, belonging and connection, and a willingness to work together to achieve common goals (Department of Victorian Communities, 2006).

Government trends to outsource services means communities have had to adapt to increased legal and financial accountability in organisations largely run by volunteers. Community organisations play a significant role in building community capacity and giving a voice to those who find themselves marginalised. Redland Shire Council understands the burden now placed on community organisations and is advocating strongly at all levels of government for increased support. In the interim, as the closest support link, Redland Shire Council will continue to assist building capacity in community.
United Nations Principles for Older Persons

Appreciating the contribution that older people make to their societies, the General Assembly encourages governments to incorporate the following principles into their programs whenever possible.

Older people should:

**Independence**

- have access to adequate food, water, shelter, clothing and health care through the provision of income, family and community support and self-help
- have the opportunity to work or have access to other income-generating opportunities
- be able to participate in determining when and at what pace withdrawal from the labour force takes place
- have access to appropriate educational and training programs
- be able to live in environments that are safe and adaptable to personal preferences and changing capacities
- be able to reside at home for as long as possible

**Participation**

- remain integrated in society, participate actively in the formulation and implementation of policies that directly affect their wellbeing and share their knowledge and skills with younger generations
- be able to seek and develop opportunities for service to the community and to serve as volunteers in positions appropriate to their interests and capabilities
- be able to form movements or associations of older persons

**Care**

- benefit from family and community care and protection in accordance with each society’s system of cultural values
- have access to health care to help them maintain or regain the optimum level of physical, mental and emotional well-being and to prevent or delay the onset of illness
- have access to social and legal services to enhance their autonomy, protection and care
- be able to utilise appropriate levels of institutional care providing protection, rehabilitation and social and mental stimulation in a humane and secure environment
• be able to enjoy human rights and fundamental freedoms when residing in any shelter, care or treatment facility, including full respect for their dignity, beliefs, needs and privacy and for the right to make decisions about their care and the quality of their lives

Self-Fulfilment

• be able to pursue opportunities for the full development of their potential
• have access to the educational, cultural, spiritual and recreational resources of society

Dignity

• be able to live in dignity and security and be free of exploitation and physical or mental abuse
• be treated fairly regardless of age, gender, racial or ethnic background, disability or other status, and be valued independently of their economic contribution

## Appendix I

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Assistive Technology</td>
<td>Any item, piece of equipment, or system (whether acquired commercially, modified, or customised) that is commonly used to increase, maintain or improve functional capability</td>
</tr>
<tr>
<td>Bay Islands</td>
<td>North Stradbroke Island and the Southern Moreton Bay Islands (Karragarra, Lamb, Macleay and Russell Islands). The Bay Islands do not include Coochiemudlo Island which is part of the Victoria Point Statistical Local Area</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Physical asset</td>
</tr>
<tr>
<td>Intergenerational</td>
<td>Links between and/or across different age groups</td>
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<tr>
<td>Koala Coast</td>
<td>Koala conservation area</td>
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<tr>
<td>Lifelong learning</td>
<td>All learning activity undertaken throughout life, with the aim of improving knowledge, skills and competence, whether from a personal, civic, social and/or employment-related perspective</td>
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<tr>
<td>OECD</td>
<td>Organisation for Economic Cooperation and Development</td>
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<tr>
<td>Plain language</td>
<td>Communication tool to get a message across clearly and efficiently without the use of jargon, legalese and unnecessary difficult phrases and words</td>
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<tr>
<td>Population ageing</td>
<td>The process of differential growth of age groups in a population, where the numbers and proportion of aged persons increases</td>
</tr>
<tr>
<td>Population projections</td>
<td>Mathematical constructions based on clearly specified assumptions about the three demographic factors that cause population change: births, deaths and migration</td>
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<tr>
<td>Term</td>
<td>Definition</td>
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<tr>
<td><strong>Quality of life</strong></td>
<td>Degree to which people enjoy the conditions of life – social, economic, cultural and environmental – that are conducive to total wellbeing. Quality of life is as much a matter of how we feel about our lives as about the material conditions in which we live</td>
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<tr>
<td><strong>Senior</strong></td>
<td>For the purpose of this strategy, a senior means a person of 55 years or over</td>
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<tr>
<td><strong>SMBI</strong></td>
<td>Southern Moreton Bay Islands (Lamb, Russell, Macleay and Karragarra Islands)</td>
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<tr>
<td><strong>Universal design principles</strong></td>
<td>Universal design is an essential component of ‘Smart Housing’. The seven principles of universal design are:</td>
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<tr>
<td></td>
<td>1. Equitable use: the design is useful and marketable to people with diverse disabilities and avoids stigmatising users.</td>
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<td></td>
<td>2. Flexibility in use: the design accommodates a wide range of individual preferences and abilities.</td>
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<td></td>
<td>3. Simple and intuitive use: design is easy to understand, regardless of the user’s experience, knowledge, language skills or current concentration level.</td>
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<td></td>
<td>4. Perceptible information: the design communicates necessary information effectively to the user, regardless of ambient conditions or the user’s sensory abilities.</td>
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<td></td>
<td>5. Tolerance for error: the design minimises hazards and the adverse consequences of accidental or unintended actions.</td>
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<td></td>
<td>6. Low physical effort: design can be used efficiently and comfortably and with a minimum of fatigue.</td>
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<tr>
<td></td>
<td>7. Size and space for approach and use: appropriate size and space is provided for approach, manipulation and use regardless of the user’s body size, posture or mobility.</td>
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<tr>
<td></td>
<td>Universal design principles are the most effective way to achieve supportive characteristics that make housing safer for all groups.</td>
</tr>
<tr>
<td><strong>Wellbeing</strong></td>
<td>Shaped by our genes, our upbringing, our personal circumstances and choices, and the social conditions in which we live</td>
</tr>
<tr>
<td><strong>Wellness</strong></td>
<td>Practicing healthy choices to create a balanced lifestyle</td>
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</tbody>
</table>
Ageing Well in the Redlands sets the direction we will take over the next ten years to support current and future senior residents in the Shire.

An ageing population is an issue for people of all ages, and for every community. Redland’s senior population is both growing and ageing. Currently, just under 25% of our population is aged 55 years and over. In ten years time, this figure will rise to nearly 32%. Drawing upon the substantial body of research available, Redland Shire Council understands and recognises the implications for an ageing population in our Shire.

To create a strategy that reflects the needs and aspirations of our seniors, we listened to what seniors had to say about many issues. It was through listening to our seniors that an appreciation was gained about the different contributions and responsibilities that make a strong, caring community and how we might value, support and nurture our neighbours across this vibrant and diverse Shire.

Ageing Well in the Redlands contains an optimistic Implementation Plan to assist Redland Shire Council, along with the Redlands community, to be responsive to the changing needs and priorities of our seniors over the next ten years. We are committed to ensuring the issues facing seniors are addressed in a planned, coordinated and collaborative way that is inclusive of older people.

Ageing Well in the Redlands encourages seniors to create their own future in Redlands.

Don Seccombe
Mayor of Redland Shire

Acknowledgements

This strategy was prepared by Karen Finlay, Community Development Officer – Seniors, with assistance from Col Griffiths, Senior Advisor Community Development and Melissa Bergin, Strategic Advisor Social Planning. Sincere thanks go to all those who contributed information and feedback, especially the members of the Redlands Advisory Group on Seniors Issues (RAGOSI) and Council’s Seniors’ Strategy Steering Committee for their involvement in guiding the Strategy.
Ageing Well in the Redlands

A ten-year strategy for seniors

Community Vision
Age-friendly communities strengthened by the contribution of seniors