

Inclusive Manningham: *An Age Friendly City*

Manningham Positive Ageing Alliance Group (MPAAG)

Action Plan 2020-2022



Interpreter service **9840 9355**

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Introduction

Manningham is a richly diverse place. For Manningham Council, helping to create environments and opportunities that make Manningham an inclusive community is a priority. A city where all people can feel included and engaged in community life – regardless of age, background or ability - is a liveable and harmonious one. This is Manningham Council's vision.

Inclusive Manningham: An Age-Friendly City aims to facilitate and support the strengthening and creation of inclusive environments and opportunities for people to be and do what they value throughout their lives. More specifically, the project creates strategies and actions to enhance respect, wellbeing and a sense of purpose for older people.

This project evolved from a growing body of evidence and understanding amongst governments and communities of the individual and community benefits that come with an active and healthy older population. Today, people are living longer and the proportion of older people is growing. And this ageing population is clearly expressing its desire to participate and be included in society, staying active and having purpose in later years.

With a better understanding of the barriers that inhibit active and healthy ageing – like a lack of accessibility, participation and respect - local government is in a prime position to lead and help facilitate the removal of these barriers and help create environments and opportunities that support the development of an Age-Friendly City.

On 24 May, 2017, Manningham Council signed the Victorian Age-Friendly Declaration, which supports better state and local planning for the creation of age-friendly communities. The Declaration endorsed, among other things, the importance of partnership between government, community and business sectors in working together to achieve Age-Friendly communities.

Inclusive Manningham: An Age-Friendly City was born from this declaration. Manningham Council acknowledges the importance of this work, and has elevated building an Age-Friendly City as one of its Action Areas of the Healthy City Strategy.

Since its inception, the project has achieved:

- The establishment of the **Manningham Positive Ageing Alliance**, whose membership includes community representatives, supporting organisations and stakeholders from service sectors and community groups. The Alliance plays a key role in guiding and advising Council on the project and initiatives that will help foster a more inclusive and respectful community for older people, including guiding the development of Action Plans.
- The creation of the first *Inclusive Manningham: An Age-Friendly City* vision and action plan.

In 2019, Council and the members of the Manningham Positive Ageing Alliance participated in two workshops to help develop the first Action Plan. Key deliverables from these workshops included:

- Explore and uncover what Manningham – as a Council and community – is currently doing well to create an Age-Friendly City.
- Identify and prioritise opportunities to further strengthen this work.
- Develop a purpose statement for the Alliance to help guide it in its work with Council.
- Create a two-year Action Plan to help Council and the Alliance achieve their aims.

The outcomes from these sessions have informed and guided the development of this document and Action Plan and represent the participating views and feedback from Council staff and Alliance members. Detailed outcomes from the workshops can be found in Appendix 1.

Inclusive Manningham: An Age Friendly City

VISION

Our goal is for Manningham to be a place where people want to grow older and support Council's vision of a liveable and harmonious City.

AGE FRIENDLY COMMUNITIES

In 2017, Council signed the Victorian Age-Friendly Declaration. The Declaration endorsed, the importance of partnership between government, community and business sectors to work together to achieve age-friendly communities.

In 2019, Council established the Manningham Positive Ageing Alliance Group (MPAAG) and together we developed a plan. The Alliance identified that an age-friendly Manningham is one where older people are:

Respected and valued

Living a meaningful life

Able to connect and participate

Safely living in community

ACTION PLAN 2020-22 STRATEGIES

1. LEARN TOGETHER

Build awareness and appreciation of the valuable contributions older people make within Manningham



- 1.1 Engage in regular conversation with older people to learn of the hopes and needs, sharing with Council, community and service providers
- 1.2 Explore ways Council and community can work to break down perceptions of ageing
- 1.3 Share resources and stories to address ageism

2. ACTIVELY PARTICIPATE

Enhance and create meaningful, inclusive opportunities for older people to connect, participate and contribute to community



- 2.1 Promote and strengthen existing community programs that provide meaningful opportunities for older people to connect, participate and contribute to community.
- 2.2 Create new inclusive and accessible opportunities that encourage more older people to connect, actively participate and contribute to community life
- 2.3 Explore opportunities for intergenerational connections

3. ADVOCATE FOR CHANGE

Encourage government and service providers to value and consider the voice of older people, applying age-friendly principles in decision-making.



- 3.1 MPAAG actively advocates to Council units to inform policy and strategy, working to ensure age-friendly principles are applied in decision-making
- 3.2 Advocate for older people in Manningham with state and federal decision makers as well as key service providers.

Manningham Council Policy Context

Manningham Council Plan 2017-2021

Vision: *A liveable and harmonious City.*

Mission: *A financially sustainable Council that listens, consults and acts with integrity, value and transparency.*

Manningham Council’s strategic guiding document is the Council Plan 2017-21. This document directs the priorities for Council over a four-year period and helps guide the development of initiatives such as the *Inclusive Manningham: An Age-Friendly City* project.

Becoming an Age-Friendly City sits under Council’s Healthy Community theme, which guides the development of Manningham’s Healthy City Strategy.

The timeline of the *Age-Friendly City* action plan extends beyond that of Council’s current Plan and Healthy City Strategy. The policy context is important to note because the development of this document was guided, in part, by the Plans currently in place. It is an aim of this project, and incorporated into the project’s action plan, to play a role in informing the development of Council’s future Plans and Strategies so that becoming an age-friendly city remains one of Council’s priorities.



THEMES:	GOALS:
HEALTHY COMMUNITY	A healthy, resilient and safe community
	A connected and inclusive community
LIVEABLE PLACES AND SPACES	Inviting places and spaces
	Enhanced parks, open space and streetscapes
	Well connected, safe and accessible travel
	Well utilised and maintained community infrastructure
RESILIENT ENVIRONMENT	Protect and enhance our environment and biodiversity
	Reduce our environmental impact and adapt to climate change
VIBRANT AND PROSPEROUS ECONOMY	Grow our local business, tourism and economy
WELL GOVERNED COUNCIL	A financially sustainable Council that manages resources effectively and efficiently
	A Council that values citizens in all that we do

Manningham Healthy City Strategy 2017-2021

Victoria's *Health and Wellbeing Act 2008* directs local governments to 'seek to protect, improve and promote the public health and wellbeing' of the community. As part of this, Manningham Council develops, implements and evaluates a Healthy City Strategy every four years.

The Strategy outlines Council's key focus areas and priorities to address the growing health and wellbeing needs in Manningham, incorporating a robust evaluation framework to measure its impact.

Generation Friendly: Strive to become an age-friendly city

The current Healthy City Strategy identifies becoming an age-friendly city as a strategic action, sitting under the Generation Friendly priority of the Inclusive and Harmonious focus area.

The action specifically states: "Strive to become an age-friendly city, enhancing opportunities for older people" with a key target to achieve a 5% increase in adults over 65 feeling connected and involved in community life by 2025.

Inclusive and harmonious	An inclusive, diverse community
	Generation friendly
Healthy and well	Healthy mind
	Healthy lifestyles
	Quality service system
Safe and resilient	A safe community
	A resilient community
Connected and vibrant	Creative community
	Sense of place
	Involved community

Review and evaluation framework

Evaluation is an integral part of Manningham’s Healthy City Strategies. Council uses a multi-layer approach to review and evaluate its effectiveness.

Annual Reviews

Council’s Healthy City Strategy and Action Plan are reviewed annually with the Healthy City Advisory Committee. A report is submitted to Council at the conclusion of each review. The elements considered at each annual review are shown in the image to the right.



Evaluation Framework

The framework and methodologies for evaluation of the impact of Council’s Healthy City Strategy are outlined below.

Inclusive Manningham: An Age-Friendly City will also regularly review its action plan and report on outcomes to MPAAG members and to the Healthy City Advisory Committee. The reports will be used to inform Manningham’s next iteration of its 2022 – 2026 Healthy City Strategy.

FORMS OF EVALUATION:	WHAT’S BEING EVALUATED:	METHODOLOGIES:
OVERALL EVALUATION	Have we made our community more liveable?	Liveability indicators measured over 8 years
OUTCOME EVALUATION	Have we achieved the long term benefits we sought?	Manningham indicators – targets and outcome measures for each priority level
IMPACT EVALUATION	Are we having the influence we expected?	Measuring the impact on the community across 5 key projects
PROCESS EVALUATION	Have we done what we said we would do?	Annual reporting on the actions of the Healthy City Community Strategy Action Plan
PLANNING EVALUATION	How does the way we plan compare with good practice?	Partnership evaluation of the Healthy City Advisory Committee

FIGURE 6: Healthy City Strategy Evaluation Framework

Manningham Positive Ageing Alliance Group

Action Plan 2020-2022



Inclusive Manningham: An age Friendly City

VISION

Manningham is a place where people want to grow older.

PURPOSE

Manningham Positive Ageing Alliance Group exists to build an Age-Friendly community; one which provides inclusive environments and opportunities for people to be and do what they value throughout their lives.

PRIORITIES

For older people, we will focus on enhancing respect, wellbeing and a sense of purpose by:

- building awareness and appreciation of the valuable contributions older people make within Manningham; *learn together*
- enhancing and creating meaningful, inclusive opportunities for older people to connect, participate and contribute to community; *actively participate*
- encouraging governments and service providers to apply age-friendly principles in decision-making; *advocate for change*

1. LEARN TOGETHER

Build awareness and appreciation of the valuable contributions older people make within Manningham



- 1.1 Engage in regular conversation with older people to learn of the hopes and needs, sharing with Council, community and service providers
- 1.2 Explore ways Council and community can work to break down perceptions of ageing
- 1.3 Share resources and stories to address ageism

2. ACTIVELY PARTICIPATE

Enhance and create meaningful, inclusive opportunities for older people to connect, participate and contribute to community



- 2.1 Promote and strengthen existing community programs that provide meaningful opportunities for older people to connect, participate and contribute to community.
- 2.2 Create new inclusive and accessible opportunities that encourage more older people to connect, actively participate and contribute to community life
- 2.3 Explore opportunities for intergenerational connections

3. ADVOCATE FOR CHANGE

Encourage government and service providers to value and consider the voice of older people, applying age-friendly principles in decision-making.



- 3.1 MPAAG actively advocates to Council units to inform policy and strategy, working to ensure age-friendly principles are applied in decision-making
- 3.2 Advocate for older people in Manningham with state and federal decision makers as well as key service providers.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

1. Learn Together

Build awareness and appreciation of the valuable contributions older people make within Manningham.

Strategy 1.1

Engage in regular conversation with older people to identify their needs; sharing with Council, community and service providers.

Actions	Responsible	Time Frame	Outcome
1.1.1 Identify and build regular opportunities – both formal and informal - for conversation and learning with older people, including with CALD community members and targeted vulnerable people.	ADSS MPAAG	Dec 2020	Collect learnings.
1.1.2 Consolidate needs and wants annually to share with key Council and community stakeholders.	ADSS	Dec 2020 Dec 2021 Dec 2022	1 annual report capturing: number of people consulted, type of conversation, key insights, and opportunities to respond to learnings. Share future learnings into Council's key strategies action plans including Health City Strategy and Council Plan.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

1. Learn Together

Build awareness and appreciation of the valuable contributions older people make within Manningham.

Strategy 1.2

Explore ways Council and community can work to break down perceptions of ageing.

Actions	Responsible	Time Frame	Outcome
1.2.1 Research and identify examples of approaches government, organisations and community groups have adopted to address ageism.	ADSS	Sept 2020	1 report to MPAAG for discussion; identifying potential approaches for Manningham to consider.
1.2.2 Building on the research undertaken, along with conversations with older people, identify a communication approach to create a more valuable and respectful perception of older people in Manningham (ie. Age bracket, appropriate terminology)	ADSS MPAAG	Jun 2021	Communication framework created and presented to MPAAG for review and approval
1.2.3 Share the communication approach with Council units, especially Communications and Marketing.	ADSS CU	Sept 2021 ongoing	Council publications, social media, agenda's and activities reflect the approach.
1.2.4 Annually review and identify key themes and/or initiatives on which to focus; with an aim to communicate with Council and the community as a whole.	ADSS MPAAG	Jun 2020 Jun 2021 Jun 2022	Key themes or initiatives identified to help guide awareness activities each year.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

1. Learn Together

Build awareness and appreciation of the valuable contributions older people make within Manningham.

Strategy 1.3

Share resources and stories to address ageism.

Actions	Responsible	Time Frame	Outcome
1.3.1 Launch MPAAG's purpose and action plan to the greater community, including key stakeholders and Council executive.	ADSS	Mar 2020	Purpose and Action Plan communicated to key stakeholders.
1.3.2 Collect stories about older people contributing to community, as well as organisations and businesses who demonstrate 'age-friendly' practices.	ADSS MPAAG	Dec 2020 Dec 2022	Process identified and story collection begins.
1.3.3 Collaborate with the Communications and Marketing Unit to create regular awareness campaigns for Council staff and the greater community. Campaigns guided by key initiatives MPAAG annually identifies; stories shared and communication framework is utilised.	ADSS CU	Jun 2020 Dec 2022	Communication brief developed to create regular awareness campaign. Regular content shared internally and to community.
1.3.4 Collect and regularly share relevant age friendly resources with Council and community as and when available.	ADSS MPAAG	Jun 2020 Dec 2022	Age-friendly resources and information features in Manningham publications and social media.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

2. Actively Participate

Enhance and create meaningful, inclusive opportunities for older people to build relationships, participate and contribute to community.

Strategy 2.1

Promote and strengthen existing community programs that provide meaningful opportunities for older people to build relationships, participate and contribute to community.

Actions	Responsible	Time Frame	Outcome
2.1.1 Identify opportunities for more people to know and connect with existing programs and activities, with particular emphasis on ways to reach people who may be socially isolated.	MPAAG	Dec 2020 Dec 2022	The way community is informed of program and service opportunities is reviewed and improved upon annually.
2.1.2 Identify creative ways to collect and share information on programs and services at the Senior Activity Expo.	ADSS	May 2020	Opportunities identified and trialled at the Senior Activity Expo.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

2. Actively Participate

Enhance and create meaningful, inclusive opportunities for older people to build relationships, participate and contribute to community.

Strategy 2.2

Create new inclusive and accessible opportunities that encourage more older people to build relationships, actively participate and contribute to community life.

Actions	Responsible	Time Frame	Outcome
2.2.1 Explore opportunities to build localised neighbourhood projects, including targeted activities and programs in strip shops, community hubs, groups, and neighbourhood houses.	ADSS MPAAG	April 2020 May 2021	Partnerships and activities are identified and the most relevant explored. Be open to opportunities as they arise
2.2.2 An exploration and discovery of new opportunities for active participation is built into the MPAAG's agenda.	ADSS LDAG	Oct 2020 Jun 2022	Agenda item built into group discussion. Minimum of 1 new opportunity is identified, funding and resources pursued.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

2. Actively Participate

Enhance and create meaningful, inclusive opportunities for older people to build relationships, participate and contribute to community.

Strategy 2.3

Explore opportunities for intergenerational connections.

Actions	Responsible	Time Frame	Outcome
2.3.1 Identify and explore opportunities for intergenerational connections with Council units and external groups.	ADSS Other units	Dec 2020 June 2022	List of intergenerational opportunities identified. At least one new opportunity has been pursued.
2.3.2 Integrate in MPAAG's agenda annual exploration to identify opportunities to support the development of community partnerships that foster intergenerational connections.	ADSS MPAAG	Annual	Opportunities identified for further action.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

3. Advocate for Change

Encourage governments and service providers to value and consider the voice of older people; applying age-friendly principles in decision-making.

Strategy 3.1

MPAAG actively advocates to Council units to inform policy and strategy; working to ensure age-friendly principles are applied in decision-making.

Actions	Responsible	Time Frame	Outcome
3.1.1 Ensure key themes and quotes gathered from the development of the 2020-22 Action Plan are shared with the 'Imagine 2040' team	ADSS	Dec 2019	Quotes and themes delivered to help inform Manningham's 'Imagine 2040' consultation.
3.1.2 Join LDAG members to learn about Council structures in order to develop an advocacy approach.	ADSS MPAAG LDAG	Nov 2020 Mar 2021	MPAAG are informed of Council structures and understand ways to effectively advocate within Council. An advocacy approach for MPAAG to inform Council units has been identified.
3.1.3 ADSS regularly shares Council-specific advocacy opportunities, when they arise.	ADSS MPAAG	Jun 2020 June 2022	Agenda item is embedded in MPAAG agenda and ADSS shares opportunities when they arise.
3.1.4 Review and evaluate actions, including building on Alliance structures and membership, to guide and measure the impact of MPAAG's efforts.	ADSS MPAAG	Feb 2020 Jun 2020 Ongoing Jun 2022	Establish MPAAG agenda format to ensure action plan is accurately reflected in agenda items for 2020-22 Review the 2020-22 Action Plan, reviewing actions and how they are making impact. Final Evaluation Report of Action Plan created and delivered to Council.

Manningham Positive Ageing Alliance Group: Action Plan 2020-2022

3. Advocate for Change

Encourage governments and service providers to value and consider the voice of older people; applying age-friendly principles in decision-making.

Strategy 3.2

Advocate for older people in Manningham with state and federal decision makers as well as key service providers.

Actions	Responsible	Time Frame	Outcome
3.2.1 Identify one key initiative that will support Manningham to become a more age-friendly city: actively seek funding to support the development of these.	ADSS MPAAG	Jun 2020 Jun 2020 – Dec 2022	Initiative identified. Funding opportunities pursued.
3.2.2 Council shares relevant key issues and current activity with MPAAG to enable them to advocate to State and Federal levels, when appropriate.	ADSS MPAAG	Jun 2020	Agenda includes reporting on key issues and current activity to keep MPAAG informed.
3.2.3 ADSS explores with MPAAG potential opportunities to connect with State and Federal initiatives.	ADSS MPAAG	Ongoing	MPAAG members are aware of opportunities to connect with State and Federal initiatives.

Appendix 1: Key Outcomes from 2019 MPAAG Workshop Series

Council staff and Manningham Positive Ageing Alliance (MPAAG) members participated in two workshops to help guide and inform the development of the 2020-2022 Action Plan.

The workshop aims included:

- Explore what is working well towards becoming an age-friendly city in Manningham: Council, community, service providers and community groups.
- Identify and prioritise opportunities to build on these strengths, including introducing new activities that will help Manningham become an age-friendly city.
- Develop a purpose statement for the Alliance to help guide it in its ongoing work with Council.
- Create a two-year Action Plan to help guide Council and the Alliance to achieve their aims.

This section outlined the key themes that emerged from the workshop series.

What are we doing well in our efforts to become an age-friendly city?

- Council's commitment to creating an age-friendly city through the signing of the Victorian Age-Friendly declaration on 24 May 2017
- Council, Community Organisations, Service Providers and Group offering programs and Services that:
 - Inspire a sense of purpose and value
 - Build a sense of belonging
 - A growing support network of services that are trustworthy and reliable
- Programs and People in Manningham that:
 - Embrace evolving roles as people age
 - Show respect, tolerance and understanding
 - Value and seek intergenerational connections
- Neighbourhoods with strong, long-term connections and relationships
- Some strong infrastructure
- Some shopping strips and businesses embody age-friendly practices

Where are the opportunities to build on what's already going well?

What new priorities should we introduce to accomplish our aims?

The table below outlines the opportunities discovered in the workshop series.

The table is organised under the key priority themes that emerged from workshop 1.

Learn Together	Actively Participate	Advocate for Change
Demystify; breakdown perceptions of ageing	Social participation – builds connection, sense of purpose	Essential services to be easily accessible
Share stories of success – builds trust, awareness, celebrates	Building strong neighbourhood / community connections	Infrastructure – seating, paths, considering challenges, accessibility ease
Small acts of kindness and consideration	Civic participation	Strip shops – building connection, service collaboration
Building a sense of community through connection, respect, support	Mentoring, example setting, modelling behaviours	Age-appropriate accommodation (ie. Single-story)
Business “buy in” – small businesses on board	Good support builds confidence	Transportation: having the freedom to access community when you choose – responsive and affordable
Conversations and Consultations: Talking to older people to discover their hopes and needs.	Information on programs and resources is easy to find.	Infrastructure to support wellbeing: i.e. green space, places to picnic, socialise and exercise
Consult with organisations that are doing age-friendly well	Intergenerational connections	

Development of Manningham Positive Ageing Alliance’s Purpose Statement

MPAAG members were assigned homework between workshops that asked them to dream of Manningham’s future. The assignment posed the vision that in five years, Manningham had become an age-friendly city. Members were asked to describe what Manningham was doing to be an age-friendly city.

Themes were then consolidated and helped to inform the development of a purpose statement and key priorities. Below are the themes from the workshop, along with key quotes pulled from members’ homework submissions.

Becoming an age-friendly city: What is most important?

An Age-Friendly Manningham is one where older people are:

- Respected and valued
- Living a meaningful life
- Able to connect and participate
- Safely living in community

Respected and valued	
Start to call out ageism. Find some vocabulary to be able to do this and notice when we hear and challenge the assumption of what ageing really is.	Older people are consulted about their wishes and...all Council planning, policies, and services are required to demonstrate how they consider and respond to the needs of older citizens...this makes us feel valued in our community and has resulted in changes in the attitudes of other community members towards us.
We held lectures on dementia in schools to teach the young respect for elders with or without dementia.	We listened to the community and built on the things that were working.

Living a meaningful life	
We are not invisible, we are part of society, we wish to contribute and to be shown respect.	
Connect older people with younger people - helping young people find meaning in their lives, realise that ageing isn’t all that bad and make friends with lots of different people in their community; helping older people feel connected to the world as it changes and share their stories with everyone.	
A “Give Back” scheme that asked...seniors to find a niche in the community where they would provide assistance to someone or something...the Council stepped up to motivate every senior to accept some responsibility.	

Connect and participate

We have the opportunity to be involved, irrespective of our age or ability, in the life of the Manningham community	Health services and community centres are easily accessible here.
The benefits of participation, socialization and satisfaction in getting involved in volunteering and contributing, will surely follow. A community is brought closer as a result.	We have more bus routes within the city and new tram routes that connect it to surrounding cities, after all, we can't live in isolation.

Safely living in community

It's a place where people look out for each other, connected neighbourhoods and a place where you feel safe.
We tried to make sure that public spaces were designed with care to ensure that they were welcoming for all people to feel safe to navigate on a daily basis.
The council will have in place requirements for sustainable and lifestyle appropriate developments to cater for life long living in the community of Manningham. Developments will be in-line with the demographic of the community, enabling our community members to age in Manningham.

Appendix 2: Glossary of Terms

ADSS	Aged and Disability Support Services Unit (Manningham Council)
CU	Communications Unit (Manningham Council)
LDAG	Local Dementia Alliance Group
MPAAG	Manningham Positive Ageing Alliance Group