

# 2021-2022 Strategy on Ageing





## ACKNOWLEDGEMENTS

Fairfield City Council acknowledges the Cabrogal people as the traditional custodians of the Fairfield City local government area and pays its respects to its Elders both past and present. The Cabrogal clan takes its name from the 'cobra grub' a staple food for the clan, which can be found in local creeks and estuaries in the area. Deerubbin and Gandangara are the names of the Local Aboriginal Lands Council's (LALCs) within the Fairfield City Council LGA.

Fairfield City Council would like to acknowledge the contributions of the many groups of individuals consulted to develop the Strategy on Ageing 2021-2022. The acknowledgements include members of the Fairfield Seniors Network, aged and disability sector workers, senior residents and Fairfield City Council staff. All involved attended and contributed their wisdom and insights in the consultation process.

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# STRATEGY ON AGEING 2021-2022

## MAYOR FRANK CARBONE AND CITY MANAGER ALAN YOUNG'S MESSAGE

It is with great pleasure that we present Fairfield City Council's Strategy on Ageing 2021-2022. The Strategy provides comprehensive details of how Council will ensure our City remains an inclusive and supportive place for older people.

Fairfield City Council is committed to creating a City that is healthy, thriving, safe and friendly where people who support and respect each other are proud to live, invest and prosper. In the 2016 Census, 27,444 people aged over 65 were counted in Fairfield City LGA, representing nearly 14 percent of the population. Older people play a key role in sustaining the vitality of our City, and ensuring support for older people benefits families, carers, businesses and the broader population.

We are strongly committed to implementing the Strategy to meet the current and future needs of our residents and to continue to support and enable a vibrant and inclusive community.

The Strategy covers the four Department of Health social justice principles:

- **Access** – everyone should have fair access to services, resources and opportunities.
- **Equity** – everyone should have fair opportunity to engage in the future of the community.
- **Participation** – everyone should be able to participate in decisions that affect them.
- **Rights** – equal rights should be established for everyone, regardless of their background.

We would like to thank the many community members who shared their ideas for the Strategy with the goal of making our City an even greater place for all.



Frank Carbone  
Mayor of Fairfield City



Alan Young  
City Manager of Fairfield City

## EXECUTIVE SUMMARY

The Strategy on Ageing 2021-2022 sets out the priority areas and initiatives that are to be implemented to support the ageing population of Fairfield City. This Strategy aims to continue delivery of a diverse range of projects that are centred upon the ageing population, while also raising awareness, educating, informing, advocating and ultimately, empowering local residents.

The Strategy is identified as a key deliverable in Council's yearly Operational Plan. Moreover, it builds upon the strengths and partnerships between Council, the Fairfield Seniors Network, aged and disability sector and senior residents. The diversity of Fairfield City is also reflected in this plan to ensure inclusivity and strengthen the social cohesion of the community.

In identifying and developing the key priority areas (KPAs) for this Strategy, a literature review, an online survey, face-to-face consultations and a review of the previous ageing strategies, were carried out to obtain a thorough understanding of the current and emerging issues of the ageing population within the community, the barriers experienced, and how Council can accurately respond and support the ageing population. Furthermore, the consultations helped identified the actions of the specific KPAs that aim to be achieved in the two years. The following five KPAs are the focus of this plan:

- Community Wellbeing
- Places and Infrastructure
- Environmental Sustainability
- Local Economy and Employment
- Good Governance and Leadership

The Strategy on Ageing 2021-2022 will be implemented over the next two years. Fairfield City Council will collaborate with a range of organisations to ensure the goals and objectives are met. Continual monitoring and evaluation of this plan will be done to analyse the effectiveness of it and address any emerging concerns.



2019 Wellness Day for Seniors

## COUNCIL'S COMMITMENT TO THE AGEING POPULATION

The Strategy on Ageing 2021-2022 demonstrates Council's renewed commitment to embrace opportunities and address challenges facing our senior residents through a whole Council and community partnership approach. Fairfield City Council values the ageing population and recognises their strength and wisdom in their continual contribution to the development of Fairfield City. Council will continue its efforts in engaging the ageing population in decision making processes and this strategy reinforces this commitment. Additionally, it is aimed that this strategy will facilitate active ageing and wellbeing amongst our ageing community.

Moreover, Council recognises that initiatives to support the ageing population overlap and impact other population groups. Such groups includes: people with a disability; people from culturally and linguistically diverse backgrounds and Aboriginal and Torres Strait Islander people. It is important that actions in this strategy address the intersectionalities of the ageing population to ensure all challenges are addressed, opportunities are enhanced and no one is excluded. As such, a whole of Council approach was adopted where The Strategy on Ageing 2021-2022 links to a number of existing Council plans, processes and documents. These include:

- Disability Inclusion Action Plan 2017
- Community Engagement Strategy 2020
- Fairfield City Cultural Plan 2011-2016
- Reconciliation Action Plan 2021-2022
- Community Safety and Crime Prevention Plan 2021-2022

By using a whole of Council approach to ageing, Council will aim to:

- Provide leadership in the community in planning for an ageing population
- Facilitate and advocate on behalf of the ageing population to other levels of government
- Provide infrastructure and facilitate developments which ensure that the physical, economic and social environments are helpful to the overall wellbeing of our ageing population
- Plan and provide services and programs that are appropriate to the needs of the ageing population
- Provide opportunities for lifelong learning in the community
- Involve the ageing population in local decision making and community networks
- Monitor the trends in our ageing population and respond appropriately



## LITERATURE REVIEW

A literature review was conducted to identify trends and issues that are affecting ageing populations locally, nationally, and internationally. In this literature review, five recurring themes were identified and used to help develop the key priority areas of this strategy. The five themes are outlined in greater detail below.

### SOCIAL ISOLATION

According to the World Health Organisation's World Report on ageing and Health (2015), the quality of an older person's relationships, and their ability to maintain them, has a large impact on their wellbeing. Social networks play an essential role in keeping the ageing population connected to services in their communities. As such, it is important for local governments to address social isolation, particularly in service provision, and advocate to other levels of government and government services for changes and initiatives.

### DIGITAL BARRIERS AND COMMUNICATION

In Australia, government services are currently undergoing a digital transformation. This transformation has created the potential for increased savings and better overall service delivery for citizens (WHO 2015). However, research from the Australian Communications Consumer Action Network (Chen 2017) found that the digital environment has the potential to further marginalise already vulnerable groups within the older community. A range of barriers such as low digital literacy levels, disengagement with digital participation and lack of internet access can prevent some members of the older community from accessing and using digital government services (Office of the eSafety Commissioner 2018). In response to this, local governments can be a voice for the ageing population and advocate for a more suitable delivery of support services for members of the ageing population in navigating the health and aged-care systems.

### STRENGTHENING NETWORKS

The transition in healthcare and aged-care sectors towards 'person-centred' models of care is creating a demand for integrated service responses (WHO 2015). Integrated service responses will require greater communication between industries and sectors, including healthcare, aged-care and transport (WHO 2015). Consequently, local governments can play a networking role between different sectors, services and levels of government, to advocate for and facilitate integrated service responses that can cater for the diversity amongst the ageing population in their Local Government Areas (LGAs).

### COST OF LIVING

Older people face many barriers in obtaining housing, financial and job security (WHO 2015; NSW Department of Family and Community Services 2016). The issues that affect the ageing population in obtaining housing, financial and job security include: lack of affordable age-friendly housing; lack of financial support that is sensitive to different types of disadvantage within the older community; homelessness of older women; aged-based discrimination (ageism) in the workforce; and elder abuse (Australian Human Rights Commission 2017). To respond to this, the research suggests that local governments can: advocate on the issue of cost living in their LGAs; connect the ageing population to local support services; and advocate to other levels of government to ensure housing options are available. Furthermore, local governments can promote the benefits of employing older people to local employers and promote the benefits of staying in the workforce to older people to increase employment rates and retention.

## TRANSPORT, MOBILITY, LIGHTING AND SAFETY

The built environment and transport system can have a large impact on the wellbeing of the ageing population (WHO 2015). Factors in the physical environment such as age-friendly infrastructure, efficient transport, perceptions of the environment and safety can impact the daily lives of the ageing population. As such, research suggests that local governments implement initiatives to ensure that the ageing population are able to freely and safely, navigate through the physical environment of their LGA. Additionally, having strong links to surrounding areas and local government is imperative in accessing specialist services that are not readily available in the local community.



Cabramatta Pai Lau Gates

## ACHIEVEMENTS OF THE PREVIOUS AGEING STRATEGIES

The previous strategies on ageing saw a number of achievements made by Council. Within these years, Fairfield City Council successfully worked across various key priority areas and was a guiding source for local aged service providers. The achievements resulted from the successful implementation of programs and the continual partnerships with community networks and agencies. These achievements included, but are not exclusive to:

- Greater awareness of issues arising from an ageing population
- Seized opportunities to create a more inclusive ageing community
- Increased confidence of the ageing population as a result of the attention and appreciation of their skills and contributions to the community
- Increased participation of older people in the community due to more consideration to aged-related issues
- Increased community sector and business support to aged programs due to more visibility of seniors and senior programs in the community
- Increased interest of seniors to participate in lifelong learning and recreational programs
- Increased respect to the older community due to support of governments, community agencies and businesses to ageing issues and the contribution of seniors

In addition, past ageing Strategies have contributed to addressing a number of challenges faced by the ageing population with support of other Council's plans and strategies. This has included:

- Continued support to senior leaders, senior groups and aged networks in the community
- Continued advocacy on a range of issues affecting the ageing population in Fairfield City
- Improved accessibility including, footpaths cycle ways, parks improvements, bus stops, community buses
- Increased participation in healthy ageing and other aged programs
- More free programs for older people, including free entry to use swimming pools at Council's Leisure Centres at specific times of the day
- Increased participation in learning opportunities and volunteering

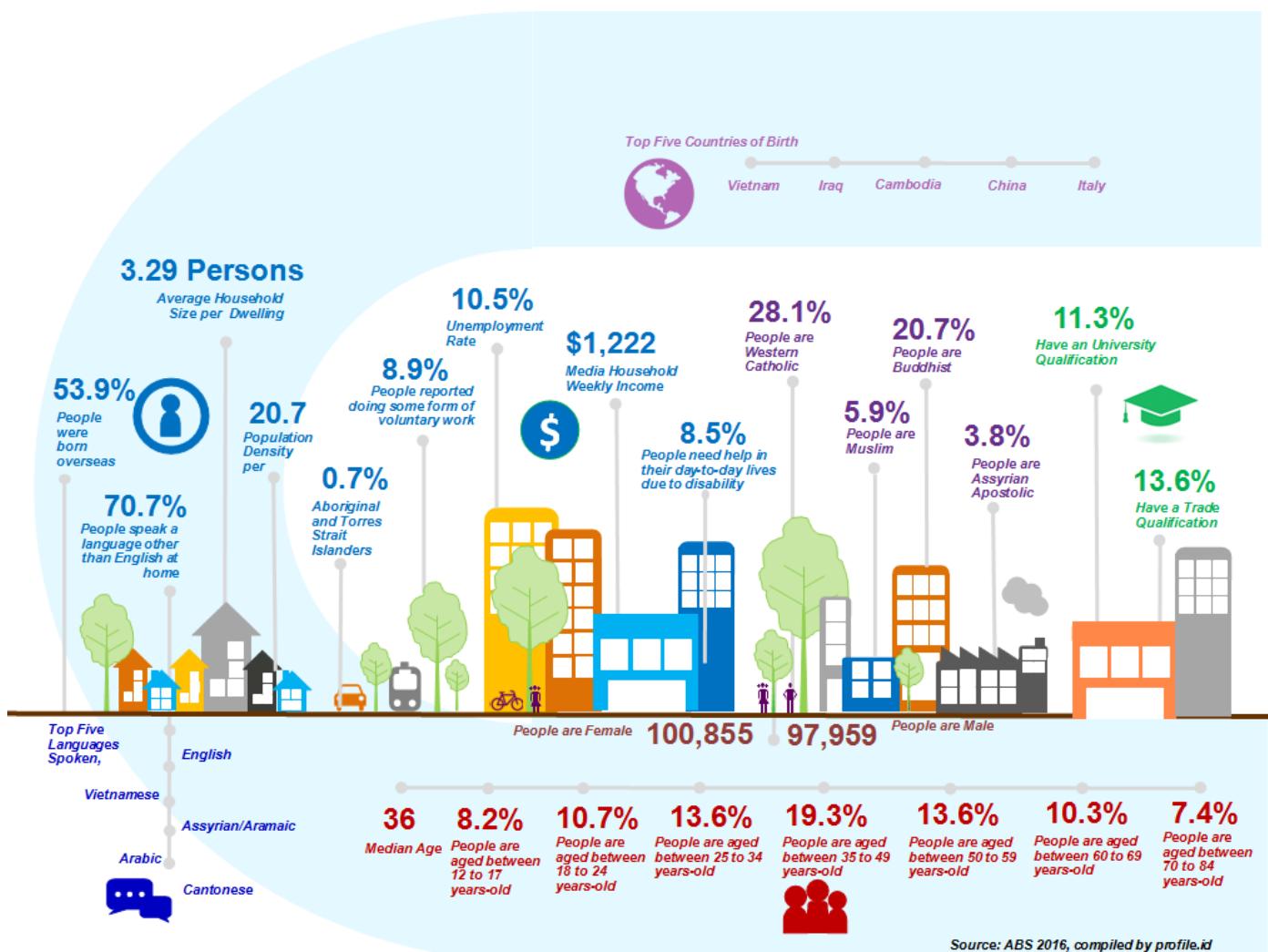


## PROFILE OF FAIRFIELD CITY – DEMOGRAPHICS

Fairfield City is located in South West Sydney, approximately 32 kilometres from the Sydney Central Business District, and covers an area of 102.5 square kilometres. Fairfield City incorporates 27 suburbs with a population of 210,612 in 2018. The Aboriginal and Torres Strait Islander population was 1,484 in 2016 (7%). Figure Two outlines the population overview using the ABS 2016 data.

**Figure One – Map of Fairfield City LGA**





**Figure Two – Population Overview**

### CULTURAL, LANGUAGE AND RELIGIOUS DIVERSITY

Fairfield City is one of the most culturally diverse communities in Australia. According to the 2016 Census, 54% of residents were born overseas and about 70% speaks a language other than English at home. Between 1 January 2016 and 30 June 2019, Fairfield City accommodated over 10,000 people arriving under Australia's Refugee and Humanitarian Program ([data.gov.au\\*](https://data.gov.au/)). Data from the Department of Human Services (Centrelink) suggest that there is a significant number of humanitarian entrants moving into Fairfield City after initially settling elsewhere in Australia.

The Fairfield City Settlement Action Plan 2017-2019 has responded to the influx of refugees, humanitarian entrants and migrants with complex needs settling in Fairfield City (ABS 2016). The Settlement Action Plan identifies eight key action areas to raise awareness, expand access to services and advocate for the needs of recently settled communities and shape government settlement policy.

\* <https://data.gov.au/>

## PROFILE OF FAIRFIELD CITY – AGEING POPULATION

Fairfield City's population, like the rest of Australia and other Organisation for Economic Co-Operation and Development (OECD) countries, is ageing. In the 2016 census, 27,444 people were aged 65 years-old or older in Fairfield City, making up 13.8% of the population. This is a 17.8% increase from the 2011 census that recorded 22,552 residents aged 65 years-old or older, in Fairfield City. The number of Aboriginal and Torres Strait residents over 60 years of age was 147 in 2016.

To break this data down further into age groups, as of the 2016 Census data:

65-69 years-old	9,080
70-74 years-old	6,180
75-79 years-old	4,986
80-84 years-old	3,609
85 years-old or older	3,585

In relation to the social circumstances of Fairfield City's ageing population, they experience a number of barriers and disadvantages. The proportion of people aged 65 years old or older in Fairfield City that have no internet access is 31.2%, which is significantly higher than the Greater Sydney average (23.1) and NSW (26.2%). Additionally, approximately 38% of residents in the age range of 65-84 years old are in the lowest quartile for household income. Again, this is higher than the Greater Sydney average of 34%.



## DEVELOPMENT OF THE STRATEGY ON AGEING 2021-2022

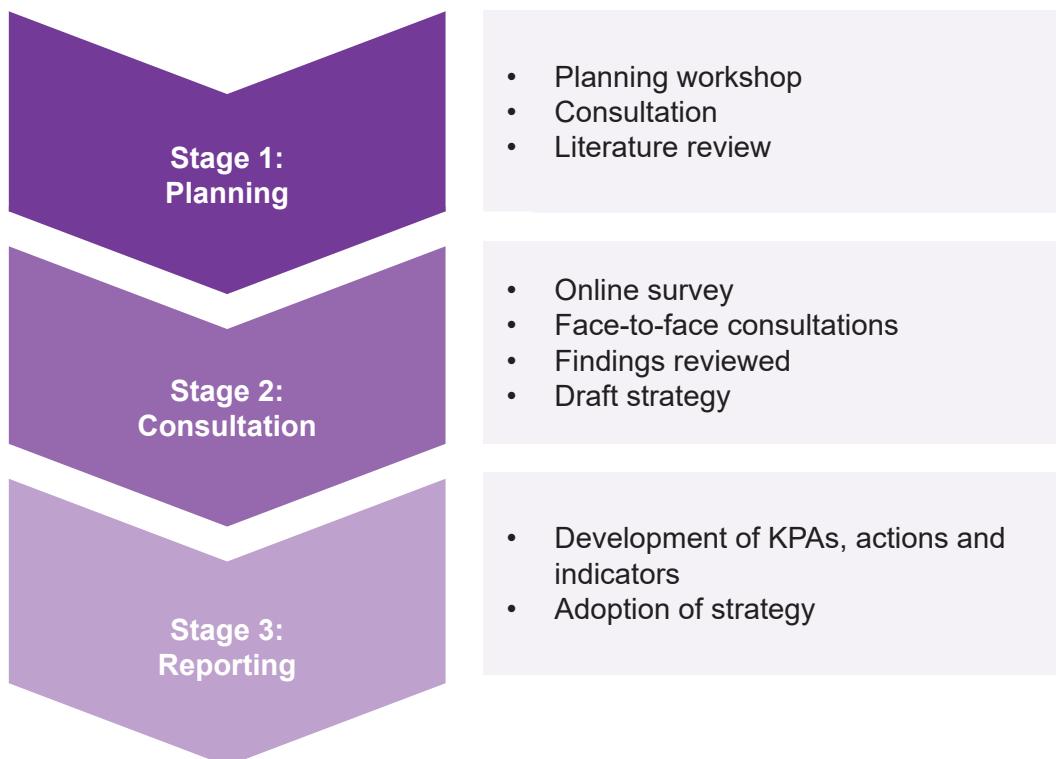
### CONSULTATION PROCESS

The Strategy on Ageing 2021-2022 was developed through a process of consultations with community members, local service providers and Council staff. The consultation process was imperative to gain a thorough understanding about: the current and emerging issues of the ageing population within our community; the barriers experienced; and how Council can accurately respond and support the ageing population.

The consultation process began in a workshop with Council staff to discuss the previous strategy and its achievements, along with the perceived needs of the community for the next two years. Following this, the literature review was undertaken to identify the barriers and challenges currently faced by the ageing population on a local, national and international scale. As previously stated, the recurring themes outlined on pages 7-8 helped developed the key priority areas (KPAs) of this Strategy.

Following this, Council consulted with community members and local services providers through an online survey and a series of face-to-face consultations. The survey and consultations explored the current needs of the ageing population, the satisfaction with services, and future needs for ageing people. The responses and feedback from the consultations were reviewed and presented in an internal consultation with Council staff.

The next stage involved developing a draft Strategy to be reviewed. The review process included a workshop to identify and confirm the KPAs, actions and indicators. Figure three below shows the stages in the consultation process.



# STRATEGY ON AGEING 2021-2022

## CONSULTATION FINDINGS

Several themes emerged from the consultations and are described in greater detail below.

### STRENGTHENING NETWORKS

Activities and strategies to support the ageing population should be delivered to maximise the benefits. To support this, strengthening the connections between Council, local services, citizens' groups and the community will identify ways to improve efficiency and better target services and activities.

### SOCIAL ISOLATION

Some of the ageing population face growing barriers to interaction with society. This has significant negative effects ranging from greater health risks to reduced access to services. Council can seek out ways to identify those at risk of social isolation and support services that foster engagement and interaction with the broader community.

### DIGITAL BARRIERS AND COMMUNICATION

The shift of news, information and government services to electronic platforms presents opportunities and challenges for the ageing population. There is a need for greater awareness and education for the ageing population in accessing digital services. Council, through our libraries and local service providers, already provide quality training in computer literacy and digital technology. However, it is important to acknowledge that not everyone has regular access to, or wants to use digital services. In addition to improving skills and access to technology, Council will continue to engage the ageing population using non-digital means.

### COST OF LIVING

Housing affordability and financial pressures were prominent issues identified in the consultations. Financial pressures experienced by unpaid carers and the broader gender inequality in income were specifically raised as issues that need to be addressed. In response to this, Council believes there are opportunities to implement initiatives to educate the ageing population and carers in managing finances and will advocate for state and federal policies to address these issues.

## IDENTIFICATION OF KEY PRIORITY AREAS

The findings from the face-to-face consultations and the online survey were analysed and used to inform the development of this Strategy. In response to the consultation findings, five key priority areas (KPAs) were developed for The Strategy on Ageing 2021-2022. They are:

- Community Wellbeing
- Places and Infrastructure
- Environmental Sustainability
- Local Economy and Employment
- Good Governance and Leadership

## KEY PRIORITY AREA ONE: COMMUNITY WELLBEING

Community wellbeing relates to the quality of life the community enjoys when living, working, playing, shopping or visiting Fairfield City. It's about a good relationship with neighbours, the opportunities the community has to meet their daily needs and achieve their ambitions, a sense of belonging, respect for the things the community values, the support that's available when it is required, and the pride experienced by the diverse community and neighbourhoods.

### ACTIONS WE WILL CONTINUE AND STRENGTHEN

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Promote and support programs, activities and events to combat social isolation</b>				
Continue strengthening partnerships with local NGOs to provide programs, events and activities to combat social isolation	Social Planning and Community Development (SPCD)  Fairfield City Open Libraries	<ul style="list-style-type: none"> <li>Number of activities/ programs/ events developed in partnership</li> </ul>	2021-2022	Within existing resources
Continue exploring avenues to identify, reach and engage seniors who are isolated to link them with the community	SPCD Communications  Fairfield City Open Libraries	<ul style="list-style-type: none"> <li>Number of strategies created and supported</li> <li>Number of people attending that are socially isolated</li> </ul>	2021-2022	Within existing resources
Continue to deliver key events that engage seniors promoting active engagement within their community such as Seniors Concerts, Seniors Week and Grandparents Day	SPCD	<ul style="list-style-type: none"> <li>Seniors Concert delivered</li> <li>Seniors Week delivered</li> <li>Grandparents Day delivered</li> </ul>	2021-2022	Within existing resources
<b>Promote and support programs and activities that encourage active living, healthy lifestyles and community participation</b>				
Continue and expand partnerships with local NGOs to enhance coordination and provide programs, events and activities that encourage active living, healthy lifestyles and community participation	SPCD  Communications	<ul style="list-style-type: none"> <li>Number of partnerships</li> <li>Number of activities/ programs/ events developed in partnership</li> <li>Number of participants in activities/ events</li> </ul>	2021-2022	Within existing resources

## STRATEGY ON AGEING 2021-2022

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
Continue to plan and promote active living, healthy lifestyle and community participation activities and events that include intergenerational and cross cultural focus	SPCD	<ul style="list-style-type: none"> <li>Number of active living and community participation activities/ events that have an intergenerational component</li> <li>Number of events that have a cross cultural focus</li> </ul>	2021-2024	Within existing resources
Continue supporting and updating the Fairfield Seniors' Recreational Directory	SPCD	<ul style="list-style-type: none"> <li>Directory updated as necessary, available on website, printed and distributed when appropriate</li> </ul>	2021-2022	Within existing resources
<b>Recognise and support volunteers and care giving</b>				
Continue developing partnerships and collaborations to support carers' programs and events	SPCD	<ul style="list-style-type: none"> <li>Number of partnerships and collaborations to support carers</li> <li>Number of participants in activities/ events</li> </ul>	2021-2022	Within existing resources
Celebrate Carers' Week	SPCD	<ul style="list-style-type: none"> <li>Carers' week event held or supported annually</li> <li>Number of partner agencies</li> </ul>	Annual	Within existing resources
<b>Support and encourage volunteerism</b>				
Support or create volunteer opportunities in partnership or linkage with other stakeholders	SPCD	<ul style="list-style-type: none"> <li>Number of partnerships developed</li> <li>Number of volunteer opportunities supported or created</li> </ul>	2021-2022	Within existing resources
<b>Promote, support and provide a range of long life learning opportunities for older people, particularly in the area of new and useful technology</b>				
Identify opportunities to develop partnerships and collaboration projects and programs that provide computer, internet, new technology and social media learning opportunities	SPCD Libraries	<ul style="list-style-type: none"> <li>Number of partnerships</li> <li>Number of activities/ programs/ events developed in partnership</li> <li>Number of participants in activities</li> </ul>	2022-2022	Within existing resources

## NEW ACTIONS

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Create awareness of issues around elder abuse</b>				
Investigate opportunities to link into campaigns and programs that create awareness and education on elder abuse	SPCD Communications	<ul style="list-style-type: none"> <li>Number of links identified</li> <li>Number of collaboration involvements</li> </ul>	2021-2022	Within existing resources
Advocate for greater awareness and protection of older people from elder abuse	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources
<b>Advocate for the ageing population to have access to affordable and secure housing</b>				
Develop strategy to improve awareness of the need for more affordable and social housing for older people at risk of homelessness	SPCD	<ul style="list-style-type: none"> <li>Number of strategies developed to create awareness</li> </ul>	2021-2022	Within existing resources
Advocate for more support and long-term emergency accommodation for homeless older people	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources
Investigate options for improving awareness among older people around safety when renting a secondary dwelling (e.g. Granny flats)	SPCD	<ul style="list-style-type: none"> <li>Number of awareness activities</li> <li>Number of people reached with information about safety in secondary dwellings</li> </ul>	2021-2022	Within existing resources
<b>Get involved in initiatives that address elder abuse in the community</b>				
Advocate for policy and protocols to address issues of elder abuse	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy events</li> </ul>	2021-2022	Within existing resources

# STRATEGY ON AGEING 2021-2022

## KEY PRIORITY AREA TWO: PLACES AND INFRASTRUCTURE

Places and infrastructure are the buildings, facilities, open space, town centres, roads, footpaths, public transport and all other built structures that the community uses to meet their future needs.

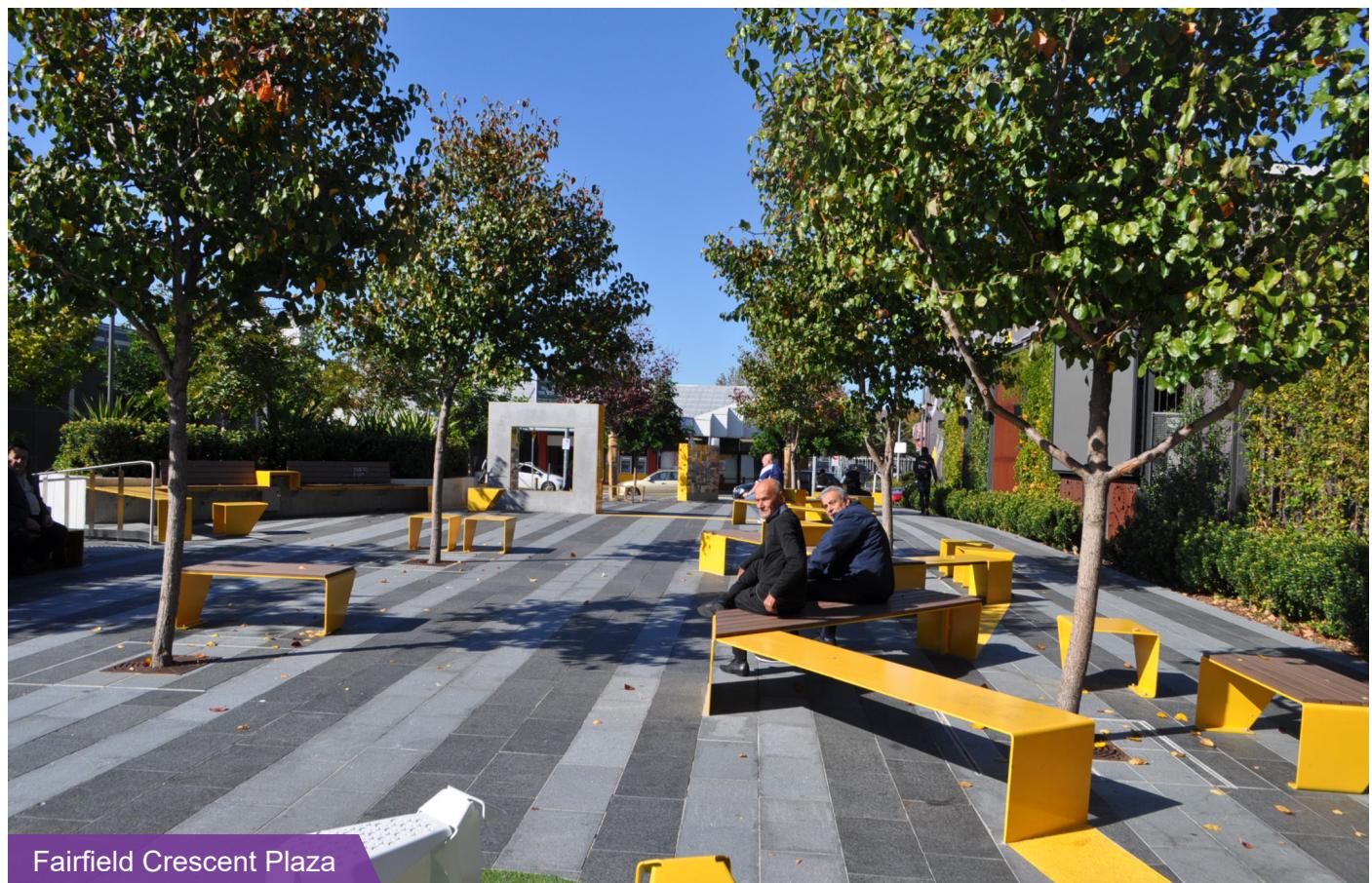
The availability of places and infrastructure in the community enables services to be provided and therefore contributes to the wellbeing of the community. The quality of places and infrastructure create a first impression for visitors to the City and helps shape the pride the community takes in their area.

### ACTIONS WE WILL CONTINUE AND STRENGTHEN

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Ensure the built environment is safe and accessible for older people</b>				
Continue implementing Council's Pedestrian Accessibility and Mobility Plan	Built Systems	<ul style="list-style-type: none"> <li>Number of actions implemented per year in line with plan</li> </ul>	Annual	Within existing resources
Inform residents about pedestrian accessibility	SPCD	<ul style="list-style-type: none"> <li>Information provided on FCC Website and to aged and disability community networks, including accessibility maps</li> </ul>	Ongoing	Within existing resources
<b>Support accessibility of public transport for older people</b>				
Continue to advocate with the State Government for lifts at all railway stations	Place Management SPCD	<ul style="list-style-type: none"> <li>Number and type of contact with state government in relation to train stations</li> </ul>	2021-2022	Within existing resources
<b>Support the ageing population to feel safe and secure in the community and at home</b>				
Encourage partnerships, links and networks with law enforcement agencies, such as police, etc.	SPCD	<ul style="list-style-type: none"> <li>Number of links/partnerships created</li> <li>Number of joint events/ activities delivered</li> </ul>	2021-2022	Within existing resources
Support education on identity theft and online scams, ATM fraud	SPCD	<ul style="list-style-type: none"> <li>Number of programs/ events/ activities delivered in partnership</li> </ul>	2021-2022	Within existing resources

## NEW ACTIONS

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Ensure built environment is safe and accessible for older people</b>				
Undertake safety and accessibility reviews/ audits/ investigations of footpaths, parks and cycle ways that are frequented by frail older people	Built Systems Asset Management SPCD	<ul style="list-style-type: none"> <li>Number of reviews/ audits/ investigations completed</li> <li>Percentage of review/ audit/ investigation recommended actions completed</li> </ul>	2021-2022	Within existing resources
<b>Support accessibility of public transport for older people</b>				
Upgrade Council community buses	City Assets Management	<ul style="list-style-type: none"> <li>New buses purchased</li> </ul>	2021-2022	Within existing resources
Advocate for transport options that encourage local access to community events and places for older people	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2022-2022	Within existing resources



# STRATEGY ON AGEING 2021-2022

## KEY PRIORITY AREA THREE: ENVIRONMENTAL SUSTAINABILITY

The local environment and natural resources define the City and contribute to the community's wellbeing. In turn, the activities undertaken throughout the City impact on the quality and viability of many species and finite resources. Increasing awareness of environmental challenges such as climate change and water shortages has increased the pressure for protection and management of bushland, local wildlife and waterways throughout the city as well as improved design and operation of the built environment.

Environmental sustainability is important at the local and global level and for the health and wellbeing and to manage heat island stress and its effect on current and future generations.

### NEW ACTIONS

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Ensure that Fairfield City is clean and develops sustainable practices</b>				
Promote a user friendly means for seniors to inform Council about waste collection issues on domestic and public areas	Waste and Sustainability SPCD	<ul style="list-style-type: none"><li>Number of instances information is provided</li></ul>	2021-2022	Within existing resources
Advocate community care for a service that assists frail aged people to dispose of domestic waste e.g. expand Garden and Maintenance Program	SPCD	<ul style="list-style-type: none"><li>Number of advocacy instances</li></ul>	2021-2022	Within existing resources
Promote benefits of aged-friendly and inclusive parks and open space areas	SPCD	<ul style="list-style-type: none"><li>Number of advocacy activities</li><li>Number of issues raised at consultations</li></ul>	2021-2022	Within existing resources

## KEY PRIORITY AREA FOUR: LOCAL ECONOMY AND EMPLOYMENT

The businesses and industries in Fairfield City and the surrounding areas provide goods and services as well as local employment opportunities. The shopping centres provide a range of products, services and meeting places and represent the identity of their suburb. The Smithfield-Wetherill Park industrial area is one of the largest industrial estates in Australia and therefore a major employer, traffic generator and economic powerhouse.

The ageing population is bound to increase the “caring” sector providing more opportunities for employment of professional carers, particularly those with diverse language abilities. Higher than average levels of unemployment, including mature unemployment, place increased importance on access to education, training and life-long learning.

### ACTIONS WE WILL CONTINUE AND STRENGTHEN

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Advocate for policies that adequately reflect the current financial needs of the older population</b>				
Advocate for improved social assistance	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources
Provide information about existing support and policy changes in social benefits for older people	SPCD	<ul style="list-style-type: none"> <li>Number of information activities</li> <li>Number of people reached by activities</li> </ul>	2021-2022	Within existing resources
<b>Lead efforts to tackle ageism in the workforce</b>				
Continue flexible working arrangements policy for people with caring responsibilities e.g. flexible and part-time arrangements and working from home options	Human Resources	<ul style="list-style-type: none"> <li>Number of staff carers supported</li> </ul>	Ongoing	Within existing resources
Promote benefits of Older Workers Strategy	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources
<b>Ensure policies adequately reflect the current financial needs of the older population</b>				
Continue informing new eligible residents of rate subsidy scheme for pensioners	Rates Department	<ul style="list-style-type: none"> <li>Information sent to residents</li> </ul>	2021-2022	Within existing resources

# STRATEGY ON AGEING 2021-2022

## NEW ACTIONS

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Advocate for the ageing population to have access to affordable and secure housing</b>				
Develop strategy to improve awareness of the need for more affordable and social housing for older people at risk of homelessness	SPCD	<ul style="list-style-type: none"> <li>Number of strategies developed to create awareness</li> </ul>	2021-2022	Within existing resources
<b>Ensure policies address structural, financial and income inequality between men and women, particularly single women and retirement</b>				
Advocate for government to identify potential impacts relating to gender inequality, particularly their impacts on ageing people	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources

## KEY PRIORITY AREA FIVE: GOOD GOVERNANCE AND LEADERSHIP

In a democracy, the community wants their leaders to listen to them, represent their views with integrity and strive to achieve for the good of the community. Decision making, especially in the public sector, must be transparent, objective and accountable. Good governance and leadership ensures the community has access to information and is able to participate in the development of policies and decisions that affect them. The Fairfield community expects a high standard of ethics, justice and honesty to be reflected in the actions and behaviour of individuals, organisations, businesses and governments.

### ACTIONS WE WILL CONTINUE AND STRENGTHEN

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Identify modes of information sharing and access that are equitable and accessible for older people and people from non-English speaking backgrounds e.g. use and access to Government portals such as My Aged Care</b>				
Continue to identify, implement and retain information strategies to reach the older population that will not transition to digital modes	SPCD Communications	<ul style="list-style-type: none"> <li>Number of strategies identified</li> <li>Number of strategies implemented</li> </ul>	2021-2022	Within existing resources
<b>Promote communication and information to take into consideration lack of English language proficiency and community languages when appropriate</b>				
Continue and improve the provision of aged-friendly information, including information in community languages	SPCD Communications IT Department Customer Service	<ul style="list-style-type: none"> <li>Number of improvements identified</li> <li>Number of improvements implemented</li> </ul>	2021-2022	Within existing resources



## STRATEGY ON AGEING 2021-2022

### NEW ACTIONS

ACTION	RESPONSIBILITY	INDICATOR	TIME FRAME	RESOURCES
<b>Identify modes of information sharing and access that are equitable and accessible for older people and people from non-English speaking backgrounds e.g. use and access to Government portals such as My Aged Care</b>				
Advocate for age-friendliness in government service platforms, such as My Aged Care, myGov, etc.	SPCD	<ul style="list-style-type: none"> <li>Number of advocacy activities</li> </ul>	2021-2022	Within existing resources
<b>Undertake planning and work within council and with other agencies to address barriers to digital engagement and to ensure communications reach ageing people</b>				
Improving digital access for older people to our website and social media information	IT Department SPCD Communications	<ul style="list-style-type: none"> <li>Number of approaches developed</li> <li>Number of approaches implemented</li> </ul>	2021-2022	Within existing resources
Develop partnerships and collaborations with local services to build capacity in overcoming barriers to digital engagement for older people their families, friends and carers	SPCD	<ul style="list-style-type: none"> <li>Number of engagement activities/ events</li> <li>Number of people engaged by activities/ events</li> </ul>	2021-2022	Within existing resources

## **CONCLUSION – MONITORING PROCESS**

The Strategy on Ageing 2021-2022 will be implemented over the next couple of years. Fairfield City Council will collaborate with a range of organisations to ensure the goals and objectives of this Strategy on Ageing are met. The Strategy will be monitored through Council processes and within the relevant frameworks, specifically the Integrated Planning and Reporting Framework (IPR). Moreover, the Strategy on Ageing 2021-2022 will link with the Fairfield City Council's Delivery and Operational Plans.

The Social Planning and Community Development Department will adhere to regular reporting requirements where reports will be developed quarterly and monthly. The achievements associated with specific KPAs will be reported in the outlined reports and plans.

Council will also seek feedback on the implementation of this strategy from the community. This feedback is important to modify actions accordingly and address any emerging concerns which may have not been previously identified.



# STRATEGY ON AGEING 2021-2022

## REFERENCE LIST

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