

# Beyond the Rhetoric

## Strategic Partnerships towards Positive Ageing and Aged Friendly Communities

International Federation on Ageing  
10<sup>th</sup> Global Conference  
Climate for Change : Ageing into the Future  
Presenter – Brent Allan, Macedon Ranges Shire council



## Initial Project Aim

To develop a multi-agency positive ageing and aged-friendly communities strategy.

## Revised Project Aim

To develop a shared community-wide positive ageing and aged-friendly communities strategy for the region.

# Assumptions

1. That agencies, businesses, groups, clubs and associations are keen to be guided by a single strategy plan.
2. That the same will “sign up” and commit resources to a shared plan.
3. That a shared strategic plan produces greater efficiencies than single agency or service plans.

## Methodology

### Stage 1

- Literature review
- Data collection
- Community Engagement
- Stage 1 Report

### Stage 2

- ‘Call for ideas’
- Strategy Development
- Community Feedback
- Agency Briefings
- Final Adoption

## Objectives

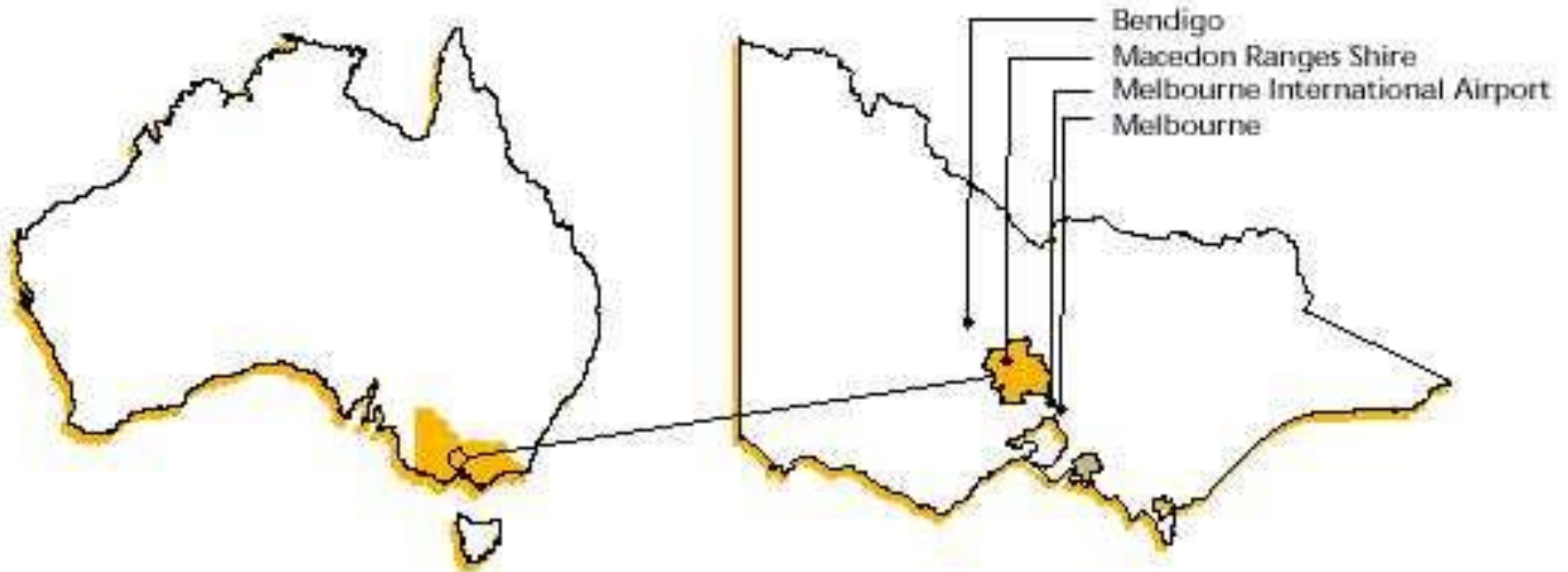
1. Ensuring all key stakeholders have a voice and sense of ownership of the final plan.
2. Collaborating to build inclusive not exclusive communities.
3. Using emergent and open processes that genuinely engage, listen and adapt to people's expressed needs.
4. Maximizing community ownership of the plan before, during and after development.

# Macedon Ranges

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## Location



## Stage 1 - Results

- Ageing population
- Better engagement and innovation is cost effective
- Older people care about what happens
- Improved transport connections
- Affordable and well located housing
- Improved urban infrastructure
- Building a 'Village Feel'

# Stage 1 - Findings

- Promoting Community Hubs
- Service accessibility
- Up to date information
- The use of enabling technologies
- Campaigning against Ageism
- Centralised Volunteer Skills Bank
- Mixing Generations
- Supporting clubs and groups
- Community safety
- Ongoing Community Engagement



# Macedon Ranges Macedon Ranges

Report prepared by  
Margarita Caddick, Caddick Design & Consulting  
October 2007



## Macedon Ranges Multi-Agency Positive Ageing Strategy

Appendix 2  
Exploring Community Connections &  
Social Connections In The Macedon  
Ranges Shire



[http://www.mrsc.vic.gov.au/Files/MultiAgyStrat\\_web.pdf](http://www.mrsc.vic.gov.au/Files/MultiAgyStrat_web.pdf)

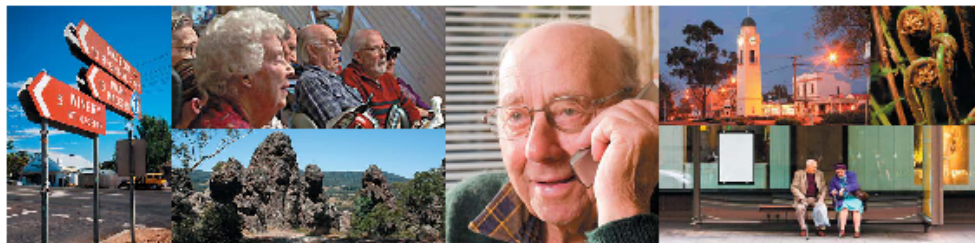
## Stage 2 - Findings

A call for ideas went out to the database of interested parties to further seek feedback...

- Community safety – including bushfire safety and support
- Urban infrastructure improvements
- Housing and home maintenance
- Reduced costs and improved access to services
- Expanded and diversified activity groups
- Addressing social isolation
- Improving Information and Communication
- Making consultation mean something

# AGEING WELL IN THE MACEDON RANGES 2010-2015

*Commitment to a vision backed by action*



*VISION: Macedon Ranges is a wonderful place to grow older*

## GUIDING PRINCIPLES

*We believe in:*

- A fair go for people to grow and develop: **equitable & accessible**
- Doing for ourselves and others: **enabling & empowering**
- Commitment to doing what makes a difference and lasts: **sustainable**
- Connecting people across ages and places: **inclusive & holistic**
- Valuing and respecting our differences: **embracing diversity**

## STRATEGIC OBJECTIVES

*We do this by:*

- Creating safe places for physical, emotional & social wellbeing: **building better places to age well**
- Supporting innovation & entrepreneurship: **fostering ideas in the community for the community**
- Ensuring programs & services are accessible & welcoming
- Encouraging lifelong learning & development
- Addressing social isolation: **developing community connectedness and networks**
- Ensuring people & organisations in our community work together
- Enabling local communities to address local issues

## ACCOUNTABILITY, EVALUATION & REPORTING

How will we know if we're being successful? We think the best way is for people to come together at an *Annual Macedon Ranges Positive Ageing Summit*. At the summit, agencies can report on a achievements and people can discuss what's working and what more needs to be done.

We will also develop a *Macedon Ranges Positive Ageing Accord* based on our Vision, Principles and Objectives, for agencies to sign. The range, outcomes and sustainability of projects that are initiated by our community and the number of groups which have signed the Accord will become key measures of success.

*Get involved and help us to:*

- Create a vibrant community in which we all age well
- Build collaborating, connected communities
- Secure government funding, Council support & new resources for great ideas

For further information please contact the Macedon Ranges Shire Positive Ageing Initiative on 5422 0250 or email [npante@mrc.vic.gov.au](mailto:npante@mrc.vic.gov.au)

By 2026 the number of older residents in the Macedon Ranges is expected to more than double. As the World Health Organisation (WHO) suggests, this is an opportunity to enhance the health, participation and security of older people, providing that governments, organisations and communities enact 'active ageing' policies.

Agencies across the Macedon Ranges Shire are collaborating to do just that! So far, community consultations have developed the Vision, Principles and Objectives of the Positive Ageing Strategy and ideas have been gathered ranging from the need to improve footpaths and community safety to developing a community hub and seniors cafe. We now need to respond to these ideas and work with older people to deliver age-friendly outcomes that meet local needs.

- Single page/poster format
- Mission
- Vision
- 5 guiding principles
- 7 strategic objectives
- Annual Positive Ageing Summit
- KPIs include: innovation, diversity, momentum, range, volume

## Looking Forward

- Encouraging more agencies, clubs, groups and organisations to use the strategy to guide their work.
- To formally invite more parties to sign up to an accord to the strategy.
- Continue to audit our townships for Aged-Friendliness through our Positive Ageing Action Group.
- Inaugural Macedon Ranges Positive Ageing Summit Sept/Oct 2010.

## Lessons Learned

- Its all about the quality of the engagement process.
- Be clear about the delineations between leadership and partnership.
- Simplicity means access... and its worth it.
- Empowering a community means nothing if you aren't prepared to enable it.

# Macedon Ranges

## Macedon Ranges

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Kyneton  
DISTRICT HEALTH SERVICE



Central Highlands  
GENERAL PRACTICE NETWORK



Department of  
Health



Serving Macedon Ranges