



CITY OF BALLARAT
**Ageing Well in
Ballarat Strategy
2022–2026**

CITY OF
BALLARAT





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The City of Ballarat acknowledges the Traditional Owners of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.

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Message from the Mayor of Ballarat



The Ageing Well in Ballarat Strategy lays out our community's vision and priorities for Ballarat's residents aged 55 years and over and for being an inclusive city for all people that live, work and play here.

Our strategy is informed by what the ageing community in Ballarat have told us is important to them through our community consultation and engagement spanning five years, from 2018 to 2022.

This strategy outlines our roadmap for delivering this vision over the next four years. It states very clearly what the City of Ballarat will do to ensure Ballarat is an age friendly city for all our community members. The focus is on providing leadership, fostering a community that is accessible, inclusive and connected, practising good governance and advocating for our community. We are committed to making informed decisions based on the best available evidence and community engagement and will work in partnership with our community to deliver our services, programs and information.

The strategy is aligned with the City of Ballarat's commitment to whole of community benefits and collaborating with our many residents, partners and stakeholders across Ballarat. It provides a focus on the needs, interests and aspirations of people aged 55 years and older.

Growing older is a lifelong process. As we age, we gather a lifetime of knowledge, skills and life experience which is highly valued and should be celebrated and shared. We recognise the significant contribution that our ageing residents make to the fabric of our community. We are committed to supporting and empowering them to feel confident to participate fully in life however they choose.

We sincerely thank every individual and group who provided input into this process – your participation reflects an engaged and empowered community.

We look forward to implementing the Ageing Well in Ballarat Strategy and achieving outcomes that will ensure our ageing community members continue to be highly valued members of our community

A handwritten signature in black ink, reading 'Daniel Moloney'. The signature is fluid and cursive, with a long horizontal line extending from the start.

Cr Daniel Moloney
Mayor, City of Ballarat

Introduction



This strategy has been developed to guide City of Ballarat to respond to the current, changing and emerging needs of our residents aged 55 years and over and to identify its future focus and priorities for our community.

People worldwide are living longer, and Ballarat is following this trend. Our ageing residents are a significant and growing part of our community and over the next 15 years almost one quarter of our municipal population will be over 60 years of age. City of Ballarat recognises the value of these residents with their diverse and dynamic capabilities and experiences and as an important part of the fabric of our history and community.

Growing older is a lifelong process. As we age, we gather a lifetime of knowledge, skills and life experience which is highly valued and should be celebrated and shared. City of Ballarat is committed to creating supportive environments that foster healthy and active ageing including planning for and responding to the diverse and emerging needs of our ageing community.

Aligned with City of Ballarat's commitment to whole of community benefits and collaborating with our many residents, partners and stakeholders across Ballarat, this strategy provides a focus on the needs, interests and aspirations of people aged 55 years and older.

› Our vision

**Ballarat: the place to live, work,
play, learn and age well.**

**We want to create an age-friendly
community where people feel valued,
connected, included, and respected
and feel confident to participate fully
in life however they choose.**



Our commitment

City of Ballarat is committed to creating an age friendly community for our residents.

According to the World Health Organisation (WHO), an age friendly community is “an inclusive and accessible community environment that optimises opportunities for health, participation and security for all people, in order that quality of life and dignity are ensured as people age.”

Our commitment is also closely aligned with City of Ballarat’s Health and Wellbeing Plan 2021- 2031, which aims to optimise health and wellbeing across all ages and stages of life and aspires to create a connected, engaged and inclusive community, living safely and sustainably, with residents who are active, healthy and resilient. It also reflects City of Ballarat’s commitment to a healthy, connected and inclusive community as articulated in the Council Plan 2021 – 2025 and is closely linked to other current and evolving plans and strategies across the City of Ballarat which share priorities and areas of focus.

We are committed to the following principles:

> Equity

We will work to ensure that everyone is treated fairly and equitably. This includes equitable access to resources, services and opportunities to assist and support our ageing community to age well in Ballarat.

> Inclusion

We recognise that our ageing community are diverse and dynamic individuals celebrating many and varied capabilities, resources, experiences, lifestyles and preferences.

We will work to build a community in which all residents throughout their life feel valued, respected, supported, safe, and can fully participate in all aspects of community, social and economic life as they choose, and enjoy the benefits of their participation.

> Accessibility

We will work to ensure that our city and its places, spaces and buildings are accessible for all.

> Participation

We appreciate and will draw on the life experience, knowledge and insight of our residents. We are committed to including all our residents in our planning and decision making and ensuring their voices are heard as we continue to build an age friendly community in Ballarat.

We value the participation and contribution of our ageing community. We will work to reduce formal and informal barriers that effect older people’s access to resources, services, opportunities and participation in social, community and economic life.

> Collaboration

We acknowledge that creating an age friendly community requires a commitment from all in our municipal community, and the commitment, leadership and action by many, including government, service providers, organisations, business, our community and all people living, working and visiting our city.

We will develop relationships and strengthen partnerships with our community, local business, government, services and support agencies to strengthen our shared commitment to build our combined capabilities and encourage greater co-operation and integration across our community and aged care service system.

> A rights-based approach

We acknowledge that all people should be treated with dignity and respect and have the right and freedom to make their own choices about how they adapt their lives to changing needs and opportunities.

We will seek to empower and support our ageing community to exercise their rights and to be heard and respected in doing so.