

Our over 55 population in Ballarat

People are living longer, and populations are ageing, resulting in a change in the construct of our communities and municipalities. There are over 34,867 people aged 55 years and over currently living within our city. This figure is expected to grow to more than 42,222 by 2036.

Here is a current snapshot of our community:



30.6%

percentage of people aged 55 years and over in Ballarat*



54.6%

of the population aged 55 years and over are female*

45.4% are male



64.3%

of the population aged 85 years and over are female*

35.7% are male



10%

Almost 10% of the population identify as LGBTQIA+

Compared with 5.7% Victorian average^



**Wendouree
Sebastopol
Alfredton**

top 3 suburbs where people 55 years and over live*



323

people aged 50 years and over in Ballarat identify as Aboriginal and/or Torres Strait Islander*



11.3%

of people in Ballarat were born overseas

38.2% of the migrant population are aged 55 years and over



7%

of our population speak a language other than English at home*



24.2%

of people aged 55 years and over live alone*

33.9% male,
66.1% female



13.5%

of people 55 years and over provide unpaid childcare*



17%

of people 55 years and over provide unpaid care for a person with a disability*



5012

Ballarat residents aged 55 years and over who need assistance with core activities*



Dementia Prevalence

The number of cases of dementia in Ballarat is expected to increase by 3 times from 1805 people in 2017 to 5409 people in 2050#

* ABS 2021 Census of population and housing ^ Victorian Population Health Survey
NATSEM, University of Canberra, January 2016. Commissioned by Alzheimer's Australia Vic.



What does Ageing Well look like?



As part of the global response to our growing ageing population, across the world there is an increasing focus on how we can all age well and remain healthy and active throughout our lifetime. The idea of ageing well includes creating a life where people can maintain satisfying and healthy lives as they age by making choices that optimise healthy and active lives including a focus on feeling safe and secure.

The World Health Organisation tells us that people's experience of healthy ageing is significantly informed by the environment in which we live and the opportunities available to us as we grow older that enable people to be and do what they value throughout their lives.

In Victoria, the idea of ageing well is being explored by government and senior Victorians. Through their conversations in 2020, various attributes of ageing well were discussed including:

- The importance of having a positive attitude.
- Lives have purpose and meaning.
- People are respected and respectful.
- The importance of connection to family, friends and society.
- Older people are in touch with a changing world.
- Feeling safe and secure at home and financially.
- People can manage health issues including mental health.
- People can get around.

In developing this strategy, we have considered this international approach and the state context in parallel with the feedback we heard from our residents about what is important to live and age well in Ballarat and this is reflected in the vision, goals and priorities in this strategy.

City of Ballarat's Role

City of Ballarat has a broad range of roles and responsibilities under the Local Government Act. These roles assist and support residents and contribute to their health, safety and wellbeing in many ways.

In addition to the many familiar activities, City of Ballarat's role also includes fostering community cohesion, encouraging active participation in civic life, and improving the overall quality of life for all residents.

Closely aligned with City of Ballarat's broader role, five key roles have been confirmed to guide this strategy in responding to the needs and aspirations of our ageing community and to contribute to the creation of Ballarat as an age friendly community.



> Provider

City of Ballarat delivers projects, programs, and services across all areas of the organisation to respond to the needs, interests, and aspirations of our diverse residents. This includes facilities, programs, and services to connect people to information, learning, social and recreational opportunities and to encourage connection into our community and the many places, spaces and activities that contribute to a vibrant community life.

Services are delivered through our many locations, and we actively create friendly, accessible spaces and places including our parks and gardens, streetscapes, recreation, and sporting grounds located across our city.

City of Ballarat works as a partner, advocate, and planner and collaborator to build the capacity of our community and local service system to respond to the current and emerging needs of our diverse community.

City of Ballarat also plans and delivers infrastructure focused projects and provides and maintains community buildings, recreation and sporting facilities and public spaces such as parks, squares, footpaths, and many roads.



> Partner & Facilitator

City of Ballarat fulfills this role by supporting and participating in projects, initiatives, and programs in partnership with government, community organisations, service providers and local community groups to respond to community needs and to build capacity across our community including in areas important to our ageing community such as community safety, and health and wellbeing, and respect and social inclusion.

City of Ballarat facilitates conversations, forums, networks, and a range of opportunities to bring people together to develop a shared understanding of the issues of importance to our city and its residents and to find, foster and deliver solutions, innovation, and collective responses. This collaborative approach is vital to fostering an age friendly approach across our community. It is also important within and across teams in City of Ballarat to enable an integrated approach and a whole of organisation response to meet the needs and aspirations of our older residents.



> Planner

City of Ballarat has an important role in planning for the city including in planning for strategic land use, developments, city design and community infrastructure and engaging the community in planning and strategic decision-making processes.

City of Ballarat has an active role in social planning which includes consideration of the needs of all residents in relation to areas such as housing, transport, community infrastructure, and in recreational opportunities and communication strategies. City of Ballarat also has an important role in planning for the needs of the ageing population and will continue to research and advocate to ensure the aged care service system meets the needs of our community now and into the future.



> Advocate

City of Ballarat is the closest level of government to the community and, through conversations and other community engagement activities, has an increased visibility and understanding of issues impacting everyday lives of our residents.

City of Ballarat is also uniquely placed to facilitate strategic partnerships within the community with organisations, service providers, community members and other tiers of government to collaborate and respond to issues as they emerge, to highlight barriers and opportunities from our community perspective and advocate together to influence decision makers and leaders in government to respond to community interests and needs.




> Community Capacity Builder

Working towards an age friendly city with the community provides the opportunity to develop partnerships with, between and across the community. It also encourages work on joint projects and activities led by the community. City of Ballarat is well placed to encourage, support, and empower our residents to participate in and form partnerships, and networks to work together to lead projects or activities in their local neighbourhoods or community groups that contribute to creating an age friendly Ballarat in a meaningful, locally responsive and sustainable way.

City of Ballarat has an opportunity to further strengthen the community by actively engaging residents and service providers in planning for an age friendly city.





Ageing Well in Ballarat

This strategy has been informed with a strong focus on our residents and their feedback. It has also been informed by feedback from the wider community and service providers, along with consideration of best practice in Australia and internationally. It has also been developed with consideration of the evolving Commonwealth government aged care reform agenda as well as the Victorian Government focus on creating age friendly communities.

> What our community told us

Our conversation with the community started in 2018 where we explored what is important to *Grow Older Well in Ballarat* with a cross section of our ageing community and other interested community members.

We have also listened to responses from residents through City of Ballarat wide community engagement processes including *Ballarat: Our Future* consultation 2021 and Inclusive Ballarat 2022 as well as community feedback through our Ageing Well in Ballarat Project Reference Group.

Continuing conversations with our community have told us that there is much that is enjoyed and celebrated by the ageing community living in Ballarat. The quality of our outdoor spaces, our historical landscapes and streetscapes, our city's parks and gardens, walking tracks and sporting facilities, good access to health services and opportunities to participate in a wide variety of events and activities are all highly valued.

But there is always room for growth and improvement. Priorities for our continued focus include:

- Improving the accessibility and safety of our spaces, places, and streetscapes.
- Access to a range of reliable and affordable transport and affordable housing options.
- The availability of services to maintain independence at home and in the community.
- Strengthening the regard and respect for people as they age and their contribution and value in community, social, political and economic life.

Ageing residents and their families also prioritised access to reliable information and advice from City of Ballarat as a trusted source to assist them to stay informed, support decision making and access relevant supports and universal services available in our community, and opportunities for social participation and connection.

> Our age friendly approach

City of Ballarat recognises the need to plan and respond to the dynamic and changing ageing environment and is committed to its focus on the expressed needs and aspirations of our ageing community. This commitment includes expanding our focus to include people from 55 years of age and over to include and engage our residents as they plan and prepare for the years ahead and adapt their lives to changing needs and opportunities.

Finally, our future focus includes a commitment to advocate and deliver the best outcomes for our community as the Commonwealth continues to implement the reform of the aged care service system.

Consistent themes and priorities have emerged from engaging with our residents over the past five years and continue to be reflected in our current and continuing conversations with our community. These align closely with the WHO age friendly domains and so we have determined to use these domains to frame our goals and priorities for the next four years.

> The WHO Age Friendly Cities and Communities framework

This WHO framework is being used by communities around the world to ensure that practical measures are put in place to help people as they age. By viewing a community through an age friendly lens like this, city planners, residents, businesses, and service providers can help create a city that meets its resident's needs.

Aligning with the WHO age friendly domains provides us with the opportunity to engage, plan and measure our progress alongside local, national, and international partners and will support our commitment to build Ballarat as a recognised and celebrated age friendly city.

Focus area 1: PLACES, SPACES AND BUILDINGS



> GOAL

Our places, spaces and buildings are safe, inclusive, easy to navigate and encourage regular use by people of all ages and abilities.

> OUR PRIORITIES

- Plan, design, improve and maintain our spaces, places, and buildings to secure universal access for all our residents and celebrate people of all ages and abilities.
- Collaborate with our community so that people feel welcome and safe and have equitable access to our city's places, spaces, and buildings.
- Encourage community connection in our public spaces and provide the opportunity for all people to enjoy.



Focus area 2: TRANSPORT



> GOAL

Our city has accessible, affordable, inclusive, and relevant transport options that allow people to participate in community life with ease.

> OUR PRIORITIES

- Advocate for improved transport services to support resident's independence, mobility, and access to services, supports and community life.
- Encourage and support our ageing community to use a range of transport options.
- Encourage opportunities for innovative and cost-effective community and other transport options.
- Continue to address barriers to access that make it harder for people to move around our city including pedestrian, transport, and driver experiences.



Focus area 3:

HOUSING



> GOAL

Our city has appropriate, affordable, inclusive, and accessible housing options to meet the needs of residents throughout their lives and enables people to age in place.

> OUR PRIORITIES

- Advocate for housing diversity to ensure appropriate and affordable housing as older residents' lifestyle and needs change so that residents can age in place, in their home.
- Improve the quality and diversity of affordable housing.
- Encourage high-quality housing which demonstrates best practice for sustainability, accessibility and healthy by design guidelines.
- Direct new residential development to areas with good access to services, amenities and transport options, where possible.
- Support residents to remain independent as they age in place through encouraging appropriate housing design, sustainable living and access to services and supports.



Focus area 4: SOCIAL PARTICIPATION



> GOAL

Our city has a range of inclusive opportunities to encourage people to stay socially connected and participate in the community as they age.

> OUR PRIORITIES

- Provide, promote, and support opportunities for people to participate in accessible, inclusive, and affordable social, recreation, lifelong learning and cultural pursuits.
- Create, support, and promote opportunities that encourage intergenerational connection.
- Facilitate City of Ballarat led and community events and activities that are inclusive, accessible and age friendly.
- Encourage our shared community facilities and settings to be inclusive, welcoming and facilitate social connection in the community.



Focus area 5: RESPECT AND SOCIAL INCLUSION



> GOAL

Our ageing community feel valued, respected, and included and the community benefits from their contribution.

> OUR PRIORITIES

- Celebrate and acknowledge the contribution that our ageing community have made and will continue to do so.
- Raise awareness and the community's capacity and responsibility to respond to issues of ageism.
- Collaborate with government, key partners, and the community to influence change and prevent elder abuse.
- Celebrate the diversity in our ageing community and develop partnerships with community groups and organisations to address barriers faced by members of our community.



Focus area 6: CIVIC PARTICIPATION AND EMPLOYMENT



> GOAL

Our ageing community are empowered to share their views, are actively engaged in the community through employment, volunteering opportunities, and involvement in community groups and are encouraged to participate in council decision making processes as they choose.

> OUR PRIORITIES

- Promote the rights and abilities of our ageing community to participate in civic life and support them to do so.
- Support, promote and develop opportunities for older people to access meaningful and paid employment.
- Provide, promote, and support opportunities for lifelong learning and skill development.
- Promote the value and lifetime experience of workers and benefits of an intergenerational workforce.
- Support, promote and develop opportunities for people to engage in volunteering that is relevant to their interests and skillset.
- Provide a range of opportunities to ensure the voice of our ageing community is heard.

