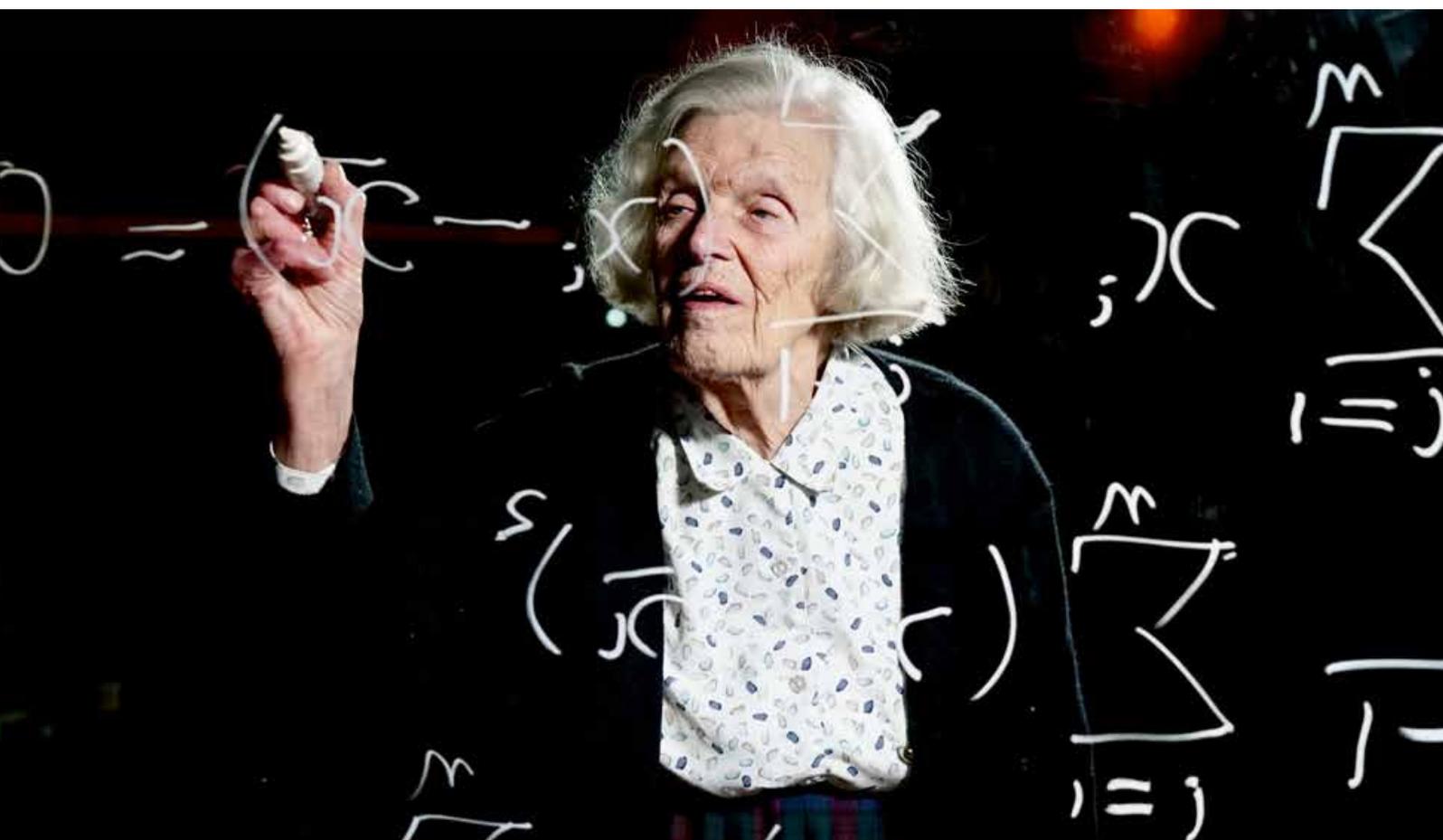




# NSW AGEING STRATEGY 2016-2020 Year Three Progress Report



A whole-of-government strategy  
and a whole-of-community approach

# NSW Ageing Strategy 2016–2020 at a glance

Priority	Objective	Action area
<b>Health and wellbeing</b>	Older people in NSW are encouraged to live active and healthy lives through improved physical and mental wellbeing.	<p>Staying physically active and healthy</p> <p>Maintaining strength and balance in older people at risk of falls</p> <p>Supporting health services to respond</p>
<b>Working and retiring</b>	Older people in NSW have opportunities to remain in the workforce, are financially secure and independent in retirement, and plan their finances based on their circumstances and needs.	<p>Staying in or re-entering the workforce</p> <p>Financial independence and planning ahead</p>
<b>Housing choices</b>	Older people in NSW live in affordable, accessible, adaptable and stable housing.	<p>Accessible and adaptable housing information</p> <p>Retirement living</p> <p>Exploring affordable housing options and pathways</p>
<b>Getting around</b>	Older people in NSW travel safely and appropriately to participate in social and economic life and access services.	<p>Public and community options</p> <p>Getting around the community</p> <p>Exploring new options</p>
<b>Inclusive communities</b>	Older people in NSW stay connected and contribute to their communities.	<p>Social engagement and staying connected</p> <p>Perceptions of ageing and older people</p> <p>Creative ageing</p> <p>Keeping older people safe</p>

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## Foreword

The NSW Ageing Strategy 2016-2020 has been a great success and demonstrates the long-term commitment of the NSW Government to making a difference in the lives of seniors. I am delighted to continue to support delivery of the NSW Ageing Strategy priorities and to carry forward the work and focus of my predecessors.

This year, I have had the great pleasure of meeting many older people and their families. A personal highlight was meeting the Grandparent of Year, Chris Walker, who is an inspiration in his dedication to his grandchildren and to campaigning for the treatment of rare diseases. I was also impressed with the great work showing how much we value grandparents and older people in the photo competition for Grandparents Day and the MACA Media Awards to promote the positive representation of older people in the media. When we come together as a community like this, we bring out our best.

As Minister for Skills and Training, I am pleased to see our progress in helping older Australians upgrade their skills particularly in IT, through the NSW Government commitment to offering 30,000 free TAFE training places to older workers in 2019/20. Our *Business Connect* program also provides support to people on their journey of lifelong learning. The *Business Connect* program provides support to NSW businesses with business planning, advice and help in utilising new technology, with real impacts for the nearly 20% of older participants who are committed to growing their business and developing their skills.

The *Older People's Mental Health Service Plan* is a more recent key initiative in the Ageing Strategy. It is encouraging to see the commitments in that plan being implemented, knowing this means more specialist community-based clinicians, more mental health community clinical services and more clinicians in Local Health Districts, all translating to more support for people who need it.

The NSW Government has recognised the importance of preventing the abuse of older people and supporting those who have been abused and I am pleased in the progress of our new Ageing and Disability Commissioner. The Commissioner has a wide-ranging role in preventing abuse and, importantly, to investigate allegations of abuse, which can lead to criminal charges. I am delighted to welcome Robert Fitzgerald as the inaugural Commissioner and have faith that he will fulfil his role admirably.

I am pleased to present the NSW Year Three Progress Report.

**Dr Geoff Lee**

Acting Minister for Seniors



# Introduction



## A commitment to change requires a commitment to action

The NSW Ageing Strategy 2016-2020 sets out five priority areas: health and wellbeing, working and retiring, housing choices, getting around, and inclusive communities. Older people themselves identified these priorities in conversations around NSW about how they wanted to live their lives, what barriers they faced and what enabled fulfilling lives.

Each year, we translate these five priority areas into implementation plans, and we report annually on their progress. This year we are reporting on the *Year Three Action Plan*.

As with all reports, this Year Three report sets out how well we performed against our planned actions. We've included every action and graded our performance. We are focused on transparency, so we can celebrate our successes and collectively learn from projects that may not have delivered as we anticipated.

## A successful year of action

Collectively, the NSW Government and community have continued the success of the Ageing Strategy in Year Three. Once again, the overwhelming majority of projects are on track or completed.

There are many highlights for Year Three as you will read in the highlights section at the start of each priority, and in the case studies, which offer more depth on the impact of

projects on individuals and communities. There is real progress in each of the priorities, meaning that older people have better access to support for health and wellbeing, are supported through strategies to stay in the workforce for longer, have better and more informed access to various forms of housing, can access even more transport hubs, and have opportunities to participate and be celebrated for their contributions.

## **Our learnings from this year**

Year Three was a resounding success. Many projects were delivered as anticipated in the Year Three Action Plan; others were delivered differently than anticipated. As with any plan, we set out our assumptions and - when they changed - we adapted our responses.

One of the big learnings from Year Three was how important year-on-year progress is to achieving lasting, sustainable change. Many of the projects reported on here are now entering maturity and extending their reach further than ever. For example, one of the Year Two learnings was how much community support there was for raising awareness of abuse of older people and preventing its occurrence.

The establishment this year of the Ageing and Disability Commissioner shows the progress that can be made when we have a consistent focus on an issue. As another example, a wide range of health and wellbeing services offered by NSW Health has been available for some years, and have now helped many thousands of people. Naturally, some longstanding projects have been reviewed and refreshed this year.

It's important to build reflection into every project, to make sure we grow and learn and, ultimately, that we make a difference for the older people of NSW.

## **A whole-of-government and whole-of-community approach**

It is evident when looking at this Year Three report that the NSW Government is just one of many players with an interest in better futures for older people. As you read these pages, you will see contributions from the private sector, not-for-profit organisations, local councils, academia and others. We work in a true network of shared interest in improving outcomes for older people, and only through this collaboration can we deliver solutions that work locally and collectively.



*Grandparents Day steam train fest, Valley Heights*

# About this report

## A guide to acronyms

<b>ADC</b>	NSW Ageing and Disability Commission (now manages what was the EAHRU)
<b>COTA</b>	Council on the Ageing
<b>DCJ</b>	Department of Communities and Justice
<b>DPIE</b>	Department of Planning, Industry and Environment
<b>EAHRU</b>	Elder Abuse Helpline and Resource Unit
<b>FACS</b>	Department of Family and Community Services (part of the Department of Communities and Justice from March 2019)
<b>GAP</b>	Global Access Partners
<b>MACA</b>	Ministerial Advisory Council on Ageing
<b>NSW CRS</b>	NSW Centre for Road Safety
<b>OSBC</b>	Office of the NSW Small Business Commissioner
<b>SIRA</b>	NSW State Insurance Regulatory Authority
<b>TfNSW</b>	Transport for NSW

## Key to status colours

	Project is on track or completed
	Project is behind schedule
	Project has stopped
	Project has been redesigned

# Priority 1 | Health and wellbeing

## Objective

Older people in NSW are encouraged to live active and healthy lives through improved physical and mental wellbeing.

A healthy mind, a healthy body...these concepts are integral to older people living rich and fulfilling lives. However, too often older people feel excluded from activities that build health and wellbeing, instead of being made welcome.

The results for the Year Three projects show that, increasingly, older people are being made welcome in health and wellbeing. Clearly, we are getting better at tailoring services to meet the particular needs of older people through new risk stratification tools, tailored health support, and support for sports codes to modify the sports that people love so they can continue to play them through their lives - or take up a new sport to stay interested! The Year Three projects span health in the workplace through *Get Healthy at Work*, health in the home through *Get Healthy Information and Coaching*, and support to reduce falls - a critical issue for older people - through *Stepping On*, as well as health in the community through initiatives such as the *Modified Sports* program.

Good mental health is one of the key factors associated with healthy ageing. Enhanced investment in community-based mental health care has seen new mental health community clinicians in place across NSW, with additional places for residential aged care partnerships established.

We will continue to look closely at these successful programs to make sure they meet the needs of participants. For example, *Get Healthy at Work* was redesigned to improve access to the program offerings including health checks and tailored support and the *Make Healthy Normal* website is being upgraded to simplify access to information, tools and programs.

## Highlights include:

- Continued growth in the community seeking opportunities for activity through the *Active and Healthy* website. The program grew the number of unique visitors by another 20%, with over 55,000 people seeking access to more than 1,000 community-based physical activity and falls prevention programs.
- Implementation of the *Integrated care strategy*, with new processes to identify and monitor people at risk of hospitalisation, and to support them with improved care in the community.
- Implementation of the *Older People's Mental Health Service Plan 2017-2027*, with 46 new community clinicians in place, 85 new places in residential aged care, and statewide roll-out of training in Older People's Mental Health First Aid.

- Providing more options for older people to stay fit through successful delivery of the modified sports program, with six sports codes establishing ongoing programs tailored for older people (soccer, netball, gymnastics, basketball, softball and table tennis) and funding extended to dragon boat racing in 2019.

Status	Project	Lead	Comment
<b>STAYING PHYSICALLY ACTIVE AND HEALTHY</b>			
1.1	<i>Make Healthy Normal</i> initiative	NSW Health	<p>NSW Health continues to promote healthy eating and active living via the <i>Make Healthy Normal</i> website, which will be upgraded in phases throughout 2019-2020. These upgrades will simplify consumer access to age-relevant information, tools and free health programs.</p> <p>Following two phases of the NSW Government prevention campaign <i>Make Healthy Normal</i>, NSW Health is now undertaking preparatory work for the next phase of campaigning and broader social marketing activity.</p>
1.2	<i>Get Healthy Information and Coaching Service</i>	NSW Health	<p>The NSW Office of Preventive Health provides this free, confidential, telephone coaching service. The service supports people to eat healthily, be physically active, reduce alcohol and achieve or maintain a healthy weight.</p> <p>In the 2018/19 financial year, 54% of participants who enrolled in the <i>Get Healthy</i> service were over 50 years of age (excluding participants in the <i>Get Healthy in Pregnancy</i> program), exceeding its target of 45% of participants to be aged 50+.</p> <p>Support is tailored for older adults, including targeted promotional resources targeted and a specialised team of health coaches trained to support the needs of older and frail participants.</p>

Status	Project	Lead	Comment
1.3	<i>Get Healthy at Work</i> program	NSW Health	<p><i>Get Healthy at Work</i> is a free chronic disease prevention program available to workers and workplaces in NSW.</p> <p>Since July 2014, over 3,200 businesses have registered with <i>Get Healthy at Work</i> and over 74,000 individuals have completed a Brief Health Check.</p> <p>From January to June 2019, the NSW Ministry of Health reviewed and redeveloped the <i>Get Healthy at Work</i> program for delivery from July 2019. This meant reduced service delivery during this time, particularly in the month of June to enable transition to the new program.</p> <p>This improved program is based on a new digital platform that offers individuals and businesses expanded health checks including both physical and mental health components, workplace health programs, and tailored telephone support for participating businesses to implement environmental, organisational and policy changes.</p>
1.4	<i>NSW Aboriginal Knockout Health Challenge</i>	NSW Health	<p>The <i>Knockout Health Challenge</i> is continuing to build pathways and resources that will attract increased participation of older Aboriginal people, including targeted digital resources and social media approaches. This primary prevention program focuses on increasing physical activity, healthy eating and healthy lifestyles to reduce the risk of chronic disease burden in Aboriginal communities. As of December 2019, 21% percent of participants were over the age of 50 years.</p>

Status	Project	Lead	Comment
1.5	<i>Active and Healthy</i> website	NSW Health	<p>The <i>Active and Healthy</i> website serves as an online directory of physical activity programs, including those with a fall prevention component, and houses consumer information on a range of evidence-based fall prevention strategies.</p> <p>There are over 1,000 programs listed on the website over 60% of which are fall prevention programs, with approximately 400 registered as general physical activity programs.</p> <p>In 2018/19, over 55,000 users accessed the website—well over the target of 35,000—and at least 80% were new users.</p>
1.6	<i>Stepping On</i> program	NSW Health	<p><i>Stepping On</i> is a community-based falls prevention program delivered across NSW for people aged 65 years and over. The goal this year was to deliver the program to 3,700 participants, a target far exceeded, with more than 4,600 participants aged 65 years and over completing one of the 416 programs.</p> <p>Since its statewide implementation, over 31,000 participants have completed more than 2,800 programs across NSW in 15 languages.</p>
1.7	<i>Getting active</i> plan (Modified Sports Program)	Department of Communities and Justice (DCJ)	<p>An evaluation in early 2019 of the Modified Sports Program established that the concept of modified sports activities is appropriate and effective for older people. At the time of the evaluation, an estimated 806 people had tried a modified sport, with 65% becoming regulars.</p> <p>A ‘Modify your sports’ toolkit was developed to assist and encourage other sporting codes to adapt their sports for older people. The toolkit was distributed to over 180 sports administrators at the 2019 Diversity and Inclusion in Sport forum held in October 2019.</p> <p>The program has been extended, with further support for Netball NSW to expand its reach and funding for Dragon Boat NSW and Hockey NSW to develop programs and pathways for older people.</p>

Status	Project	Lead	Comment
SUPPORTING HEALTH SERVICES TO RESPOND			
1.8	NSW Integrated Care Strategy	NSW Health	<p>The Integrated Care Strategy covers a range of activities aimed at better coordinating care for individuals and improving patient experience. Most people supported by the program are aged over 50.</p> <p>In the past year, major progress has been achieved in:</p> <ul style="list-style-type: none"> <li>■ Roll out of a tool to identify patients who would benefit from improved care coordination, targeting people at risk of hospitalisation in the next twelve months. 13 of 15 Local Health Districts and 2 of 3 specialty health networks are now using the online 'Integrated Care Module' which identifies the target patients and monitors their progress. Over 3,500 people over 50 years are enrolled in this system.</li> <li>■ Development of an improved algorithm to identify people at risk of hospitalisation in the next 12 months, with the aim of taking action to address their health risks and prevent them needing to go to hospital. This will be incorporated into a new 'Integrated Care Risk of Hospitalisation' initiative.</li> <li>■ Targeted initiatives in a number of Local Health District, including improved links to residential aged care aimed at reducing potentially preventable hospitalisations from residential aged care facilities; and improved links to primary care, where Specialists attend clinics in GP practices for joint assessment and care planning for patients. Other initiatives include supporting people who attend Emergency Department ten or more times in twelve months to better access care in the community.</li> </ul>

Status	Project	Lead	Comment
1.9	Planning future health services (infrastructure)	NSW Health	More than \$2.3 billion was committed in 2018-19 to continue building and redeveloping hospitals, health facilities and ambulance stations across NSW.
1.10	Enhancing community-based mental health care for older people	NSW Health	<p>Each of 46 new older people's mental health community clinicians is now in place across NSW. In addition, 85 new places for residential aged care partnerships have been established, meeting our target for the year.</p> <p>Older People's Mental Health First Aid training has been rolled out and targets achieved, with 31 instructors trained and training delivered to almost 1,200 people across NSW.</p>
<b>SUPPORTING OLDER PEOPLE TO LIVE WELL</b>			
1.11	Encouraging older people to participate activity through the fitness industry	DCJ	DCJ partnered with FITREC (peak industry body) to understand fitness industry services targeted to older participants. In November 2019, a survey was sent to over 700 fitness industry businesses, 650 Active and Ageing registered providers, and other FITREC members.
1.12	NSW Seniors Card - fitness industry partnerships	DCJ	DCJ initiated a project with FITREC to recruit fitness-focused businesses into the Seniors Card program. FITREC will be reaching out to member organisations to gauge interest, with a target to recruit at least 30 new businesses by mid-2020.
1.13	<i>Cooking for One or Two</i>	DCJ	<p>118 participants completed this Benevolent Society delivered program aimed at supporting older people to prepare healthy, cost-effective meals. There was a high level of interest in the program, participant feedback was very positive, and it met its target.</p> <p>Meals on Wheels is now contracted to deliver the program at one metropolitan and in five regional and locations in 2020.</p>

# 1 Case studies: Health and wellbeing

## Modified sports | DCJ

Barbara\* was an avid netballer, but stopped playing in her 50s when she was injured. After seeing a notice in a seniors magazine promoting walking netball - a modified version - she thought it would be fun to try. In only a few weeks, she was a convert. 'I came away thinking I don't feel old anymore. It was wonderful.'

DCJ has worked with six sports codes to develop modified versions of their sports: netball, football (soccer), gymnastics, basketball, softball and table tennis. DCJ provided seed funding and the sports codes used their existing infrastructure to roll out the program. Some sports already had modified versions in use (for example, the UK Football Association); others were new.

The pilot program, which concluded in late 2018, was highly successful. Over 800 people participated in the sports, 65% of them participating regularly. In a survey of a sample of participants, 78% of players reported that they had improved their fitness and over 30% indicated that their mobility had increased.

Each of the codes used a slightly different approach to building their program, working within their community and organisational structures. Netball NSW used some of the funding to build a purpose-specific website and registration portal. The most successful models enhanced the activity to do more than play games, and employed trained coaches to use the sessions as exercise classes, with warm-up exercises, skills development and short game play. The modifications varied according to the sport. Many involved walking rather than running, while some had specific rules, such as no ball over shoulder height for football.

\* Name changed.



Courtesy of Netball NSW

The project also developed a toolkit - *Modify your sport* - for other codes that may be thinking about modifying their sport. The toolkit is available free from the DCJ website or the NSW Office of Sport.

Modified sports have great potential for growth. The codes involved in the program see engaging older people as a major opportunity to increase their reach and re-engage people who used to play to help them stay active in their later years. Football NSW said: 'With an ageing population, this is a key focus for us'. Netball NSW is aiming to grow its numbers to 10,000 participants in 10 years.

## First aid for mental health problems | NSW Health

When an older person is developing a mental health problem, experiencing a worsening of an existing mental health problem or in a mental health crisis, mental health first aid can help. The two-day Older Persons Mental Health First Aid course helps people to recognise the signs and symptoms of common mental health problems in older people, where and how to get professional help, and what sort of help is most effective.

In 2018-19, the NSW Government invested \$300,000 in making older people's mental health first-aid available in NSW. Over 30 instructors in five organisations are now delivering training to older people and people working with older people. More than 1,000 people have been trained across NSW, including in various areas of Sydney, and in regional and rural areas, such as Lismore, Tamworth, Newcastle, Dubbo, Broken Hill, Wagga, Griffith and Yass.

People who have completed the training commented on how it has improved their understanding of mental health issues in older people and their ability to help someone needing mental health support.

*"The course has widened my knowledge and immediate recognition of mental health, if I come in contact with anyone suffering from mental health."* OPMHFA training participant

*"The topic of the course was beneficial to me as it will help me with my volunteer work and it has given me a confidence boost to be able to approach friends or family who may need my support."* OPMHFA training participant

Good mental health is an important part of wellbeing for older people. While most older people enjoy good mental health, some experience mental health problems such as depression, anxiety, schizophrenia and the psychological symptoms associated with dementia. Some people grow older with an ongoing experience of mental illness, while others develop mental health problems as they age. Appropriate mental health care and support - from initial support to more specialised mental health care - can support recovery and wellbeing.

Mental health issues in older people often go unrecognised and many older people experiencing problems with their mental health do not seek help. Older Persons Mental Health First Aid is one program helping to connect older people in NSW to mental health care and support when they need it. Older people can access mental health care through their GP and specialist older people's mental health services provided by NSW Health across the state, as well as through a range of other services.

Find out more about Older Persons Mental Health First Aid at:  
<https://mhfa.com.au/courses/public/types/olderperson>

*Courtesy of NSW Health*



## Priority 2 | Working and retiring

### Objective

Older people in NSW have opportunities to remain in the workforce, are financially secure and independent in retirement, and plan their finances based on their circumstances and needs.

One of the biggest and most problematic biases we face in the workplace is age. Older people are likely to be seen as less capable, adaptable or willing to do something new<sup>1</sup>. Yet businesses and the broader economy benefit from the wisdom and experience of older people. Older people themselves also benefit from the meaning, purpose and social connection that work offers.

The Year Three projects have played their role in helping to move the social dial towards valuing older people in the workforce. While this issue is a slow burn, over time, many of the Year 3 projects have long time horizons that persistently push the issue. Projects aimed at small businesses and business owners have offered resource kits that help them to access assistance, and support older business owners in business planning, marketing, access to finance and in using new technology.

The NSW Government aims to be a model employer. It is promoting flexible work practices as a way of attracting and retaining a multigenerational workforce, by responding to the changing needs across our life as well as partnering with the Australian Human Rights Commission to uphold the rights of older workers. *Get it in Black and White*, a long-standing program that aims to educate people about the importance of planning for their later years, was boosted in 2019 with a fresh approach leading to a staggering 2,000% year on year increase in calls.

Once we do retire, it is important that we have the skills and confidence to manage our retirement well. Enduring projects such as *Shopping and scams* and *My aged care: Know your consumer rights* help consumers to navigate increasingly complex systems, empowering them to deal more confidently with the marketplace and with support services. For those who have made provision for their retirement, the new retirement years information service on Service NSW will be an invaluable aid in keeping their retirement self-funded, with its guide to assistances, rebates and concessions across NSW.

### Highlights include:

- An updated *Get it in Black and White* campaign about how to make wills, powers of attorney and enduring guardianship documents was delivered via regional television, digital display, catch-up TV, social media and the 'Tonic Health Network' shown in

<sup>1</sup> <https://hbr.org/2019/09/the-case-for-hiring-older-workers>

practitioners' waiting rooms. The campaign increased visits to the Planning Ahead Tools website by 134% and calls to the 1300 Law Access number by over 2,000%.

- Around 6,500 older people attended around 218 seminars and other engagements to learn more about *Shopping and scams*.
- 1,875 older people attended information sessions on navigating *My Aged Care*, delivered by NSW Fair Trading.
- Launching an online retirement information service, available via Service NSW, to help people quickly access up-to-date information about managing their retirement.
- Improving the opportunities for older people working in the NSW public sector, including a training course for public sector employers on the rights of older workers, developed and delivered by the Australian Human Rights Commission and a communications strategy for all NSW Government agencies to promote flexible work practices.

Simon by Tim White



Status	Project	Lead	Comment
STAYING OR RE-ENTERING THE WORKFORCE			
2.1	Accident and insurance coverage for older workers	SIRA	The NSW State Insurance Regulatory Authority (SIRA) has undertaken a jurisdictional scan to compare age-based limitations in workers compensation schemes and investigated the availability of private insurance products. SIRA has made information available on its website to address misconceptions about older worker access to workers compensation. SIRA conducts periodic analysis of injury and recovery rates for older workers to identify trends and opportunities for targeted intervention to deliver better outcomes.
2.2	<i>Business Connect</i> program	NSW Treasury	The <i>Business Connect</i> program assists all business owners, including older business owners, to establish and grow their business, and includes a specific program to help owners use new technology. The most significant areas of advice and support were in business planning, marketing, access to finance and managing business disruption. Around 18% of program participants were aged 55 and over.
2.3	Resource kits for small business	DCJ	The <i>Employment of older people (more choices for a longer life)</i> resource was produced in collaboration with the Global Access Partners (GAP) taskforce on productive ageing. It was launched at the Western Sydney Career Check Up Expo for Mature Workers in early 2019. It has been delivered to local business chambers across NSW and is available on the DCJ website.  The resource kit will stay current through review and online updating as State and Federal budgetary initiatives are introduced.

Status	Project	Lead	Comment
2.4	<i>Get it in Black and White</i> campaign	NSW Trustee & Guardian	<p>The <i>Get it in Black and White</i> social marketing campaign ran between May and July 2019, with the aim of educating people in NSW aged 35 years and older about the importance of planning ahead. Building on previous successful approaches, the campaign focused on the benefits of making a Will, Power of Attorney and Enduring Guardianship appointment, and how to get started on these documents. The campaign included regional television, digital display, catch-up TV, social media and a buy across the Tonic Health Network which comprised television commercials, and posters and brochures in GP clinics across Sydney metropolitan and regional NSW.</p> <p>Overall, the campaign was a resounding success. The visitation to the Planning Ahead Tools website increased 134% year on year (2,675 visits) against a goal of 10%. The number of calls to the 1300 Law Access number has increased by 2012% year on year against a goal of 5%.</p>
2.5	<i>Taking Care of Business - Planning ahead for Aboriginal people in NSW</i>	NSW Trustee & Guardian	<p>This tailored community education publication informs and encourages Aboriginal people to make culturally appropriate planning ahead documents. This year NSW Trustee &amp; Guardian has distributed 2,275 copies of the Taking care of business brochure throughout NSW. Although this figure is under target, it has met demand for the publication as well as fulfilling ongoing targeted marketing and outreach activity.</p>
2.6	Promoting flexible practices in NSW Government sector	PSC	<p>The Public Service Commission has released a communications strategy to promote flexible working to the sector. This strategy includes key messages around the use of flexible working in a transition to retirement to retain experience and provide succession planning, or to manage ongoing health conditions. The strategy's implementation, alongside other initiatives to build capability and drive accountability, is overseen by an Implementation Committee comprising all NSW Government sector clusters.</p>

Status	Project	Lead	Comment
2.7	Training course for employers to support engagement and retention of older workers	DCJ	The Australian Human Rights Commission created content and course materials for the <i>Upholding the Rights of Older Worker</i> training course for public sector employers, and conducted 10 sessions. DCJ will partner with the Commission to fund a further 25 sessions in 2020, focussed on regional and outer-suburban areas.
2.8	Tech Savvy Seniors IT upskill project	DCJ	DCJ had identified the need for a study module allowing older people to improve their digital capability so they could stay employed. The TAFE NSW free TAFE Statement in Digital Skills course has met this need. DCJ has worked with TAFE NSW to promote this course in the Seniors Card October and November monthly eNewsletter, reaching an audience of over 330,000 seniors.
2.9	Career check-up for mature workers	DCJ	The Illawarra Retirement Trust Foundation hosted the Western Sydney Career Check Up Expo in Penrith in February 2019. Over 270 participants attended the Expo, with 26 exhibitors, including human resources and employment agencies, registered training organisations, government agencies, financial planning, employer and community service industries.
<b>FINANCIAL INDEPENDENCE AND PLANNING AHEAD</b>			
2.10	<i>Borrowers Beware</i> radio campaign	Legal Aid NSW	The project has now been completed. In 2019, Borrowers Beware broadcast advertisements in Arabic and Mandarin on SBS radio throughout February, April and May 2019.
2.11	<i>Legal topics for older people</i> diary	Legal Aid NSW	This is Legal Aid's most popular publication and feedback is universally positive. Legal Aid provided the free diary to 100,000 people in 2019, 20,000 more than targeted. Distribution of the 2020 diary has begun.

Status	Project	Lead	Comment
2.12	<i>Shopping and Scams</i> community engagement program	NSW Fair Trading	Older people can be more vulnerable to retail scams and coercive behaviour, so this program aims to empower them with the skills and knowledge to deal more confidently with the marketplace. In 2018/19, the program exceeded targets, delivering 218 face-to-face activities to almost 6,500 older people, including talks on scam awareness, shopping rights, Fair Trading services and seminars on retirement villages.
2.13	<i>My Aged Care: Know your consumer rights</i>	NSW Fair Trading	<p>NSW Fair Trading delivered 85 <i>My Aged Care</i> events in 2019, with a total of 1,875 participants. 51 events were delivered to consumer groups, including two CALD and two Indigenous groups. The remaining 34 events were to businesses and community workers. Six provider workshops were completed in partnership with Aged and Community Services Australia (ACSA) and Sector Support, with more workshops scheduled to continue in Year 4.</p> <p>Trend data is being collated for future analysis and to identify other areas for focus.</p>
2.14	Self-funded retirees—how to stay self-funded	DCJ	<p>This project aimed to promote information to support self-funded retirees to improve their financial literacy and wellbeing. DCJ worked with the Customer Service Commission to develop the retirement years ‘navigator’, which currently sits on the Service NSW platform. The tool provides step-by-step information and links to relevant websites to help people plan and manage their retirement</p> <p><a href="https://www.service.nsw.gov.au/life-events#accordion-retirement">https://www.service.nsw.gov.au/life-events#accordion-retirement</a></p> <p>DCJ is also undertaking desktop research to collate other financial literacy tools and resources for self-funded retirees.</p>

## 2 Case studies: Working and retiring

### Older workers in small to medium sized enterprises: Roundtable | DCJ and Global Access Partners

Research suggests that hiring and retaining mature-age workers can reduce absenteeism, improve productivity, fill skill and knowledge gaps, and contribute to innovation and improvements in business processes. Companies that welcome mature-aged workers are seen as more attractive employers to a growing proportion of the Australian workforce. However, age is perceived to be a barrier and ageism is reportedly occurring in Australian workplaces.

Global Access Partners (GAP) worked with the NSW DCJ to convene a strategic roundtable for small and medium-size enterprises (SMEs) in June 2019 to consider these issues. The aim was to gain insight from business practitioners on common factors that help or hinder mature age employment, explore best-practice approaches, pull together ideas to tackle challenges and initiate projects to take forward.

The roundtable brought together 22 participants from government, the business sector and academia and was facilitated by Stephen Hayes MBE, Executive Director of Gravity Consulting, and Peter Fritz AM, Chairman of GAP.

Presenters and speakers represented senior executives from NSW Department of Industry, the Australian Government Department of Employment, Skills, Small and Family Business and large businesses. The roundtable sought the business sector's views on key barriers and drivers of mature-age workforce participation. It also explored ways in which current government subsidies and support for SMEs could be better targeted to encourage the recruitment and retention of workers over 50.

Discussion focused on practical barriers and enablers for mature-age workforce participation, as well as existing resources available to Australian businesses and individuals to support employment of people aged 50 years and over. Participants acknowledged the best-practice of companies such as Bunnings regarding older employees, and the value of support initiatives such as the Australian Government's 'More Choices for a Longer Life' package and NSW's *Business Connect*.

The group also highlighted significant challenges to mature-age participation. Participants agreed that employer attitudes are the largest barrier to mature-age recruitment, rather than the need for reskilling. The social consensus around the value of productive ageing has not been reflected in business practices and so fresh approaches are required.

Participants committed to convening a follow-up roundtable with a broader range of stakeholders to plan a strategy for promoting the benefits of older workers and overcoming barriers to their employment.



*Andrew by Tayla Martin*

## Priority 3 | Housing choices

### Objective

Older people in NSW live in affordable, accessible, adaptable and stable housing.

Older people want choice in where they live. Year Three projects show the considerable progress being made in improving the range of housing choices for older people.

The benefit of the Ageing Strategy, with its year-on-year approach, is evident in the breakthroughs we have made in the retirement village sector. There are two prongs to our approach: the first is to make sure there is a clear foundation of expectations for retirement village operators, setting minimum behaviour standards; the second is empowering those who are current or prospective residents to understand their rights. With the commencement in July 2019 of new Rules of Conduct for all operators of retirement villages, and the attendance of over 4,500 people at 70 events held by the Retirement Village Ambassador, there is cause for optimism that this sector will offer greater transparency into the future.

In the difficult NSW housing market, supporting older people to access safe, secure and affordable housing that meets their needs can be challenging; and yet we have made real progress in this year. The suite of projects exploring affordable housing options and pathways have delivered us the exhibition of local strategic planning statements for all Greater Sydney Region councils, guiding a 20-year vision for land use for the whole community.

The Year Three projects also delivered more on-the-ground housing for older people. In the Social and Affordable Housing Fund (SAHF2) project, more than half the residents in 667 properties delivered to date have been older, and a Homelessness Strategy project has three development applications lodged for the construction of new properties targeted at older women.

### Highlights include:

- 4,500 older people attended 70 sessions about their rights as residents of retirement villages with the newly established Retirement Village Ambassador, Kathryn Greiner, AO.
- Rules of conduct for operators of retirement villages commenced to drive better performance and service.
- All local councils in the Greater Sydney Region have exhibited the first draft of their local strategic planning statements to set out their 20-year vision for land use and managing growth, including providing housing in their areas. The planning statements are due to be finalised in March 2020.

- The second round of the Social and Affordable Housing Fund was finalised, and the overall program will fund the development of more than 3,400 new social and affordable dwellings in the next four years. 667 new homes have been delivered so far, and over 50% of the tenants in those new homes are older people.
- Completion of a research project on co-housing for seniors, exploring the opportunities for innovative models of housing and the attitudes of older people.

Status	Project	Lead	Comment
<b>RETIREMENT LIVING</b>			
3.1	Inquiry into the NSW Retirement Village Sector	NSW Fair Trading	<p>The Retirement Village Ambassador program is proving a great success. Since December 2018, the Ambassador has held 70 events, reaching over 4,500 people—mainly current and prospective residents—from all over NSW, helping to inform them of their rights as residents as well as the reforms currently underway in the sector.</p> <p>Rules of Conduct for operators of retirement villages commenced in July 2019. The Rules set a minimum standard of behaviour for operators and provide the retirement village industry and residents with a clear foundation of practices and processes for the effective functioning of a village. Offences and penalties for failing to comply with the Rules come into force in January 2020.</p>
<b>EXPLORING AFFORDABLE HOUSING OPTIONS AND PATHWAYS</b>			
3.2	Housing choices review	DPIE	<p>New strategic planning initiatives (local strategic planning statements and local housing strategies) were introduced in 2018, supporting councils to take the lead in planning for housing diversity and choice in their local government areas.</p> <p>All councils in the Greater Sydney Region have now exhibited the first draft of their local strategic planning statements to set out the 20-year vision for land use and how growth and change will be managed into the future. They are required to make their first local strategic planning statements public by 31 March 2020.</p> <p>In addition, many councils have developed or started to develop a local housing strategy to detail how and where housing will be provided in their local government area.</p>

Status	Project	Lead	Comment
3.2 <i>continued from previous page</i>			<p>Local housing strategies actions that may help create more housing for older people include the development of council-owned land for affordable housing and the proposed introduction of development controls for varied housing types to facilitate more diverse, affordable and accessible housing.</p> <p>In February 2019, DPIE expanded State Environmental Planning Policy No 70 – Affordable Housing (Revised Schemes) (SEPP 70) to include all councils across NSW. Councils named in SEPP 70 can develop affordable housing contribution schemes and levy affordable housing contributions. A number of councils have included an action in their local strategic planning statement to investigate the development of affordable housing contribution schemes through SEPP 70.</p>
3.3	<i>The Aged Care Supported Accommodation program</i>	NSW Fair Trading	<p>This program supports older residents or prospective residents of supported accommodation, such as nursing homes, hostels, boarding houses and retirement villages, to understand their rights and responsibilities, and provides information, advice and advocacy. Almost 22,000 attendees benefited from 759 educational activities in 2018/19. The Seniors Rights Service will continue to be funded to deliver this program until 30 June 2022.</p>
3.4	<i>Future Directions for Social Housing in NSW</i>	DCJ	<p>The second round of SAHF2 was completed in February 2019, providing funding for over 3,400 new social and affordable dwellings to be delivered over the next four years. This project has really benefited older people, who make up more than half the people living in the 667 homes delivered under SAHF so far.</p>

Status	Project	Lead	Comment
3.5	Ageing and social and affordable housing in the Homelessness Strategy	DCJ	The Homelessness Strategy includes a trial of smaller properties to provide more housing for older women who are homeless or at risk of homelessness. Three development applications have been lodged in Blacktown, Liverpool and Penrith council areas for construction of new properties. Additional sites have been identified and the process of designing and applying for development approval is underway.
3.6	Co-housing for seniors	DCJ	The UTS Institute for Sustainable Futures completed a research project on four co-housing models relevant to older people in NSW, resulting in a research paper and information sheets (on the Institute's website), and a new standalone website ( <a href="http://collaborativehousing.org.au">collaborativehousing.org.au</a> ). The report identified the importance of raising awareness of co-housing and of connecting interested people, as well as identifying areas for Government support, such as demonstration projects and policy and rule changes. DCJ and relevant NSW Government agencies are working with the Institute to determine appropriate next steps.



*Pauline and David by Tina Milson*

# 3 Case studies: Housing choices

## Housing support for a vulnerable older person | DCJ

The Social and Affordable Housing Fund (SAHF) is an innovative approach to the way we are delivering social and affordable housing in NSW. While providing homes to those who need them most, it offers residents coordinated access to support, tailored to their individual needs and giving them the tools they need to improve their lives.

Frank\* acquired a brain injury when he was 6 years old, as a result of a stab wound. He endured numerous abusive situations throughout his life. In the boarding house he lived in before moving into a Retirement and Independent Living Village at 64, other residents would force him to do their household chores and get food for them. Frank had been married, but after his wife passed away, two of his six children behaved abusively towards him. Frank's prized possession was a pair of shoes he wore to his wedding in 1985 and each night before he went to sleep, he put them in a plastic bag to keep them safe.

When Frank signed the tenancy agreement for his unit, he did not own any furniture or items he would need to live day to day. The service provider took donations from staff members and managed to buy Frank the things he needed, including an extra pair of shoes, which Frank was ecstatic to receive.

Frank has now been living in his SAHF unit for a year, and the security and stability have allowed him to focus on his life goal of increasing his independence. His support worker has helped him learn how to cook a range of meals for himself, and his regular gym attendance has improved his physical health. He is also much more hopeful and optimistic and is now focusing on retaining his tenancy so he can enter the workforce.

Frank takes great pride in his apartment, which is always clean and tidy. He has also strengthened his relationship with his previously estranged children. Living in secure housing where he feels safe has allowed Frank to have a more enriching life with increasing independence.

*\* Name changed for this case study.*



*Proposed design for SAHF-funded development, Western Sydney*

## Co-housing for seniors | DCJ and University of Technology, Sydney

Stable and secure housing is critical for wellbeing. Housing provides not just a safe place to live, but also a place that meets broader needs, including social connection and access to activities and interests. Co-housing is a form of community living that can provide more than just a property. The co-housing model contains a mix of private and communal spaces, combining autonomy and privacy with the advantages of community living. It can be at different scales, from multi-unit developments to small, self-organised clusters of 2-3 households.

DCJ funded the Institute of Sustainable Futures at UTS to explore the options and opportunities for co-housing in NSW, particularly for older people. The project found that co-housing is suitable for seniors who want to:

- reduce living costs but don't want to move cities or towns
- stay near family, friends and local services
- value neighbourliness but want to maintain privacy
- remain active and engaged in a community
- live somewhere stable, secure and safe
- find a way to share skills and knowledge with others
- reduce their environmental footprint.

The project identified three broad models: major development (such as an apartment block) with a co-housing design principle, including a mix of private and shared spaces; small scale co-housing, where a group of friends or family come together and create smaller dwellings; or cooperative tenancy, where tenants self-manage a property.

Social research with seniors found a mixed response to these approaches, with some 'early adopters' who were keen on the models and others unsure about different models and a perceived loss of privacy. The project produced a final report and established a stand-alone website ([collaborativehousing.com.au](http://collaborativehousing.com.au)) to promote co-housing and share information about models, projects and how to set up a project.



*A co-housing project, inner city Sydney ('Balmain Pair', Benn + Penna Architecture)*

## Priority 4 | Getting around

### Objective

Older people in NSW travel safely and appropriately to participate in social and economic life and access services.

When we talk to older people, their access to transport is often one of the first issues raised. Transport - particularly public transport - supports their access to family and friends, health and essential services, and the wider world. The Getting Around priority recognises the importance of accessible transport through a long-term investment in upgrades to stations and ferry wharves, and to projects that promote walking, cycling and other links to essential transport hubs. We can see the results of this investment through a continual expansion of the list of accessible transport centres.

There is also a strong theme of designing the future of transport under the Getting Around priority, in how transport responds to individual need and capitalises on technological change. *Future Transport Vision 2056* sets out a bold agenda for how transport can both service and shape our growing population centres. Initiatives that review road safety and transport systems today, equip us for better participation in the future.

While we have achieved good performance in this priority in Year Three, access to transport requires continual work over a long period of time.

### Highlights include:

- Finalisation of the *Older Persons Transport and Mobility Plan*, which sets out the long-term aim to support older people to be active and connected in their community. This is part of the Government's Future Transport strategy, which includes a high-level goal of 'accessibility for all'.
- Major infrastructure upgrades, including enhancements at 10 train stations and three ferry wharves, as well as planning and design work on a further 51 projects.
- Delivery of over 100 projects statewide to facilitate walking and cycling, in partnership with local councils through the *Active Transport* program. These projects particularly target increasing accessibility to existing transport modes to promote mobility and increase the use of public transport.

Status	Project	Lead	Comment
PUBLIC AND COMMUNITY OPTIONS			
4.1	<i>Community Transport Program travel training</i>	TfNSW	<p>Eight community transport providers were funded to deliver travel training in their catchment areas: Central Coast / Lower Hunter, Inner West, Northern Sydney, South East Sydney, South West Sydney, Western Sydney, Nepean, Northern Rivers and the Illawarra regions. Training was delivered but did not reach the target number of participants.</p> <p>Funding for travel training has been extended until June 2020. The project team is currently reviewing the program to ensure that the targeted outcomes are being delivered and is considering a different delivery model for the program.</p>
4.2	<i>Country Passenger Transport Infrastructure Grant Scheme</i>	TfNSW	<p>This scheme provides subsidies in two-year cycles to support the construction or upgrade of bus stops and shelters across country NSW. The 2017-2019 round provided almost \$2 million for 416 projects in rural, regional and remote communities across NSW.</p> <p>The Expression of Interest for 2019-2021 projects closed in September. Assessment of submissions will commence shortly.</p>

Status	Project	Lead	Comment
4.3	<i>Transport Access Program</i>	TfNSW	<p>The <i>Transport Access Program</i> is upgrading stations and ferry wharves to improve access for all transport users. The program is on track, with the delivery of key projects and progress in developing the pipeline of further projects. In the last year, the program upgraded train stations at:</p> <ul style="list-style-type: none"> <li>■ Millthorpe - platform extension and upgraded CCTV, lighting, signage and help points.</li> <li>■ Victoria Street - platform regraded to provide enhanced accessibility to station facilities and train services.</li> <li>■ Edgecliff - complete and now fully accessible with new lifts to provide access to the train platforms and the bus interchange.</li> </ul> <p>Rooty Hill station is under construction and due to be completed in early 2020. Construction has also commenced on six more upgrades: North Strathfield, Kingswood, Hazelbrook, Glenbrook, Waratah and Wyee.</p> <p>Planning activities have commenced on 54 projects including Beecroft, Petersham, Wahroonga, Mittagong, Fairy Meadow, Falconbridge, Lapstone and, Redfern, as well as 13 regional stations.</p> <p>For ferry wharves, accessibility upgrades have been completed at Rydalmere, Cabarita and Parramatta, and planning is underway for a further 12 Sydney Ferry wharves, including Woolwich, Kissing Point and North Sydney.</p>

Status	Project	Lead	Comment
GETTING AROUND THE COMMUNITY			
4.4	Qualitative research on mobility device users and retailers	NSW CRS	<p>This project aimed to promote safe operation of and access to motorised mobility aids, assessment and training needs. There is now national recognition of issues around the use and regulation of mobility devices. The National Transport Commission has initiated a project to address barriers in the Australian Road Rules that currently prevent their safe and legal use to provide clarity for customers around what is safe and legal.</p> <p>TfNSW is leading the NSW contribution to the national project, with input from partner agencies such as Health and Police. The national project also involves industry, advocacy groups, road safety and other subject matter experts. TfNSW has highlighted that a communication and education strategy will be required to support industry and consumers to understand any approved changes.</p> <p>A review of current information on mobility aids will also be included in the revised suite of communication resources planned in Project 4.6.</p>
4.5	<i>Active Transport Program</i>	TfNSW	<p>The program funds projects that promote physical activity such as walking or cycling, particularly to facilitate access to public transport. The program delivered over 100 projects in this year.</p> <p>The Program Guidelines have also been updated as planned to align with <i>Future Transport 2056</i>, the State's long-term transport plan. The focus of future funding is short trips to major centres, and projects that are on the local council co-designed bicycle network blueprint for Greater Sydney.</p>

Status	Project	Lead	Comment
4.6	Monitor and enhance road safety and mobility for older road users	NSW CRS	This initiative targeted the development of information for older road users about licensing, safer transport, health factors and driving. The Centre for Road Safety is progressing two key deliverables: an easy digital resource with updated user safety and education materials; and a decision-making aid to help drivers recognise changes in their health, with supporting information on alternative licensing and transport options. The outputs of the project are scheduled for mid-to-late 2020.
4.7	Review of the Taxi Transport Subsidy Scheme	TfNSW	<p>As planned, TfNSW reviewed the viability of wheelchair accessible services and the effectiveness and adequacy of passenger subsidies and other incentives. The review found that an updated administration system is an essential first step to implementing any changes. These changes are currently being scoped.</p> <p>The NSW Government has committed to continuing funding for existing subsidies and incentives in the interim and is monitoring the supply of wheelchair accessible taxis across the state, with a view to maintaining current levels of access.</p>
4.8	Older persons transport and mobility plan	TfNSW	Public consultation of the Older Persons Transport and Mobility Plan, one of a suite of social inclusion sub-plans in <i>Future Transport Strategy 2056</i> , was completed at the end of January 2019. Transport for NSW received over 20 submissions during the public consultation period. Following consideration of this feedback, the plan was released in February 2019. The Plan is available on the Future Transport website: <a href="https://future.transport.nsw.gov.au/plans/older-persons-transport-and-mobility-plan-2018-2022">https://future.transport.nsw.gov.au/plans/older-persons-transport-and-mobility-plan-2018-2022</a>

# 4 Case studies: Getting around

## Transport Access Program | Transport for NSW

Maria\* lives on her own. She is unsteady on her feet because of nerve damage to her legs, so avoids walking up or down steps. As she needed help to use the steps at her local station, if a friend wasn't available she would not go out.

Since the installation of the lifts at the station, she can now access the platforms to catch trains. "I visit friends and attend social events out of my local area, and I am able to get out and about much more and enjoy life".

The Transport Access Program (TAP) is improving access at train stations, ferry wharves and interchanges to make it easier for all people to use public transport. More than \$2 billion has been invested since 2011 for accessibility upgrades and car parks, \$133m of this in the 2018/19 budget. More than 90% of customer journeys on the rail network now start from an accessible location and the long term target is for 100% of the network to be accessible.

Upgrades were completed in 2018/19 at Millthorpe, Victoria Street and Edgecliff and construction was well advanced at Rooty Hill, North Strathfield, Kingswood, Hazelbrook, Glenbrook, Waratah and Wyee. These are complicated sites which require detailed planning, particularly in coordinating construction work with other maintenance work in operating rail lines, and the program has another 52 station upgrades in the pipeline as part of the third tranche of TAP (TAP3) which runs to 2022/23. As part of this work, a major upgrade is being planned for Redfern Station, which is a hub for connecting transport, subject to community consultation and planning approval.

The TAP program has been a major success in improving the accessibility of the Sydney and regional transport network and promoting mobility for older people along with other transport users.

\* Name changed.



Photo courtesy TfNSW

## Priority 5 | Inclusive communities

### Objective

Older people in NSW stay connected and contribute to their communities

Inclusive communities bring together people of all ages. They value each of us for our strengths and contributions, support our passions and respect our differences. Inclusive communities promote acceptance and inclusion, and protect people from abuse.

The Inclusive Communities priority has performed extremely well in Year Three, with a maturing of focus, impact and reach across NSW. There has been a real focus on celebrating the important contributions that older people make, whether as grandparents, neighbours, in the arts, in sports or other areas. Initiatives such as the MACA media awards and the Art of Ageing photographic competition promote the positive media stories of older people, ones that move beyond cliché and stereotype.

There has also been a continued focus on addressing the abuse of older people. Important steps have been made by the NSW Government with the historic creation of the first Ageing and Disability Commissioner (ADC) in this year. The Commissioner and his team will continue to shine a light on the abuse of older people, supporting us to put an end to the practice.

DCJ also co-funded stage one of the Elder Abuse National Research, released in 2019. It defines abuse as:

*‘A single or repeated acts (or failures to act) that result in harm or distress to an older person, particularly where there is an expectation of trust or a power imbalance between the responsible party and the older person’.*

We will be looking to this research in the future to understand the prevalence of this issue and for insights into the nature and dynamics of abuse.

### Highlights include:

- Establishing the NSW Ageing and Disability Commissioner (ADC), a statutory role to better protect older people and adults with disability from abuse, neglect and exploitation, and the appointment of Robert Fitzgerald as the inaugural Commissioner. This key structural change will provide a focus for activity around vulnerable older people, particularly in raising awareness, supporting people in need and investigating allegations.

- Supporting almost 4,000 calls to the Elder Abuse Helpline and Resources Unit, an all-time high, and expanding the role of the Unit to include case coordination. The Unit is now managed through the new Ageing and Disability Commission to integrate with other support services.
- Continuing the promotion of older people in the media through coverage of the Ministerial Advisory Council on Ageing (MACA) media awards, with a 40% increase in nominations and widespread viewing and retweeting of videos from the awards night.
- Recognising grandparents and the importance of their role through support for 63 community events on Grandparents Day and annual awards presented at Parliament House.
- The *Art of Ageing* photographic exhibition was a resounding success and was enthusiastically received by local communities. The exhibition often acted as a springboard for other community events which celebrated the achievements of older people.

Status	Project	Lead	Comment
<b>SOCIAL ENGAGEMENT AND STAYING CONNECTED</b>			
5.1	<i>Grandparent connection</i>	DCJ	<p>This intergenerational mentoring model pilot was completed in early 2019. The guidelines and evaluation report were also completed in the first half of the year.</p> <p>The pilot achieved positive outcomes overall, but demonstrated a low cost-benefit, given the level of investment for relatively low reach and participant numbers.</p>
5.2	Grandparents Day	DCJ	<p>The successful 9th NSW Grandparents Day on 27 October 2019 saw celebratory events held across NSW. DCJ awarded almost \$200,000 in funding to 63 community organisations, schools and local councils to hold community events that provided opportunities for grandparents and other older people to participate in activities with their families and communities. To celebrate the day, the NSW Grandparent of the Year is awarded, as well as finalists and winners of the NSW Grandparents Day Photography Exhibition, at an event at Parliament House.</p>

Status	Project	Lead	Comment
5.3	Seniors Card NSW	DCJ	The Seniors Card program is continuing to explore how to extend its reach and impact. The team has engaged a research agency to identify the future digital needs of Seniors Card members, particularly the opportunities for new digital channels, which may include a digital Seniors Card. The team is also liaising with more business partners and is aiming to establish one new high-level corporate partnership and add 500 new businesses in 2020. There are now about 1.7m cardholders in NSW.
5.4	Age-friendly communities	DCJ	NSW has analysed the World Health Organisation's eight key domains of age-friendly communities and cities. While they are addressed in the current Ageing Strategy, an opportunity exists to better integrate them. Such consideration will be given in development of the next Ageing Strategy, to be released in early 2021.
5.5	Age-friendly local government areas	DCJ	Aspirations for age-friendly communities are being addressed through the strategic planning statements being developed by local government areas. The DCJ Ageing team engaged councils and their elected representatives at the LG NSW annual conference to inform them of their work on ageing and the Ageing Strategy, which will continue in Year Four.
<b>PERCEPTIONS OF AGEING AND OLDER PEOPLE</b>			
5.6	Ministerial Advisory Council on Ageing (MACA) media awards event	DCJ	<p>The MACA Media Awards were held at the National Art School in October. A record 147 nominations across five categories were received, a 41% increase from 2018.</p> <p>For the first time, mainstream media outlets Channel 10, ABC and NewsCorp self-nominated. The social media campaign to promote the awards reached over 250,000 people and secured over 10,000 reactions, shares, comments and post clicks, with a Twitter video featuring Gold MACA winner Heather Ewart viewed over 9,000 times.</p>

Status	Project	Lead	Comment
5.7	<i>Art of Ageing</i> Exhibition	DCJ	<p>Building on the successful <i>Art of Ageing</i> exhibition first held in 2016, the 2018 <i>Art of Ageing</i> exhibition opened at Parliament House in March 2018 and toured 26 sites across NSW to December 2019. A digital exhibition was successfully trialled and screened at over 100 libraries, clubs and community facilities across NSW during Seniors Festival in February 2019.</p> <p><i>Art of Ageing</i> 2020 is well advanced and will officially open at Parliament House in March 2020 then travel to 46 sites across NSW during 2020-2022.</p>
5.8	<i>Seniors' Stories</i>	DCJ	<p><i>Seniors' Stories</i> celebrated its fifth edition this year. The Minister released Volume Five, containing 100 stories on positive ageing from the Seniors' Stories writing competition, in November 2019. The program fostered writing skills through five workshops for seniors in Dubbo, Tamworth, Nowra, Wagga Wagga and Sydney. Volume Five is available at all local libraries or online at:</p> <p><a href="http://www.seniorcard.nsw.gov.au">http://www.seniorcard.nsw.gov.au</a></p>
5.9	Promote the need for respect and inclusion for older people	Create NSW DCJ	<p>Create NSW supported Screenworks to produce <i>Fearless Seniors</i>, nine short documentaries challenging stereotypes by showcasing the bold lives of nine Northern Rivers seniors over the age of 75 who are living life to the fullest. <i>Fearless Seniors</i> screened on Virgin Australia inflight entertainment and Screenworks' YouTube Channel.</p> <p>The films were shortlisted as a finalist in the Social Media Marketing Awards for 'Best Social Good Campaign'. Screenworks partnered on the project with Feros Care and The Bakery Media Production. <i>Fearless Seniors</i> can be viewed online at:</p> <p><a href="https://www.feroscare.com.au/fearlessfilms">https://www.feroscare.com.au/fearlessfilms</a></p> <p>Create NSW will be developing social media profiles of older arts, screen and culture champions in 2020.</p>

Status	Project	Lead	Comment
5.10	Opportunities for university students to better understand and appreciate older people	DCJ	Members of the Ageing Strategy Interdepartmental Committee were informed about opportunities to link to the Professional and Community Engagement (PACE) program at Macquarie University, which aims to connect students with organisations and help the students learn through participation.
<b>CREATIVE AGEING</b>			
5.11	Creative ageing framework	DCJ	DCJ consulted with Create NSW on the proposed approach and the Framework is currently being finalised for launch in early 2020.
5.12	<i>NSW Seniors Festival</i>	DCJ	The 2019 <i>NSW Seniors Festival</i> reached over 500,000 seniors across NSW. Two of the highlight events were the Premier's Gala Concerts, attended by 32,000 seniors, and the Festival Expo, attended by 17,000 seniors.
5.13	Seniors Christmas Concerts	DCJ	The NSW Government presents free concerts for NSW seniors to thank them for their ongoing contribution to their families and communities. In 2019, the concerts toured to Wagga Wagga, Dubbo and Tamworth.
5.14	<i>Make Music Day</i>	Create NSW	<p><i>Make Music Day</i> is a free annual celebration of music-making around the world on 21 June. Anyone who wants to participate, whether an amateur or professional musician, can host events and share their music with friends, neighbours and the wider community.</p> <p>Create NSW invited all 30 seniors' choirs, funded under the DCJ 2018 <i>Sing Your Age</i> grants, to participate in <i>Make Music Day</i> 2019.</p> <p>Ukulele Circus, a group of senior musicians, performed on a moving train on the Blue Mountains Line, arriving at Central Station to perform on the platforms.</p>

Status	Project	Lead	Comment
<b>KEEPING OLDER PEOPLE SAFE</b>			
5.15	Elder Abuse Helpline and Resource Unit (EAHRU)	DCJ & ADC	<p>The EAHRU increased its activity in 2018/19, answering 3,877 calls, comprising 2,920 calls reporting abuse and 957 calls seeking information.</p> <p>The trial of case coordination was evaluated and found to be successful, and the function has been continued under the new Ageing and Disability Commissioner (ADC) from July 2019. It will better protect adults with disability and older people from abuse, neglect and exploitation in home and community settings.</p> <p>The Commissioner contracted Catholic Healthcare to continue and expand most of the functions of the former EAHRU, including operation of the Elder Abuse Helpline, now renamed the NSW Ageing and Disability Helpline. This contract came into effect from July 2019.</p>
5.16	NSW Government Elder Abuse Inquiry: implementation of recommendations	DCJ	<p>The Interdepartmental Committee and the NSW Steering Committee for the prevention of elder abuse will promote awareness, tools and resources available in NSW with a focus on World Elder Abuse Awareness Day in June. Work has commenced on the final report for the <i>Parliamentary Inquiry into Elder Abuse in NSW</i> which will incorporate an update on implementation of the <i>NSW Interagency Policy</i>.</p>
5.17	NSW Health Policy on identifying and responding to abuse of older people	NSW Health	<p>This project achieved its aim to promote the policy and training module through NSW Health newsletters and relevant NSW Health and interagency forums. More than half of Local Health Districts have developed a local procedure and over 1,800 health staff across all Local Health Districts and NSW Ambulance have completed the training module on My Health Learning. The NSW Health policy is being updated to reflect the establishment of the NSW Ageing and Disability Commissioner.</p>

Status	Project	Lead	Comment
5.18	Support national response to elder abuse	DCJ	<p>The NSW Government contributed to the creation of the <i>National Plan to Respond to the Abuse of Older Australians</i>, launched by the Commonwealth Attorney-General in March 2019. DCJ is contributing to each of the four working groups tasked with responsibilities under the Plan.</p> <p>The Commonwealth Government has established a National Elder Abuse Phone Line under the Plan. In NSW, this number redirects to the NSW Ageing and Disability Helpline, managed by the NSW Ageing and Disability Commissioner.</p>
5.19	Wraparound service provision for vulnerable older people	Legal Aid NSW and DCJ	<p>Legal Aid, Seniors Rights Service and the Australian Centre for Disability Law provide a fortnightly drop-in service for tenants of the Northcott complex in Surry Hills. Staff from DCJ (housing and other issues) also attend the clinic. The clinic is reaching its target group, particularly older people, and helping resolve legal issues.</p>



Rita by Julie Slavir

## 5 Case studies: Inclusive communities

### MACA media awards | DCJ

Our views of society are strongly influenced by the way media portray issues. This is particularly true for our perceptions of older people. Rather than allowing negative stereotypes to persist, the MACA Awards have been challenging these narrow stereotypes by shining a light on media reports that get the balance right and depict ageing in its vivid reality.

The 2019 Awards culminated in a ceremony, hosted by comedian Jean Kittson, held at the National Art School in October. It was a night of celebration, with culture, music, high profile guests and announcement of the winners.

Kathryn Greiner AO, Chair of the MACA, said the awards aimed to encourage more realistic reporting on the lives of older people. This year we received a record number of nominations that reveal the extraordinary breadth and vitality of seniors' lives, encompassing work, travel, health, Indigenous issues, recreation and other pursuits and achievements. A total of 147 nominations were submitted, a 40+ per cent increase on 2018.

The winning stories included the Aboriginal ranger saving his people's history and culture in the Simpson Desert, Australia's 90-year-old DIY legend Alison Harcourt, and our nation's 'grandmother of maths'.

*Minister Lee, Kathryn Greiner OA (MACA Chair) and award winners, 2019*



The Gold MACA was presented to Heather Ewart for her use of media to create a notable contribution to the realistic portrayal of older people and the development of a community in which older people are valued and respected. Reflecting on her media career and overcoming prejudice, Ms Ewart said: “Age and gender have never been factors for me, nor have they been hindrances.”

Ms Ewart has focused on telling stories of older people. She said, “I’m especially proud of Back Roads—I’ve got to meet some truly remarkable older Australians in our country communities doing some extraordinary things and serving as great role models in their communities”.

Acting Minister for Seniors Dr Geoff Lee reflected on the exceptional quality of the finalists. “The MACA Media Awards champions great reporting on older people and ageing, and tonight we have seen the very best from across the media landscape,” Dr Lee said.

## Drop-in legal clinic for older people | Legal Aid, DCJ and partners

Surry Hills Connect is a wraparound service for social housing tenants in Surry Hills. The core of the service is legal advice from Legal Aid, the Seniors Rights Service and the Australian Centre for Disability Law, offered through a drop-in service every fortnight for tenants to get free advice.

Client numbers have remained steady across all legal services at the clinic. About 57% of clients are over the age of 55 and about 58% identify as having a disability. The most common legal issues are tenants are seeking advice relating to housing, welfare benefits



and local crime, as well as age-related legal issues such as planning ahead, wills and estates, power of attorney, guardianship and questions about My Aged Care.

The referral pathways between the legal service providers have been very effective, with each client given the most appropriate specialised legal advice for their issue and context.

Collaboration, communication and commitment underpin the project. Regular partner meetings enable discussion about issues arising from the project, including improvements in referrals and service delivery to residents of the Northcott social housing estate. The service is continuing to build momentum, with the aim of reaching more people within the estate through ongoing engagement.

Project partners include DCJ, legal services, NSW Police, the NSW Land and Housing Corporation, health services, and NGOs. Service providers coordinate their activities and project management through a quarterly meeting.

People are using more services because they are easier to access. The Community Connect Centre on site also hosts tenant-focused activities, including men's groups, art and yoga classes, and various other activities. There are emerging signs of better community connection, with NSW Police estimating that call out rates to the estate have dropped by about 10% since the start of the project.

## Governance and reporting

Implementation of the Ageing Strategy is overseen by an Interdepartmental Committee that meets four times a year.



*Majorie by Tayla Martin*

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Department of Communities and Justice  
Stronger Communities, Investment and Inclusion  
**Email** [ageing@facs.nsw.gov.au](mailto:ageing@facs.nsw.gov.au)