



Hauraki District Positive Ageing Strategy



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The Positive Ageing Strategy was adopted on 14 June, 2007
The Positive Ageing Strategy is due for review in 2010

Message from the Mayor



Positive ageing is not about living longer, or about how to avoid growing old. It is about making the most of the benefits of being older.

It is a great opportunity for Council to develop and implement a strategy that will help our older people to age positively. Although Hauraki Districts ageing population presents challenges for both community groups and for Council, this Positive Ageing Strategy will help Council ensure that through working with the community, Hauraki will be a great place for older people to live.

New Zealand Statistics show there are an increasing number of seniors living in our community. The busy lifestyle of Auckland is not necessarily as attractive for the third generation as it once was and the rural areas, such as Hauraki, are becoming more welcoming for many.

New Zealand Statistics also show that apart from a longer life expectancy, the current generation of senior people are healthier, more independent and more active than previous generations. This also is a great thing. But as with all opportunities, challenges do arise. An increase in the pressure on health and other services; and a potential change in some infrastructure to cater for the changing demographics are some of the examples of how we must look into the future differently.

Through previous consultation, particularly Annual Plan consultation, Long Term Council Community Plan consultation and the Community Outcomes consultation, and recently through the Annual Plan 2007/08 formal consultation process, considerable input has been provided by the community into what the older generation of Hauraki desires.

As such, this strategy has been collated with much of this information. You have taken the time to tell us what you want to see, so this will not be wasted. So thank you for taking the time to read this strategy. I do value your input and look forward to receiving your comments.



John Tregidga
Mayor

What can the older generation provide?

The older generation has so much to offer society and with the expected ageing population it is up to society as a whole to maximise the valuable contributions older persons can provide.

Young fresh ideas can be advantageous, and experience can be invaluable. The skills older people have acquired are immense and can be extensive as a result of their years of worldly and work experience. The skills of the older generation are not just from the workplace but from life. The experiences gained in raising families; to family history and migration; through to learning a trade are all examples of how the generational passing on of knowledge is not only interesting but educational and informative.

This value has been added in a variety of ways including formal education, employment, and through a lifetime of experiences. The Hauraki District wishes to explore and research ways to ensure these attributes are effectively utilised. For Council to be able to help support those that are ageing by ensuring the younger generations are informed and guided, as well as ensuring the older generations have the opportunity to age happily, actions are needed to encourage positive ageing.

Why has a Positive Ageing Strategy been developed?

National Framework

In April 2001 the Office for Senior Citizens launched a Positive Ageing Strategy¹. Hauraki District Council is aware that locally, building on the foundation provided by the initiatives occurring at a national level is the most appropriate mechanism to progress positive ageing in Hauraki.



As such, a local strategy has been developed in support of the national Positive Ageing Strategy. The national strategy includes a framework of ten Positive Ageing principles to nationally guide the development of initiatives and policies to help improve the quality of life of older people, all of which are applicable to the desires of the Hauraki Community.

The principles of the New Zealand Positive Ageing Strategy are:

- 1. Empower older people to make choices that enable them to live a satisfying life and lead a healthy lifestyle.*
- 2. Provide opportunities for older people to participate in and contribute to family, whanau and community.*
- 3. Reflect positive attitudes to older people.*

¹ www.osc.govt.nz

4. *Recognise the diversity of older people and ageing as a normal part of the lifecycle.*
5. *Affirm the values and strengthen the capabilities of older Maori and their whanau.*
6. *Affirm the values and strengthen the capabilities of older Pacific people.*
7. *Appreciate the diversity of cultural identity of older people living in New Zealand.*
8. *Recognise the different issues facing men and women.*
9. *Ensure older people, in both rural and urban areas, live with confidence in a secure environment and receive the services they need to do so.*
10. *Enable people to take responsibility for their personal growth and development through changing circumstances.*

How can a Positive Ageing Strategy work?

Each year, the Office for Senior Citizens produces a New Zealand Positive Ageing Strategy Action Plan in which all government departments identify projects that they are undertaking and link them to positive ageing goals. The vision of the Office for Senior Citizens is that the positive ageing goals will not be limited to government but will also be adopted by local government and the community.

Goals and key actions

The goals and key actions of the Positive Ageing Strategy were developed through nation-wide consultation with older people.

They are:

- 1. Secure and adequate income for older people.*
- 2. Equitable, timely affordable and accessible health services for older people.*
- 3. Affordable and appropriate housing options for older people.*
- 4. Affordable and accessible transport options for older people.*
- 5. Older people feel safe and secure and can age in place.*
- 6. A range of culturally appropriate services allows choices for older people.*
- 7. Older people living in rural communities are not disadvantaged when accessing services.*
- 8. People of all ages have positive attitudes to ageing and older people.*
- 9. Elimination of ageism and promotion of flexible work options.*
- 10. Increasing opportunities for personal growth and community participation.*

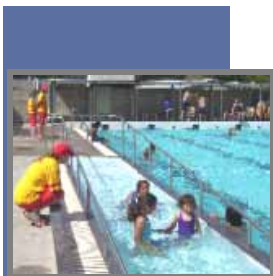
In order to ensure effective integration between local and central government, Hauraki District Council proposes to adopt these particular goals for the Hauraki District and any actions that Council undertakes will take into account these goals.



Local Community Outcomes

As required by the Local Government Act, 2002, Council was required to work with the Hauraki community to identify the local Community Outcomes. In 2005, Council undertook a series of differing consultation mechanisms, including surveys and a series of community forums to identify what the community of Hauraki would like to see for the future.

The following Community Outcomes were identified -



Vibrant and sustainable businesses and business economies in our District

- We encourage further development of our Districts CBDs economic viability
- We support entrepreneurs and leaders to proactively drive planned growth strategies and community business within our District
- We encourage planned and developed infrastructural services and facilities to sustain our communities growth
- We encourage further development of tourism opportunities and facilities focusing on our heritage and eco-tourism



Integrated provision of quality health and social services throughout our District

- Our community seeks the improvement of mechanisms for co-ordination, delivery, communication and education by health and social service providers
- We support the development of new initiatives that address well-being of those in need and of our community in general



Maintain and protect the vibrancy of rural communities within our District

- Our communities support the viability of maintaining our rural lifestyles and values
- Protecting the viability of our land for primary production



Cultural values of tangata whenua throughout the District be respected and supported through further development of consultation, participation and partnerships

- We encourage the development of culturally appropriate programmes and processes
- We encourage service providers to develop partnerships that assist with capacity building of our tangata whenua to participate in decision-making processes



Our Hauraki youth be provided with greater opportunities to participate in the decision-making processes pertaining to the development of our communities

- We support the wider community and organisations to encourage and engage youth to actively participate
- We need to understand, identify and address specific issues relating to our youth



We encourage increased opportunities to participate in recreational, sporting and cultural activities

- Our recreational, cultural and heritage groups work together to identify issues that lead to better efficiencies, access and sustainable solutions;
- We encourage better utilisation of existing infrastructure and resources
- We support planning for our culture and heritage where initiatives can be actively co-ordinated to ensure sustainability



Hauraki District residents be given the opportunity to participate in the educational and training programmes

- We encourage better communication and co-ordination between education providers
- We support the need for improvement on the transition between educational levels to allow further training and work opportunities



Management of our natural and physical environment in a sustainable manner

- We encourage a balance between economic growth and environmental protection and enhancement
- We support the development of land use planning controls that allow for economic growth in a sustainable manner
- We support protecting our significant habitats and ecosystems

Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District

- We want to have our say on our District's future
- We value the provision of infrastructural services in our District to be well-managed

Within all of the community outcomes, there is not a specific community outcome that is directly related to the senior sector. The community felt the outcomes were holistic statements that were applicable across all sectors, including the elderly.

The implications of an ageing population for Hauraki District

The ageing population raises a number of implications for Hauraki District Council. For Council to create additional infrastructure to accommodate older persons needs such as improved transport, an increase in rates would be required. The Hauraki District is not generally seen as an affluent community, which in turn can adversely affect some of the community, including older people, by increasing rates to levels that are unsustainable by ratepayers.

Over the next ten years residents and ratepayers priorities will change and ten years after that they will change again. Council must take into account the most effective long term solution for capital works.

Councils have already seen an increase in the need for walking aids and mobility scooters and therefore the consequential infrastructure that is required to cater for this, such as safer footpaths and pram and mobility crossings.

Councils are not social service providers. For a strategy such as this to be truly effective there is a need for the 'whole of community' approach towards taking into account the needs of older people, such as managing labour and secondary health issues. Relevant service providers need to be considering the ageing population in their strategic planning.

Secure and adequate income for older people can be difficult to sustain. At the time this Strategy was developed the labour market was tight. Unemployment was low, which in turn can make it difficult for older people to compete for jobs, particularly older persons that are technologically challenged.

Older people do have vast experience and the Hauraki Community needs to remember the community can only benefit from the utilising of this experience.

Local statistics

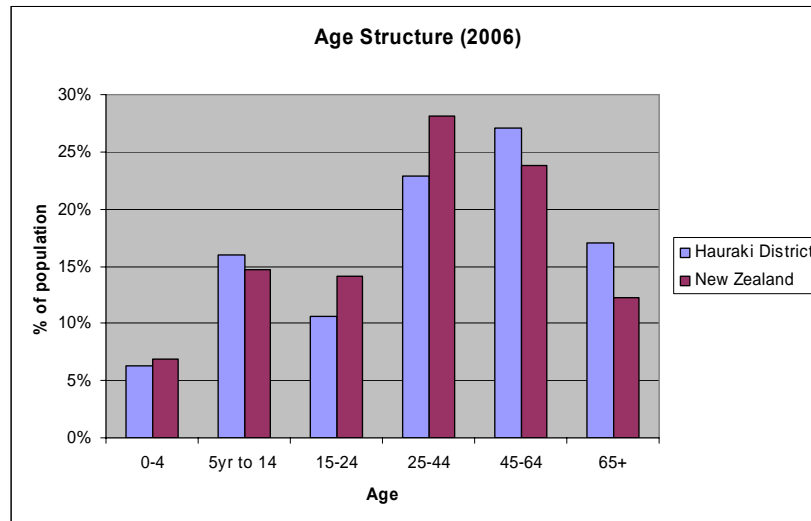
New Zealand Statistics show that the population within the Hauraki District is ageing and that the trend is likely to continue. The 2006 Census figures indicate that the overall district population increased to 17,190 in 2006, from the 16,764 in 2001.

Currently the Hauraki Districts population of the 55 year old and over age group accounts for 29.96% of the total Hauraki District population. Of this 29.96%, 14.29% are male and 15.67% are female.

Age

In 2006 the Hauraki District had a larger proportion of its residents in the 5-14 age group when compared to New Zealand (16% compared to 14% for New Zealand).

The District had a smaller proportion of people in the 15-24 and 25-44 age groups (33% compared to 42% for New Zealand).



In 2006 a higher proportion of District residents were in the 45-64 (27%) and 65+ (17%) age categories when compared to New Zealand as a whole (23% and 12% respectively), with the greater percentages living in the urban areas of Waihi (19.3%), Paeroa (19.2%) and Ngatea (18.5%).

The 55 year and over age group is experiencing considerable growth within the Hauraki District. Should the growth rate revert back to the 1991/1996 increase of 11.06%, then the District can expect in 2011, the 55 year and over age group would occupy 33.26% of the District population.

However it is possible for next census to record a 31% increase in the 55 year and over age group, giving the 2011 census an age group total of 6747 people. If the District population should remain static, this age group would then occupy 39.24% of the district population, almost 40%.

Maori Ethnic Population (2006)

Of the Maori population, 53% of both Hauraki District and the rest of New Zealand were under 25 years old.

42% of the Maori population for Hauraki District was aged 25- 44 years old compared to 43% for the rest of New Zealand.

5% of the Maori population for Hauraki District was aged 65 or older compared to 4% of the rest of New Zealand.

What are the key local actions proposed as part of this Strategy?

As part of this strategy a series of key actions have been identified.

These key actions have been particularly identified through the local Community Outcomes process and are directly relevant to Hauraki District Council actions. To ensure the Strategy is effective community wide, service providers must also take into account positive ageing in their strategy development.

Proposed action	Which Community Outcome does this contribute to?	Which goal of the NZ Positive Ageing Strategy does this align with?	How will this action happen	When will this be completed	How will we know this has been achieved?
Enhance contribution to local government decision making.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Increasing opportunities for personal growth and community participation.	Distribute information, inform and consult with older people and representatives from older persons groups on all matters that affect older people through the adding of representative groups contact details to all distribution lists and forum invitations.	Effective immediately and will be ongoing.	<ul style="list-style-type: none"> ▪ On release of consultation material, older people are disseminated the information as appropriate. ▪ Submissions are received from older persons and older person representatives. ▪ Neighbourhood and district planning take into account the needs of older people through the District Plan Review.
Continue to provide pensioner housing.	Integrated provision of quality health and social services throughout our District.	Affordable and appropriate housing options for older people.	Continual review of pensioner housing and the facilities provided.	Ongoing	Continued high use of facilities.
To promote through the HDC news pages, relevant information to older persons at least quarterly.	Hauraki District residents be given the opportunity to participate in the educational and training programmes.	Older people living in rural communities are not disadvantaged when accessing services.	A regular process be established to include an article in the HDC news page on information available for older persons	Effective immediately and will continue quarterly.	Evidence of published articles.

Proposed action	Which Community Outcome does this contribute to?	Which goal of the NZ Positive Ageing Strategy does this align with?	How will this action happen	When will this be completed	How will we know this has been achieved?
Provision of activities through the support of Sport Waikato.	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	Increasing opportunities for personal growth and community participation.	Celebration of the older persons day.	Held Annually–October	Annual event held.
			Provision of a range of activities for all generations including walking sessions.	Ongoing	Continuation of events and activities held.
			Sit and Fit classes held to cater for those particularly who need seated exercise.	Ongoing	
			Continuation of Upright and Active programme aimed at improving the strength and balance for those aged 60 years or older.	Ongoing	
Provide libraries to assure impartial public access to libraries is available to all generations of the Hauraki Community.	Hauraki District residents be given the opportunity to participate in the educational and training programmes.	Older people living in rural communities are not disadvantaged when accessing services.	A range of fiction, non-fiction, paperback, large print books and newspapers are available for all generations at least 5 days a week.	Ongoing	
			Educational reference materials supplied by the National Library are provided.		
			Public computers for internet, word-processing and CD ROMs are provided.		
			Access is available to audios for borrowers with impaired eyesight or physical disability.		

Proposed action	Which Community Outcome does this contribute to?	Which goal of the NZ Positive Ageing Strategy does this align with?	How will this action happen	When will this be completed	How will we know this has been achieved?
Provide a safe pedestrian environment.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Older people feel safe and secure and can age in place.	Council will continue to monitor the availability of parking in the main CBDs. Provide safe footpaths	Ongoing	Community satisfaction with the availability of parking and footpaths near or in the CBD.
Enhance awareness of available resources and opportunities for elderly.	Vibrant and sustainable businesses and business economies in our District.	Older people living in rural communities are not disadvantaged when accessing services.	Make sure elderly know what is out there for them through provision of information to key stakeholders, and through communication mediums of the Council ie HDC news, rates newsletters.	Ongoing	Evidence of publications and evidence of greater use of information by community.
Support major events in the Hauraki District	We encourage increased opportunities to participate in recreational, sporting and cultural activities.		Provision of town events that all generations can attend e.g. <ul style="list-style-type: none"> ▪ Paeroa Highland Games & Tattoo ▪ Oresome Wearable Arts, Waihi ▪ Ngatea Garage Sale 	Regular annual events.	Events being held. Good attendance at events.
Endeavour to provide a safe environment for Hauraki District residents.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Older people feel safe and secure and can age in place.	Dog Bylaws	The first major review will begin in 2006 and be complete by 2008.	Review complete in 2008. Second review complete in 2013.
			Skateboarding Bylaw		
			Liquor Ban Bylaw		

Proposed action	Which Community Outcome does this contribute to?	Which goal of the NZ Positive Ageing Strategy does this align with?	How will this action happen	When will this be completed	How will we know this has been achieved?
Provide facilities to encourage social infrastructure such as facilities that enable people to initiate their own groups and activities e.g. halls; swimming pools.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Older people living in rural communities are not disadvantaged when accessing services. Increasing opportunities for personal growth and community participation.	Provision of Ngatea and Paeroa swimming pools. Support the Waihi Swimming Pool facilities. Provision of halls and events centres.	Summer season annually. Ongoing	Swimming pools open during summer at a reasonable cost.
Provide effective and tailored urban design to help seniors remain active and to enhance general CBD accessibility.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Older people feel safe and secure and can age in place.	Adequate provision of public toilets in the main CBDs	Ongoing	New public toilets in Paeroa. Regular review of the existing number of public toilets in the District.
			Adequate provision of accessible safe footpaths.		Footpath maintenance programmes completed.
			Adequate provision of street lighting in the main CBDs.		Street lighting programmes completed.
Enhance community involvement.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	Increasing opportunities for personal growth and community participation.	Seek opportunities for experienced elderly to contribute to the overall community wellbeing.	Ongoing	More opportunities will be identified.
Economic Development	Vibrant and sustainable businesses and business economies in our District.	Increasing opportunities for personal growth and community participation.	Continual attraction of business to the District to help reduce the need to travel out of the District.	Continuation and enhancement of existing promotion.	Increased consent applications. Increase in number of businesses in the District. Greater variety of businesses in the District.
Parks and Reserves – free, clean and tidy open space with seating	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	Older people feel safe and secure and can age in place.	Provision of parks and reserves throughout the District at no cost. Improve seating in the Districts main CBDs and in Parks and Reserves.	Ongoing	Parks and reserves continue to be provided free of charge.

POSITIVE AGEING GOALS AS PER NEW ZEALAND POSITIVE AGEING STRATEGY.

AGENCY	PROJECT NAME AND GOALS	OBJECTIVE	MEASURES OF ACHIEVEMENT	ACTION AND TIMEFRAMES FOR JULY 2007- JUNE 2008	
<p>Hauraki District Council</p> <p>www.hauraki-dc.govt.nz</p>	<p>Community information</p> <p>Goals 7 & 10</p>	<ul style="list-style-type: none"> Older people in the district have access to community information 	<ul style="list-style-type: none"> Older people received information quarterly 	<ul style="list-style-type: none"> Produce quarterly updates in the Hauraki District Council's news page on community information for older people 	
<p>Hauraki District Council and Sport Waikato</p>	<p>Hauraki healthy living programmes</p> <p>Goals 2 & 7</p>	<ul style="list-style-type: none"> Provide opportunities for older people in the district to be physically active 	<ul style="list-style-type: none"> The Walking and Cycling Strategy is adopted An older people's event is held to acknowledge and celebrate the lives of older people 	<ul style="list-style-type: none"> Develop Hauraki District Council's Walking and Cycling Strategy Hold an older people's event by December 2007 to acknowledge and celebrate the lives of older people 	

AGENCY		PROJECT NAME AND GOALS	OBJECTIVE	MEASURES OF ACHIEVEMENT	ACTION AND TIMEFRAMES FOR JULY 2007- JUNE2008
Hauraki Council	District	Hauraki Positive Ageing Strategy Goals 1-10	<ul style="list-style-type: none"> To implement the Hauraki Positive Ageing Strategy 	<ul style="list-style-type: none"> The Hauraki Positive Ageing Strategy is implemented 	<ul style="list-style-type: none"> Develop an action plan by 31 December 2007 for Council staff to implement the Hauraki Positive Ageing Strategy adopted in June 2007
Hauraki Council	District	Town seating for older people Goals 5 & 10	<ul style="list-style-type: none"> Improve town seating for older people in the district 	<ul style="list-style-type: none"> The number of seats for older people in the district and main town centres is increased 	<ul style="list-style-type: none"> Increase the number of seats for older people in main town centres, parks and reserves