




## Hauraki District Council

### Positive Ageing Strategy 2010

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## Message from the Mayor



I am pleased to introduce Hauraki District Council's second generation Positive Ageing Strategy. With a reviewed age group in mind in response to feedback received and a good look at the actions we hope that this strategy continues to fit in with the direction our community is seeking.

It is a great opportunity for Council to continue to develop and implement a strategy that will help our older people to age positively. Although Hauraki District's 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 is an increasing number of older peoples living in our community. They also show that apart from a longer life expectancy, the current generation of older people are more independent and active. It is great that our older people are living healthier and longer lives. In order to reflect this change in demographics Council needs to ensure its services reflect the demands upon them. A potential change in infrastructure is one example of how we must look into the future differently; are our pavements up to standard? Do the recreational facilities Council owns reflect the community needs?

Through consultation, considerable input has been provided by the community into what the older generation of Hauraki desires. For the most part we seem to have a good balance with regards to services, but there will always be more that we can do.

John Tregidga  
Mayor

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## 1. Introduction

Council adopted its first Positive Ageing Strategy in 2007. Since then steps have been taken in order to achieve the actions (now called objectives) agreed to. Progress was slow to begin with, but in the last year Council has upgraded parts of central business district locations and continues to do so, adopted a walking and cycling strategy and continued to provide an opportunity to celebrate citizens in awards ceremonies and older persons during an annual celebration/event.

The mandate for the strategy came from Council's identification of community outcomes in 2005 where a clear stakeholder group made themselves known and required actions were identified. As central government had also created its own Positive Ageing Strategy and was requesting buy in from local government, Council adopted an approach which saw Council aligning its own goals to those of the national strategy where it could, and advocating for those which it could not contribute to.

## 2. Vision

The vision of the Hauraki District Council's Positive Ageing Strategy is to:

**Provide a District where older people can positively age**

The vision is aligned to the New Zealand Positive Ageing Strategy to which the Council reports its listed strategy activities on an annual basis.

## 3. What do we mean by Positive Ageing?

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.

Young fresh ideas can be advantageous, but experience is invaluable. The older generation has so much to offer society and it is up to society as a whole to maximise on the valuable contributions older persons can provide.

The skills of the older generation are not just from the workplace but from life. The experiences gained in raising families; memories and anecdotes from family history and migration; trades; formal education; hobbies and interests, and solid careers with longevity are all examples of knowledge which can be tapped into. The Hauraki District wishes to explore and research ways to ensure knowledge that could be shared is effectively utilised.

For Council to be able to help support those that are ageing it needs to ensure 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.

## **4. Positive Ageing Strategy: A national framework brought to a local level**

Established in 2001 the New Zealand Positive Ageing Strategy promotes the value of participation of and with older people in communities. It aims to improve opportunities for older people to participate in the community in the ways they choose; provides a framework within which policy with implications for older people can be understood and developed; and identifies ten positive ageing goals.

To achieve its vision of “a society where people can age positively” the strategy proposes directing collective efforts towards achieving identified positive ageing goals. Hauraki District Council committed to aligning its strategy to the New Zealand Strategy in 2007.

### ***Hauraki District Council and New Zealand Positive Ageing Strategy Goals***

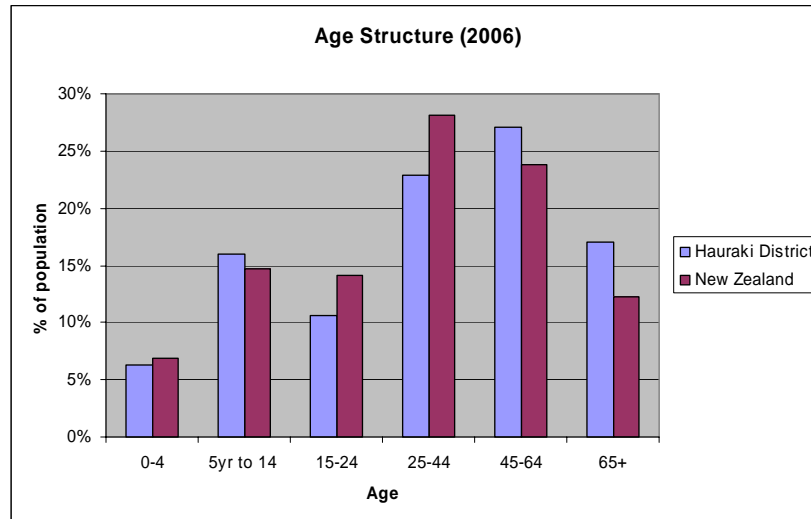
Each year, the Office for Senior Citizens produces a New Zealand Positive Ageing Strategy Action Plan in which participating government departments identify projects that they are undertaking and link them to positive ageing goals. The vision of the Office for Senior Citizens is that the positive ageing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

Council *proposes* therefore to continue to align its strategy with the goals of the New Zealand Positive Ageing Strategy. As Council is unable to undertake actions in each of these goals it proposes that it will advocate on behalf of those goals where possible. The NZ Positive Ageing goals are:

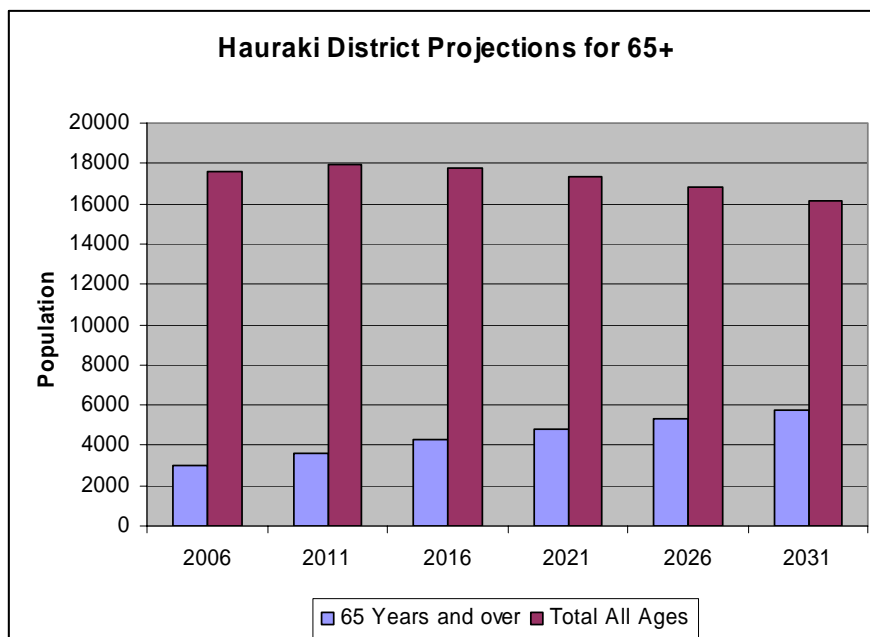
- Income - secure and adequate income for older people
- Health - equitable, timely, affordable and accessible health services for older people
- Housing - affordable and appropriate housing options for older people
- Transport - affordable and accessible transport options for older people
- Ageing in the Community - older people feel safe and secure and can age in the community
- Cultural Diversity - a range of culturally appropriate services allows choices for older people
- Rural Services - older people living in rural communities are not disadvantaged when accessing services
- Positive Attitudes - people of all ages have positive attitudes to ageing and older people
- Employment Opportunities - elimination of ageism and the promotion of flexible work options
- Opportunities for Personal Growth and Participation - increasing opportunities for personal growth and community participation

## 5. Local statistics

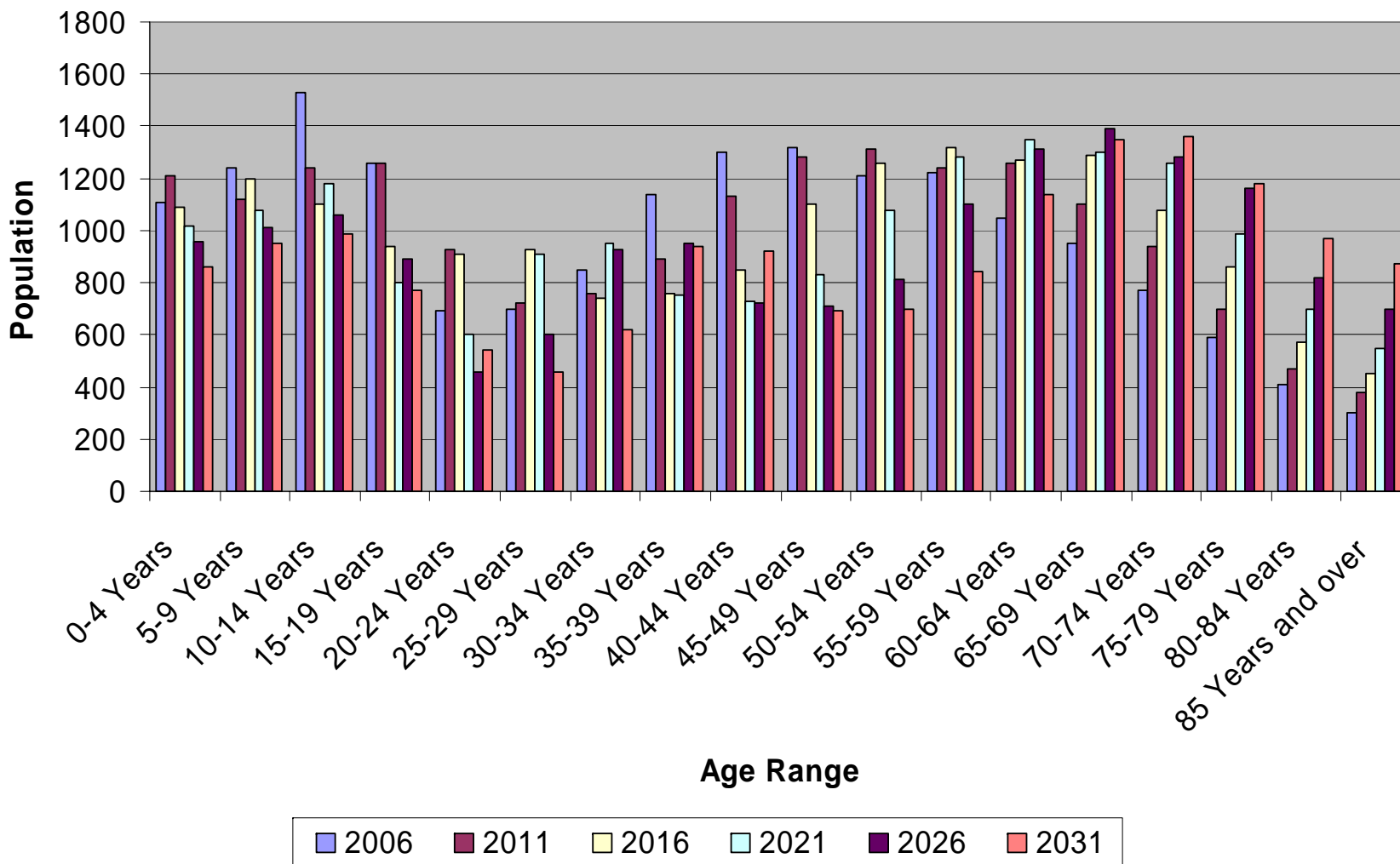
Statistics New Zealand show that the population within the Hauraki District is ageing and that the trend is likely to continue. The 2006 the District's population was 17,190 of which 17.04% were over 65.



Statistics show that the 65 year and over age group has and continues to experience considerable growth within the Hauraki District. Should the growth rate follow the projections populated by Statistics New Zealand then the District can expect by 2031 that the 65 year and over age group would occupy 35.6% of the District population.



## Hauraki's Demographic Projections 2006-2031



## **6. Positively Ageing in Hauraki**

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, and ensure demographic considerations are taken into account when decision-making.

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 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 and Council has seen progress towards this especially in the health sector over the past three years.

Secure and adequate income for older people can be difficult to sustain. At the time this Strategy was developed the country was tentatively recovering from a recession. People of all ages were finding it hard to find employment and unemployment was high. With the few jobs available attracting stiff competition older people were increasingly finding it hard to compete for jobs.

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

## **7. What are the key local Objectives proposed as part of this Strategy?**

In order to ultimately achieve a vision of a community which can positively age, there are a number of the NS Positive Ageing Strategy goals that Council can work towards. It is acknowledged however that Council alone will not be able to achieve the ten goals set out in this strategy. In order to ensure the Strategy is effective community wide, service providers must also take into account positive ageing in their strategy development.

Underneath the goals, specific objectives have been *proposed* based on Council's legislative role, the consultation undertaken in 2005 and pre-consultation undertaken within the community early in 2010.

Council Community Development Officer is responsible for co-ordinating and reporting back on progress towards these objectives both to Council and to the Office for Senior Citizens.



## 8. Hauraki District Council Objectives and Actions

Objective	Which HDC Community Outcome or sub-outcome does this contribute to?	NZ Positive Ageing Strategy Goal	Actions	Timeframe	Indicators of success
Continue to provide affordable pensioner housing for Hauraki District.	Integrated provision of quality health and social services throughout our District.	<b>Affordable and appropriate housing options for older people.</b>	Continual review of pensioner housing and the facilities provided.	Ongoing	Continued high use of facilities.
	Management of our natural and physical environment in a sustainable manner.		Maintenance of Council's pensioner housing stock.		Pensioner housing is considered affordable.
A District which encourages private development of housing for the elderly	Management of our natural and physical environment in a sustainable manner.	<b>Affordable and appropriate housing options for older people.</b>	Council will provide zoning through its District Plan which is conducive to the development of residential housing or villages.	Ongoing	Housing for the elderly is invested in through the private sector.
Provide a safe pedestrian environment.	We value the provision of infrastructural services in our District to be well-managed	<b>Older people feel safe and secure and can age in the community.</b>	Council will continue to monitor the availability of parking in the main CBDs.	Ongoing	Community satisfaction with the availability of parking and footpaths near or in the CBD.
			Through its walking and cycling strategy Council will continue to provide safe footpaths.		
Continue to develop and enforce policies that facilitate a safe environment.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	<b>Older people feel safe and secure and can age in the community.</b>	Dog Bylaws - Continue to enforce bylaws and policies to provide a safe environment to walk in.	Ongoing	Our older people feel safe in our community Increasing perceptions of safety from perception surveys.
			Skateboarding Bylaw - Provision of a bylaw restricting use of skateboards on public footpaths		
			Domestic Violence Policy - advocating for the development of awareness raising campaigns against family violence.		
			Liquor Ban Bylaw - Discouraging anti-social behaviours in public places by banning the consumption of alcohol within 50km zones.		

Objective	Which HDC Community Outcome or sub-outcome does this contribute to?	NZ Positive Ageing Strategy Goal	Actions	Timeframe	Indicators of success
			Heavy vehicle parking bylaw in Ngatea - Providing a safer environment to drive and walk in by restricting the parking of heavy vehicles in urban areas of Ngatea.		
Provide effective and tailored urban design to help older peoples 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.	<b>Older people feel safe and secure and can age in the community.</b>	Adequate provision of public toilets in the main CBDs Adequate provision of safe footpaths. Adequate provision of street lighting in the main CBDs.	Ongoing	Regular review of the existing number of public toilets in the District. Footpath maintenance programmes completed. Street lighting programmes completed.
To provide parks and reserves – free, clean and tidy open space with seating	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	<b>Older people feel safe and secure and can age in the community.</b>	Provision of parks and reserves throughout the District at no cost. Improve seating in the District's main CBDs and in Parks and Reserves. Neighbourhood and district planning takes into account the needs of older people through the District Plan Review.	Ongoing	Parks and reserves continue to be provided free of charge. Additional seating is added to reserve areas.
Public transport is available to those who require it in our District	Maintain and protect the vibrancy of our rural communities	<b>Older people living in rural communities are not disadvantaged when accessing services</b>	Advocacy on behalf on the community for public transport. Continue to be a member of the steering group working with Environment Waikato to assess the transport needs of our community and provide for them.	2009-2011	Perception of the availability of public transport increasing.
Ensure advertising and publicity campaigns portray positive images of older people.	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	<b>People of all ages have positive attitudes to ageing and older people</b>	When using the media Council will ensure positive images are used of the elderly.	Ongoing	No complaints regarding Councils information in the media.
Improve delivery of information about provision of services that enable older	Long term planning, ensures that our future infrastructure requirements meet the growth and development	<b>Increasing opportunities for personal growth and community participation.</b>	Ensure older persons are identified as stakeholders during consultative procedures.	Ongoing.	Submissions are received from older persons and groups representing the elderly.

Objective	Which HDC Community Outcome or sub-outcome does this contribute to?	NZ Positive Ageing Strategy Goal	Actions	Timeframe	Indicators of success
people to age in the community.	opportunities of our District.  We support the development of new initiatives that address the well-being of those in need and of our community in general.	<b>Older people feel safe and secure and can age in the community.</b>	Distribute information about Council services as widely as possible.		
			Ensure rate payment options are clear and rebate information is advertised.		
			Be available to attend meetings where necessary to speak about policy and strategy changes.		
			To promote through the HDC news pages, relevant information to older persons.		
Provide facilities to encourage social infrastructure such as facilities that enable people to initiate their own groups and activities e.g. halls; swimming pools.	We value the provision of infrastructural services in our District to be well-managed.  We encourage increased opportunities to participate in recreational, sporting and cultural activities.	<b>Increasing opportunities for personal growth and community participation.</b>	Provision of Ngatea and Paeroa swimming pools.	Summer season annually	Swimming pools open during summer at a reasonable cost.
			Support for the Waihi Swimming Pool facilities.	Ongoing	Halls are available and affordable.
			Provision of affordable halls and events centre.		
Advocate for and enhance opportunities for social activities in our community.	Long term planning, ensures that our future infrastructure requirements meet the growth and development opportunities of our District.	<b>Increasing opportunities for personal growth and community participation.</b>	Seek and advocate for opportunities for skilled elderly to contribute to overall community well-being.	Ongoing	Collaborative opportunities are conceived and advanced with community organisations and Council.
Economic Development	Vibrant and sustainable businesses and business economies in our District.	<b>Increasing opportunities for personal growth and community participation.</b>	Continual attraction of business to the District to help reduce the need to travel out of the District.	Continuation and enhancement of existing promotions	Increased consent applications. Increase in number of businesses in the District. Greater variety of businesses in the District.
Promotion of healthy and positive ageing throughout the Hauraki District.	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	<b>Increasing opportunities for personal growth and community participation.</b>  <b>People of all ages have positive attitudes to ageing</b>	Provision of physical activities through the support programmes of Sport Waikato.	Ongoing	Continuation of physical activities and programmes.
			Celebrate older persons day by providing an annual event in each of the Wards	Sep/Oct Annually	Attendance continues to rise at annual events

Objective	Which HDC Community Outcome or sub-outcome does this contribute to?	NZ Positive Ageing Strategy Goal	Actions	Timeframe	Indicators of success
		<b>and older people</b>	Provision of a range of assets increasing the possibility of activities for the elderly.	Ongoing	Council continues to provide halls, libraries, recreational reserves and recreational assets.
			Advocate for the District Health Board health professionals and support groups in their health promotion. Advocacy alongside the DHB for promotion and encouragements of health professionals into the area.		Health care professional are attracted into the area.
Enable and support older people to access information and communication technology.	Hauraki District residents are given the opportunity to participate in the educational and training programmes.  We encourage better utilisation of existing infrastructure and resources.	<b>Increasing opportunities for personal growth and community participation.</b>	Provide libraries equipped for the needs of the elderly; e.g. a range of fiction, non-fiction, paperback, large print books and newspapers are available.  Talking books available for borrowers with impaired eyesight or other disability.  Public computers for internet, word-processing and CD ROMs are provided.	Ongoing	Library facilities are used by the elderly.  Increasing numbers of library users over 65.
Support major events in the Hauraki District	We encourage increased opportunities to participate in recreational, sporting and cultural activities.	<b>Increasing opportunities for personal growth and community participation.</b>	Support and advocacy for intergenerational town events.  Provision of appropriate resources and where agreed to by the Ward committee provision of funding; as recorded in the minutes.	Regular events	Town events are held on a regular basis and are inclusive of all generations.
Advocate for the NZ Positive Ageing Strategy goals which Council are unable to support through their own activities.	Potentially all outcomes	<b>All Goals</b>	Councillor and staff support and advocacy for organisations actively progressing actions towards the objectives set out in the NZ Positive Ageing Strategy.	<b>Ongoing</b>	Council are seen to be proactive in the dominion of positive ageing.