



# **LAKE MAC**

**Ageing Population Strategy  
2022-2026**

## ACKNOWLEDGEMENT OF COUNTRY

We remember and respect  
the Ancestors who cared for  
and nurtured this Country.  
*Dhumaan ngayin ngarrakalu  
kirraanan barayidin.*

It is in their footsteps that we  
travel these lands and waters.  
*Ngarrakalumba yuludaka  
bibayilin barayida baaduka.*

Lake Macquarie City Council  
acknowledges the Awabakal  
people and Elders past,  
present and future.  
*Lake Macquarie City Council  
dhumaan Awabakala  
ngarrakal yalawaa, yalawan,  
yalawanan.*

Wording by the Aboriginal Reference Group  
and translated by Miromaa Aboriginal  
Language and Technology Centre.

# CONTENTS

- 3 **Message from the Mayor**
- 4 **Vison/Goals**
- 6 **Strategic link**
- 10 **Ageing in Lake Mac**
- 12 **Community engagement**
- 14 **Action plan**
- 19 **Monitoring and evaluation**

# MESSAGE FROM THE MAYOR

Seniors contribute so much to our community. They are our experienced workers, our knowledge-holders, our carers, our parents and grandparents, and the lifeblood of so many charities and non-profit organisations.

And they are growing in number.

With people living longer, our community is ageing. Almost one-third of Lake Macquarie residents are aged over 55, which is above the national average.

This is what makes the latest instalment of our Ageing Population Strategy such an important document.

We've been developing four-year plans aimed at our older residents since 2008, and this latest update charts the course we will take from 2022-2026.

We need to value the contribution older people make to our community, and support them in living active, healthy, happy and engaged lives.

Council-led programs like 'Over 55s', 'Seniors Festival' and our 'Digital Mentor' workshops run at Lake Mac Libraries branches and other venues help achieve this goal.

We also play an important role in engaging and informing older residents, helping them make decisions about their health and wellbeing, particularly during challenging times like the COVID-19 pandemic and extreme weather events.

Key to this strategy was a community consultation process, where we asked people in Lake Macquarie to contribute their thoughts and ideas to help shape the document.



Older people who took part told us that footpaths were important to stay active and connected to community infrastructure. Others stressed the importance of face-to-face services, and the value of our local libraries.

Opportunities for intergenerational activities were also high on the list of priorities.

We've taken these comments on board, and I am confident this strategy will deliver the programs, services and support our older residents need and deserve.

**Cr Kay Fraser**  
**Lake Macquarie Mayor**

# VISION/GOALS

Lake Macquarie City Council is committed to ensuring its services, facilities and programs are inclusive to all members of the community. Council recognises the contribution that older people make to our community and the importance of providing opportunities for them to live a full, healthy and active life.

The goals of the Ageing Population Strategy 2022-2026 are aligned with the guiding principles in the NSW Seniors Strategy 2021-2031:





**1. CREATE  
A MORE  
AGE-FRIENDLY  
ENVIRONMENT**



**2. DEVELOP A  
MORE INCLUSIVE  
COMMUNITY  
WHERE OLDER  
PEOPLE ARE  
RESPECTED AND  
ENGAGED**



**3. WORK TO  
ENSURE OLDER  
PEOPLE STAY  
SAFE, ACTIVE  
AND HEALTHY**



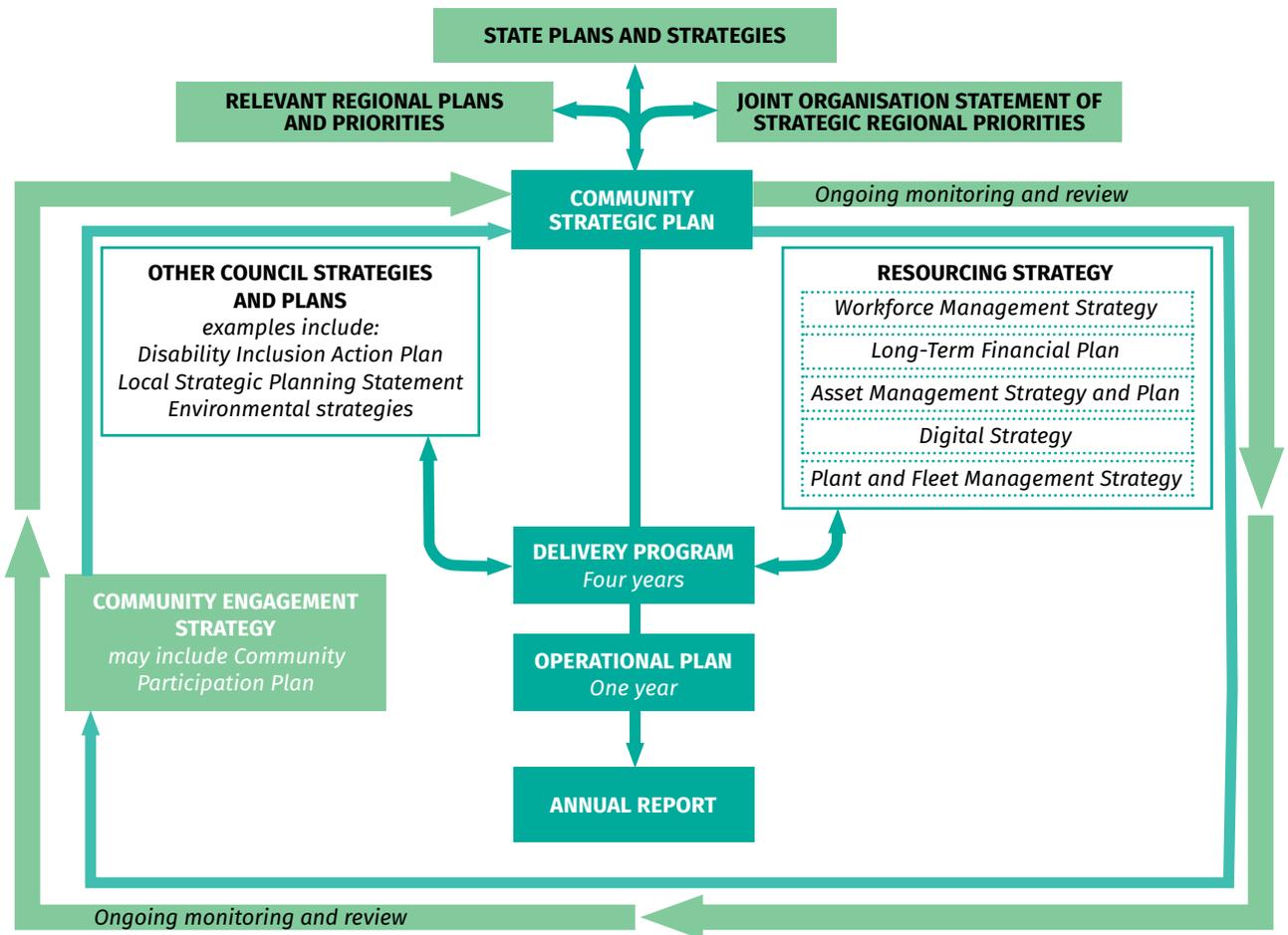
**4. ENSURE  
OLDER PEOPLE  
ARE MORE  
INFORMED AND  
RESILIENT AS  
THEY AGE**



## STRATEGIC LINK

Our strategy aligns with our community values set out in Council's Community Strategic Plan and demonstrates the commitment to building an inclusive community where everyone is valued and respected. We will work to support older people to live an active and rewarding life and to participate in the community as valued members. Our planning goal is for Lake Macquarie City to be one of the most productive, adaptable, sustainable and liveable places in Australia. We see a city that is highly adaptable to social, environmental and economic changes; and one that has outstanding sustainability and liveability.

The Community Strategic Plan and this strategy forms part of Council's Integrated Planning and Reporting framework (IP&R) as indicated in the following diagrams.



# STRATEGIC LINK CONTINUED

## International and national

International and national guides and legislation aim to protect the rights and fundamental freedoms of older persons in many areas of life including economic, social, health, housing and employment.

*United Nations (UN) Principles for Older Persons 1991*

*World Health Organisation (WHO) Global Network of Age-friendly Cities and Communities Guide 2010.* The eight interconnected domains outlined in the guide are:

- community support and health services
- outdoor spaces and buildings
- transportation
- housing
- social participation
- respect and social inclusion
- civic participation and employment
- communication and information.

*Age Discrimination Act 2004*

## State

NSW legislation is developed to recognise, support and protect the rights and safety of an increasing ageing population.

*Ageing and Disability Commissioner Act 1977*

*NSW Seniors Strategy 2021-2031*

*NSW Carers (Recognition) Act 2010*

*NSW State Health Plan: Towards 2021*

*Local Government Act 1993*

## Council strategies

Council is guided by the principles of the listed legislation and plays an important role in supporting its older residents to live safe, active and healthy lives. This strategy is aligned with the following Council strategies:

Aboriginal Community Plan 2019-2023

Arts, Heritage and Cultural Plan 2017-2027

Asset Management Strategy and Asset Management Plans 2019-2024

Ending Homelessness Plan 2021-2024

Equal Employment Opportunity and Diversity Management Plan 2019-2022

Housing Strategy 2021

Lake Mac Libraries Strategic Business Plan 2019-2024

Local Emergency Management Plan 2017

Public Amenities Strategy 2021

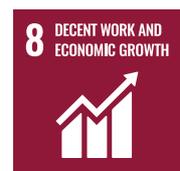
Volunteer Engagement Strategy 2021-2024

Walking, Cycling and Better Streets Strategy 2021-2031

## United Nations Sustainable Development Goals

Lake Macquarie City Council has made a commitment to supporting the Sustainable Development Goals adopted by the United Nations in 2015.

Consideration has been given to these goals when developing this strategy. The following goals align with this strategy:







# AGEING IN LAKE MAC

Council recognises that ageing is a normal process that can be defined in different ways by different people. The criteria to be deemed as an older person can vary in different environments, for example, Aboriginal and Torres Straight Islanders, NSW Seniors Cards, Commonwealth Age Pension.

This strategy targets people aged 55 years and over.

# SNAPSHOT OF OUR COMMUNITY

## AGE CHARACTERISTICS – COMPARISONS

	Lake Macquarie City	NSW	Australia
Median age	42 years	39 years	38 years
Proportion of population aged 55-64 years	12.8%	12%	11.9%
Proportion of population aged 65 years and over	22%	17.7%	17.2%

(source: ABS: Census of Population and Housing, 2021)

## POPULATION PROJECTIONS

Over the next 18 years, the number of people aged 65 years and over is expected to grow from 44,596 to almost 57,508 Lake Macquarie residents. This is an increase of 29 per cent. Furthermore, the proportion of those aged 65 years and over is expected to increase from 21.3 per cent to 24 per cent by the year 2041. This will be most notable in the 85 years and over age group, which will almost double from

3 per cent to 5.3 per cent. This is illustrated by the following graph, which identifies that while the percentage of the population in each of the age ranges through to 74 years are expected to decrease through to 2041, the age cohorts for those over 75 years will increase.

## LAKE MACQUARIE AGE STRUCTURE BY YEAR



(Source: Remplan Population Projections for Lake Macquarie, 2021)

# COMMUNITY ENGAGEMENT



## DEVELOPING THE DRAFT AGEING POPULATION STRATEGY ENGAGEMENT SUMMARY

Between February and March 2022, we sought feedback from the community to assist in the development of the draft Ageing Population Strategy. We asked for feedback on four key focus areas:

- Living in age friendly environments
- Participating in inclusive communities
- Staying safe, active and healthy
- Being resilient and informed

This feedback assists in identifying what Council needs to do to help people who are ageing access services, facilities and opportunities to connect in our community.

The community was able to provide feedback at Council's online engagement platform Shape Lake Mac via a survey, four face-to-face workshops or direct phone call.

### You participated



More than **1200 reached** via social media with **268 engagements**



**300 visits** to Council's online engagement portal Shape Lake Mac



**103 surveys** completed



**4 face-to-face sessions**

### You told us

**77%**

identified that Council facilities meet at least some of their needs

**76%**

identified that Council programs and services meet at least some of their needs

**86%**

identified that the provision of information meet at least some of their needs

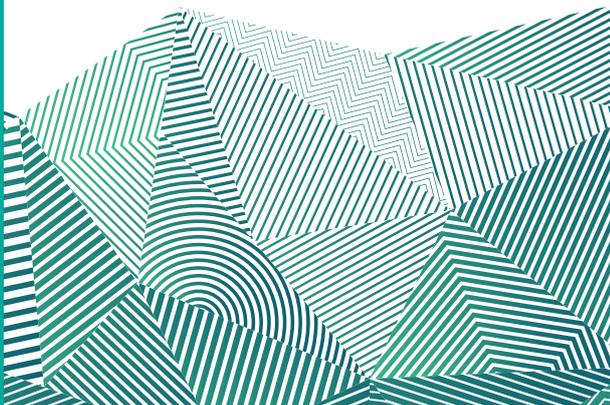
## *What we heard*

Below are some of the key themes identified during the consultation:

- An increase in shared pathways across the city and the separation of bikes and pedestrians to increase safety
- Increase in events spread across the city
- To provide information in ways that do not assume everyone has a computer or a smart phone
- Improved access to public transport and improved connections
- Representation of older people in decision making
- Increase seating, shaded areas and adult exercise equipment in foreshore areas

## *Responding to what we heard*

- Shared pathways will be considered as part of Council's Walking, Cycling and Better Streets Strategy
- Public transport is a State Government responsibility. However, Council will continue to advocate with State Government to improve public transport
- Other key themes are identified and addressed in the action plan





# ACTION PLAN

**Key focus area** as per NSW Seniors Strategy

**Action** the activities and projects that Council will undertake

**Responsibility** the Council Department that will oversee and report on the relevant action

**Outcomes** what Council is aiming to achieve for the community

**Strategic links** the Community Strategic Plan strategy which the listed actions align to

**Note:** Timeframe for implementation of actions are primarily ongoing

<b>Key focus area: Living in age-friendly environments</b>			
<b>Action</b>	<b>Responsibility</b>	<b>Outcomes</b>	<b>Strategic links</b>
Continue to attend and participate in relevant forums and networks to keep updated and advocate for the needs of older residents	Community Partnerships	Council is engaged with service providers Increase quality of life of older people	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Advocate for the eight WHO domains (see page 8) to be incorporated into developments and designs for public spaces	Community Partnerships	Address barriers to the wellbeing and participation of older people	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Advocate for suitable seating and shaded areas in public domain	Community Partnerships City Projects Asset Management	Older people are able to participate and better utilise and access open spaces	Strategy 2.2.3 Enhance sport, leisure and recreation infrastructure for community use
Advocate for additional adult exercise equipment in public spaces	Community Partnerships Asset Management	Older people have more opportunities to improve health and wellbeing	Strategy 2.2.3 Enhance sport, leisure and recreation infrastructure for community use
Complete Development Application referrals for seniors housing and internal designs for public spaces to ensure compliance with legislations	Community Partnerships	New seniors' housing developments comply with current Australian Standards and legislation	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Liaise within Council departments and provide input into Council's planning strategies to ensure older people's needs are considered as part of the planning process	Community Partnerships Asset Management Integrated Planning	Council's strategies are more inclusive and responsive to the needs of older people	Strategy 5.2.1 Create opportunities for people from all demographics and abilities to participate in our community
Host a seniors forum/expo every two years focusing on housing options for seniors	Community Partnerships	Seniors are more informed of their housing choices as they age	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing

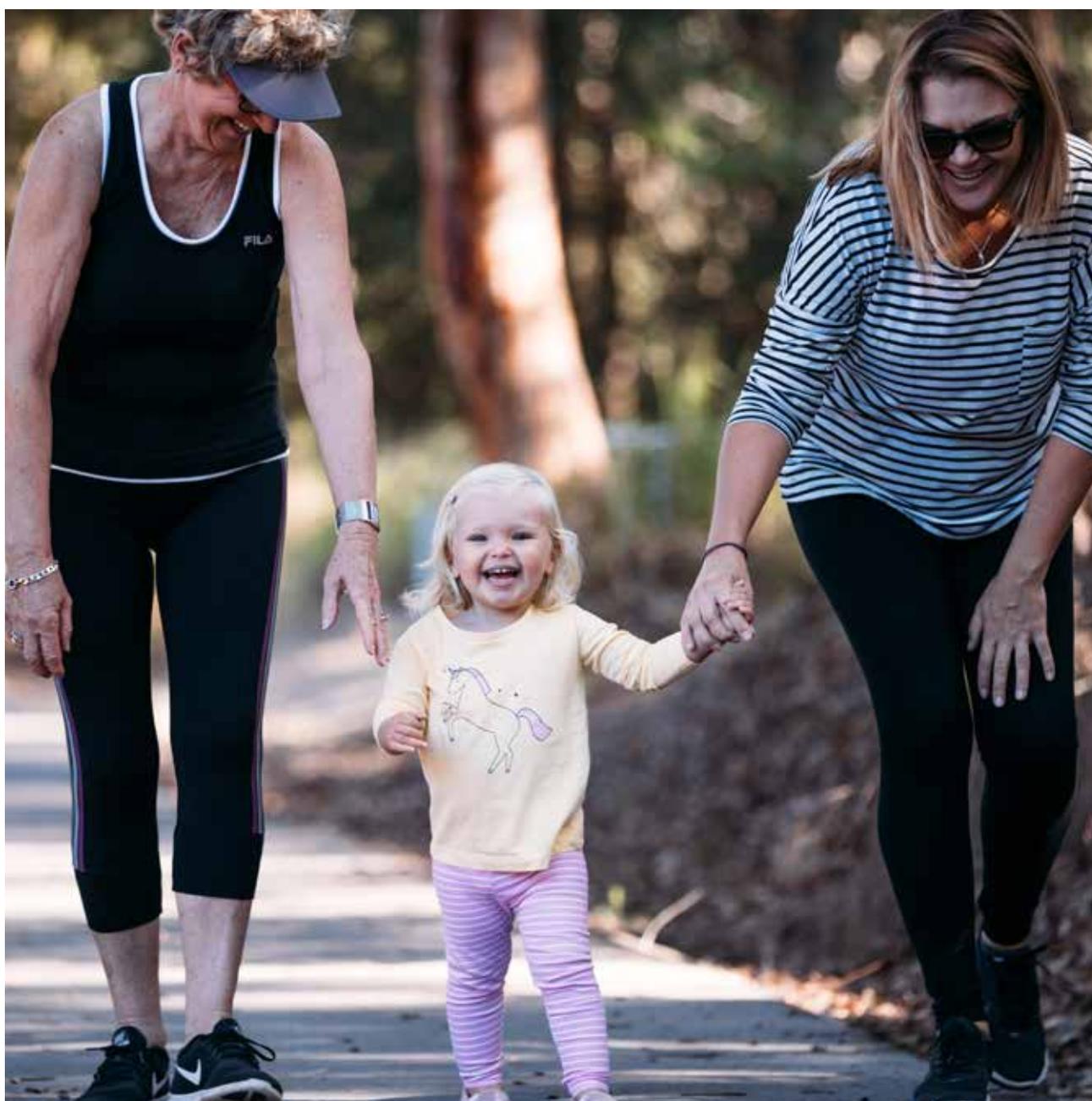
**Key focus area: Participating in inclusive communities**

Action	Responsibility	Outcomes	Strategic links
Initiate and develop an annual intergenerational activity, program or event	Community Partnerships	Improving connections, belonging and wellbeing between age groups	Strategy 5.2.1 Create opportunities for people from all demographics and abilities to participate in our community
Maintain and facilitate five meetings annually of the Access and Inclusion Advisory Panel to ensure that older residents are consulted and have input into Council programs, strategies and major projects	Community Partnerships	Council is engaged with representative groups and services and better informed of the issues affecting older people	Strategy 7.1.2 Engage, involve and empower the community to participate in the decisions that affect them
Continue to promote the Good Neighbour program through social media and newsletters	Community Partnerships Communications and Corporate Strategy	Residents are more informed about the program and increased connection within the community	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Promote volunteering opportunities for older people at Council	Community Partnerships	Older people have more opportunity to participate and contribute to society	Strategy 5.2.1 Create opportunities for people from all demographics and abilities to participate in our community
Promote good news stories about older people in the community	Community Partnerships Communications and Corporate Strategy	Older people are recognised and valued within the community	Strategy 5.2.1 Create opportunities for people from all demographics and abilities to participate in our community



**Key focus area: Staying safe, active and healthy**

Action	Responsibility	Outcomes	Strategic links
Continue to deliver free annual programs and activities as part of the Over 55s program and NSW Seniors Festival to improve safety, health and wellbeing	Community Partnerships	Improve social participation and wellbeing	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Advocate within Council departments to ensure programs are designed with consideration to older people's needs	Community Partnerships Arts Culture and Tourism Leisure Services	Programs are delivered in a way which are responsive to older people's needs	Strategy 2.4.3 Manage existing community facilities to meet the needs of the community



Key focus area: Being resilient and informed			
Action	Responsibility	Outcomes	Strategic links
<p>Continue to participate in the Hunter Central Coast Elder Abuse Collaborative to raise community awareness of elder abuse. Host an annual community event in partnership with the Collaborative.</p> <p>Raise awareness of elder abuse through Council's website, Over 55s e-newsletter and three sessions as part of the Over 55s program</p>	Community Partnerships	Older residents are more informed on the types of abuse and support services available to assist with responding to elder abuse	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing
Continue to assist with enquiries and information to older residents through a variety of communications channels including website, phone contact, customer service, community stalls and group presentations	Community Partnerships Customer Experience Communications and Corporate Strategy	Residents are able to choose a form of communication that meets their needs	Strategy 5.1.1 Eliminate barriers to accessing information and services
Update Council's website and review annually with relevant and up-to-date information on carer gateway, disaster preparedness, aged care services and assessment, etc	Community Partnerships Communications and Corporate Strategy	Residents are more informed of services within Council and the community and better able to make more informed decisions regarding their wellbeing	Strategy 5.1.1 Eliminate barriers to accessing information and services
Host four programs/ activities for older residents designed to increase householder preparedness for natural disasters	Community Partnerships	Older residents are more prepared and able to respond to a natural disaster event	Strategy 2.1.1 Support and continue to promote community health, safety and wellbeing





# MONITORING AND EVALUATION

Council's Access and Inclusion Advisory Panel will monitor the progress of the actions listed in this strategy as a standard agenda item. In addition, Council staff will report on the actions of the strategy through the IP&R framework.

The Ageing Population Strategy will be reviewed and updated in 2026.

*For more information*



[lakemac.com.au](http://lakemac.com.au)



[@lakemaccity](https://www.facebook.com/lakemaccity)



02 4921 0333



[@ourlakemac](https://www.instagram.com/ourlakemac)



[@lakemac](https://www.twitter.com/lakemac)