

CITY OF BALLARAT

Ageing Well in Ballarat Strategy 2022–2026



The Ageing Well strategy has been developed to guide City of Ballarat to respond to the current, changing and emerging needs of our residents aged 55 years and over and to identify its future focus and priorities for our community.

“Growing older is a lifelong process. As we age, we gather a lifetime of knowledge, skills and life experience which is highly valued and should be celebrated and shared.”

Our vision

Ballarat: the place to live, work, play, learn and age well.
We want to create an age-friendly community where people feel valued, connected, included, and respected and feel confident to participate fully in life however they choose.




What our community told us





Our older residents appreciate our outdoor spaces, historical landscapes and streetscapes and our city’s parks and gardens, walking tracks and sporting facilities. They also enjoy good access to health services and opportunities to participate in a wide variety of events and activities

We also heard that our community members want to see:

- » Improvements in the accessibility and safety of our spaces, places, and streetscapes.
- » Better access to transport
- » Greater respect for people as they age
- » Improved access to reliable information and advice to help people stay informed; and
- » Opportunities for social participation and connection.

What we will do

Priority areas		to achieve this we will:
	Focus Area 1: Places, spaces and buildings	<ul style="list-style-type: none"> Plan, design, improve and maintain our spaces, places, and buildings to secure universal access for all our residents and celebrate people of all ages and abilities. Collaborate with our community so that people feel welcome and safe and have equitable access to our city's places, spaces, and buildings. Encourage community connection in our public spaces and provide the opportunity for all people to enjoy.
	Focus Area 2: Transport	<ul style="list-style-type: none"> Advocate for improved transport services to support resident's independence, mobility, and access to services, supports and community life. Encourage and support our ageing community to use a range of transport options. Encourage opportunities for innovative and cost-effective community and other transport options. Continue to address barriers to access that make it harder for people to move around our city including pedestrian, transport, and driver experiences.
	Focus Area 3: Housing	<ul style="list-style-type: none"> Advocate for housing diversity to ensure appropriate and affordable housing as older residents' lifestyle and needs change so that residents can age in place, in their home. Improve the quality and diversity of affordable housing. Encourage high-quality housing which demonstrates best practice for sustainability, accessibility and healthy by design guidelines. Direct new residential development to areas with good access to services, amenities and transport options, where possible. Support residents to remain independent as they age in place through encouraging appropriate housing design, sustainable living and access to services and supports.
	Focus Area 4: Social participation	<ul style="list-style-type: none"> Provide, promote, and support opportunities for people to participate in accessible, inclusive, and affordable social, recreation, lifelong learning and cultural pursuits. Create, support, and promote opportunities that encourage intergenerational connection. Facilitate City of Ballarat led and community events and activities that are inclusive, accessible and age friendly. Encourage our shared community facilities and settings to be inclusive, welcoming and facilitate social connection in the community.
	Focus Area 5: Respect and social inclusion	<ul style="list-style-type: none"> Celebrate and acknowledge the contribution that our ageing community have made and will continue to do so. Raise awareness and the community's capacity and responsibility to respond to issues of ageism. Collaborate with government, key partners, and the community to influence change and prevent elder abuse. Celebrate the diversity in our ageing community and develop partnerships with community groups and organisations to address barriers faced by members of our community.

Priority areas		to achieve this we will
	Focus Area 6: Civic participation and employment	<ul style="list-style-type: none"> • Promote the rights and abilities of our ageing community to participate in civic life and support them to do so. • Support, promote and develop opportunities for older people to access meaningful and paid employment. • Provide, promote, and support opportunities for lifelong learning and skill development. • Promote the value and lifetime experience of workers and benefits of an intergenerational workforce. • Support, promote and develop opportunities for people to engage in volunteering that is relevant to their interests and skillset. • Provide a range of opportunities to ensure the voice of our ageing community is heard.
	Focus Area 7: Communication and information	<ul style="list-style-type: none"> • Provide timely, trusted, and relevant information that is easy to access and understand and connects residents to what they are looking for. • Communicate and provide information on a regular basis and in a range of formats to enable our community to access it as they choose. • Provide, support, and promote programs focused on increasing digital literacy and support and facilitate access to technology where needed. • Promote opportunities that support people to remain active in their local community. • Strengthen our understanding of preferred communication channels that keep older people connected, involved informed and engaged. • Build individual and community capacity to support informed decision making through providing and promoting information and community education in a range of formats, forums, and other appropriate channels.
	Focus Area 8: Community support and health services	<ul style="list-style-type: none"> • Advocate for continuous improvement and further development of local service system, to address identified gaps in services and quality so residents have access to local services that enable them to stay active and maintain their independence. • Provide information on community supports and services available locally. • Actively collaborate at Regional, State and Federal level to address barriers and ensure older people have access to community support and services they need.
	Focus Area 9: Leadership and advocacy	<ul style="list-style-type: none"> • Advocate on behalf of our community to create an age-friendly community to enable positive and healthy ageing for all. • Develop and strengthen partnerships and collaboration with other tiers of government, key stakeholders, community-based organisations and facilitate local networks to encourage a collective approach in working towards an age friendly community. • Encourage community organisations and local businesses to consider the needs and the benefits of including and welcoming people as they age. • Support a whole of organisation approach and apply an age friendly lens over our work to incorporate the needs of our ageing community into everything that it does to ensure an integrated approach.