


Empowering our elders

A strategy for living and
ageing well in Port Lincoln



*Aboriginal and Torres Strait Islander
peoples should be aware this publication
contains images of deceased persons.*



We acknowledge the Barngarla people, the Traditional Owners of the lands on which the City of Port Lincoln rests and their continuing connection to land, sea, culture and community. We pay our respects to Elders past, present and emerging, and we extend that respect to all other Aboriginal and Torres Strait Islander peoples in our community.

Prepared by City of Port Lincoln in consultation with Healthy Environs Pty Ltd

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Mayor's message

None of us think of ourselves as ageing, yet we all are. Life is a process, a journey, and a privilege.

We are living longer than previous generations. This means that beyond retirement, there can be a whole lot of living yet to be done, and people can continue to live and to age well, and in the ways that suit them best.

As a country our population is ageing, and as a Council we realise the importance of supporting our residents to live well throughout the ages and stages of life.

This strategy is the first of its kind for the City of Port Lincoln, placing importance on supporting Port Lincoln residents and making first steps to empower them to live and age well here.

Along with our community, we also want to celebrate our residents, their heritage, contributions, personalities and stories. One of our local Barngarla Elders, Lavinia Richards, says “elders are a library” of stories, history and culture that should be enjoyed and learned from.

Our hope for empowering our elders, is that they are valued by other generations, who are able to learn from and share with them – as in many traditional cultures, this strengthens the community as a whole.



A handwritten signature in black ink, reading 'Diana Mislov'.

Diana Mislov, City of Port Lincoln Mayor



Introduction

Why is this strategy needed?

The Australian Government's Intergenerational Report 2023¹ considered increased ageing and rising demand for care and support services as two of five major forces to shape Australia and its economy over the next 40 years to 2063. The report predicted the number of people aged 65 and over would more than double, and the number aged 85+ would more than triple in that time.

Port Lincoln is the regional service centre for greater Eyre Peninsula, providing services including retail, healthcare and education beyond the City's 14,404 residents to the broader regional catchment of almost 25,000 people.

The City of Port Lincoln recognises the importance of planning for an ageing population. This strategy begins mapping Council's role in empowering its residents to live and age well within Council's scope and resourcing capacity.

Office for Ageing Well, SA Health funded the Empowering Our elders project 2023/24 through the Age Friendly SA Grant program, including establishment of this strategy.

elder *noun* (PERSON)
an older person, especially
one who deserves respect
[Cambridge Dictionary]

Why “empowering our elders”?

In many cultures, including First Nations cultures, elders are revered as vital.

Their life experience and wisdom support the scaffolding for a healthy, vibrant community.

Who are our elders?

People aged over 50 make up more than a third of our City's diverse population³ and everyone has a unique life story. It is therefore vital to acknowledge these individual characteristics when we engage with each other.

There is no universally agreed definition of older people, however, generally this group is defined as 50 years or older.

Demographers tend to split this cohort into three categories, described below. However, where someone may fit in terms of age does not necessarily reflect typical characteristics of a group, and there is always diversity in background, interests, and experiences.

50-70

Those aged 50-70: may be preparing for their third age, sharing the experience of their working lives, still working, retraining, semi-retiring and retiring, caring, and often the 'sandwich generation', looking after parents and grandchildren. This group may be more familiar with social media and other technologies.

70-85

Those 70-85: may be facing new independence or mobility and health challenges, caring for long-term partners and friends, starting to experience new opportunities in travel or economic disadvantage.

85+

Those over 85: may be beginning a golden era of wisdom and gratitude, while also facing deeper challenges such as meaning, health, and economic disadvantage.

1. *Intergenerational Report 2023 Australia's future to 2063, Commonwealth of Australia 2023.*
2. *Descriptions and age group categories taken from the South Australian Government's BetterTogether: Principles of Engagement second edition.*
3. *Census 2021, Australian Bureau of Statistics*

The City of Port Lincoln seeks to advocate for and empower elders, throughout these ages and stages, to:

- handle their affairs with dignity and independence, navigate their community and environment with comfort, safety, and confidence
- feel valued in engagement with other generations, and
- be heard, understood, and appreciated.

This strategy provides a blueprint for Council's role in supporting elders to live their best lives in Port Lincoln, including specific actions to be taken over the next 5 years.

Further background and detail on how this strategy was informed can be read in the Empowering our elders Key Learnings Report, available on Council's website.

Scope

This strategy identifies and maps Council's role in empowering residents to live and age well in Port Lincoln and assists delivery of Council's Strategic Directions Plan – Goal 2: Liveable and Active Communities – we will be a healthy, safe, inclusive, and empowered community.

It is a framework to guide decision-making and action relative to living and ageing well, balancing the needs and expectations of our community within Council resourcing.

The role of Council in delivery of the Empowering our elders strategy includes:

- strategic alignment with other actions and priorities within Council's strategic management framework;
- collaboration with key stakeholders ensuring that priorities are aligned towards similar goals for the benefit of the community;
- advocacy to other organisations and government agencies for funding and other relevant support for program/service delivery and action; and
- working collaboratively with relevant

stakeholders to cross promote health and wellbeing messaging, initiatives, and events to assist capacity of community to drive health and wellbeing outcomes.

Assets managed by Council to provide services to the community include:

- Buildings and other community assets e.g., sport and recreation facilities, administration offices, community facilities such as the Port Lincoln Leisure Centre, Nautilus Arts Centre and ArtEyrea workshop, amenities, and more;
- Parks and reserves and open spaces;
- Recycled water scheme and stormwater network; and
- Roads (sealed and unsealed), kerbing, bridges, and footpaths.

Council also provides a range of programs and services, for example library programs such as digital literacy sessions, healthy brain hub and the home delivery program, as well as volunteering programs, which support residents to live and age well. These programs and services are summarised in more detail in the table What We Are Doing on page 13.

Direct service provision, such as the delivery of specific health and aged care services and programs, are beyond the scope of this strategy and Council's core business. It is noted that local government is not the answer to "all things" and it may also not be possible to meet all community expectations within current financial and staffing resources. However local government can (and should) play a role in advocating and supporting the community facilitate positive outcomes relative to ageing and living well.





Strategic priorities

This strategy has been aligned to South Australia's Plan for Ageing Well 2020-2025 and its key themes:



Strategic priority 1 – Home and community

Homes and communities enable flexibility and choice, and support us to live how we choose, no matter our age, needs, wants, and desires.

Strategic priority 2 – Meaningful connections

A future where everyone has the opportunity, support, and encouragement to maintain and develop meaningful connections.

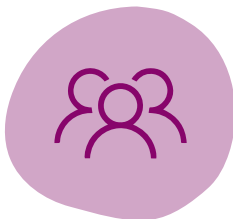
Strategic priority 3 – Navigating change

A future where we all have the capabilities and supports for remaining active participants throughout all life's transitions.

Our plan – What we did, what we heard



Strategic review and alignment with relevant Council and external plans and strategies



Review of demographic and population data



Analysis of trends relevant to living and ageing well



Stakeholder and community consultation



Development of a comprehensive Key Learnings Report and the Empowering our elders strategy

Shaping this strategy

1. Strategic alignment with Council plans and strategies

Federal, state, and local government levels all have strategic planning documents and strategies which relate to provision and management of community infrastructure and services, and support of residents to live and age well.

This strategy aligns to and is underpinned by South Australia's Plan for Ageing Well 2020-2025.

In addition, the following strategies were considered as part of development of this strategy.

State

- South Australian Plan for Ageing Well 2020-2025
- Age Friendly SA Strategy
- Ageing Well Measuring Success Framework 2020-2025

Local

To identify and assess services already delivered by Council that support our community to live and age well, a strategic review and alignment with the following Council plans and strategies was undertaken:

- Strategic Directions Plan 2021-2030
- Disability Access and Inclusion Plan 2021-2025
- Reconciliation Action Plan July 2021 – December 2022
- Sport and Recreation Strategy 2023 – 2027
- Open Space Strategy 2021 – 2026
- Southern Eyre Peninsula Regional Public Health Plan 2023 – 2028







The Empowering our elders strategy identifies and provides context and scope to Council's roles in empowering living and ageing well as detailed on the following pages.



2. Review of demographic and population data

A review of demographic and population data reveals Port Lincoln, like South Australia and indeed the nation, has an ageing population. Its ageing population is comparable to the Eyre Peninsula region but older than other metropolitan councils and is increasing over time.

The City is culturally diverse, with a much higher percentage of First Nations residents than the State average, and a higher proportion of people living alone.

 Our people	<ul style="list-style-type: none"> • 41% of people in Port Lincoln were 50+ in 2021, compared with 39% in 2016, 35% in 2011 • Life expectancy is 83 • Median age is 41, and 22 for First Nations residents
 Living situation	<ul style="list-style-type: none"> • 32% occupied dwellings made up of single person households • Average household size is 2.3 people • 32% of Commonwealth Home Support Programme (independent living, low level support) clients in Port Lincoln live alone • Port Lincoln housing: 3% 1 bedroom, 17% 2 bedrooms, 78% 3+ bedrooms • Port Lincoln drivers: 7% no vehicle, 37% 1 vehicle, 54% 2+ vehicles • 10% of households are social housing
 Participation	<ul style="list-style-type: none"> • 11% Port Lincoln residents provide unpaid help to others • 19% volunteer • 3% residents have served in Australian defence force services • 5% are unemployed • 76% have access to internet
 Culture and diversity	<ul style="list-style-type: none"> • 7% of Port Lincoln residents identify as Aboriginal or Torres Strait Islander • 16% of Port Lincoln residents were born overseas (England, Philippines, New Zealand, India, Germany) • 7% residents speak a language other than English (Croatian, Tagalog, Greek, Punjabi, Italian) • 27% of the Southern Eyre Peninsula region's non-English speaking Home and Community Care recipients live in Port Lincoln • Port Lincoln residents are affiliated with at least 25 religions
 Income and service	<ul style="list-style-type: none"> • 28% of residents hold a Pensioner Concession Card • 7% of residents receive the Disability Support Pension • 72% of residents aged 65 years and over receive the aged pension
 Health condition	<ul style="list-style-type: none"> • 18% of residents 65 years and older have a profound or severe disability, with 14% living at home • 29% of all residents have at least one long-term health condition • 6% of residents need care assistance, 62% of these are 60 years + • Most common long-term conditions: asthma 9%, arthritis 9%, mental health condition 8%, diabetes 6%, heart disease 4%, cancer 3%, lung condition 2%, dementia 1%

3. Analysis of trends relevant to living well

The landscape for ageing well in Australia has been changing significantly in recent decades, with people increasingly choosing to live longer in their own homes and access in-home care and services when they need it, rather than entering residential aged care.

Rapid advancement of technology means information sharing and accessing services is increasingly online.

Broader trends such as these, and more specific developments, have been analysed alongside local feedback to paint an accurate picture of living and ageing well in Port Lincoln. A summary of this analysis can be found on page 11.

4. Stakeholder and community consultation

The engagement phase was aligned with the IAP2 Spectrum of Public Participation and was inclusive and interactive, using a strengths-based approach (community members and stakeholders are the experts, and their thoughts and ideas are the reason we come together). In developing the draft strategy, 11 consultation

8 health and ageing sector stakeholders

15 community members with lived experience

6 housing and strategic sector stakeholders

13 community and service organisation representatives

4 Aboriginal owned organisations and community members

6 City of Port Lincoln staff

meetings with 50 participants were held and, discussion was structured around the 3 strategic priorities from South Australia's Plan for Ageing Well. Participants were asked about what 'empowering our elders' meant to them, and their visions for living and ageing well in Port Lincoln.

Key messages emerging from this initial consultation included:

- challenges are experienced relative to public transport accessibility and coverage;
- residents aged 50 and over are significantly affected by housing shortages and related issues;
- elders are experiencing challenges staying connected and informed because of digital literacy issues; and
- sharing and receiving information locally is increasingly difficult with the decline of traditional media and the rise of countless online platforms.





5. Development of Key Learnings Report and Empowering our elders strategy

Bringing together learnings from previous steps, a Key Learnings Report was compiled, then distilled into the Empowering our elders strategy, including actions Council already takes and will endeavour to undertake, to empower our elders to live and age well – page 13 and 15. Throughout research and consultation, the following key trends, challenges, strengths, and opportunities emerged:

Home and community

Trends:

- National housing shortages and affordability challenges
- An ageing population and more people ageing in place and navigating community independently
- Accessing in-home aged care services and government support is increasingly online
- Programs supporting people to live longer at home are anecdotally reported to be under-subscribed locally

Challenges:

- Ensuring homes are safe and fit for the purpose of ageing in place
- Ageing in place can be impacted by trends like housing shortages and can also impact a community's housing stocks
- Securing places in residential aged care and public housing can be difficult
- Poor digital literacy impacts on ability to access support and services
- Local workforce development and housing is needed to support service sustainability

Strengths:

- Port Lincoln has good service volume and is a regional health and aged care hub
- Port Lincoln has great variety and volume of facilities, activities, hobbies and lifestyle options available for individuals

Opportunities:

- Through local workforce development, there is increased opportunity for First Nations people to gain employment in the sector
- The City's aged care sector (and related health industries) presents significant ongoing economic development opportunity



Meaningful connections

Trends:

- Social engagement and good activity levels are linked to living a longer, healthier life
- Government and community organisations are leading broad initiatives to reduce loneliness
- Information sharing and many services are now predominantly online
- Public transport in regional centres such as Port Lincoln is limited in terms of service area and timeframes

Challenges:

- Accessing information is harder for those with digital literacy challenges. Digital poverty is also a challenge experienced
- Limitations with the local public transport service can impact on participation and engagement
- Some elders are tech-savvy but the majority of people over 75 experience digital exclusion
- Accessibility of infrastructure for example, pavement safety, affects individuals' confidence and participation

Strengths:

- The community benefits from diverse organisations and support including leadership and volunteering programs, arts groups and some multicultural support

Opportunities:

- Expanded development and delivery of digital literacy programs and skill sharing across the community
- The community has shown enthusiasm to celebrate its diversity and increase engagement across different cultural groups and demographics, such as the First Nations community and other Culturally and Linguistically Diverse groups

Navigating change

Trends:

- People are working longer before retiring
- Many people like to volunteer or take up other hobbies after retiring
- Majority of Australians want to die at home supported by family and friends, yet this only occurs in 14% of cases

Challenges:

- Navigating change and systems such as the health system, driver licensing, banking, deaths and marriages, and financial planning, becomes harder as we age
- Significant transitions affect ability to live well, (retiring, losing partner, health, job or home)
- Increasing administrative requirements on volunteering is making it less attractive;
- Workforce shortages such as nurses affect individuals for example through limiting bed capacity at local facilities

Strengths:

- Council and wider community provide many services and supports
- Individuals support each other, friendships and other connections increase resilience

Opportunities:

- Raising awareness of My Aged Care and similar programs via advocacy
- Navigating change, connection and participation could be increased by addressing issues around digital literacy/ poverty



Empowering our elders to live and age well

What are we doing?

Home and community	Alignment	Team	Role
Advocate for projects, investment and initiatives which strengthen health and aged care services in Port Lincoln, for example, provide letters of support for grant funding applications for local health and aged care organisations	SDP 2.1	CCR	Advocate
Participate in the Port Lincoln Leadership Group, bringing together a range of government and non-government agencies to strategically work together to formulate a whole of community response to address common issues and challenges	SDP 3.3	CEO, CCR	Advocate
Ensure that Council's plans and strategies, such as the Open Space Strategy etc. promote healthy and active lifestyles for all ages	DAIP 7.1	CCR	Provider
Provide an online Community Events Calendar on Council's website with free and accessible listings for community events, programs and activities to support and promote community wellbeing and inclusion for all ages	SDP 2.3	G&C	Provider
Meaningful connections	Alignment		
Advocate for cross promotion of public health and wellbeing messaging, initiatives and events, eg. through Council's website, digital communications and e-newsletters; provide opportunity for community events and initiatives to be promoted eg. banners on the foreshore signage bollards.	SEPRPHP - Promote - Regional 2	CCR	Advocate
Support and advocate for programs and initiatives that encourage social connection for all residents, for example via the Community Grant Funding Program.	SEPRPHP - Prevent - COPL 4	CCR	Advocate
Provide volunteering opportunities and programs that allow community members to participate in local programs and projects, such as Council's Cruise Ship Program	SDP 2.9	CCR	Provider
Navigating change	Alignment	Team	Role
Maintain Council's websites, digital and other communications with regular consideration of current and relevant accessibility and inclusion guidelines	DAIP 8.2	G&C	Provider
Promote health, wellbeing, inclusion and social engagement through programs, activities and services at Council owned facilities, such as the Port Lincoln Library and ArtEyre	SEPRPHP - Promote - COPL 5	CCR	Provider
Provide free public access to computers and internet at Port Lincoln Library	SDP 2.3	CCR	Provider
Offer ongoing free and accessible digital literacy training at Port Lincoln Library	SDP 2.3	CCR	Provider
Provide a free, welcoming space at the Port Lincoln Library for ongoing community activities (eg. hobby groups practising tai chi, weaving, yarn spinning) and activations by external stakeholders that benefit community eg. Dementia Australia's Dementia Friends Cuppa and Catch Up, Palliative Care Research Collaboration's Advanced Care Directives workshops.	SDP 2.3	CCR	Provider
Maintain accreditation for Port Lincoln Library as a Dementia Friendly Organisation through Dementia Australia	SDP 2.3	CCR	Provider
Provide collections of resources at the Port Lincoln Library for health and social awareness days, current issues or events, such as the Healthy Brain Hub display, or temporary displays for health and social awareness events such as NAIDOC Week or South Australia's Week of Ageing Well	SDP 2.3	CCR	Provider

KEY

Alignment

SDP - Strategic Directions Plan
DAIP - Disability Access and Inclusion Plan
RAP - Reconciliation Action Plan
S&R - Sport and Recreation Strategy
SEPRPHP - Southern Eyre Peninsula Regional Public Health Plan

Team

B&P - Building and Property
CCR - Community, Culture and Recreation
CEO - Chief Executive Officer
D&R - Development and Regulatory
ED&T - Economic Development and Tourism
G&C - Governance and Communications
P&C - People and Culture

What will we do?

1. Home and community	Alignment	Team	Role	Budget considerations				
				2024 /25	2025 /26	2026 /27	2027 /28	2028 /29
1.1 Advocate for opportunities to support lifelong learning initiatives and programs being made available, for example through UniHub or Port Lincoln Library or through Council's Community Grant Funding Program	SDP 2.3	CCR	Advocate	Ongoing/ Internal				
1.2 Consider needs of and challenges for our elders in implementing and reviewing Council's Disability Access and Inclusion Plan	DAIP	CCR	Provider		Internal			
1.3 Maintain relationships with relevant stakeholders such as Housing SA, local aged care residential facilities and others to understand current trends and gaps, and where possible, advocate for housing, accommodation and associated services for elders.	SDP 2.6	ED&T	Advocate	Ongoing/ Internal				
1.4 Undertake an accessibility audit of Council owned facilities and assets to identify existing barriers that reduce access and participation for consideration in Council's ongoing capital works programs.	SDP 2.5	B&P	Provider	External \$25,000				
1.5 Initiate communication with relevant stakeholders in aged care and health, sport and recreation and community services, to discuss challenges, barriers and successes in use of Council owned facilities on an annual basis.	S&R	CCR	Provider	Ongoing/ Internal				
1.6 Advocate to the State Government for continuous improvement of accessible and connected public transport services	DAIP 9.5	CCR	Advocate	Ongoing/ Internal				
2. Meaningful connections	Alignment	Team	Role	Budget considerations				
				2024 /25	2025 /26	2026 /27	2027 /28	2028 /29
2.1 Continue to build and maintain relationships with local First Nations stakeholder organisations to boost understanding of experiences, trends and gaps for our elders	RAP	CCR	Advocate	Internal \$2,000 PA				
2.2 Advocate for accessibility and inclusion considerations in the development of Council's Volunteering Strategy	SDP 2.9	CCR	Advocate	Internal				
2.3 Continue to build and maintain relationships with multicultural organisations to boost understanding of experiences, trends and gaps for our elders within the culturally and linguistically diverse (CALD) community	SDP 2.3	CCR	Advocate	Ongoing/ Internal				
2.4 Continue to build and maintain relationships with aged care and health stakeholders to understand current trends and gaps and to advocate for continued investment and expansion of services including regional offerings and addressing staffing challenges	SDP 2.1	CCR	Advocate	Ongoing/ Internal				

2.5 Review Council's internal procedures for planning of Council events to include accessibility and inclusion considerations	DAIP 1.1	CCR	Provider	Internal					
3. Navigating change	Alignment	Team	Role	Budget considerations					
				2024 /25	2025 /26	2026 /27	2027 /28	2028 /29	
3.1 Promote internal and external programs, events and initiatives which support residents aged 50 and over, via Council's website and e-newsletters, and sharing to established community networks and groups for further distribution.	SDP 2.3	CCR	Advocate	Ongoing/ Internal					
3.2 Continue to empower elders to be more connected and informed with expanded digital literacy and training programs at the Port Lincoln Library and supporting community-driven digital literacy training initiatives including those which encourage peer-to-peer/skill exchange approaches.	SDP 2.3	CCR	Advocate	Internal \$5,000 PA + external funding sought					
3.3 Increase Council's e-newsletter subscription base to assist in the dissemination of relevant information.	SDP 2	CCR	Provider	Ongoing/ Internal					
3.4 Collaborate with the Office for Ageing Well on upcoming programs, new initiatives and cross promotion of information to support the Port Lincoln community	SDP 2.3	CCR	Advocate	Ongoing/ Internal					
3.5 Advocate for the needs and support of elder residents in externally provided and/or community led disaster resilience programs	SDP 2.5	D&R	Advocate	Ongoing/ Internal					
3.6 Promote currently available community transport options to the community via Council's website and e-newsletters	SEPRPHP - Promote - Regional 3	CCR	Advocate	Ongoing/ Internal					
3.7 Facilitate planning for a community driven expo style event to promote programs and services that support living and ageing well.	SDP 2.1	CCR	Facilitator	Internal \$2,000 PA					
3.8 Engage in initiatives promoting awareness of ageing-related matters and conditions. This includes partnering with organisations like Dementia Australia, and pursuing accreditation for our Council as a Dementia Friendly Organisation.	DAIP 12.2	P&C	Facilitator	Ongoing/ Internal					
3.9 Foster an age-inclusive workplace culture, for example, including assistance with retirement transitions.	SDP 3.1	P&C	Provider	Ongoing/ Internal					
3.10 Build relationships with local organisations to better understand the needs of priority and diversity groups such as CALD, First Nations, individuals at risk or in crisis (e.g. homeless) to assist determination of Council's role relative to such	SDP 2.3	CCR	Advocate	Ongoing/ Internal					

Please refer to key on previous page for Alignment and Team full names.





Empowering our elders

A strategy for living and ageing well in Port Lincoln

Supported by
Office for Ageing Well



Government
of South Australia

SA Health

For further information on Council's Empowering Our elders: A strategy for living and ageing well in Port Lincoln, contact the Council administration office:

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