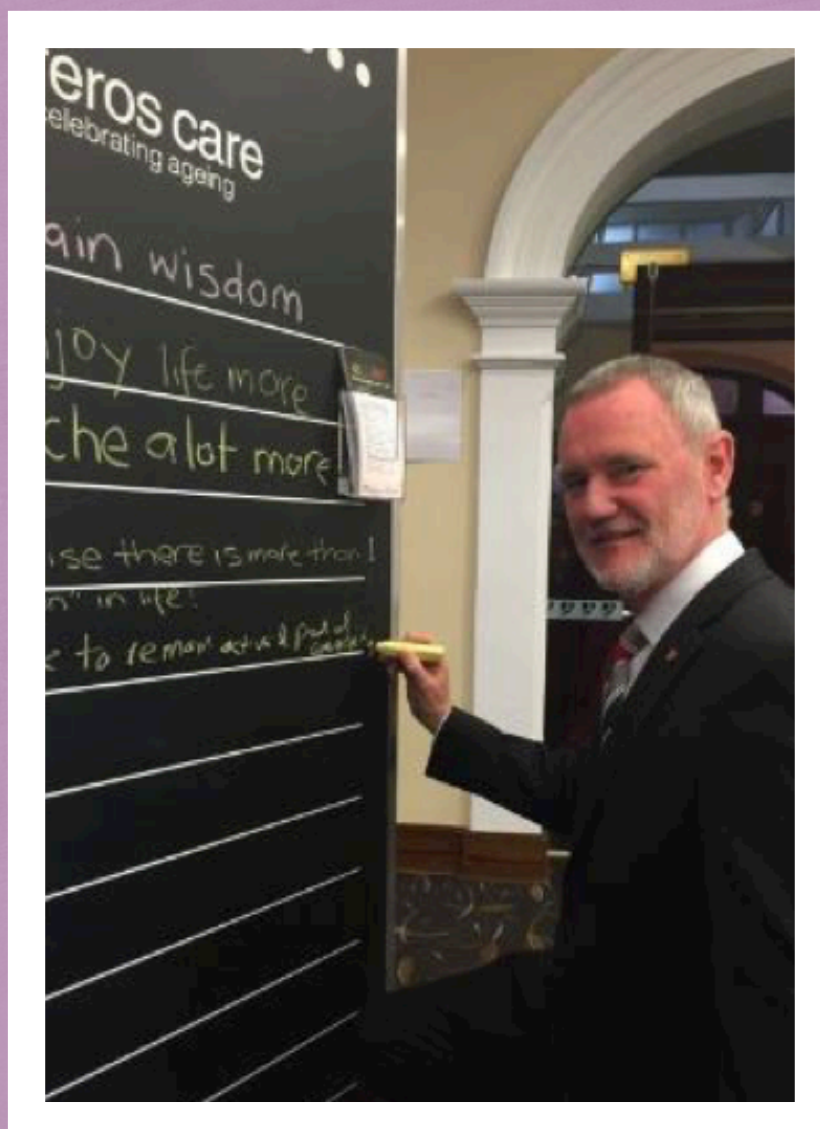




# **Living as a Senior in Launceston** Framework 2017–2020





*Mayor van Zetten adds his thoughts to the As I Age chalkboard project.*

# Mayor's Message

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Senior citizens make a considerable contribution to our society and warrant respect and a safe and welcoming community. The City of Launceston aims to support seniors and provide services, facilities and opportunities to meet the needs of older residents and maximise their quality of life. In 2011, Tasmania had the highest proportion of people aged 65 years and over among the states and territories and our ageing population is growing.

Our community is made up of older people who live their lives in varied ways and it is important to consult seniors which guide Council's work. The City of Launceston recently asked seniors about what is important to them and the challenges they face as they age. The results from this engagement have informed the future direction of the Seniors Framework and has enabled Council to tailor programs which suit seniors. One of the key messages we received in the consultation was that connection to others is important which leads to an improved quality of life.

The City of Launceston's Living as a Senior in Launceston Framework and Action Plan has been developed as a three year plan, with a focus on achievable and sustainable actions, recognising the role local government plays in providing infrastructure, information and services. One of the activities is our regular senior morning teas which showcases Council's facilities and services which have been a big success, often booked out with people on a waiting list to attend. We will continue the Celebrating Seniors Morning Tea and Information Sessions into the future.

Thank you to the seniors who live and contribute to our society, their wisdom and experience is highly valued. I hope you enjoy reading the Living as a Senior in Launceston Framework and Action Plan and being involved in future programs.

**Albert van Zetten**  
Mayor



## EXECUTIVE SUMMARY

In early 2013 the City of Launceston consulted with individuals, groups and service providers on what living as a senior in Launceston means to them. We asked how people participate in their community, what makes it easier and what presents challenges to them as they grow older. We also asked for feedback on how people use Council services and facilities and what we could do differently to ensure that people continue to enjoy a great quality of life in their senior years. The renewed Living as a Senior in Launceston Framework and Action Plan is the outcome of these findings.

In 2017 the City of Launceston reviewed the Living as a Senior in Launceston Framework and Action Plan by engaging with the community through a survey. The purpose of the survey was to guide Council in understanding older people's lives in Launceston and develop programs for those in our community. An anonymous survey was delivered to the community online through Your Voice Your Launceston, hard copy to homes through Red Cross Meals on Wheels service and directly to Living as a Senior in Launceston contacts.

A total of 260 people completed the survey with more than half completing it online through the City of Launceston's community engagement platform, Your Voice Your Launceston. More females than males completed the survey and the age groups in order of the most people completing the survey were; 70 – 84 year olds, 60 – 69 year olds, 85+ year olds, 50 – 59 year olds under 50 year olds.



## Living as a Senior in Launceston



### Mayor's Message

I would like to update you all on some exciting things happening in our great city.

We have now completed the signing of the Launceston City Deal which marks the dawn of a new era for Launceston. The Launceston City Deal is with the second such deal in Australia, a strategic partnership between local, state and federal governments. The Launceston City Deal should maintain key commitments such as the Tamar River, Northern Tasmania, the UTAS move to Invermay and the City of Arts, Projects and Complexes a range of commitments under six key domains:

- Governance, city planning and regulation
- Infrastructure and investments
- Jobs and skills
- Innovation and digital opportunities
- Livability and sustainability, and
- Housing

By 2022, Launceston will be one of Australia's most liveable and

Newsletter  
Edition 12, June 2017

Innovative regional cities with growing business and talent levels of infrastructure. Easy to study here and we were proud to be Launceston's City Deal, made of the local on Saturday 29 April. University of Tasmania students who have been on the City Deal with an exciting business focus. Come out and share your support for the City Deal. You can give your voice now via Facebook or by phoning 524 500.

I'd like to take this opportunity to thank and acknowledge all our senior citizens for their contribution to our city, not only during this year but in previous years. Your experiences in Launceston have helped make our city what it is today - a place for all to enjoy the natural and built beauty with a way of life that is as much relevant and inspiring.

Thank you again for your dedication in ensuring Launceston is a city that will continue to grow and be embraced by future generations.  
Alan van Zeeuwen  
Mayor



We asked people what living as senior or preparing for older age in Launceston, means to them, how people participate in their community, what impacts positively on people's lives and the challenges seniors face in Launceston. There was an overwhelming response to these multiple choice questions where people told us that maintaining health, being safe in an age friendly community, connecting with family and friends, socialising, financial security, affordability and being able to access services and facilities were the most important factors in ageing. Valuing the role and contribution of seniors in our community is important to older people as they age. Some people mentioned that they feel invisible at times and they want to be heard more and feel valued. A large amount of people also commented that they think the City of Launceston is doing a wonderful job running the city and that Launceston is a very liveable city for all ages.

## SENIOR FRAMEWORK ACTIONS

The City of Launceston has been delivering specific community development programs for seniors living in Launceston based on the Senior's Framework since 2013. These programs have included:

- Celebrating Seniors Morning Tea and Information Sessions;
- Living as a Senior in Launceston Newsletter and What's on in Launceston insert;
- Music in the Park, a series of free community events throughout January held in City Park;
- Partnering with COTA Tasmania to support the World Elder Abuse Awareness Day;

- 'As I Age' national community integration campaign;
  - Senior's Week activities such as Growing Recognition.
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Moving forward, an Annual Action Plan will be developed each year which will focus on diverse and inclusive programs for our seniors in Launceston.

Older people in the Launceston community have provided Council with rich content to enable an authentic process of updating the Living as a Senior in Launceston Framework for the next period. Maintaining contact with COTA Tasmania and representation on the Older Person Reference Group continues to inspire and connect us with relevant issues for older people in the community. The City of Launceston is grateful for the involvement of many people throughout this review process and continues to encourage feedback to keep our city a wonderful place to live for all ages.

We trust you will enjoy reading this refreshed Living as a Senior in Launceston Framework and we look forward to meeting more older people in our community through programs for seniors.

# 1. LIVING HEALTHY LIFESTYLES

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## WHAT WE HEARD

People told us that maintaining health and wellbeing are the most important elements of living as a senior in Launceston. Living independently is also very important to older people with access to necessary health and support services. Recreation and exercise opportunities assist in maintaining health and wellbeing and can be a challenge to access and find information about. Interaction with others and attending activities and events has a positive impact on general health and wellbeing for older people in Launceston. Older people want to feel safe in the city, in public areas and attending events and would like more no smoking areas in public spaces. Skateboards and bikes on footpaths make every day

walking difficult for older people. Utilising tracks and parks assist with improving mental and physical health and older people would like a designated fitness area and more physical activities programmed indoors.

## WHAT WE ARE ALREADY DOING

Several services and facilities are already in place and the feedback from the surveys indicated that these are improving health, wellbeing and create positive experiences:

- Celebrating Seniors Morning Tea and information Sessions

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- Illuminating the Town Hall for World Elder Abuse Awareness Day

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- Seniors Week events including the As I Age chalk boards and Growing Recognition

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- Queen Victoria Museum and Art Gallery

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- Parks, walking tracks, bicycle paths, seating in public spaces and exercise equipment at Royal Park

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- Launceston Leisure and Aquatic

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## WHAT WE NEED TO DO NOW

- 1.1** Identify opportunities to partner with service providers to deliver and promote health literacy programs focused on the mental and physical wellbeing of people living as seniors in our community.

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- 1.2** Make information available about opportunities and how to access programs that support the mental and physical wellbeing of people living as a senior in Launceston.

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- 1.3** Engage seniors to lead activities they value and share their knowledge with others.

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## 2. PARTICIPATION AND BELONGING IN THE COMMUNITY

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### WHAT WE HEARD

Participation and belonging is very important for older people as feeling isolated later in life is common. Experiencing quality of life and living life to the full are all important characteristics of living as a senior. The lifestyle advantages of living in Launceston, participating in community events, volunteering, mentoring and involvement in clubs and interest groups are all ways in which older people like to participate within their community. Interaction with family and friends has a very positive impact on older people's lives. Meeting in public places like Launceston LINC, attending The Launceston School for Seniors classes, visiting Council's facilities, going to the many community markets and feeling a part of the community is important. However, some people find that living alone, lack of transport options, feeling unsafe at times and community attitudes about seniors were challenges that make it more difficult for seniors to participate in community life. Seniors also commented that they would like to know about opportunities available to practically help others in the community through volunteering and mentoring rather than supporting with a donation.

### WHAT WE ARE ALREADY DOING

A number of initiatives are underway and people told us the City of Launceston is doing well at providing, facilities and services to gather and enjoy the lifestyle benefits of living in an age friendly community. These include:

- Celebrating Seniors Morning Tea and Information Sessions
- Illuminating the Town Hall for World Elder Abuse Awareness Day
- Living as a Senior in Launceston Newsletter with What's on in Launceston insert



- Free Music in the Park concert series held throughout January in City Park
- Queen Victoria Museum and Art Gallery
- Parks, walking tracks, bicycle paths, seating in public spaces and exercise equipment at Royal Park
- Launceston Leisure and Aquatic

## WHAT WE NEED TO DO NOW

- 2.1** Provide opportunities for seniors to meet and interact with others.
- 2.2** Provide information about interest groups, programs, volunteering opportunities and events that enable seniors to actively engage within the community.

## 3. ACCESS TO INFORMATION AND SERVICES

### WHAT WE HEARD

Access to information and services is one of the key factors that people told us had an impact on how they enjoy life as they grow older. Although many respondents told us that they enjoyed good access to the services they needed, there were also a percentage of people who experience difficulty accessing the services they need. People commented that the City of Launceston Town Hall Customer Service and the Customer Service Call Centre provided a helpful service to navigate through Council and the Council website and Facebook page were useful tools of communication. Older people like the option of receiving information online and in hard copy and many people

require assistance with electronic media. It was noted there is a lack of transport out of business hours and the transport timetables and signs were sometimes difficult to read. Safe roads, footpaths, bike and walking tracks, accessible parking, shelter in parks, more public seating and making events safer for people were important factors. Preserving the environment and our facilities and being informed about future developments interested older people.

## WHAT WE ARE ALREADY DOING

The City of Launceston works to provide accessible services, facilities and information in the following ways:

- Celebrating Seniors Morning Tea and Information Sessions

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- Living as a Senior in Launceston Newsletter with What's on in Launceston insert

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- Seniors Week events

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- School of Senior representative on the Launceston Access Advisory Committee

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- Accessible parking bays

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- Accessible Music in the Park concert series in the City Park in January

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- National Relay Service phone service for hearing impaired

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- Council Customer Service, website and Facebook page

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## WHAT WE NEED TO DO NOW

- 3.1** Continue to ask the community what information they want and how they want to receive it.

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- 3.2** Provide opportunities for seniors to learn about the range of services and facilities provided by Council.

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- 3.3** Provide opportunities for service providers to distribute information and connect with groups about their services to seniors living in Launceston.

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## 4. PLANNING FOR FINANCIAL SECURITY

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### WHAT WE HEARD

Being able to afford the lifestyle older people choose to have as they grow older is important. The affordable lifestyle of Launceston contributed to financial security with services and facilities being available to enjoy and access. However, there were a number of challenges identified that restricted the ability to participate fully, many of which related to financial security. Concerns included the challenge faced by independent retirees who, although on limited incomes, were ineligible for many concessions. Others found it difficult to participate fully in community events and programs because of the cost, which is sometimes not subsidised for concession holders, or is still beyond their financial capacity. There was concern about rates rising, parking costs, existing Council offers such as the free tip days and parking vouchers for pensioners stopping. Older people also commented that housing supply and affordability is a concern as people downsize within the area they've always lived in.

### WHAT WE ARE ALREADY DOING

Considerations have been given to the financial security of seniors in our Community through the following:

- Celebrating Seniors Morning Tea and Information Sessions
- Seniors Week events
- Free Tiger Bus
- Parking vouchers, tip vouchers and rates remissions
- Free Music in the Park concert series in the City Park in January

### WHAT WE NEED TO DO NOW

**4.1** Continue to offer concessions and free services.

**4.2** Investigate existing programs and potential to partner on the delivery of free information to help seniors to plan for financial security.



# AS I AGE

*What does ageing mean to you?*

*The As I Age chalk boards are designed to be thought provoking, and to get the conversation started on how we all interpret getting older.*

*They were placed in the Town Hall Customer Service Centre in Seniors Week in 2016 and the community wrote down their thoughts and aspirations about ageing.*



*These are some of the writings from the wall.*

I gain wisdom  
I enjoy life more  
I ache a lot more  
I realise there is more than  
1 "Season" in life  
I hope to remain active and  
part of the community  
I remain engaged  
Having more time to spend with family  
Slipping into old age gracefully  
Why do clothes always get  
small when you get older  
I have gone on as usual  
I value each minute a bit more  
I'm worried about when I can't drive  
Grandchildren  
Freedom  
Being careful not to fall over  
I get younger  
I've decided to be nice not right  
I rest more :-)  
I watch Southern Cross News  
I still do everything I want to!  
Some health issues prevent me  
from doing some things now  
Aches and pains  
Hope to slow down  
Can't race motorcycles anymore

I have more time to smell the roses  
Focus on what's important  
I can't do the things I used to  
Learning to like myself  
I laugh more :-)  
I Love to share the "Joy"  
Still keep having fun :-)  
I am blessed with time and patience  
especially for the community  
Grey Nomad.... I got a motorhome  
I learn  
Hope to slow down  
I get smarter  
I am glad that my life isn't over yet  
I became taller  
I get to experience more  
I hope to remain active and  
part of the community  
I remain engaged  
I appreciate life more  
I love somebody  
I learn  
I go where I like  
Wrinkly and grey hair  
Great grandchildren  
The older women get, the  
more they tell us men off  
Wishing I knew what I know now



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## NEWSLETTER

Join the *Living as a Senior in Launceston* mailing list and receive regular senior newsletters and find out what's on in Launceston for seniors. Contact the Community Development Project Officer.

Phone 03 6323 3381  
[contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au)

## NATIONAL RELAY SERVICE

The City of Launceston is National Relay Service (NRS) friendly. If you have a hearing or speech impairment, call us through the NRS and ask to be connected to 03 6323 3000.



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**T** 03 6323 3000

**E** [contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au)

Open 8.30am to 5pm Monday to Friday