Age Friendly Community Plan

2017 - 2021
Shire Vision
A prosperous and connected community that values its natural environment and character as it grows sustainably into the future.

Shire Mission
To protect the natural environment, strengthen our communities, foster local economic prosperity and responsibly manage the community’s infrastructure and assets.

This document links to the Community Strategic Plan through:

- Goal 1: Valuing the natural environment
- Goal 2: Welcoming and inclusive communities
- Goal 3: Managing growth sustainably
- Goal 4: Vibrant and diverse economy
- Goal 5: Effective leadership and governance
# Table of Contents

Executive Summary ........................................................................................................................ 1

The Shire of Augusta Margaret River’s Role in Developing Age Friendly Communities .......... 3

The Role of Local Government ................................................................................................. 3

What is an Age Friendly Community? ..................................................................................... 3

Age Friendly Community Plan ................................................................................................. 4

Ageing in Place .......................................................................................................................... 5

Progress since 2009 .................................................................................................................... 5

Resourcing the Plan .................................................................................................................... 6

Community Profile ..................................................................................................................... 7

Location .................................................................................................................................... 7

Description ................................................................................................................................. 7

Industry ....................................................................................................................................... 7

Population ................................................................................................................................. 7

Cultural Diversity ....................................................................................................................... 7

Religion ...................................................................................................................................... 9

Labour Force and Income ....................................................................................................... 9

Dwellings and Households ...................................................................................................... 10

Demographic Comparison ...................................................................................................... 11

Indigenous ............................................................................................................................... 12

Recreation and Cultural Activities ......................................................................................... 13

Volunteering ............................................................................................................................ 13

Social Participation .................................................................................................................. 13

Age Specific Services ............................................................................................................. 13

Transport ................................................................................................................................. 15

Population Growth ................................................................................................................ 15

An Ageing Demographic ....................................................................................................... 16
Executive Summary

In 2009 the Shire of Augusta Margaret River (the Shire) developed the Augusta Margaret River Shire Age Friendly Communities Study Report. This document, the *Age Friendly Community Plan 2017 – 2021* (the Plan) builds on the initial research undertaken in 2009 with the purpose of providing the Shire with strategic guidance to achieve the goal of remaining an age friendly community.

In its 2016-17 budget the Shire allocated funding to undertake research and consultation to develop the Plan. The Plan aligns to the Shire’s Community Strategic Plan 2033, Goal 2 – Welcoming and Inclusive Communities and Corporate Business Plan, Strategy 2.2.1 – Provide programs and facilities that encourage resilience in seniors, young people and families.

The Plan is based on the World Health Organisation's *Global Age Friendly Cities: A Guide* that highlights eight key domains communities can address to better adapt their services and structures to meet the needs of older people.

The eight domains of age friendly communities include:

- Housing;
- Social participation;
- Respect and social inclusion;
- Civic participation and employment;
- Communication and information;
- Outdoor spaces and buildings;
- Transportation; and
- Community and health services.

Since the *Age Friendly Communities Study Report* was completed in 2009 the Shire and its communities have experienced strong improvements but still face a number of challenges. In 2009, the main challenge was recognised as the provision of affordable and appropriate housing. This is still recognised as an area of some concern today but has been replaced by transport as the most significant priority domain for improvement as the Shire and its communities face many challenges in regards to establishing available, accessible and affordable public or private transport options.

Outdoor spaces and buildings was also recognised as an important priority domain for enhancement in 2009 and unfortunately, despite some improvements, remains largely unresolved. Older residents are concerned about the safety, quality and availability of
footpaths within the town sites of Margaret River, Augusta and Cowaramup as well as the availability and suitability of public seating areas. Many seniors are also eagerly awaiting the upgrade of the main street of Margaret River.

The domain of communication and information, recognised as an area of concern in 2009, has remained a priority domain within the Plan. In the age of new technologies, our older residents are seeking information about matters that affect them to be delivered in a variety of formats conducive to their needs and abilities.

In addition, health and community services is a domain that older residents are feeling a level of concern, specifically in regards to access to specialists and consistency of GP services in Augusta.

The Shire recognises that the task of addressing the priority issues that affect our ageing community is complex. The Shire, however, through ongoing consultation and involvement with community members and service providers, will endeavour to identify barriers and challenges as they arise and work towards achieving success in these areas in a sustainable manner. In addition, the Shire will continue to consult with the Community Access and Inclusion Reference Group in regards to new and redevelopment work as a means to enhancing the public domain for all.

The Plan is a whole of shire plan and will require collective involvement from across the organisation and the community in order to further enhance the age friendliness of the region. The Shire is also committed to encouraging its partners in business, government and the wider community to consider implementing age friendly practices, as everyone benefits from a society that values its older residents.
The Shire of Augusta Margaret River’s Role in Developing Age Friendly Communities

The Role of Local Government

The Plan investigates and makes recommendations on all eight domains of an age friendly community and the Shire of Augusta Margaret River (the Shire) frequently has a direct role to play in achieving the recommendations and objectives of this Plan. For example, the maintenance of public open spaces is core business for the Shire.

There are, however, numerous domains that do not form part of the Shire’s core business or domains over which the Shire has limited authority or control. For example, the Shire does not deliver public transport and can only seek to influence rather than regulate the transport services available to the community.

Where the Shire has influence and control it will exert it to the best of its capabilities in pursuit of the objectives of the Plan. Where control and influence is limited, it will explore innovative partnerships and advocate in pursuit of the objectives of the Plan.

To assist the community in understanding the extent the Shire may influence the outcomes of any given objective within the Plan, its ‘role’ has been detailed against all actions contained within Appendix A: Action Plan. According to the specific action, the Shire’s role has been defined as one or more of the following:

- Lead;
- Deliver;
- Facilitate;
- Partner; and
- Advocate.

What is an Age Friendly Community?

An age friendly community is one which:

- recognises the great diversity among older people;
- promotes their inclusion and contribution in all areas of community life;
- respects their decisions and lifestyle choices; and
- anticipates and responds flexibly to age-related needs and preferences (World Health Organisation 2007, 5).
An age friendly community promotes active ageing which is “the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age” (World Health Organisation 2002, 12).

In an age friendly community, there is a culture of inclusion shared by people of all ability levels and ages. Policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively”, that is, to live in security, enjoy good health and continue to participate fully in society (Department for Communities 2015).

**Age Friendly Community Plan**

The Plan is based on the following framework as guided by the World Health Organisation (WHO) concepts of ‘Active Ageing’ and ‘Age Friendly Cities’ in conjunction with the Department for Communities ‘Age Friendly Communities – A Western Australian Approach’. These frameworks for age friendly cities were researched, developed and trialled in 35 cities worldwide, drawing on the knowledge and expertise of older people to determine the essential features of an age-friendly city.

In some age friendly city policies, services, settings and structures support and enable people to age actively by:

- Recognising the wide range of capacities and resources among older people;
- Anticipating and responding flexibly to ageing-related needs and preferences;
- Respecting their decisions and lifestyle choices;
- Protecting those who are most vulnerable; and
- Promoting their inclusion in and contribution to all areas of community life.

**The eight domains of age friendly communities include:**

- Housing;
- Social participation;
- Respect and social inclusion;
- Civic participation and employment;
- Communication and information;
- Outdoor spaces and buildings;
- Transportation; and
- Community and health services.

The WHO ‘Age Friendly Cities’ approach adopts a locally-driven bottom up methodology that begins with the experience of older people regarding what is, and what is not age-friendly and what could be done to improve the community’s age friendlessness. Harnessing this approach, the Shire has considered relevant aspects from Australian and international policy frameworks
to guide the key objectives for the Plan, with the clear understanding that creating an age friendly community benefits the whole community.

**Ageing in Place**

Research indicates that an increased number of seniors living in a society impacts upon public infrastructure, resources, funding and housing. The current consumer demand for ageing in place has influenced the way that governments think and act when providing support for seniors.

Ageing in place is defined as "**growing older without having to move from one's place of residence in order to secure necessary support services in response to changing needs**" (Age in Place 2017).

This means seniors being able to continue to live independently in their current house and community rather than having to move to a retirement village or nursing home and hostel to secure the services and support required. Ageing in place is not simply about people living in their own homes but supporting older people to stay connected with their community, family and lifestyle. (Southwest Development Commission 2010). The focus of ageing in place, therefore, is to help seniors ensure they can live where they choose and have access to any assistance they require for as long as possible (Age in Place 2017).

Successful ageing in place calls for strategies to be employed so that seniors can access, or increase their access to services and retain the highest quality of life as they age or become frail. It is also recognised that seniors need to be involved in the planning, be aware of self-capacities and be kept informed of community assistance and services available for age-related problems or illness.

**Progress since 2009**

The Age Friendly Communities Study of 2009 recognised the main concerns for older residents within the shire as being the provision of affordable and appropriate housing and the growing demand for smaller houses close to facilities. There was also immediate concern regarding the state of pavements, lack of outdoor seating, provision of public toilets and safe traffic crossings. In addition, the provision of information available was nominated as a growing concern, particularly for new residents.

**Housing**

In response to the need for affordable and appropriate housing, the Shire has developed an Affordable Housing Strategy (AHS), which acknowledges that one way of increasing the supply of more affordable dwellings is to modify planning controls to allow small lots/dwellings in close proximity to social and commercial infrastructure. In particular, the strategy includes a
recommendation that a policy be developed to provide greater opportunities for the construction of ‘aged and dependant person’s dwellings’ in appropriate locations.

In addition to this, the Shire has prepared a Small House Policy – consistent with the recommendations of the AHS. The Small House Policy effectively provides landowners with a density bonus, which in some cases will allow the construction of an additional house, subject to that dwelling being designed and constructed to support habitation by aged or dependant persons.

Outdoor Spaces and Buildings

Since the release of the Age Friendly Communities Study path networks have been upgraded throughout Cowaramup, Prevelly, Margaret River and Augusta. Outdoor seating options have also been considered as part of the initial stages of the Margaret River Main Street upgrade, which has seen increased seating added to the north end of Bussell Highway. Increased public seating options are also being considered within upgrades to parks, such as Memorial Park and Reuther Park, Margaret River.

Public toilets facilities have been improved at Memorial Park, Margaret River, with new facilities currently under construction at the Margaret River Youth Precinct. Upgrades to facilities are scheduled in the Corporate Business Plan.

Resourcing the Plan

The implementation of the Plan may have some financial implications for Council that need to be considered when determining the four-year Corporate Plan and Annual Budget priorities. However, many of the resources required to implement the Plan are already absorbed into existing work schedules and budget allocated in the Corporate Business Plan.
Community Profile

Location
The shire is a rural municipality situated on the Indian and Southern Ocean coasts approximately 250 kilometres south of Perth in the south west of Western Australia. The shire comprises valuable agricultural and natural resources whilst also serving as an important tourist destination (Shire of Augusta Margaret River 2016).

Description
The shire has an area of approximately 2,240 square kilometres and an extensive coastline with 120 kilometres of beaches, bays and rocky points. The shire comprises rural countryside, sandy beaches, native forests and national parks. The Margaret River flows to the ocean at Prevelly, while the Blackwood River flows to Augusta in the south.

Margaret River, Augusta and Cowaramup are the major towns of the shire. Other settlements include Karridale, Witchcliffe, Prevelly / Gnarabup, Rosa Brook and Gracetown. There are more than 1,000 square kilometres of forest in the shire including the Scott National Park (Shire of Augusta Margaret River 2016).

Industry
Agriculture in the shire includes the major industries of viticulture and wine production, dairy and beef cattle, sheep and horticulture. Tourism is another industry with the area popular for its rugged coast, fishing, surfing, galleries, vineyards and forests. It is developing a more diverse economy, which has traditionally been based on agriculture, predominantly dairy, beef and timber. The Margaret River wine region includes proportions of the local government areas of Busselton and Augusta Margaret River and wineries, which supply domestic and export markets (Shire of Augusta Margaret River 2016).

Population
The preliminary estimated resident population (ERP) of the shire was 13,807 in June 2015 according to the Australian Bureau of Statistics. The ERP is the official measure of the population in Australia. The average annual growth rate between 2011 and 2015 was 3.1%.

Cultural Diversity
Table 1 indicates that 72.5% of shire residents stated that they were born in Australia while 9% were born in the UK and 3.1% in New Zealand.
Table 1

Country of Birth 2011

<table>
<thead>
<tr>
<th>Country of Birth</th>
<th>Persons in Margaret River</th>
<th>Persons in the Shire of AMR</th>
<th>Persons in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>71.2%</td>
<td>72.5%</td>
<td>69.8%</td>
</tr>
<tr>
<td>UK</td>
<td>8.3%</td>
<td>8.95%</td>
<td>5.1%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>3.3%</td>
<td>3.1%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Germany</td>
<td>0.85%</td>
<td>0.8%</td>
<td>0.5%</td>
</tr>
<tr>
<td>South Africa</td>
<td>0.7%</td>
<td>0.7%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Philippines</td>
<td>0.9%</td>
<td>0.55%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>8.05%</td>
<td>7.6%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>6.7%</td>
<td>5.8%</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

Source: ABS, 2011 Census of Population and Housing

Tables 2 and 3 indicate that 27.4% of persons in the shire have both parents born overseas and that 7.7% indicate that there are two or more languages spoken at home.

Table 2

Birthplace of Parents 2011

<table>
<thead>
<tr>
<th></th>
<th>Persons in the Shire of AMR</th>
<th>Persons in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>27.4%</td>
<td>34.3%</td>
</tr>
<tr>
<td>UK</td>
<td>9.9%</td>
<td>7.0%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>8.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Both parents born in Australia</td>
<td>54.7%</td>
<td>53.7%</td>
</tr>
</tbody>
</table>

Source: ABS, 2011 Census of Population and Housing

Table 3

Languages Spoken at Home 2011

<table>
<thead>
<tr>
<th></th>
<th>Persons in the Shire of AMR</th>
<th>Persons in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>English only spoken at home</td>
<td>87.5%</td>
<td>76.8%</td>
</tr>
<tr>
<td>German</td>
<td>0.8%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Italian</td>
<td>0.5%</td>
<td>1.4%</td>
</tr>
<tr>
<td>French</td>
<td>0.5%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>0.3%</td>
<td>0.2%</td>
</tr>
</tbody>
</table>
Table 4 indicates that 36.9% of shire residents indicate that they do not follow a religion while 18.8% are Anglicans and 16.2% Catholic.

Table 4

Religious Affiliation 2011

<table>
<thead>
<tr>
<th></th>
<th>Persons in the Shire of AMR</th>
<th>Persons in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>No religion</td>
<td>36.9%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Catholic</td>
<td>16.2%</td>
<td>25.3%</td>
</tr>
<tr>
<td>Anglican</td>
<td>18.8%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Uniting Church</td>
<td>4.1%</td>
<td>5%</td>
</tr>
<tr>
<td>Christian – not further defined</td>
<td>2.2%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

According to Table 6 the shire has a larger labour force compared to Australia, but less of the labour force are employed fulltime. Accordingly, the proportions of part time employees are higher in the shire and it has a lower unemployment rate.
Table 6

Labour Force 2011 (persons aged 15 years and over)

<table>
<thead>
<tr>
<th></th>
<th>Margaret River</th>
<th>Shire of AMR</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour force (as a percentage of persons aged over 15 years)</td>
<td>67.4%</td>
<td>64.5%</td>
<td>61.4%</td>
</tr>
<tr>
<td>Employed full-time as a % of the labour</td>
<td>52.6%</td>
<td>51.2%</td>
<td>59.7%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>34.9%</td>
<td>36.4%</td>
<td>28.7%</td>
</tr>
<tr>
<td>Away from work</td>
<td>8.0%</td>
<td>8.2%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4.5%</td>
<td>4.2%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

Source: ABS, 2011 Census data

Dwellings and Households

Between 2006 and 2011 subdivision and development of residential areas in Margaret River, Augusta, Cowaramup and Gnarabup resulted in the construction of 900 additional dwellings (average of 180 per year).

Table 8 indicates the dwelling construction activity in selected localities between 2006 and 2011 and highlights the percentage of unoccupied dwellings. It is notable that 50% of dwellings in Augusta and 33% in the Shire were vacant in 2011.

Table 8

Dwelling Growth 2006-2011

<table>
<thead>
<tr>
<th></th>
<th>All Dwellings</th>
<th>Increase 2006-11</th>
<th>Unoccupied dwellings (excluding non-classifiable households)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret River</td>
<td>2,086</td>
<td>2,677</td>
<td>591</td>
</tr>
<tr>
<td>Augusta</td>
<td>894</td>
<td>951</td>
<td>57</td>
</tr>
<tr>
<td>Cowaramup</td>
<td>244</td>
<td>360</td>
<td>116</td>
</tr>
<tr>
<td>Prevelly/Gnarabup</td>
<td>345</td>
<td>383</td>
<td>38</td>
</tr>
<tr>
<td>Shire</td>
<td>5,909</td>
<td>6,810</td>
<td>901</td>
</tr>
</tbody>
</table>

Source: ABS and Shire of AMR

Since 2011, the number of dwelling permits issued has increased significantly. In these four years over 1,000 dwelling permits have been issued in the Shire, including 308 in
2014-15. Assuming at least 90% of these have been constructed, between 950 and 1,000 dwellings have been built between 2011 and 2015. This means that the number of dwellings in June 2015 can be assumed to be approximately 7,760.

Table 9 provides a comparison of housing tenure between the Shire and Australia. This indicates that the Shire has lower proportions of dwellings owned outright and higher proportions that are owned with a mortgage or rented.

Table 9

**Housing Tenure 2011**

<table>
<thead>
<tr>
<th></th>
<th>Shire of AMR</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned Outright</td>
<td>23.5%</td>
<td>32.1%</td>
</tr>
<tr>
<td>Owned with a mortgage</td>
<td>38.3%</td>
<td>34.9%</td>
</tr>
<tr>
<td>Rented</td>
<td>35.6%</td>
<td>29.6%</td>
</tr>
<tr>
<td>Other tenure / not state</td>
<td>2.5%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Source: ABS, Census of Population and Housing 2011

Table 10 indicates that the shire has higher proportions of family households compared to Australia with lower proportions of single person and group households. The average household size in the shire varied from 1.9 persons per household in Augusta to 2.8 in Cowaramup.

Table 10

**Household Composition, 2011**

<table>
<thead>
<tr>
<th></th>
<th>Margaret River</th>
<th>Augusta</th>
<th>Cowaramup</th>
<th>Shire of AMR</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family household</td>
<td>1,614</td>
<td>264</td>
<td>221</td>
<td>3,053</td>
<td>71.5%</td>
</tr>
<tr>
<td></td>
<td>73.4%</td>
<td>58.8%</td>
<td>83.1%</td>
<td>72.5%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Single person household</td>
<td>478</td>
<td>171</td>
<td>40</td>
<td>991</td>
<td>4.1%</td>
</tr>
<tr>
<td></td>
<td>21.7%</td>
<td>38.1%</td>
<td>15%</td>
<td>23.5%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Group household</td>
<td>108</td>
<td>14</td>
<td>5</td>
<td>165</td>
<td>4.1%</td>
</tr>
<tr>
<td></td>
<td>4.9%</td>
<td>3.1%</td>
<td>1.9%</td>
<td>3.9%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.6</td>
<td>1.9</td>
<td>2.8</td>
<td>2.5</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Source: ABS Census data

**Demographic Comparison**

Table 11 provides a comparison of selected demographic statistics between 2006 and 2011. This highlights some of the changes that have occurred in those five years in relation to population, dwellings and households. For example, the median household income increased by only 19%, while the median monthly mortgage increased by 38.2%, and the median weekly rent increased by 44.4%.
The large increase in age groups was those aged 65 or over which increased by 20.6%, while the proportion of persons aged 0-19 increased by only 11% (reflecting the ageing population indicated by the increase in the median age from 37 to 39). It appears that the proportion of single parent families decreased from 14.4% to 13.5% while the proportion of those separated or divorced also decreased from 12.6% to 12.3%.

Table 11

Comparison of Selected Demography 2006-2011

<table>
<thead>
<tr>
<th>Shire of AMR</th>
<th>2006</th>
<th>2011</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (ERP)</td>
<td>11,052</td>
<td>12,228</td>
<td>+10.6%</td>
</tr>
<tr>
<td>Median age</td>
<td>37</td>
<td>39</td>
<td>+5.4%</td>
</tr>
<tr>
<td>Persons aged 0-19</td>
<td>2,809 (27.1%)</td>
<td>3,119 (26.5%)</td>
<td>+11.0%</td>
</tr>
<tr>
<td>Persons aged 20-64</td>
<td>6,328 (61.1%)</td>
<td>7,176 (61.0%)</td>
<td>+13.4%</td>
</tr>
<tr>
<td>Persons aged 65 or over</td>
<td>1,215 (11.7%)</td>
<td>1,466 (12.5%)</td>
<td>+20.6%</td>
</tr>
<tr>
<td>Dwellings</td>
<td>5,509</td>
<td>6,810</td>
<td>+23.6%</td>
</tr>
<tr>
<td>Dwellings fully owned</td>
<td>1,259 (30.5%)</td>
<td>1,303 (30.9%)</td>
<td>+3.5%</td>
</tr>
<tr>
<td>Dwellings mortgaged</td>
<td>1,174 (28.4%)</td>
<td>1,378 (32.7%)</td>
<td>+17.4%</td>
</tr>
<tr>
<td>Dwellings rented</td>
<td>1,268 (16.9%)</td>
<td>1,390 (22.5%)</td>
<td>+9.6%</td>
</tr>
<tr>
<td>Median monthly mortgage</td>
<td>$1,254</td>
<td>$1,733</td>
<td>+38.2%</td>
</tr>
<tr>
<td>Median weekly rent</td>
<td>$180</td>
<td>$260</td>
<td>+44.4%</td>
</tr>
<tr>
<td>Households</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median household income</td>
<td>$922</td>
<td>$1,096</td>
<td>+18.9%</td>
</tr>
<tr>
<td>Family households</td>
<td>2,660 (64.4%)</td>
<td>3,053 (72.5%)</td>
<td>+14.8%</td>
</tr>
<tr>
<td>Couple families + children</td>
<td>1,132 (42.4%)</td>
<td>1,325 (43.1%)</td>
<td>+17.0%</td>
</tr>
<tr>
<td>One parent families</td>
<td>394 (14.4%)</td>
<td>416 (13.5%)</td>
<td>+5.6%</td>
</tr>
<tr>
<td>Married (persons aged 15+)</td>
<td>4,023 (49.1%)</td>
<td>4,635 (49.9%)</td>
<td>+15.2%</td>
</tr>
<tr>
<td>Separated/Divorced</td>
<td>1,030 (12.6%)</td>
<td>1,144 (12.3%)</td>
<td>+11.1%</td>
</tr>
<tr>
<td>Never married</td>
<td>2,781 (34.0%)</td>
<td>3,129 (33.7%)</td>
<td>+12.5%</td>
</tr>
</tbody>
</table>

Indigenous

The Margaret River area is within the traditional lands of the Wardandi people. The Wardandi are the traditional custodians of the area generally between Bunbury and Cape Leeuwin and have a strong connection to the sea. In 2011, the shire had approximately 113 Indigenous persons, comprising approximately 1% of the shire’s residents (compared with 2.5% in Australia) (Shire of Augusta Margaret River 2016).
Recreation and Cultural Activities
The Shire provides a wide range of community facilities throughout the area including community halls, libraries, public open space, public amenities such as toilets and foreshore infrastructure such as boat ramps and jetties.

The Shire has opportunities for all ages to participate in sport and recreation and strategies are being formulated to ensure that facilities are available to service the growing population.

Sporting activities in the shire are centred on popular ball sports and informal recreation such as bush walking, mountain bike riding, fishing, surfing and swimming at the beach. There are a number of formal recreation areas in the Shire including Gloucester Park and the Margaret River and Augusta Recreation Centre (Shire of Augusta Margaret River 2016).

Volunteering
Within the shire, there are opportunities to volunteer across many different interest areas. Many older residents enjoy volunteering at the Margaret River Library, with environmental protection organisations, local bushfire brigades and with many other organisations. Volunteering WA is a great source of volunteering opportunities throughout the region as is Volunteer Southwest. The shire supports volunteering through the provision of information, celebrating the value of volunteerism and via the Community Development Grant assistance program.

Social Participation
Throughout the year, within the shire, there are many opportunities for social participation with a broad array of activities, programs, events and special interest groups on offer to suit a wide variety of interests. The Rotary Guide, local papers, social media and community noticeboards are a great source of information in regards to social participation opportunities of interest to community members and visitors to the region.

Age Specific Services
A range of public, private and not-for-profit service provider’s service the needs of the aged and carers in the shire, with many of these services being predominantly Busselton or Bunbury based. The relevant service providers and their role are defined in the following table:
Table 12

Service Providers

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Role or Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Hearing</td>
<td>Provision of treatment for hearing related problems including ear infections and deafness</td>
</tr>
<tr>
<td>Australian Red Cross</td>
<td>Telecross – phone social support</td>
</tr>
<tr>
<td>Advocacy South West Inc.</td>
<td>This organisation provides advocacy for people with disabilities and their families in the South West Region</td>
</tr>
<tr>
<td>Augusta MPS HACC</td>
<td>Integrated health and aged care services for local residents</td>
</tr>
<tr>
<td>Baptistcare – Silver Vines</td>
<td>Retirement village</td>
</tr>
<tr>
<td>BESS Home and Community Care</td>
<td>Provision of transport, meals on wheels, domestic assistance, home maintenance, respite care, personal care, social support and other food services</td>
</tr>
<tr>
<td>Cancer Council Support Centre</td>
<td>Regional office of the Cancer Council Western Australia, which aims to minimise the impact and incidence of cancer on community through advocacy, research, education and support services.</td>
</tr>
<tr>
<td>(Bunbury)</td>
<td></td>
</tr>
<tr>
<td>Department of Housing (Busselton)</td>
<td>WA State Government department which focuses on the provision of public housing via rental and other various methods</td>
</tr>
<tr>
<td>Enable</td>
<td>Enable Southwest is dedicated to providing innovative services for people with disabilities across the region which uphold and promote the values of inclusion</td>
</tr>
<tr>
<td>Independent Living Centre</td>
<td>Resource centre for equipment, funding options, assessment and referral pathways, link to community services and information on respite and culturally appropriate care</td>
</tr>
<tr>
<td>Leeuwin Frail Aged Lodge Inc.</td>
<td>Specialist aged care facility</td>
</tr>
<tr>
<td><strong>LAMP Inc. Margaret River</strong></td>
<td>Lamp provides support services for people with mental illness, their carers and family members living within the shire</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Life without Barriers</strong></td>
<td>Support for people with a disability</td>
</tr>
<tr>
<td><strong>Margaret River Hospital</strong></td>
<td>Emergency, geriatric, home and community care, intensive care, maternity, medical, general, outpatients, paediatrics, pathology, pharmacy, physiotherapy, radiology and surgery, general</td>
</tr>
<tr>
<td><strong>Mirrambeena</strong></td>
<td>Residential aged care, respite care and secure dementia care</td>
</tr>
<tr>
<td><strong>Silverchain (Margaret River)</strong></td>
<td>Provides a diverse range of services including, nursing, home care, palliative care, emergency care, family health care and other services</td>
</tr>
<tr>
<td><strong>South West Rural Respite Services (Busselton)</strong></td>
<td>Provision of respite services for primary carers in the South West region of Western Australia</td>
</tr>
</tbody>
</table>

## Transport

Margaret River is located 40.2 km from Augusta, 50.8 km from Busselton and 100.6 km from Bunbury.

The level of public transport available both within and between the Shire’s towns is limited with the only public transport available provided by two bus services; TransWA Coaches and South West Coachlines. These service providers deliver limited long distance coach services.

A taxi service is available within Margaret River and Augusta, but at this stage does not offer wheelchair accessible taxis.

Silverchain offers transport options to eligible people as does Home and Community Care – Augusta.

## Population Growth

Population projections prepared for the Australian Government Department of Health and Ageing by the ABS in 2008 and by the WA Planning Commission in 2015 indicate that the population of the shire could increase from 13,807 to over 17,000 by 2026.

Figure one, below, is indicative of the shire’s projected age profile from 2011 to 2026. The graph illustrates a visible increase in the age cohorts from 55 to 85 years and older with the largest difference forecasted to occur in the cohort of people aged 75 – 84. This ageing
population will place a significant amount of pressure on existing services in the Shire of Augusta Margaret River unless they are adequately accounted for.

**Table 13**

**Projected age profiles for the Shire of Augusta Margaret River from 2011 – 2026**

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**An Ageing Demographic**

In 2011 the median age in the shire was 39 compared to 36 in Western Australia and 37 in Australia. The proportion of residents in the shire aged over 50 is 33.1% compared to the Western Australian average of 30.4%. The median age of residents in Margaret River and Cowaramup was 35, which is less than the national and state medians while the median age of Augusta is 59, with more than a third of residents aged 65 or over.

**Table 14**

**Generational Profile of Localities 2011**

<table>
<thead>
<tr>
<th>Localities</th>
<th>Median Age</th>
<th>Children/Youth 0-19</th>
<th>Adults 20-49</th>
<th>Middle-age 50-64</th>
<th>Seniors 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret River</td>
<td>35</td>
<td>29.1%</td>
<td>45.2%</td>
<td>16.8%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Cowaramup</td>
<td>35</td>
<td>33.5%</td>
<td>45.6%</td>
<td>12.7%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Augusta</td>
<td>59</td>
<td>13.5%</td>
<td>22.8%</td>
<td>25.3%</td>
<td>38.2%</td>
</tr>
<tr>
<td>Shire of AMR</td>
<td>39</td>
<td>26.5%</td>
<td>40.4%</td>
<td>20.6%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

Source: ABS, 2011 Census data
Hospitalisation and Injury

South West residents aged 65 years and over had 104,203 hospitalisations for 2008 – 2012. This rate was significantly lower than that state rate for this age group. The leading cause of hospitalisation was renal dialysis (13% in this age group) followed by eye disease and chemotherapy (WA Country Health Service 2015).

Table 15

Hospitalisations of South West Residents Aged 65 and Older

<table>
<thead>
<tr>
<th>Condition</th>
<th>Number of hospitalisations</th>
<th>% of all hospitalisations</th>
<th>SRR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dialysis</td>
<td>13,184</td>
<td>13%</td>
<td>0.7</td>
</tr>
<tr>
<td>Diseases of the eye and adnexa</td>
<td>7,549</td>
<td>7%</td>
<td>0.9</td>
</tr>
<tr>
<td>Chemotherapy</td>
<td>7,363</td>
<td>7%</td>
<td>0.9</td>
</tr>
<tr>
<td>Arthropathies</td>
<td>3,879</td>
<td>4%</td>
<td>1.2</td>
</tr>
<tr>
<td>Ischaemic heart diseases</td>
<td>3,261</td>
<td>3%</td>
<td>1.1</td>
</tr>
<tr>
<td>Symptoms involving the digestive system</td>
<td>2,974</td>
<td>3%</td>
<td>1.2</td>
</tr>
<tr>
<td>Skin cancer (excluding melanoma)</td>
<td>2,326</td>
<td>2%</td>
<td>1.1</td>
</tr>
<tr>
<td>Symptoms involving the circulatory and respiratory system</td>
<td>2,076</td>
<td>2%</td>
<td>1.0</td>
</tr>
<tr>
<td>Benign neoplasms</td>
<td>2,050</td>
<td>2%</td>
<td>0.7</td>
</tr>
<tr>
<td>Diseases of the upper gastrointestinal tract</td>
<td>1,880</td>
<td>2%</td>
<td>0.9</td>
</tr>
<tr>
<td>All hospitalisations (65 years and older)</td>
<td>104,203</td>
<td>100%</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Source: DoH, Health Track

Notes: The standardised rate ratio (SRR) is the ratio between a particular health region (or district) and the state. A ratio of 1 means that the regional rate is the same as the state, and a value of 2 indicates the regional rate is twice that of the state. A ratio of 0.5 indicates that the rate in a region is half that of the State population.

Local rates are compared to the rate of all residents of the State using the standardised rate ratio (SRR) and the 95% confidence interval of the SSR. Those that are significantly different to the state rate (1.0) are coloured. Those between 1 and 1.5 times the state rate are highlighted orange, higher than 1.5 times the state are highlighted red while those rates significantly less than the state are highlighted green.

Predicted Increase in Dementia Prevalence

Dementia is not a natural part of ageing, although it becomes more prevalent with increasing age, and as such primarily affects older people (AIHW 2012)

Dementia is a major health problem in Australia, with profound consequences for the health and quality of life for those affected and their family and friends. In recognition of Australia’s
ageing population and increased prevalence of dementia it was designated the ninth National Health Priority Area by the federal government (AIHW 2012).

According to Alzheimer’s Australia there are currently 413,106 Australians living with dementia, 55% of which are female, 45% male. By 2025, the number of people with dementia is expected to reach 536,164 (Alzheimer’s Australia 2017). As the number of residents within the shire over the age of 65 increases, the impact of dementia and associated service required will increase significantly.
Methodology

Internal Staff Consultation

13 employees of the Shire of Augusta Margaret River participated in a cross-departmental workshop on 16 March 2017.

Shire of Augusta Margaret River Cross-Departmental Workshop

Managers, Coordinators and staff from the following service areas attended a focussed internal workshop to assist in setting priorities for the Plan.

Service Areas

- Community Planning and Development
- Sustainable Development
- Governance and Marketing
- Customer Service
- Environmental Health
- Parks and Gardens
- Library Services
- Infrastructure Services

The structure of and information provided varied from other workshops undertaken. Staff were provided with:

1. Descriptions of the features of the eight domains (Refer to Appendix C: Internal Staff Consultation - Features of an Age Friendly Community);
2. Draft Action Plan and results of community consultation focus group sessions and seniors survey (Refer to Appendix A: Internal Staff Consultation Workshop Presentation).

Staff worked in groups to explore the eight domains of an age friendly community as determined by the World Health Organisation and were asked to consider the following three questions from an internal, organisational perspective:

1. What are we doing well?
2. What could we improve on and what are our barriers?
3. What are the gaps we could address?

The results of this workshop is contained in Appendix B: Internal Staff Consultation Results.
Community Consultation

Target Audiences

The following audience was targeted through general advertising in local newspapers and through known networks:

- Local residents over the age of 55 who have concerns about their future, as they get older;
- Any person who works or volunteers for a service that supports older people throughout the Shire of Augusta Margaret River;
- Residents providing regular care or assistance to family members or friends who live within the Shire of Augusta Margaret River; and
- Community organisations that represent the interests of older people within the region.

Advertising material contained the following constant message:

“Have Your Say

The Shire of Augusta Margaret River is preparing an Age Friendly Community Plan that will Identity the age friendly features, barriers, and suggestions for improvement across the eight domains that make up an age friendly community.

Seniors’ participation in the Shire’s consultation process is essential to an age friendly approach to community planning. The Shire therefore seeks community input through a survey and two focus group sessions.”

Community Participation

The following public workshops and survey were conducted, with participation numbers totalling 85 individuals from across the shire.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Location</th>
<th>Date</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Group Session</td>
<td>Augusta</td>
<td>29 November 2016</td>
<td>8</td>
</tr>
<tr>
<td>Focus Group Session</td>
<td>Margaret River</td>
<td>30 November 2016</td>
<td>16</td>
</tr>
<tr>
<td>Community Survey</td>
<td>Varied</td>
<td>7 – 25 November 2016</td>
<td>61</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>85</strong></td>
</tr>
</tbody>
</table>

Focus Group Session

Throughout November 2016 the Shire conducted two focus group sessions held at Council Chambers, Augusta and the Margaret River Library. The sessions were aimed at both seniors and service providers. They were structured around the eight World Health Organisation (WHO) age friendly community domains with participants involved in assessing these features in their own communities. The report on the feedback from this consultation is available in Appendix D and highlights the main priorities of each domain determined via these sessions.
Community Survey

In addition to these consultations, the Shire provided other opportunities for residents to contribute to the development of the Plan via a community survey. Surveys were made available online and distributed at various local community centres in hard copy format for interested residents. The report on the feedback from the consultations is available in Appendix E.

Feedback received via this process has provided the Shire with vitally important localised information about the existing positive strategies that maximise quality of life and active ageing in our region. It also includes comments on issues that need to be addressed in our future planning processes through the development of strategic actions. Those topics form the basis of the key objectives of the Plan.

A copy of the hard copy version of the community survey is located in Appendix F.
Informing Strategic Documents

Global


Federal

- South West Regional Blueprint, Regional Development Australia - South West and South West Development Commission, December 2014
- Key (Dementia) Facts and Statistics 2017, Alzheimer's Australia, February 2017

State

- Local Government Integrated Planning and Reporting Framework and Guidelines, Department of Local Government and Communities, 2016
- WA Carers Strategy, Department of Local Government and Communities, June 2016
- The Regional Centres Development Plan (SuperTowns), Department of Regional Development and Lands, 2011
- Living in the Regions 2013: A survey of attitudes and perceptions about living in regional Western Australia, State Report, Department of Regional Development, December 2013
- Age-Friendly WA? A challenge for government, Report No.7, Community Development and Justice Standing Committee, Legislative Assembly, Parliament of Western Australia, November 2014
- South West Active Ageing Research, South West Development Commission May 2010
- Royalties for Regions, Department of Regional Development, Government of Western Australia, December 2008

Local

This plan sits under the Shire of Augusta Margaret River Community Strategic Plan 2033, and the Corporate Business Plan 2015 – 19, Strategy 2.2.1 – Provide programs and facilities that encourage resilience in seniors, young people and families, Action 2.2.1.6 – Develop the Shire’s Age Friendly Community Plan.

These strategic documents aim to address the needs of various groups in the community and work together to ensure the Shire plans for the future of all residents.
They include (in alphabetical order):
- Asset Management Plan 2013–2023;
- Creative Blueprint 2014–2018;
- Disability Access and Inclusion Plan 2014–2017;
- Long Term Financial Plan 2016-17 to 2025-26;
- Safer Communities Plan 2015-2019; and
- Townsite Path Plan 2016.

For more information about these plans, please refer to the Shire of Augusta Margaret River website or Customer Service Officers.

**Limitations and Conclusions**

The small sample of seniors and care providers that participated in the focus group sessions may not be representative of all older people residing in the shire, however the higher volume of valid surveys returned increased participation in the project by older residents and care providers.

Many of the issues identified through the consultation process are not new and some have been raised through consultation for other strategic projects or via community forums, detonating the importance of these issues reinforced by means of development of the Plan.

With an estimated 4370 shire residents (Western Australian Planning Commission 12,2012) expected to be aged 60 years or older by 2026, the Shire needs to consider the ageing population in the delivery of all its services and existing practices and standards may require review to establish if these are relevant. The recommendations of this report, which have been developed through engagement and participation of older residents within the community should assist the Shire to take positive steps to ensure continued enhancement of the age friendliness of the region.
Summary of Findings – in order of priority

Objective 1. Transport and Movement

The domain of transport has been identified as the most significant priority domain within this Plan as the Shire and its communities face many challenges in regards to establishing available, accessible and affordable public or private transport options.

Numerous concerns were raised about the availability of public transport within the shire as well as the condition and extent of footpaths within Margaret River and Augusta. Many focus group and survey participants, however, highly value the transportation service that Home and Community Care provide.

Objective 2: Outdoor Spaces and Buildings

Outdoor spaces and buildings were recognised as an important priority domain for enhancement in 2009 and unfortunately, despite some improvements, remains largely unresolved. Older residents are concerned about the safety, quality and availability of footpaths within the town sites of Margaret River, Augusta and Cowaramup as well as the availability and suitability of public seating areas. Many seniors are also eagerly awaiting the upgrade of the main street of Margaret River scheduled for construction 2018-19.

Objective 3: Health and Community Services

Health and community services is a domain that older residents are feeling a level of concern, specifically in regards to access to specialists and consistency of GP services in Augusta. There is also some uncertainty in the community about what services are available in the shire and concern regarding access to specialist services, respite care and after hours services. Similarly, there is a level of concern regarding the availability of aged care facilities within Augusta and Margaret River and the increased cost of healthcare coupled with the lack of bulk billing options.

However, older residents feel that Margaret River and Augusta are largely well serviced in regards to health services and highly value the service that Silverchain / BESS provide.

Objective 4: Communication and Information

The domain of communication and information, recognised as an area of concern in 2009, has remained a priority domain to be addressed within the Plan. In the age of new technologies, our older residents are seeking information about matters that affect them to be delivered in a variety of formats conducive to their needs and abilities.

Older residents indicated that information should be provided via a diverse range of communication tools such as a Shire noticeboard in Augusta, the local newspapers and
electronically. Some older residents would like to see the amount and content of information provided by the Shire increased. Most survey and focus group participants also consider the Rotary Directory extremely beneficial for finding out what services are available in the region.

**Objective 5: Housing**
Consultation participants expressed general contentment in regards to housing availability, certainty and suitability, with many participants still living in their primary house. There was, however, a level of concern regarding the need for extra independent living units and the design of such residences to take into account the varying needs of this demographic. The cost of housing / rent, availability to downsize and the availability of different levels of care-assisted residences were also raised as areas of concern.

**Objective 6: Respect, Inclusion and Social Participation**
Overall older residents throughout the shire are passionate about where they live and have a strong sense of community. Many consultation participants feel respected in their community and are content with the social options available. Some participant’s communicated the value that a Senior Citizen Centre could have to further enhance social inclusion and participation options.

**Objective 7: Sport and Recreation**
Overall older residents throughout the shire feel that the community is well serviced for sport and recreation activities and that the Margaret River Recreation Centre is a valuable commodity.

Despite the many positives there are still some areas that consultation participants feel could be improved such as the opening times, accessibility and condition of the hydrotherapy pool and all other facilities at the Augusta Recreation Centre and improvements to walking, cycle, gopher tracks / paths across the shire as a means to encourage and enable gentle exercise. There is also a desire for access to a hydrotherapy pool within Margaret River or a bus service to access the one in Augusta.

**Action Plan**
The Plan and associated actions (as listed in the following table) are based on the eight domains of an age friendly community. These are designed to allow Council to respond to changing needs and ensure support for the wellbeing of the Shire of Augusta Margaret River ageing population. Many of the actions outlined can be implemented within existing resources however, any new or expanded activity will be considered through the Shires standard corporate planning processes.
**Prioritisation**

Priorities of the Plan have been determined based on outcomes from community and staff consultation.

The following matrix may assist relevant service areas to further prioritise actions.

<table>
<thead>
<tr>
<th></th>
<th>Legislative requirement</th>
<th>Identified within other Plans</th>
<th>Known community need</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Low</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actions</td>
<td>Priority</td>
<td>Shire Role</td>
<td>Responsibility</td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td>------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1.1</td>
<td>High</td>
<td>Lead Deliver</td>
<td>Infrastructure Services</td>
</tr>
<tr>
<td>1.2</td>
<td>High</td>
<td>Lead Deliver</td>
<td>Infrastructure Services</td>
</tr>
<tr>
<td>1.3</td>
<td>High</td>
<td>Lead Partner</td>
<td>Community Planning and Development</td>
</tr>
</tbody>
</table>
### Objective 2 - Outdoor Spaces and Buildings

**Goal 2: Create outdoor spaces and buildings that promote mobility, independence and quality of life for older people**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Shire Role</th>
<th>Responsibility</th>
<th>When</th>
<th>Potential Stakeholders</th>
<th>Alignment to the Corporate Business Plan 2016-2020</th>
</tr>
</thead>
</table>
| 2.1     | High     | Deliver    | Infrastructure Services | Ongoing |                        | • 3.2 – Liveable and well-designed places.  
• 3.2.2 – Develop and implement master plans for Shire facilities and projects so they are well designed, have aesthetic appeal and accessible by all. |
| 2.2     | High     | Deliver    | Parks and Gardens | Ongoing |                        | • 1.5 - Quality parks, gardens and green spaces.  
• 1.5.1 – Ensure green and public open spaces cater for a wide range of users including people with a disability.  
• 1.5.1.7- Maintain shire parks and gardens in accordance with service standards |
| 2.3     | Medium   | Deliver    | Infrastructure Services | Ongoing |                        | • 1.5 - Quality parks, gardens and green spaces.  
• 1.5.1 – Ensure green and public open spaces cater for a wide range of users |
| **2.4** | **Undertake upgrades to Margaret River and Augusta Recreation Centre** | **Low** | **Facilitate** | **Community Planning and Development Recreation Operations** | **Ongoing** | **Government Agencies and Funders**<br>**Disability Services Commission and other funders** | **2.5 – Active and healthy lifestyles.**<br>**2.5.2 – Provide the community with high standard recreational facilities and sporting grounds.**<br>**2.5.2.1 – Undertake upgrades to Margaret River Recreation Aquatic Centre including retrofit of plant room.** |

including people with a disability.
• **1.5.1.1** – Operate and maintain public toilets to agreed standard.
## Objective 3 – Health and Community Services

### Goal 3: Ensure older people have access to quality and reliable health and community services

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Shire Role</th>
<th>Responsibility</th>
<th>When</th>
<th>Potential Stakeholders</th>
<th>Alignment to the Corporate Business Plan 2016-2020</th>
</tr>
</thead>
</table>
| 3.1     | High     | Partner Advocate | Community Planning and Development | Ongoing | • Local GP Services (existing and potential providers)  
• Department of Health  
• WA Country Health Service  
• Community | • 2.6 – Safer communities.  
• 2.6.3 – Undertake measures to ensure the protection of public health. |
| 3.2     | Medium   | Advocate    | Community Planning and Development | Ongoing | • Local GP Services (existing and potential providers)  
• Department of Health  
• WA Country Health Service  
• Community | • 2.6 – Safer communities.  
• 2.6.3 – Undertake measures to ensure the protection of public health. |
| 3.3     | High     | Lead Deliver Advocate | Community Planning and Development | 2017-18 | • Service providers  
• Government Services | • 2.6 – Safer communities.  
• 2.6.3 – Undertake measures to ensure the protection of public health. |
## Objective 4 – Communication and Information

**Goal 4:** Ensure high quality, reliable and up to date information is made available to older people in the community

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Shire Role</th>
<th>Responsibility</th>
<th>When</th>
<th>Potential Stakeholders</th>
<th>Alignment to the Corporate Business Plan 2016-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Low</td>
<td>Deliver</td>
<td>Community Planning and Development Customer Service</td>
<td>Ongoing</td>
<td>• Community • Government Agencies • Clubs • Community groups • Businesses</td>
<td>• 5.6 – A culture of innovation, quality and continuous improvement. • 5.6.2 – Ensure Shire services and processes meet or exceed customer needs and recognised industry standards.</td>
</tr>
<tr>
<td>4.2</td>
<td>High</td>
<td>Deliver</td>
<td>Community Planning and Development Customer Service</td>
<td>2017-18</td>
<td>• Community • Clubs • Community Groups</td>
<td>• 5.5 – Community and customer focus.</td>
</tr>
<tr>
<td>4.3</td>
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<td>Facilitate</td>
<td>Partner Advocate</td>
<td>Community Planning and Development</td>
<td>2017-18</td>
<td>• Service providers • Not for profits • State Government Agencies • Businesses</td>
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### Objective 5 – Housing

**Goal 5:** Advocate for accessible, affordable and diverse housing options that contribute to the ability of older people to age in place

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Shire Role</th>
<th>Responsibility</th>
<th>When</th>
<th>Potential Stakeholders</th>
<th>Alignment to the Corporate Business Plan 2016-2020</th>
</tr>
</thead>
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<tr>
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<td>Medium</td>
<td>Lead</td>
<td>Sustainable Development</td>
<td>Ongoing</td>
<td>• State Government • Private Developers</td>
<td>• 3.2 – Liveable and well-designed places. • 3.2.3 – Address the need for affordable housing and accommodation now and in the future. • 3.2.3.1 – Implement recommendations from the Affordable Housing Strategy.</td>
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<tr>
<td></td>
<td></td>
<td>Facilitate Partner Advocate</td>
<td>Community Planning and Development</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.2</td>
<td>Low</td>
<td>Lead</td>
<td>Community Planning and Development</td>
<td>Ongoing</td>
<td>• State Government (Department of Housing) • Private developers • Businesses • Community</td>
<td>• 3.2 – Liveable and well-designed places.</td>
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<tr>
<td></td>
<td></td>
<td>Deliver</td>
<td>Advocate</td>
<td></td>
<td></td>
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<tr>
<td>5.3</td>
<td>High</td>
<td>Lead</td>
<td>Community Planning and Development</td>
<td>Ongoing</td>
<td>• State Government (Department of Housing) • Private Developers • Businesses • Community</td>
<td>• 3.2 – Liveable and well-designed places.</td>
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<td>Deliver</td>
<td>Advocate</td>
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<td></td>
<td>Sustainable Development</td>
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<tr>
<td>Actions</td>
<td>Priority</td>
<td>Shire Role</td>
<td>Responsibility</td>
<td>When</td>
<td>Potential Stakeholders</td>
<td>Alignment to the Corporate Business Plan 2016-2020</td>
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<tr>
<td>6.1</td>
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<td>Deliver</td>
<td>Community Planning and Development</td>
<td>2018-19</td>
<td>• Community • Clubs</td>
<td>• 2.3 – Strong community groups and networks. • 2.3.2 – Encourage community organisations and local communities to work together to be self-sufficient.</td>
</tr>
<tr>
<td>6.2</td>
<td>Low</td>
<td>Facilitate Partner Advocate</td>
<td>Community Planning and Development</td>
<td>Ongoing</td>
<td>• Real Estate Agents</td>
<td>• 2.3 – Strong community groups and networks. • 2.6 – Safer communities. • 2.6.3 – Undertake measures to ensure the protection of public health.</td>
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### Objective 7 – Sport and Recreation

<table>
<thead>
<tr>
<th>Actions</th>
<th>Priority</th>
<th>Shire Role</th>
<th>Responsibility</th>
<th>When</th>
<th>Potential Stakeholders</th>
<th>Alignment to the Corporate Business Plan 2016-2020</th>
</tr>
</thead>
</table>
| 7.1     | Low      | Facilitate Partner | Community Planning and Development | 2018-19 | • Southwest Development Commission  
• Department of Health  
• State Government (Department of Sport and Recreation) and other funders | • 2.5 – Active and healthy lifestyles.  
• 2.5.1 – Maximise participation in physical activity and promote the benefits of healthy lifestyles. |
Age Friendly Community Plan

Cross-Departmental Workshop
Structure of Workshop

• Brief overview of what constitutes an age friendly community
• Development of the Shire’s AFCP
• WHO’s 8 domains of an age friendly community
• Group discussion;
  • what are we doing well
  • what could we improve
  • what are the gaps across each of the domains
• Review of the results of the community consultation
• Review draft AFCP action plan
What is an Age Friendly Community?

An age friendly community, is one which:

- recognises the great diversity among older people
- promotes their inclusion and contribution in all areas of community life
- respects their decisions and lifestyle choices and
- anticipates and responds flexibly to ageing related needs and preferences

World Health Organisation, 2007
Age Friendly Communities – A Western Australian Approach, Department for Communities
What is the Age Friendly Community Plan?

Community Planning and Development are developing the Shire’s AFCP in response to the recent and future ageing of the population within the Shire of Augusta Margaret River. The aim of the Plan is to maximise the quality of life, participation and social recognition of seniors living within the region.
World Health Organisation’s Eight Domains of an Age Friendly Community

- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Outdoor spaces and buildings
- Transport and Movement
- Community and health services

Working in small groups we will explore each domain from an internal, organisational perspective.
Staff Workshop

- Please split into groups of 2 – 3 people from different business units
- Each group has 6 domains to discuss
- Please allow 10 minutes for each domain
- Use the WHO checklists attached to the front of each package as a guide

**Remember to consider each question from an internal, organisational perspective.**

Your feedback will be used in developing the Age Friendly Community Plan
Community Involvement in Developing the Plan

The Shire has successfully engaged with a wide range of community members in developing the AFCP with 61 surveys received and 24 participants providing face to face feedback at the two focus group sessions.

The survey results indicated that the majority of participants see transport and access to medical services as being the most important issues for aged persons in the Shire.

Focus Group participants recognise transport, outdoor spaces and buildings, communication and information and health and community services as being the main areas of concern for older people in the Shire.
Results from Community Consultation - Housing

- Content with housing availability
- Concern regarding the need for extra independent living units
- Concern with the cost of housing / rent
- Concern with the availability to downsize
Results from Community Consultation - Respect, Inclusion and Social Participation

- Seniors are passionate about where they live and feel a strong sense of community
- Older residents feel respected and are satisfied with the social options available
- Some participant's communicated the value that a Senior Citizen Centre could have for social participation
Results from Community Consultation – Communication and Information

Older residents indicated that information should be provided via a diverse range of communication tools such as;

- a noticeboard in Augusta
- the local newspapers
- electronically

Many older residents consider the Rotary Directory extremely beneficial for finding out what services are available in the region.
Results from Community Consultation – Outdoor Spaces and Buildings

- Concern about the safety, quality and availability of footpaths within the town sites of Margaret River, Augusta and Cowaramup
- Unsatisfied with the availability and suitability of public seating options
- Many seniors are eagerly awaiting the upgrade of the main street of Margaret River
Results from Community Consultation – Sport and Recreation

- Older residents are relatively satisfied with the provision of sport and recreation activities, with many recognising the Margaret River rec centre as a valuable commodity.
- Concern regarding the Augusta rec centre
- Desire for improvements to walking / cycle / gopher tracks to encourage gentle exercise
- Community wish for a hydrotherapy pool in Margaret River or improvements made to Augusta pool and transport made available.
Results from Community Consultation – Transport and Movement

- Dissatisfied with the availability of public transport within the shire as well as the condition and extent of footpaths within the town sites of Margaret River and Augusta.

- The transportation service that Home and Community Care provide is highly valued by the community.
Results from Community Consultation – Health and Community Services

• Older residents are concerned about the access to specialists and consistency of GP services in Augusta.

• Uncertainty in the community about what services are available in the shire

• Concern regarding access to specialist services, respite care and after hour services

• Concern regarding the availability of aged care facilities within Augusta and Margaret River

• Concern regarding the increased cost of healthcare coupled with the lack of bulk billing options.

On the whole older residents feel that Margaret River and Augusta are largely well serviced in regards to health services and highly value the service that organisations, such as, Silver chain provide.
Review and Discussion

- Review Actions – Provide feedback
- Discussion
Age Friendly Community Plan
Summary Cross-Departmental Workshop Results
March 2017
Overview

- A cross-departmental workshop was held on the 16 March 2017
- A total of 13 staff members participated in the workshop
- This report provides a summary of the discussion from the workshop across the 8 domains of an Age Friendly Community;
  - Outdoor Spaces and Buildings
  - Transport and Movement
  - Communication and Information
  - Civic Participation and Employment
  - Housing
  - Respect, Inclusion and Social Participation
  - Transport and Movement

The dark green text throughout the report indicated feedback that was generally agreed upon amongst workshop participants.
Outdoor Spaces and Movement

What are we doing well
- Responding to requests for repair / improvement
- Public seating
- Consultation through CAIRG and broader community
- Universal Access and awareness of standards
- Gardens and outdoor spaces
- Footpaths maintenance
- Ensuring new development includes provision for adequate facilities that meet standards
- Developer contributions – money available for improvements over a 10 year term
- Keeping public areas clean
- Outdoor recreation options – parks, trails and camping facilities

What we could improve on and what the barriers are
- Balance practicality and financial resources to make all places universal accessible
- Public seating
- Shade
- Ageing infrastructure - non compliance with current standards
- Improve footpath network – extend, widen
- Develop design standards / specifications for age friendly facilities
- Surfers point access to beach – sometimes its not possible to reach beach

What are the gaps we could address
- Asking users what spaces that have trouble with and prioritise gaps – consult with user groups
- Specific budget allocation to retrofit / upgrade
- Increase use and activation of Shire owned buildings
Housing

What are we doing well
- Provision of land
- Planning for diversity of lot sizes
- Small House Policy

What we could improve on and what the barriers are
- Customer demand versus size and availability
- Economic climate
- Negotiate with developers to provide affordable housing in new subdivisions

What are the gaps we could address
- Education
- Service provision to allow for ageing in place
- Volunteer workforce
- Allied health services
- Position of the Shire will play – provision, facilitation, lobbying
Transport and Movement

What are we doing well
- CPTED
- Well maintained roads, traffic signs and pathways
- Continuous upgrades and maintenance
- ACROD bays – audit and upgrades
- Planning – pathway plan for whole of shire
- Increased pathways in high demand areas
- Good car parking in most areas
- More aware of standards and providing requirements of the standards
- Ensuring staff and contractors are aware of the standards

What we could improve on and what the barriers are
- Ongoing process to ID paths requiring upgrades
- Bus shelters
- Pram ramps and improvements to pathways
- Collation of services available for people with limited mobility (such as a website).
- Pedestrian signage
- Public transport not part of our remit currently / scale not possible due to numbers.
- Restricted budgets requiring rigorous prioritisation of new paths
- Improvement of transport to events

What are the gaps we could address
- Advocate chauffer service to be registered NDIS to provide transport service to aged care population
- Drop off areas
- Advocate for wheelchair accessible transport options
- Information on services and concessions
Communication and Information

What are we doing well

- A range of information formats available to reach audiences
- Library – social hub
- Allocating budget for printing
- Media releases and communication
- Facilities at customer service counter
- Understanding the unique needs of Augusta in terms of how we engage
- Provision of computers and free WIFI for public access
- Provision of information sessions
- Assistance outside of normal roles
- Community Updates – in the Times Newspaper

What we could improve on and what the barriers are

- Some people don’t have computers need to continually keep this in mind
- Reaching isolated or non mobile residents
- Ramp up people subscribing to e – communication
- Create new Shire information board
- Increased cost of post based engagement
- Skillset – access to the web / email by older people

What are the gaps we could address

- Need communication plan for this demographic
- Educate staff
- Missing the timing for the Pelican Post
- Considering the needs of non English speakers
Respect, Inclusion and Social Participation

What are we doing well
- Consultation
- Customer service and requests
- Staff training / inductions
- Seniors discount at the Rec centres
- Very inclusive
- Lots of opportunities
- Equal representation in the media
- Strong representation from seniors

What we could improve on and what the barriers are
- Companion card
- Intergenerational
- Respect

What are the gaps we could address
- Could monitor representation of seniors in the media
Community and Health Services

What are we doing well
- Library services – broad range of programs for aged user groups
- Rec centre – great classes available for seniors
- Holding workshops such as these to educate staff on needs

What we could improve on and what the barriers are
- Health services are not realm of the Shire
- Opportunity to leverage position in Local Government to get services from State Government
- Facilitate and direct aged community in right direction for health services
- Lack of awareness of what the Shire does for the aged community

What are the gaps we could address
- Asking user groups what they need and what the short falls are
- We do youth workshops well – is there a potential to have an aged care bursary rep. or and Aged Friendly Advisory Group?
- Educate staff about the services provided by the Shire
Civic Participation and Employment

What are we doing well
- Library volunteer roles are well promoted and volunteers are looked after well
- High average age in the Works Department. Works department is accessible for older people
- Age friendly workforce
- Strong volunteer workforce
- EBA
- Strong volunteer emergency services participation

What we could improve on and what the barriers to this are
- Help promote qualities of older employees
- Litter – civic pride
- Support businesses

What are the gaps we could address
- Retirement
Outdoor Spaces and Buildings

- Public areas are clean and pleasant.
- Green spaces and outdoor seating are sufficient in number, well-maintained and safe.
- Pavements are well-maintained, free of obstructions and reserved for pedestrians.
- Pavements are non-slip, are wide enough for wheelchairs and have dropped curbs to road level.
- Pedestrian crossings are sufficient in number and safe for people with different levels and types of disability, with non-slip markings, visual and audio cues and adequate crossing times.
- Drivers give way to pedestrians at intersections and pedestrian crossings.
- Cycle paths are separate from pavements and other pedestrian walkways.
- Outdoor safety is promoted by good street lighting, police patrols and community education.
- Services are situated together and are accessible.
- Special customer service arrangements are provided, such as separate queues or service counters for older people.
- Buildings are well-signed outside and inside, with sufficient seating and toilets, accessible elevators, ramps, railings and stairs, and non-slip floors.
- Public toilets outdoors and indoors are sufficient in number, clean, well maintained and accessible.
Transport and Movement

- Public transportation costs are consistent, clearly displayed and affordable.
- Public transportation is reliable and frequent, including at night and on weekends and holidays.
- All city areas and services are accessible by public transport, with good connections and well-marked routes and vehicles.
- Vehicles are clean, well-maintained, accessible, not overcrowded and have priority seating that is respected.
- Specialized transportation is available for disabled people.
- Drivers stop at designated stops and beside the curb to facilitate boarding and wait for passengers to be seated before driving off.
- Transport stops and stations are conveniently located, accessible, safe, clean, well-lit and well-marked, with adequate seating and shelter.
- Complete and accessible information is provided to users about routes, schedules and special needs facilities.
- A voluntary transport service is available where public transportation is too limited.
- Taxis are accessible and affordable, and drivers are courteous and helpful.
- Roads are well-maintained, with covered drains and good lighting.
- Traffic flow is well-regulated.
- Roadways are free of obstructions that block drivers’ vision.
- Traffic signs and intersections are visible and well-placed.
- Driver education and refresher courses are promoted for all drivers.
- Parking and drop-off areas are safe, sufficient in number and conveniently located.
- Priority parking and drop-off spots for people with special needs are available and respected.
Housing

- Sufficient, affordable housing is available in areas that are safe and close to services and the rest of the community.
- Sufficient and affordable home maintenance and support services are available.
- Housing is well-constructed and provides safe and comfortable shelter from the weather.
- Interior spaces and level surfaces allow freedom of movement in all rooms and passageways.
- Home modification options and supplies are available and affordable, and providers understand the needs of older people.
- Public and commercial rental housing is clean, well-maintained and safe.
- Sufficient and affordable housing for frail and disabled older people, with appropriate services, is provided locally.
Social Participation

☐ Venues for events and activities are conveniently located, accessible, well-lit and easily reached by public transport.
☐ Events are held at times convenient for older people.
☐ Activities and events can be attended alone or with a companion.
☐ Activities and attractions are affordable, with no hidden or additional participation costs.
☐ Good information about activities and events is provided, including details about accessibility of facilities and transportation options for older people.
☐ A wide variety of activities is offered to appeal to a diverse population of older people.
☐ Gatherings including older people are held in various local community spots, such as recreation centres, schools, libraries, community centres and parks.
☐ There is consistent outreach to include people at risk of social isolation.
Respect and Social Inclusion

- Older people are regularly consulted by public, voluntary and commercial services on how to serve them better.
- Services and products to suit varying needs and preferences are provided by public and commercial services.
- Service staff are courteous and helpful.
- Older people are visible in the media, and are depicted positively and without stereotyping.
- Community-wide settings, activities and events attract all generations by accommodating age-specific needs and preferences.
- Older people are specifically included in community activities for “families”.
- Schools provide opportunities to learn about ageing and older people, and involve older people in school activities.
- Older people are recognized by the community for their past as well as their present contributions.
- Older people who are less well-off have good access to public, voluntary and private services.
Civic participation and Employment

- A range of flexible options for older volunteers is available, with training, recognition, guidance and compensation for personal costs.
- The qualities of older employees are well-promoted.
- A range of flexible and appropriately paid opportunities for older people to work is promoted.
- Discrimination on the basis of age alone is forbidden in the hiring, retention, promotion and training of employees.
- Workplaces are adapted to meet the needs of disabled people.
- Self-employment options for older people are promoted and supported.
- Training in post-retirement options is provided for older workers.
- Decision-making bodies in public, private and voluntary sectors encourage and facilitate membership of older people.
Communication and Information

- A basic, effective communication system reaches community residents of all ages.
- Regular and widespread distribution of information is assured and a coordinated, centralized access is provided.
- Regular information and broadcasts of interest to older people are offered.
- Oral communication accessible to older people is promoted.
- People at risk of social isolation get one-to-one information from trusted individuals.
- Public and commercial services provide friendly, person-to-person service on request.
- Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold-face type.
- Print and spoken communication uses simple, familiar words in short, straight-forward sentences.
- Telephone answering services give instructions slowly and clearly and tell callers how to repeat the message at any time.
- Electronic equipment, such as mobile telephones, radios, televisions, and bank and ticket machines, has large buttons and big lettering.
- There is wide public access to computers and the Internet, at no or minimal charge, in public places such as government offices, community centres and libraries.
Community and Health Services

☐ An adequate range of health and community support services is offered for promoting, maintaining and restoring health.
☐ Home care services include health and personal care and housekeeping.
☐ Health and social services are conveniently located and accessible by all means of transport.
☐ Residential care facilities and designated older people’s housing are located close to services and the rest of the community.
☐ Health and community service facilities are safely constructed and fully accessible.
☐ Clear and accessible information is provided about health and social services for older people.
☐ Delivery of services is coordinated and administratively simple.
☐ All staff are respectful, helpful and trained to serve older people.
☐ Economic barriers impeding access to health and community support services are minimized.
☐ Voluntary services by people of all ages are encouraged and supported.
☐ There are sufficient and accessible burial sites.
☐ Community emergency planning takes into account the vulnerabilities and capacities of older people.
Creating an Age-friendly Community
Shire of Augusta Margaret River
Summary Engagement Report
December, 2016
Overview

- Two workshops were conducted:
  - Augusta, 29 November 2016
  - Margaret River, 30 November 2016
- A total of 24 people participated in the workshops (8 in Augusta and 16 in Margaret River) representing service providers and residents
- This report provides a summary of the discussions at the workshops around the domains of an Age Friendly Community:
  - Health and Community Services
  - Outdoor Spaces and Buildings
  - Transport and Movement
  - Communication and Information
  - Housing
  - Respect, Inclusion and Social Participation
  - Sport and Recreation
- The orange text indicates the issues that were generally agreed amongst the participants
Health and Community Services

- There is some uncertainty in the community about what services are available in the Shire of Augusta Margaret River
- Continuity of care is a concern in Augusta with GP’s coming and going
- Both towns are well serviced and health services are co-located in Margaret River
- Silverchain/BESS provide good service that is valued by the community
- It was identified that there is a lack of aged care residential facilities
- There is limited access to specialists
- No respite care
- After hours health services are limited
- Opportunity to increase use of local hospital
- Increased cost of services/lack of bulk billing are concerns
Outdoor Spaces and Buildings

- There is a conflict with cyclists and pedestrians in Margaret River
- Safe road crossings required across the Shire
- Augusta Recreation Centre is in need of an upgrade
- Planned upgrade of Cultural Centre much anticipated in Margaret River
- Margaret River Main Street needs improvement
- More infrastructure for walking in both towns
- Shire does a great job maintaining and landscaping across both towns
- Opportunity to connect Augusta Town Center with the Civic Precinct
- Margaret River beach access is poor (specifically to the water) for those with limited mobility
- Margaret River needs a Men’s Shed and activities specifically for older males
- Improved safety for gophers in Augusta
- The Shire and community need to consider ongoing asset costs when planning new works
Transport and Movement

- There is no public transport in Margaret River (to Busselton and around town)
- There are some safety concerns for drivers in both towns
- HACC transport valued across the community
- There is an existing ride sharing group and there is opportunity to expand this for seniors
- Limited caravan parking across the Shire
Housing

- Extra independent living units
- Some concern about emergency services accessing houses due to unsuitable design
  - Absentee owners (holiday houses) can contribute to social isolation with seniors having no continuity of neighbours
- High care facilities are at capacity
- There is a need for more lifestyle villages across the Shire
- Not easy to downsize
- Lifestyle village coming
- Rent expensive and limited across the Shire due to the high demand
Sport and Recreation

• The community is very well serviced for sport and recreation activities
• The Margaret River Recreation Centre is valued however the Augusta Recreation Centre is in need of an upgrade
• Margaret River would like to see a hydro pool or a bus service to access the one in Augusta
• Improved walking, cycle, gopher tracks/paths across the Shire to encourage and enable gentle exercise
• There is a need for more flexible meeting spaces for seniors’ activities in Margaret River
Social Participation

- There is a strong sense of community across the Shire
- People are passionate about where they live (“Paradise”)
- There is a conflict with cyclists and pedestrians in Margaret River
  - People feel safe
  - Service staff (retail/hospitality) are very friendly and accommodating
  - Whilst it gets busy in the peak season and this impacts movement, seniors still feel safe and respected in these times
- The Margaret River Library is a great asset for sharing information
- The Margaret River Rotary Guide is very well used and a valued community service
- Festivals and events are well provided
Communication and Information

- There is a great need for improved information about what services are available and how to access.
- There is a strong desire for paper based communication rather than reliance on online tools.
- Shire communication is not consistent.
- Small community makes it easy to network for the most part although it can feel "closed" for newcomers.
- Local papers work well (need community page) in Margaret River although there is no local paper in Augusta.
- Issue with mobile service (particularly in emergency) and internet and radio (no country radio).
- Facebook community noticeboard is good.
Seniors Survey
Age Friendly Community Plan
November 2016
Background

Development of the Aged Friendly Community Plan was identified within the Corporate Business Plan 2015-2019:
• Strategy 2.2.1 - provide programs and facilities that encourage resilience in seniors, young people and families
• Action 2.2.1.6 – Develop the Shire’s Age Friendly Community Plan

The Age Friendly Community Plan will identify age friendly features, barriers and suggestions for improvements against each of the following essential features of an age friendly community:

• Outdoor spaces and buildings
• Transport
• Housing
• Social participation
• Respect and social inclusion
• Civic participation and employment
• Communication and information
• Community support and health services

Seniors’ participation in the Shire’s consultation process is essential to an age friendly approach to community planning.

The Seniors survey component of developing the Shire’s Age Friendly Community Plan began on the 7 November 2016 and concluded on the 25 November 2016. The purpose of the survey was to gain community feedback on the future needs of seniors living in the Shire.
What community engagement occurred?

During this period:

- Throughout November an online survey was advertised for [yoursay.amrshire.wa.gov.au](http://yoursay.amrshire.wa.gov.au) in the local paper and on the shire website. A hard copy survey was also available at the Margaret River Shire Administration office at the Margaret River Library and at the Augusta Library.

- Face to face consultation was carried out via focus groups sessions in Augusta on the 29 November and in Margaret River on the 30 November.
What did the community say?

The community engagement successfully engaged with a wide range of community members, with 61 surveys received and 24 participants providing face to face feedback at the two focus group sessions.

The survey results indicated that the majority of participants see transport and access to medical services as being the most important issues for aged persons in the Shire.

This report will present the findings of the survey against the eight different topic areas.
Outdoor Spaces and Buildings

What You Told Us

- Margaret River is in great need of a community building.
- Parkwater oval requires a better standard of toilets and car parking.
- Margaret River lacks public toilets.
- Need to prioritise seating and shade at Surfers Point and Rivermouth.
- Street access to shops / buildings is not always easily accessible i.e. steps into shops.
- Pathways along foreshore and in certain areas of Augusta township are wonderful.
- More seating and shade is required on the main street of Margaret River and along major pedestrian routes.
- There is a need for more paths for gophers and wheelchairs.
- Need more picnic tables for larger groups which are wheelchair accessible and have benches with backs.
- Looking forward to pedestrians only in the middle of town.
- Gloucester Park could do with a coordinated rejuvenation. Perhaps more BBQ areas and shady rest areas could be incorporated into this. Also there does not seem to be enough sporting areas in Margaret River for all the sports groups participating in sport at the moment.
Transport and Movement

What You Told Us

- Roads and footpaths are in Augusta are good.
- Some sort of regular bus or public transport system could assist both the youth and the elderly in travelling from and between the major town sites and the beach area.
- Footpaths are desperately needed in Margaret River.
- Lack of public transport round towns and between towns.
- Transport Services are what you would expect for a country town.
- Cowaramup suffers from a lack of parking facilities and requires attention to school bus parking on the main highway.
- Maintenance of Roads is lacking and we need more footpaths especially from Augusta to the Lighthouse.
- Augusta footpaths need maintenance along Blackwood ave near bowling club and near hospital.
- The intersection of Forrest Rd and Bussell Highway is impossible to navigate during tourist season.
- The new street scaping plan will help in the main street, but many of the footpaths adjacent to the main street are not suitable for people with wheel chairs, who use mobility aids or those who are little fragile when walking.
- Pedestrian access at intersections is poor - especially near post office - needs a "rest area" in middle of street when walking up Wilmott street intersections are very wide - takes older people longer to cross & not safe.
- There is a need for more public seating/ resting areas/ public garden area in Main Street.
- Public transport - or lack of it - is a major issue for older people.

As the graph shows the majority of survey contributors are dissatisfied with the provision of transport options within the shire.
Housing

What You Told Us

- Long term planning should perhaps look at another retirement village or elderly care as the aging population increases.
- More accessible accommodation required.
- The spreading urban development in the southern sector of the town is a disappointment.
- Need more independent housing and communal housing dedicated to the aged.
- Need more housing for elderly requiring different levels of care.
- Housing is far too expensive in Margaret River, and during summer it is next to impossible to even find a rental house.
- More land should be set aside for downsizing — many developers will not allow smaller houses to be built under their covenant. A mix of smaller, sustainable homes amongst larger homes would be beneficial for the community.
- There is very little housing available for seniors unless they are well provided financially.
- Village type complexes conducive to services could be developed as the baby boomers age and move to the Shire.
- Developers need to be encouraged to provide land to allow for development of low cost housing.
- Limited availability of affordable private rentals in Augusta.
- More elderly residents are opting for caravan with annexe in caravan parks which can be more affordable but not always the best option for access and living conditions.
Social Participation

What You Told Us

- I am very impressed with the social activities available and in particular the huge number of volunteering opportunities.

- I feel many activities are geared around Margaret River only.

- There are no shortages of organisations who require volunteers.

- I would like to see more artistic events – not more food and wine related events.

- The shire seems to become a roadblock for community based activities rather than fostering and supporting community minded individuals and groups. A more relaxed “hands off” approach may promote greater community involvement.

- Opportunities exist - sometimes getting information is a challenge. New residents may find initial access difficult.

- Spoilt for choice (but like everything, you have to make the effort to get involved).

- More volunteers are needed in most community groups. Perhaps we need a “volunteering blitz” to advertise the need.

- Our Shire had done a great job in this area. We are indeed well provided for.

- Would be great to see more events of interest for older folks.

- Need to find ways to engage with those seniors who “slip through” the usual catchments for seniors.

- Augusta has a vibrant volunteer base with many members associated with several groups.
Respect and Social Inclusion

What You Told Us

- Seniors usually create their own activities.
- To increase social inclusion I would suggest you have more social events in the town that are more reasonably priced.
- I don’t often see seniors around town, so more senior friendly activities would be great, even inviting school kids to come and read to them once a week would help both age levels.
- I feel that the Shire focuses on events that suit the young to middle aged adults.
- We feel the town needs a Senior Citizen Centre e.g. like Mandurah has.
- I have never felt any anti social behaviour because of my age. Perhaps because I am not out at night that I miss the anti-social behaviour .... but I’m sure it is not any worse in our Shire than anywhere else.
- More awareness for people with dementia and dementia specific activities is required.
- Respect in Augusta excellent, could be greatly improved in Margaret River.
- If you want to socialise the opportunity is there.
- Augusta Multi Purpose Service and the Augusta Community Resource Centre cater for most of the needs of social inclusivity.
- So many helpful folk around - thoughtful and caring.
Communication and Information

What You Told Us

- Shire staff in Augusta are very helpful and motivated.
- Maybe focussing on signs and social media more to communicate information would be beneficial.
- I don't believe that there is enough information sent out into the community for events for seniors.
- If you get the local papers, its all there!
- Some people do not have a personal computer - please remember this!
- More advertising needed in local newspapers.
- Talks organised by COTA are interesting and informative.
- The Shire is making good use of communication media.
- I don't see the information in my face but anything I have wanted to find out about, has been easily located.
- The Rotary Directory is very beneficial.
- Not all aged members in the community utilise technology e.g. social media, website to gain information or provide feedback. I have not seen material available for sight impaired.
- Have you considered having a community information broadcast on Augusta Community radio station?
Health and Community Services

What You Told Us

- There is a lack of access to specialists and optical services.
- We are lucky to have excellent medical services in the area.
- It would be good to have more shops that suit older people, for example clothing, mobility aids etc.
- GP care is very good.
- Access to specialists is reasonable.
- Would be good to have consistency of doctors in Augusta.
- HACC is only available on Mondays and Tuesdays. It would be good if this service could be extended.
- Excellent service from Silver Chain.
- Home care and shopping and the discretion of HACC and RAS assessors. Clients need to be over GS ongoing functional disability. Very little available for seniors (over 60) who don’t meet HACC criteria.
- Home care is quite satisfactory.
- BESS provides assistance but it is a volunteer group. Perhaps a paid service would be better and provides employment.
- Health services are excellent.
Sport and Recreation

What You Told Us

- Fantastic sports clubs in Augusta.
- The Augusta gym and its equipment, even after the upgrade, is still only average.
- Better surface required for Parkwater oval.
- It would be very beneficial if the Shire could organise some type of Live Longer Live Stronger programme or similar in Cowaramup.
- Some of the sporting facilities are getting a bit past it, but Rec centre is great.
- Parks are WELL maintained and looking great.
- Library is wonderful.
- Lots of activities at the Margaret River rec centre and other venues for seniors.
- Ongoing issues with hydrotherapy pool in Augusta including poor access for residents with impaired mobility. Hours are also inadequate.
- We have many sport and recreational activities available. My friends from Perth are envious that we have access to all types of activities, it very close proximity.
- There should be cheaper options for those of us who would love to use the pool and gym at the rec centre but can't afford the fees.
- Would like to see handrail to allow infirm to get in to the water at Flinders along old boat ramp. Would like to have a path through bushland next to Hospital and Lodge to take residents through.

As the graph shows most survey contributors are satisfied or neither satisfied or dissatisfied with the provision of sport and recreation facilities and services in the shire.
General Comments

- At a basic level, crosswalks, footpaths and attention to pedestrian friendly access to shops and town is imperative.

- Beach access at Gnarabup is very difficult for the less than able bodied.

- Ask the residents of Augusta more often about what they went and then provide it.

- We need more fun activities for all ages to help combat the growing alcohol and drug abuse in young people, and the loneliness of older people.

- The shire seems to, as mentioned, always seem to focus on tourists and forget about the people that live here day to day.

- Its important to keep improving the walkway, as aged need to be kept “moving”.

- Intergenerational community contact is important to "oldies" - most of us still have something useful to contribute.

- Begin with the end in mind. If it cannot be done to current accessible standards with long term benefits, save the money for a project that can.

- Be aware of the change in "atmosphere" the rapid growth in the area is creating. Margaret River’s fast losing its country feel. It has become impersonal and unfriendly.

- Maintain direct communication.

- The “well seniors” are probably catered for fairly well, it is those with health impairments or minimal social networks who we need to reach out to - particularly with outdoors/exercise activities or healthy food events, to give them skills in achieving a healthy lifestyle.

- Perhaps look to encourage providers of housing suitable for those unable to provide there own through disability or age.
The next steps

As a result of this feedback from the community in conjunction with the information received via the two focus group sessions the Shire will create a draft Age Friendly Community Plan.

The Plan will be based on the eight domains of an age friendly community, with each domain considered via a number of associated actions. These actions will be designed to allow Council to respond to changing needs and ensure support for the wellbeing of the Shire of Augusta Margaret River ageing population.
The Shire of Augusta Margaret River is preparing an Age Friendly Community Plan that will identify the age friendly features, barriers, and suggestions for improvement. We would appreciate your input on the future needs of seniors living in the Shire of Augusta Margaret River. It should take 10 – 15 minutes to complete, depending on how much you have to say! Your answers will remain confidential.

Please return your completed survey to: selton@amrshire.wa.gov.au

Post:
Shire of Augusta Margaret River
PO Box 61
Margaret River WA 6285

The survey will close at 5pm on Friday, 25 November 2016

Are you a service provider or carer? (If yes to either, go to question 1)

☐ Service Provider
☐ Carer

Please select your age category

☐ Below 54
☐ 55-59
☐ 60-64
☐ 65-69
☐ 70-74
☐ 75-79
☐ 80-84
☐ 85 and over

Sex

☐ Male
☐ Female

Present employment status

☐ Retired
☐ Work Full-time
☐ Work Part-time
☐ Unemployed
1. Health and Community Services

How satisfied are you with the provision of Health and Community Services (including GP, medical services, home care and shopping) in the Shire of Augusta Margaret River?

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Health and Community Services (including GP, medical services, home care and shopping) in the Shire of Augusta Margaret River

2. Outdoor Spaces and Buildings

How satisfied are you with the provision of Outdoor Spaces and Buildings in the Shire of Augusta Margaret River?

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Outdoor Spaces and Buildings in the Shire of Augusta Margaret River
3. Transport and Movement

How satisfied are you with Transport and Movement (including roads, footpaths and public/community transport) in the Shire of Augusta Margaret River

☐ 1 - Very Dissatisfied  
☐ 2 - Dissatisfied  
☐ 3 - Neither Satisfied or Dissatisfied  
☐ 4 - Satisfied  
☐ 5 - Very Satisfied

Comments about Transport and Movement (including roads, footpaths and public/community transport) in the Shire of Augusta Margaret River
4. Housing

How satisfied are you with the provision of Housing in the Shire of Augusta Margaret River

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Housing in the Shire of Augusta Margaret River

5. Sport and Recreation

How satisfied are you with the provision of Sport and Recreation facilities and services in the Shire of Augusta Margaret River?

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Sport and Recreation facilities and services in the Shire of Augusta Margaret River
6. Social Participation

How satisfied are you with Social Participation opportunities (including events, activities and volunteering) in the Shire of Augusta Margaret River

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neither Satisfied or Dissatisfied
- 4 - Satisfied
- 5 - Very Satisfied

Comments about Social Participation opportunities (including events, activities and volunteering) in the Shire of Augusta Margaret River
7. Respect and Social Inclusion

How satisfied are you with the level of Respect and Social Inclusion seniors experience in the Shire of Augusta Margaret River

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Respect and Social Inclusion in the Shire of Augusta Margaret River

8. Communication and Information

How satisfied are you with Communication and Information (about services and activities) in the Shire of Augusta Margaret River

☐ 1 - Very Dissatisfied
☐ 2 - Dissatisfied
☐ 3 - Neither Satisfied or Dissatisfied
☐ 4 - Satisfied
☐ 5 - Very Satisfied

Comments about Communication and Information in the Shire of Augusta Margaret River
In light of the previous questions, what would you say is the single most important issue for aged persons in your community?

Do you have any other general comments that may assist the Shire of Augusta Margaret River in the preparation of the Age Friendly Community Plan?
Be part of the focus group

Would you like to be part of the Age Friendly Community Plan Focus Group and assist the Shire of Augusta Margaret River to identify the regions age friendly features, barriers and suggestions for improvements.

☐ Yes - Augusta Focus Group Session 29 November, 1-4pm
☐ Yes - Margaret River Focus Group Session 30 November, 9 - 12pm
☐ No thanks

Thank you for taking the time to fill in this survey, the information collected will guide the Shire of Augusta Margaret River in identifying the age-friendly features, barriers, and suggestions for improvement.

Please return your completed survey by 5pm on Friday, 25 November 2016.

Email: selton@armshire.wa.gov.au

Post:
Shire of Augusta Margaret River
PO Box 61
Margaret River WA 6285

If you have any queries about the survey or the Age Friendly Community Plan, please contact Susie Elton, Community Development Officer, Shire of Augusta Margaret River - 9780 5233

Optional

If you would like to be kept informed about the Age Friendly Community Plan or would like to be part of the Age Friendly Community Plan Focus Group, please provide your preferred contact details below:

Name: ____________________________________________

Address: __________________________________________

Phone / email: ____________________________________
Acknowledgements

The Shire of Augusta Margaret River would like to acknowledge the contribution of residents, community members and service providers in the preparation of this Plan. We thank you for your valuable input and participation.

Stakeholders

- Residents
- Staff at the Shire of Augusta Margaret River
- Service Providers and Carers
- Margaret River Aged Care Advisory Committee

References

- Age in Place. 2017 What is Ageing in Place?
- Alzheimer’s Australia. 2017 What is Dementia?
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- Department of Local Government and Communities. 2015 Age Friendly WA Toolkit.
  https://www.dlgc.wa.gov.au/Publications/Pages/Age-FriendlyWA-Toolkit.aspx
- Shire of Augusta Margaret River. 2016 Local Profile
- WA Country Health Service. 2015 South West Health Profile
- Western Australian Planning Commission. 2015 WA Tomorrow.
Shire of Augusta Margaret River
Civic and Administration Centre
41 Wallcliffe Road (PO Box 61)
Margaret River 6285
P: 08 9780 5255, F: 08 9757 2512
Office Hours: Mon to Fri, 9am – 4pm
Phone enquiries: 8am – 4.30pm

Augusta Administration Office
66 Allnut Terrace
Augusta 6290
P: 08 9780 5660, F: 08 9758 0033
Office Hours: Mon to Fri, 9am – 4pm
(closes for lunch 12pm — 1pm)
Phone enquiries 8am – 4.30pm

www.amrshire.wa.gov.au
amrshire@amrshire.wa.gov.au

If you are deaf, or have a hearing impairment or speech impairment, contact us through the National Relay Service:

- TTY users phone 133 677 then ask for 08 9780 5255
- Speak and Listen users phone 1300 555 727 then ask for 08 9780 5255
- Internet relay users connect to the NRS (www.relayservice.com.au) and then ask for 08 9780 5255