



# Age Friendly Community Plan

2024 – 2028



Sustainable | Inclusive | Connected to Place | Respecting Boodja

# Welcome to Wadandi Boodja

“Kaya, Nala Maat Kaya Noonduk (Hello, Our Family Welcomes You) to Wadandi Boodja (Saltwater People’s Country) – we all come together on Boodja (Country). Whilst on Wadandi Boodja we ask that you respect the land by walking softly and take the time to listen to Boodja as she Wongi (Talks).

We respect the presence of the Demmala Goomala (Ancestors) whose Djanga (Spirits) reside on Boodja and whose Djenna (feet) walk the land and whose Djanga Korda (heart spirit) flows through all creation.

Wooditjup (Margaret River) is the heart of Wadandi Boodja (country), a meeting place between land and sea, connecting us all with Wadandi Boodja.

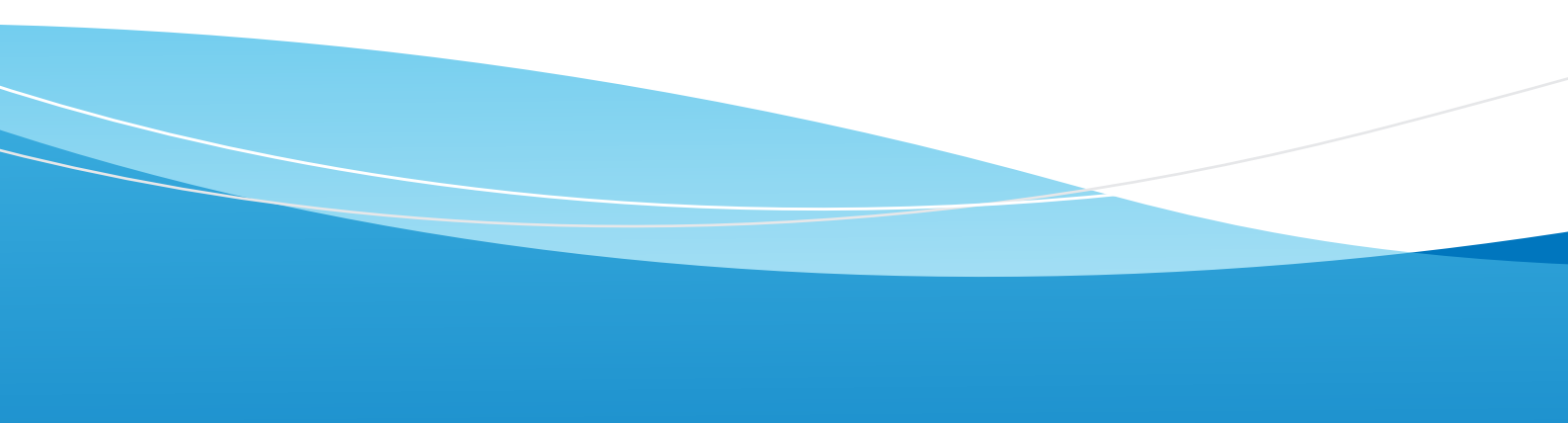
The Wadandi Boodja (Motherland) reaches from Bunbury, along the coast of Geographe Bay, extending to Yallingup (Place of Holes) to Talinup, Augusta (Place of Reeds) inland to Nannup (The Stopping Place), taking in the region of Undalup (Busselton) The Wadan Boodja (Sea Country) is of great spiritual significance to the coastal Wadandi people.

Boodja – Land, Country, Mother Earth – is our most important resource. No matter what culture or religion – all of us rely on Nala Boodja, Our Country.

It is up to all of us to listen to the land, understand the connection to Country that we all have and realise how urgent it is to work together to make better decisions on how we can create that balance, ensuring sustainability for the generations to come, in order to protect and preserve the beauty of Boodja.

Whilst living, travelling, visiting and holidaying on Wadandi Boodja (Saltwater People’s Country) we ask that you respect the area and walk softly on the country, taking the time to listen to Boodja (Country) as she Wongi (Talks) of the Season, and leave nothing but footprints”.

**Wadandi Cultural Custodian, Wayne “Wonitji” Webb.**



## Acknowledgement of Country

The Shire of Augusta Margaret River acknowledges we are on Wadandi and Pibelmen Boodja, whose ancestors and their descendants are the Cultural Custodians of this country.

We acknowledge the Wadandi and Pibelmen have been custodians since the land was soft (creation times) and continue to perform age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.

The Shire is committed to First Nations people sharing fairly and equitably in the region's cultural, social, environmental and economic future.



# Contents

|                                                  |           |
|--------------------------------------------------|-----------|
| <b>Foreword</b>                                  | <b>5</b>  |
| <b>Strategic alignment</b>                       | <b>6</b>  |
| <b>What is an age friendly community?</b>        | <b>7</b>  |
| <b>Our community</b>                             | <b>8</b>  |
| <b>Current age friendly practices</b>            | <b>10</b> |
| <b>How did we develop this Plan?</b>             | <b>12</b> |
| <b>What we heard</b>                             | <b>12</b> |
| <b>Delivering the Plan</b>                       | <b>13</b> |
| <b>The role of local government</b>              | <b>14</b> |
| <b>Our Scope</b>                                 | <b>15</b> |
| <b>Age Friendly – Objectives and Key Results</b> | <b>16</b> |
| <b>Thank you</b>                                 | <b>24</b> |



# Alignment to the Strategic Community Plan 2040

## COMMUNITY VISION

Augusta Margaret River

Sustainable, inclusive,  
connected to place and  
respecting Boodja

### Environment

We will protect and enhance the unique natural environment and biodiversity of the region through climate action and informed decision making.

**We will focus on:**

**Outcome EN.1:** Ecology and biodiversity protection

**Outcome EN.2:** Healthy waterways, foreshores and natural landscapes

**Outcome EN.3:** Collective climate action

**Outcome EN.4:** Sustainable resource and waste management

### People

We will support and strengthen our diverse, resilient, welcoming, safe and connected community through our services and advocacy.

**We will focus on:**

**Outcome PE.1:** Diverse cultural values are respected and adopted

**Outcome PE.2:** Equal opportunities for all

**Outcome PE.3:** Active, healthy and fulfilling lifestyles

**Outcome PE.4:** Safe and resilient communities

### Place

We will responsibly develop vibrant, sustainable places which maintain their distinctive characters, and which supports a local economy that is resilient, equitable and sustainable.

**We will focus on:**

**Outcome PL.1:** Diverse, sustainable and well-designed places

**Outcome PL.2:** Infrastructure which caters to need

**Outcome PL.3:** Sustainable agriculture and thriving rural community

**Outcome PL.4:** Resilient circular local economy

### Performance

We will deliver quality governance, service and value with integrity and transparency.

**We will focus on:**

**Outcome PF.1:** Responsible planning and ownership of outcomes

**Outcome PF.2:** Community and customer focus

**Outcome PF.3:** High performing and engaged people

**Outcome PF.4:** A culture of innovation, quality and continuous improvement

# Foreword

The Shire of Augusta Margaret River is committed to building a community that is inclusive and accessible for all, including our older residents. The Shire acknowledges the valuable contribution that seniors make to our community and the importance of enabling residents to stay connected, involved and to age in place. The Shire recognises the diversity of our senior demographic, whose varying backgrounds and life experiences shape their needs and aspirations as they grow older, identifying that these needs are fluid and will change over time.

Our Age Friendly Community Plan 2024 – 2028 aims to support seniors to age in place in a welcoming, inclusive and accessible community. This Plan details the goals and actions we will be focusing on over the next five years to support seniors to access the services and support they need and to enable them to continue to actively participate and be recognised in their community.

The key objectives and actions outlined within this Plan were informed through consultation and involvement with community members and service providers. This Plan will guide the Shire when decision making and planning for the future. We are committed to continuing to engage with seniors and other key stakeholders to implement this plan in a collaborative and meaningful way.



# Strategic alignment

Documents that have supported the development of the Age Friendly Community Plan 2024 – 2028 include:

- **An Age Friendly WA  
State Seniors Strategy 2023 – 2033**

The Strategy guides how the State will support and empower all seniors across WA over the next 10 years. The implementation of the Strategy is supported by two five-year action plans that detail the specific initiatives that support the pillars and key focus areas, along with the agency that will be responsible for delivering them.

- **Shire Plans:**

- **Strategic Community Plan 2040**

- The Strategic Community Plan 2040 sets the vision, focus areas and strategies for the next 20 years. This Plan delivers on the legislative requirements for all local governments to have a plan for the future.

- **Strengthening Community Capacity Plan 2020 – 2025**

- The Strengthening Community Capacity Plan outlines how the Shire will deliver and support actions to develop welcoming, connected and resilient communities.

- **Access and Inclusion Plan 2023 – 2027**

- The Access and Inclusion Plan identifies strategies and actions for the Shire to implement that will improve access and inclusion through the region and enhance the lives of everyone.

# What is an age friendly community?

An age friendly community is one that 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.

It encompasses spaces, places, programs and initiatives that support people to live healthy and independent lives for as long as possible and enables them to participate in the community as they grow older. An age friendly community benefits everyone; both current and future generations.

**The World Health Organisation determined that the following eight domains contribute to an age friendly community<sup>1</sup>:**

|   |                                       |                                                                                       |
|---|---------------------------------------|---------------------------------------------------------------------------------------|
| 1 | Outdoor spaces and buildings          |    |
| 2 | Transportation                        |    |
| 3 | Housing                               |  |
| 4 | Social participation                  |  |
| 5 | Respect and social inclusion          |  |
| 6 | Civic participation and employment    |  |
| 7 | Communication and information         |  |
| 8 | Community support and health services |  |

These eight domains formed the basis of our consultation with seniors in our community.

1 National programmes for age-friendly cities and communities: a guide. Geneva: World Health Organisation; 2023. Licence: CC BY-NC-SA 3.0 IGO. Pg. 6, accessible via download from <https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/age-friendly-environments/national-programmes-afcc>

# Our community

## The seniors of our community are a diverse demographic with a wide range of needs, preferences and aspirations.

The term senior refers to anyone over 65 years old<sup>2</sup>. Their individual circumstances are influenced by their background, experiences and livelihoods. The needs and preferences of our senior community members are fluid and can and will change as they age, which was reflected through the community consultation feedback.

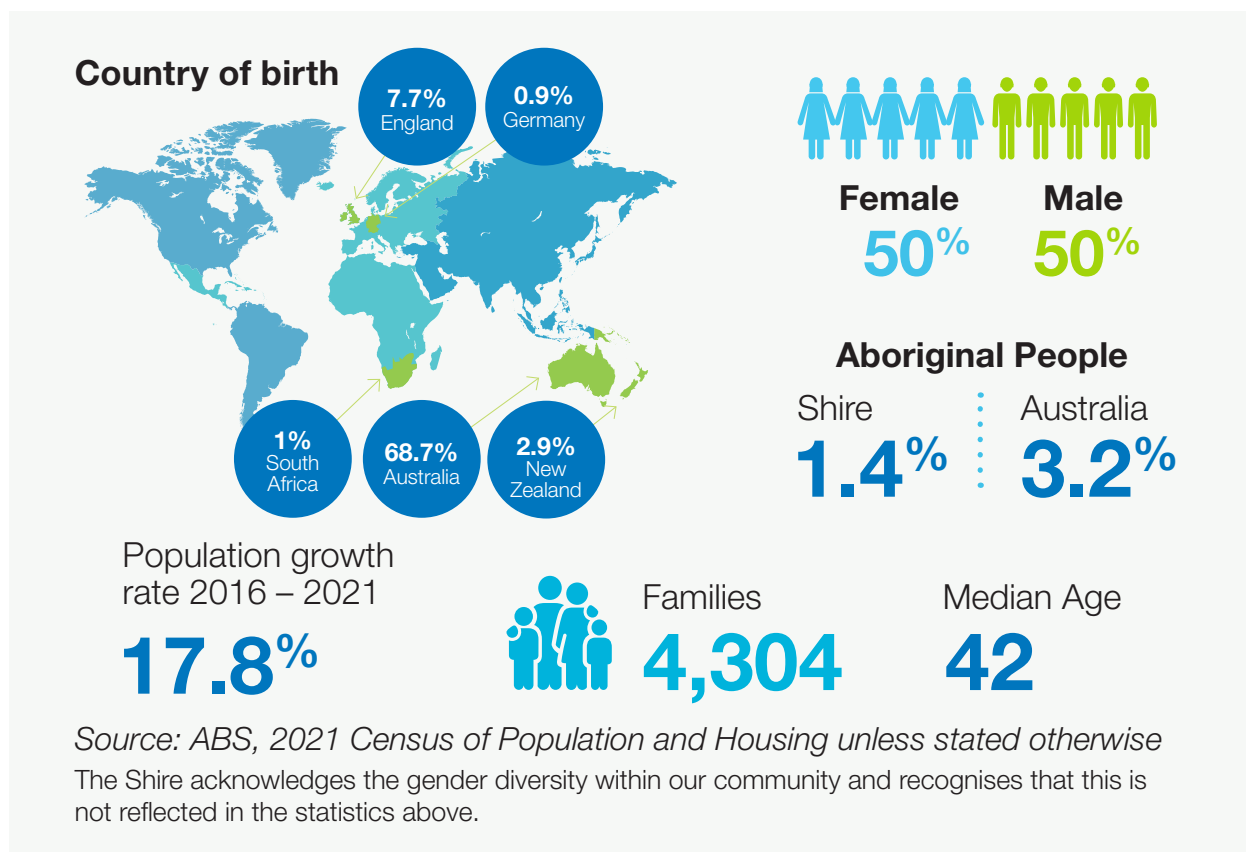
<sup>2</sup> This Plan also recognises that the term 'senior' refers to any Aboriginal person aged 55 years and over, reflected in the An Age-Friendly WA: State Seniors Strategy 2023 – 2033 and associated references, pg. 10, accessible via <https://www.wa.gov.au/government/publications/age-friendly-wa-state-seniors-strategy>

### What we know from the consultation is that:

- Many of our seniors are still working or volunteering.
- Our seniors have a diverse range of cultural and ethnic backgrounds.
- There are a number of seniors who regularly participate in religious activities.
- Some seniors can live and travel independently, some need extra support and care.
- Most seniors regularly participate in one or more community activities, including but not limited to environmental groups, sports (as a spectator or participant), and arts and cultural activities.

The diversity of our senior cohort has been considered in the development of this Plan, to enable the Shire to deliver a range of initiatives and services and best support the broad range of seniors living and contributing to our community.

## Community demographics



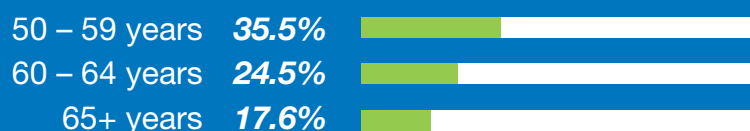
## Population numbers by age



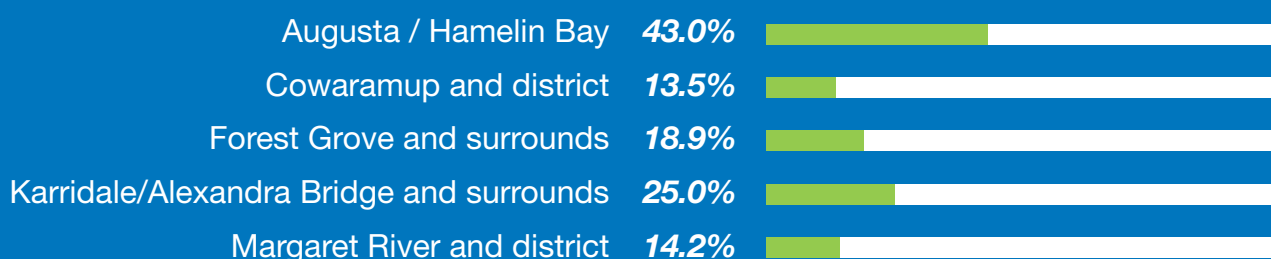
Total population of the shire

**16,791**

Seniors (aged 65+) represent 17.6% of the shire's population. In comparison, seniors make up 17.2% of Australia's population, 16.1 % of WA population, and 17.5% of regional WA's population.



## Where do seniors (65+) live in the shire?



## A changing population



In 2021, the largest age group in the shire was 40 – 44 year olds.

The group that changed the most since 2016 was 70 – 74 year olds, increasing by 386 people.

The 65+ age group rose from 14.4% to 17.5% between 2016 and 2021.

From 2016 to 2021, the Shire of Augusta Margaret River's population increased by 2,532 people (17.8%). This represents an average annual population change of 3.32% per year over the period.

The largest changes in age structure in this area between 2016 and 2021 were in the age groups:

| 10 - 14     | 50 - 54     | 65 - 69     | 70 - 74     |
|-------------|-------------|-------------|-------------|
| <b>+260</b> | <b>+295</b> | <b>+293</b> | <b>+386</b> |

# Current age friendly practices

The Shire of Augusta Margaret River embeds age friendly practices throughout the Shire. The Shire currently delivers a range of programs, initiatives, and services for seniors, including:

## **Nala Kaatajiin Mia – Our Knowledge House (Augusta and Margaret River Libraries)**

*Examples:*

- Providing digital training for over 50s.
- Facilitating the Young Mentors Program, which partners people over 50 wanting to learn digital literacy skills, with Year 9 and 10 students who teach.
- Hosting a dementia-friendly book collection, large print and e-book collection and audio on CD.
- Providing volunteering opportunities to over 65's with on-the-job training in shelving and shelf-checking. Libraries have 16 seniors in the team at the time of writing.
- Celebrating Seniors Week with events in November. Past events include inviting Silverchain day centre to attend intergenerational story time followed by a musical performance from the Montessori School Choir, and a free workshop teaching neuro drawing technique specifically for seniors.
- Partnering with groups to provide events that are informative and entertaining, including hosting a WA Seniors Card presentation with outreach to Witchcliffe and Cowaramup venues and promoting library e-resources.
- Advertising life long-learning events as easily accessible and where possible, mention that space is available for support carers at events.
- Supporting new senior members to the library with personal introduction to our online e-resources.
- Adapting the times of several life-long learning events to Wednesday morning which is more popular with over 65s attending. Provide refreshments after talks so that guests are encouraged to interact, chat and feel involved.

## **Nala Waabi Mia – Our Play House (Augusta and Margaret River Recreation Centres)**

*Examples:*

- Providing a range of discounted membership options for seniors.
- Hosting activities for a range of ages and abilities including pickleball, walking sports and aquarobics. There is also equipment and space provided for third party sports providers to run activities.
- Running Strength for Life and Supermovers programs for over 50s.
- Providing supervised rehab at the Margaret River Recreation Centre pool, and at the hydrotherapy pool at Augusta Recreation Centre. There is often a dedicated gentle exercise and walking lane in the Margaret River Recreation Centre pool.

## **Nala Bardip Mia – Our Story House (Margaret River HEART)**

Programming by Arts Margaret River

*Examples:*

- Young@HEART – free music concerts in the foyer every Monday morning from 10am to 11am (excluding public holidays). The initiative was developed to safely encourage participation in the arts among older residents (over 60s) during the initial stages of the COVID-19 pandemic.
- Concession rates for Pension and Health Care Card Holders
- Companion Cards Accepted (your companion has free entry)
- Accessible Venue – including a lift, wheelchair seating spaces, wheelchair parking and accessible toilets
- Art Gallery with free entry and changing exhibitions every month.
- A large selection of cinema and theatre events to cater to all ages and interests.
- Arts Margaret River welcomes senior volunteers to assist at events – providing training, support and an opportunity to meet others.

## **Customer Experience**

*Examples:*

- Providing Shire communications in print and digital formats, with alternative accessible formats available on request.
- Continuing to ensure the Shire website is accessible.

## **Community Planning and Development**

*Examples:*

- Promoting awareness of health and support services available through coordinating the online 'My Community Directory' and facilitating the Community Network Group.
- Supporting community led initiatives and groups that encourage the participation and connection of seniors i.e. through grants, promotion, partnerships and access to facilities.
- Celebrating and acknowledging the contributions that seniors make to our community through annual Volunteer of the Year Awards and Seniors Week activities.

## How did we develop this Plan?

The Age Friendly Community Plan 2024 – 2028 was developed from feedback, views and suggestions our community shared throughout the consultation process.

From October to December 2022, participation was encouraged through a range of forums. This included:

- The Asking about Age Friendly community survey and YourSay page
- WACHS Health Service Planning workshop
- Engagement with Young@HEART attendees
- Internal Stakeholder Meetings with key Shire business units
- Participation from Shire Reference Groups
- Recent engagement from the Access and Inclusion Plan

Over 150 community members and stakeholders were engaged in the consultation process. 80 survey responses were received, with 75% of all responses from people over 65. A broad cross section of the community was involved, including those representing community members over 65, family members, carers, service providers, community groups, Shire staff and interested community members.

A Draft Age Friendly Community Plan was shared publicly for comment during November to December 2023. 17 responses were received and feedback has been incorporated into this Plan.

## What we heard

Outlined below is an overview of some of the key feedback we received through the community consultation.

Seniors shared the following is important to them:

- Being able to actively and meaningfully contribute to the community;
- Feeling welcomed and connected in the community to attend local events, programs and initiatives;
- Being able to travel to surrounding towns and cities to access the services and facilities they need;
- Access to aged care facilities, community-based care services and, home based care and support services;
- Being able to connect and socialise with other seniors in an accessible and inclusive environment; and
- Safe, accessible and well-maintained pathways and leisure areas.
- Being able to access information in a timely and accessible way.

# Delivering the Plan

This plan is a high-level strategic overview to guide the Shire in where to focus its efforts and attention over this five-year period. The Community Planning and Development team is the lead Business Unit at the Shire responsible for monitoring progress and achievements of the Plan. However, the Plan will require collective involvement and ongoing networking and collaboration with a range of stakeholders to enable its success in enhancing the age friendliness of our community. These stakeholders include business units across the Shire, other sectors of government, health and aged care service organisations, non-profit community groups and organisations and importantly, seniors themselves.

## There are four key objectives in this plan:

**1** Seniors can age in place

**2** Seniors are socially connected and actively participate in community life

**3** Seniors can navigate easily and safely around their community

**4** Information and communications are accessible for seniors

An Implementation document will underpin this Plan, developed in collaboration with the stakeholders listed above, to assist with identifying specific actions, priority focus areas and timeframes. An integral part of delivering on this plan will be ongoing engagement between the Shire and local seniors to ensure they are represented, and their views are heard.

There is a strong need for advocacy for improved services and facilities within the shire, and Council and the Shire's leadership team will play an important role in championing this, particularly in areas of state and federal responsibility such as public transport, aged care and health care facilities.

This Plan is designed to support the Shire to be prepared and responsive, advocating for the needs of seniors now and into the future as our shire's population grows and the need and demand for services continues to increase.



# The role of local government

All levels of government in Australia are responsible for specific policies and programs which impact the lives of seniors. While there are some areas of shared or overlapping responsibility, there is a broad distribution of responsibilities between Federal, State and local governments.

The Federal Government is responsible for some important areas that affect ageing well. This includes aged care services, in-home support, primary health care, disability services, income support, taxation and superannuation, workplace relations and protection from age discrimination.

The State Government is responsible for enhancing opportunities and strengthening inclusion for seniors. This includes providing access to mainstream government services and facilities like public spaces, public transport, hospital care, social housing, and justice, as addressed through a range of State and Federal Government strategies and initiatives.

Local government provides services such as recreation centres, cultural centres and libraries. They also ensure footpaths, public open spaces and community buildings are well maintained and accessible. Local governments, in partnership with community organisations, deliver initiatives, programs and events to meet the particular needs of their local communities. Local government also has an advocacy role to play to ensure there are sufficient local services and facilities that support ageing in place in their communities<sup>3</sup>.

This includes advocacy to State and Federal governments and highlighting local issues and opportunities needed in the community.

3 An Age-Friendly WA: State Seniors Strategy 2023 – 2033, pg. 18



# Our Scope

## Provide

We provide a wide range of mandatory and discretionary services to the community.

## Regulate

We regulate compliance with legislation on behalf of the state government, including town planning, animal management, public health, signage, parking and more.

## Facilitate

We work to bring agencies and people together to make it possible or easier to meet community needs within our limited resources.

## Advocate

We are a voice for the community and promote local interests.

## Fund

We directly fund organisations and community led initiatives which deliver our community vision.



# Age Friendly – Objectives and Key Results

## Objective 1: Seniors can age in place

### What it means and why it is important

Ageing in place supports seniors to age well in their own home, on their own terms. When living independently is no longer possible, access to a range of locally available services, information and supports is critical to ensure people can stay in place and maintain their connection to community. Currently there is limited access to specialist health services and long wait times for support services in the shire. Provision of these services is not the role of local government; however, the Shire has a key advocacy role to play in this space.

By undertaking the actions below, we aim to progress towards achieving the following key results:

### Key results

- There are affordable and available age friendly housing options in the community.
- Seniors can access reliable and locally available health and support services.
- Seniors have the capacity to make informed choices and decisions about how they live.
- The Shire is a dementia friendly community.
- Seniors have access to appropriate fitness and recreation facilities and equipment.



| Objective 1: Seniors can age in place |                                                                                                                                                                                                                  | Shire role                        | Business Unit                                                                               |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------|
| <b>Actions</b>                        |                                                                                                                                                                                                                  |                                   |                                                                                             |
| 1.1                                   | Promote awareness of current service providers and their programs and services to the wider community                                                                                                            | Facilitate                        | Community Planning and Development                                                          |
| 1.2                                   | Advocate for increased service provision in the shire with a focus on specialist health services, aged care facilities and home care/support services                                                            | Advocate                          | Community Planning and Development<br>Statutory and Strategic Planning<br>Office of the CEO |
| 1.3                                   | Advocate for changes or variances to local zoning regulations to allow for age friendly housing alternatives such as shared housing, accessory dwelling units and aged care facilities                           | Advocate<br>Regulate              | Statutory and Strategic Planning<br>Office of the CEO                                       |
| 1.4                                   | Investigate and facilitate capacity building opportunities i.e. workshops and information sessions for seniors, covering topics such as (but not limited to) finances, retirement and tenancy rights for seniors | Facilitate                        | Community Planning and Development<br>Library Services                                      |
| 1.5                                   | Identify specific areas where the Shire can continue to work towards becoming a dementia friendly community                                                                                                      | Provide<br>Facilitate<br>Advocate | Community Planning and Development                                                          |
| 1.6                                   | Investigate and support projects and services that enable ageing in place i.e. InCasa Home Care & Mable Staying in Place project                                                                                 | Advocate                          | Community Planning and Development                                                          |
| 1.7                                   | Investigate and consider best practice age friendly facility design for recreation and leisure renewals and upgrades (e.g. age friendly pool and gym equipment, signage and wayfinding etc).                     | Provide                           | Recreation Services                                                                         |

## Objective 2: Seniors are socially connected and actively participate in community life.

### What it means and why it is important

Seniors told us social relationships and the ability to access social and community groups is a high priority. Seniors shared the value of being able to actively and meaningfully contribute to the community, and of feeling welcomed and able to attend local events, programs and initiatives across the shire. This extended to the importance of being able to connect and socialise in an accessible and inclusive environment dedicated to seniors.

Seniors play an important role in the fabric of our diverse community and we need to acknowledge and celebrate their contributions, as well as provide opportunities for intergenerational connection, knowledge and skill-sharing.

By undertaking the actions below, we aim to progress towards achieving the following key results:

### Key results

- Activities, events and initiatives are accessible for seniors.
- Seniors and their contributions are acknowledged and celebrated.
- Seniors can contribute their knowledge and skills to the community.
- There are social engagement opportunities for seniors.



Objective 2: Seniors are socially connected and actively participate in community life

Shire role

Business Unit

### Actions

|     |                                                                                                                                                                                                                                |                       |                                                                               |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------------------------------------------------------------|
| 2.1 | Diversify locations across the shire for seniors' events and programs                                                                                                                                                          | Provide<br>Facilitate | Community Planning and Development<br>Library Services<br>Recreation Services |
| 2.2 | Investigate the demand for transport to key Shire events such as Thank a Volunteer Day celebrations and Seniors Week activities                                                                                                | Facilitate            | Community Planning and Development                                            |
| 2.3 | Support seniors to find volunteer opportunities through My Community Directory and National Volunteer Week                                                                                                                     | Facilitate            | Community Planning and Development                                            |
| 2.4 | Facilitate and provide opportunities for intergenerational connection including knowledge and skill sharing through programs, initiatives and events                                                                           | Provide<br>Facilitate | Community Planning and Development<br>Library Services<br>Recreation Services |
| 2.5 | Support community led initiatives that encourage participation of seniors and build their connection to community i.e. through grants, promotion, partnerships and/or access to facilities                                     | Facilitate<br>Fund    | Community Planning and Development<br>Library Services<br>Recreation Services |
| 2.6 | Support and build capacity of local age friendly organisations and community groups to be hubs of activity, providing opportunities for social engagement and programs for seniors i.e. District Clubs, Men's Sheds, CWAs etc. | Facilitate<br>Fund    | Community Planning and Development                                            |

## Objective 3: Seniors can navigate easily and safely around their community.

### What it means and why it is important

Seniors need to feel safe and able to navigate their communities. This includes a network of safe, accessible and well-maintained pathways, and community infrastructure being accessible and inclusive for all. With limited accessible and affordable transport options within the Shire, seniors told us how important it is to have access to transport to attend appointments and activities within their local community, as well as travel to surrounding towns and cities to access the services and facilities they need.

By undertaking the actions below, we aim to progress towards achieving the following key results:

### Key results

- Seniors have access to affordable transport options within the shire.
- Seniors can access the beach for recreation and leisure.
- There is a network of safe and accessible pathways and trails in the shire.



Objective 3: Seniors can navigate easily and safely around their community.

Shire role

Business Unit

### Actions

|     |                                                                                                                              |                     |                                                      |
|-----|------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------|
| 3.1 | Advocate for accessible and affordable transport within the shire and connecting with cities e.g. Busselton, Bunbury & Perth | Advocate            | Asset Services<br>Community Planning and Development |
| 3.2 | Share information on transport subsidy schemes or relevant services for seniors i.e. the Taxi User Subsidy Scheme            | Facilitate          | Community Planning and Development                   |
| 3.3 | Provide and advocate for a safe and accessible network of pathways and trails which better connect the shire                 | Provide<br>Advocate | Asset Services<br>Statutory and Strategic Planning   |
| 3.4 | Improve and maintain existing pathways and determine opportunities for new pathway connections in the shire                  | Provide             | Asset Services<br>Statutory and Strategic Planning   |
| 3.5 | Improve access to beaches throughout the region in line with the Shire's Access and Inclusion Plan 2023 – 2027               | Provide             | Community Planning and Development<br>Asset Services |

## Objective 4: Information and communications are accessible for seniors.

### What it means and why it is important

Seniors shared the importance of being able to easily access information in a timely manner, through a range of user-friendly communications mechanisms. This includes information about programs, activities, community services and seniors' initiatives. Seniors shared their willingness to get involved and have a say on issues that affect them, and their desire to have regular and open channels of communication with the Shire.

By undertaking the actions below, we aim to progress towards achieving the following key results:

### Key results

- Seniors can access and navigate information about Shire operations, activities and programs.
- Seniors feel heard, with their needs and perspectives represented.
- Seniors have access to information on key topics that affect them.



Objective 4: Information and communications are accessible for seniors.

Shire role

Business Unit

## Actions

|     |                                                                                                                                                                                                                                                                                                     |                        |                                                                                                               |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------------|
| 4.1 | Explore any gaps in current communications and information provision, and investigate opportunities to distribute information to a broader audience of seniors (including information about upcoming Shire programs, consultations and events, health and community services, and community events) | Provide                | Community Planning and Development<br>Customer Experience                                                     |
| 4.2 | Continue to update the Shire website regularly with information for seniors                                                                                                                                                                                                                         | Provide                | Community Planning and Development<br>Customer Experience                                                     |
| 4.3 | Continue to facilitate dementia awareness training opportunities within all Shire business units                                                                                                                                                                                                    | Facilitate             | Community Planning and Development                                                                            |
| 4.4 | Effectively promote Shire programs and initiatives available for seniors at the Recreation Centres, Libraries and the HEART                                                                                                                                                                         | Provide                | Recreation Services<br>Library Services<br>Community Planning and Development<br>HEART<br>Customer Experience |
| 4.5 | Facilitate access to information regarding grief, death and dying                                                                                                                                                                                                                                   | Facilitate             | Community Planning and Development                                                                            |
| 4.6 | Advocate for the ongoing needs and support for seniors and vulnerable community members in an emergency and during recovery                                                                                                                                                                         | Advocate<br>Facilitate | Community Planning and Development<br>Emergency Services                                                      |
| 4.7 | Investigate the feasibility, scope and establishment of a community-led Seniors Network/Reference/Working Group, or similar                                                                                                                                                                         | Facilitate             | Community Planning and Development                                                                            |

## **Thank you!**

The valuable insights and contributions from the community have made the development of this Plan possible, and we thank everyone who shared and participated. We look forward to working with communities across the shire over the next five years to implement the Age Friendly Community Plan 2024 – 2028.



amrshire@amrshire.wa.gov.au  
[amrshire.wa.gov.au](http://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](http://www.relayservice.com.au) then ask for 08 9780 5255

---

### **Margaret River**

41 Wallcliffe Rd (PO Box 61) Margaret River WA, 6285

**T** 08 9780 5255

**F** 08 9757 2512

### **Office Hours**

Mon to Fri, 9am – 4pm

### **Phone enquiries**

8.30am – 4.30pm

### **Augusta**

66 Allnut Tce, Augusta WA, 6290

**T** 08 9780 5255

**F** 08 9757 2512

### **Office Hours**

Tue to Thu 9am – 12pm, 1pm – 4pm

### **Phone enquiries**

8.30am – 4.30pm