

Ageing Well Plan 2025



Ageing Well Plan

Our vision is for older people in Campbelltown to be valued, respected and supported to age well within an age-friendly Community

The Ageing Well Plan 2025 is Campbelltown Council's roadmap for making Campbelltown an even better place for people who are aged 60+ to live and age well.

Campbelltown is a safe, vibrant and beautiful place to live for people of all ages. Surrounded by leafy trees, creeks and hills, great community and social activities and programs, local shops and friendly welcoming people,

The Plan has been informed by conversations with local older people from diverse experiences which explored what people need and want as they get older, and what the local community can do to support this. The Ageing Well Background Paper captures all of the conversations and can be read in conjunction with the Ageing Well Plan.

The plan encompasses the 'stages of ageing' which include pre-retirement as people start the journey of planning for post-working age, moving into the 'middle years' of older age and then into the twilight years of life.

Older people are living longer than they ever have before which means there are many years of living post working age. Older people told Council that ageing is a time of freedom, joy and choice, a time to share skills, knowledge and experiences, pursue an interest and find purpose, meaning, enjoyment and connection.

There are also factors that may impact how well people age including health, wellbeing, social isolation and loneliness, grief and loss, financial security, housing, mobility, independence, loss of value, change in caring responsibilities and relationships with neighbours, friends and family. These factors can become the grey cloud that hides the sunshine of later life.

Council has an opportunity to support and shape a Community that values older people, creates opportunity for participation and connection, ensures information and support is available.

This Plan provides a clear picture of what we need to do in the coming years to support people to age well in Campbelltown.

Campbelltown's Ageing Well Profile

Located on the traditional lands of the Kaurna people, the City of Campbelltown incorporates the suburbs of Athelstone, Campbelltown, Hectorville, Newton, Paradise, Tranmere and parts of Magill and Rostrevor. The area is 8km from the Adelaide CBD, nestled in the Adelaide foothills.

In 2021 there were 14,202 people aged 60+ in the Campbelltown area which is one in four of Campbelltown's population. As the population has grown throughout the decades, the percentage of those over 60 has been, and is predicted to remain, at 25% of the population. In 2021¹, there was an increase of 2,000 older people living in Campbelltown compared to 2011. By 2041, this is projected to increase by a further 4,000 older residents. The greatest increases will occur in Athelstone, Paradise and Campbelltown.

There is a greater proportion of people in the 75+ age group in Campbelltown compared to metropolitan Adelaide.

Snapshot of Campbelltown's Ageing Well Community

(2021 Census)

19 Retirement Villages	7 Residential Aged Care Homes	156 of Council's 277 Volunteers are 60+
2,800 older people live alone	50+ Social and Activity groups with an older person focus	1,220 Social and Community Homes
2,500 people aged 60+ need daily assistance for core activities	36% of residents speak a language other than English at home	563 Residents live with Dementia

¹ 2021 Census

What older people love about living in Campbelltown



Great Social Activities and Programs



**Lovely Green, Leafy Natural Spaces,
Trees, Flowers, Creeks, Walkways, Parks
and Gardens**



Friendly and Welcoming People



The Community Bus



**Thorndon Park and River Torrens Linear
Park/Karrawirra Parri**



Council's Home Support Program

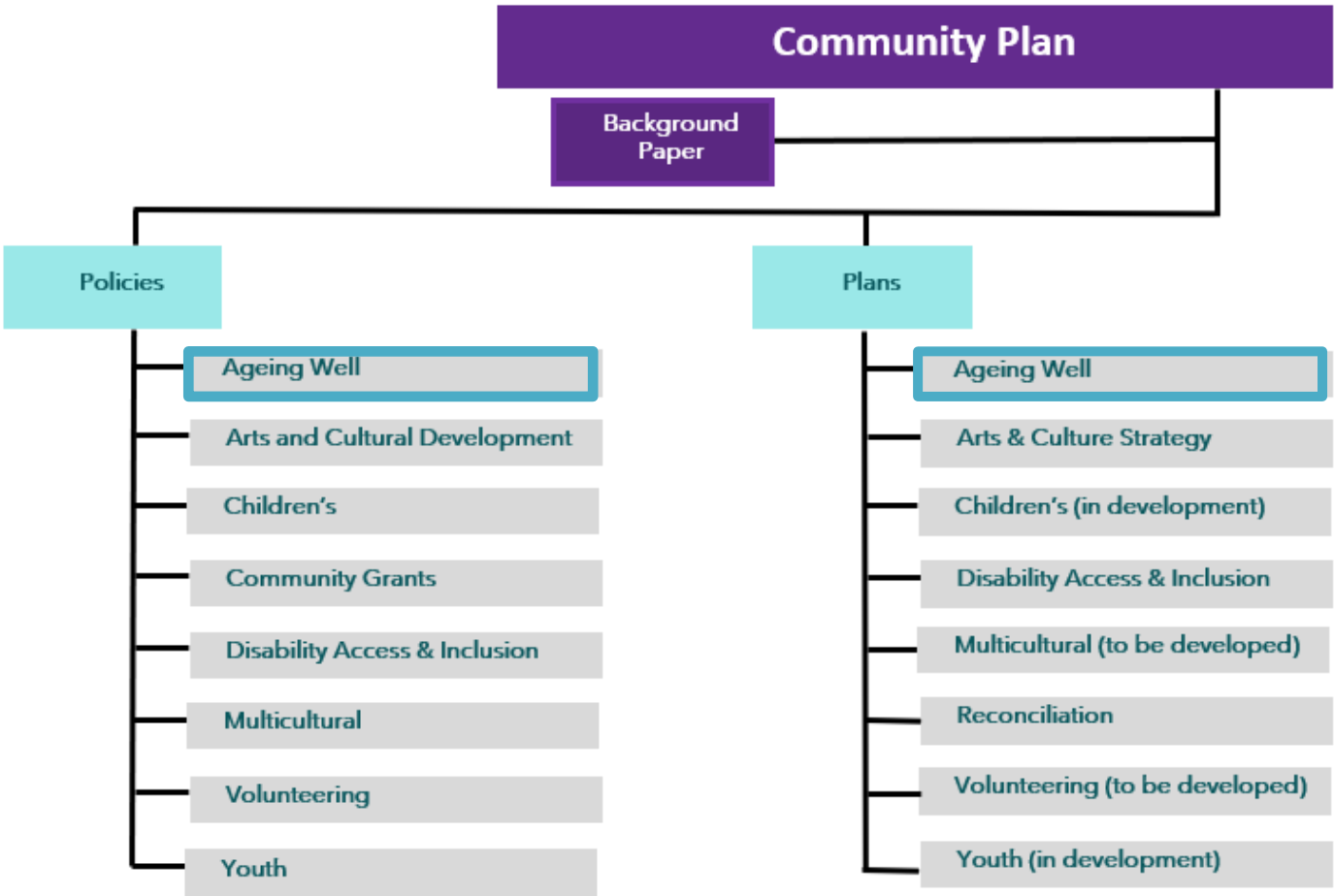


A Great Place to Shop and Socialise

Ageing Well Plan in a wider context

The Ageing Well Plan aligns with the South Australian State Government’s *Plan for Ageing Well 2020 – 2025*’s strategic priorities of *Home and community*, *Meaningful connections* and *Navigating change*, the City of Campbelltown’s *2024 Strategic Plan* and one of it’s management Plans, *the Community Plan*.

Council’s *Community Plan 2024* is essentially a ‘people plan’ outlining the strengths, aspirations, gaps and solutions as identified by the Community. The Community Plan overarches a number of Council’s social policies and plans, of which the Ageing Well Plan is one. Together they form the overall approach to how we work with the community.



Everyone is Welcome

Campbelltown Council and the broader Community welcomes everyone who lives, works or plays in our area. We strive to build a community where everyone can participate in community life and feel a sense of connection and belonging.

Council celebrates diversity, advocates for social justice and values people of all:

- Ages
- Genders
- Abilities
- Cultures
- Sexualities
- Political perspectives
- Faiths and beliefs
- Experiences
- Backgrounds

Council recognises that there are populations at higher risk of social disconnection. As people age or experience poor health and/or disability, they may become limited in their engagement with community due to physical, financial and cognitive capacity. Council considers these populations in their policy, planning and programs.



Council's Role

The activities and projects within this plan are not always the sole responsibility of Council. Staff work in collaboration with community members, groups, organisations and governments to deliver the Ageing Well Plan.

Council will adopt one or more of the following roles at any time when delivering the plan:

Service Delivery

Council is a direct service provider and provides community services, activities, and events in the community. Examples include the Campbelltown Library, Campbelltown ARC, Campbelltown Home Support Program and Community Bus.

Partnerships and Collaboration

Campbelltown is a home to thriving clubs, groups and organisations. Council is committed to achieving the best outcomes for the Community and knows this cannot be achieved alone. Council partners and collaborates to share knowledge, skills and resources.

Capacity Building

The local Campbelltown Community is highly engaged, takes great pride in the area, and actively supports and participates in community life. Council will support individuals, groups, clubs and organisations to achieve social outcomes.

Advocacy

Council has a role to advocate with and on behalf of the community to another tier of Government or organisation where there is an unmet requirement, a need for social justice or to improve access to facilities and services.

Community Development

Council's Social Development Team comprises Community Development Officers (CDOs). The CDO (Ageing Well) is responsible for the delivery of this plan. CDOs work with the community on what's important to them and support individuals and groups, to use their skills, knowledge, abilities and resources to address gaps in the community and bring ideas to life.

Ageing Well Plan at a Glance

Themes	Focus Areas
MY NEIGHBOURHOOD	<ul style="list-style-type: none"> • Home and neighbours • Transport • Public places and spaces • Age friendly communities
MY OPPORTUNITY	<ul style="list-style-type: none"> • Employment, learning and volunteering • Leisure and enjoyment
MY HEALTH AND WELLBEING	<ul style="list-style-type: none"> • Wellbeing activities • Health and aged care support services • End of life choice
MY INFORMATION	<ul style="list-style-type: none"> • Access to information and support • Build capacity in using technology
MY VALUE	<ul style="list-style-type: none"> • Being valued • A sense of belonging

An annual action plan will be developed and implemented, prioritising actions each year.

MY NEIGHBOURHOOD

This theme considers the housing that older people live in, the surrounding neighbourhood of their home and how they move around their area to connect in community.

This theme also embeds an age-friendly neighbourhood² lens to consider how physical places and spaces, housing and transport contribute to how older people age well in their neighbourhood and broader community and Council's role to support this.

Within this theme, there are four areas for Council to focus on over the life of this plan and beyond:

FOCUS AREAS

HOME AND NEIGHBOURS

"Knowing your neighbours makes you feel more connected and safer" - Female 73.

"I think it just means you've got somewhere you call home. You belong in a certain community" – Male 70.

"One of the reasons I feel that I belong is because I have a very good relationship with my neighbours. We're all independent, but the common thing we have is that there's that caring attitude toward each other and the helpfulness" - Female 63.

"I want to live well, feeling safe, with good housing, being involved and socially active" - Female, 72.

Housing is a basic need for people of all ages. Communities need a diversity of housing to provide options and support housing choices to meet the changing needs and wants of people as they age. Housing can also be a challenge for older people in terms of costs, maintenance, tenure and social isolation.

² The World Health Organisation (WHO) describes age-friendly communities/neighbourhoods/cities as being places in which older people, communities, policies, services, settings and structures work together in partnership to support and enable us all to age well.

Neighbours play a critical role in how safe, independent and connected older people feel in their community. Older people are great community connectors as they remember how connected streets used to be and still have the desire to connect now.

TRANSPORT

"I take the Community Bus to the shops each week. I see friendly faces and have a chat on the bus, and I can do my own shopping and get home myself" - Female 75.

Transport is essential to linking people to their community. Access to transport becomes more important once older people stop driving, cannot access public transport and taxi services are unreliable for short trips. Transport programs are a valuable community service to ensure older people are connected to community.

PUBLIC PLACES AND SPACES

"I love the green trees and hills. They make me feel alive" - Female 70.

"I can have that sense of belonging and connection in a park, where there are beautiful gum trees" - Female 70.

"When I go to Mercato, for example, you're remembered, you're known. If I'm feeling like a coffee I can go anywhere and have a coffee, but I'll go there because there's this sense of belonging and someone will know my face" - Female, 60.

The natural environment remains one of the most loved aspects of living in the Campbelltown area. Places and spaces provide an opportunity for older people to spend time, connect with others and enjoy being out in the community. Places and spaces need to be accessible, safe, welcoming and provide an enjoyable experience that encourage older people to return.

AGE-FRIENDLY COMMUNITIES

"There are SERIOUS obstacles, in the form of overcrowded roads with traffic travelling too fast and drivers showing little concern for people with slower reaction times." - Older resident

“I feel privileged to live in such a beautiful environment, with trees, parks & playgrounds for my grandchildren.” - Older resident

Developed by the State Government’s Office for Ageing Well³ and based upon the World Health Organisation’s Age-friendly Cities Framework⁴, age-friendly communities provide a world in which growing older by fostering healthy and active ageing across the physical and social environment is achieved.

The eight Age Friendly Cities Framework domains of urban life are listed below and have been embedded throughout the Plan:

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

³<https://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/about+us/departm ent+for+health+and+wellbeing/office+for+ageing+well/age+friendly+sa/age+friendly+sa>

⁴ <https://extranet.who.int/agefriendlyworld/age-friendly-cities-framework/>

WHAT COUNCIL WILL CONTINUE	WHAT COUNCIL WILL DO
<ul style="list-style-type: none"> • Developing age-friendly Campbelltown initiatives including outcomes from the SA Government's Age-Friendly Neighbourhoods Toolbox self-assessment. • Building relationships within the community, including community groups, service providers and individuals. • Initiating community conversations relating to ageing well in Campbelltown. • Providing a community transport service: Community Bus and Commonwealth Home Support Program. • Holding Neighbourhood Gatherings to connect with community. • Providing community grants to support age-friendly communities, community initiatives and events. • Maintain parks and open spaces. 	<ul style="list-style-type: none"> • Review age-friendly cities self-assessment and identify new projects that can be considered under this plan. • Apply an age-friendly lens to inform Council projects and initiatives • Understanding how older people navigate and transport themselves around Campbelltown. • Review community transport in line with government funding. • Review the <i>Housing Options for Older People</i> research paper published by Council in September 2019 and implement relevant recommendations. • Support and encourage Campbelltown businesses to become age-friendly in their workplaces and venues • Implement actions within Council's Emergency Management Plan related to older people and neighbourhoods

MY OPPORTUNITY

This theme considers opportunities for older people to engage in community life and contribute to society using their skills and knowledge. In whatever way older people choose to spend their time, older people want to have purpose, meaning, find ways to learn and to grow and to connect with people of all ages.

It is an important time of transition and a time of change for older people as people reduce their working hours or retire, their caring roles for a parent, partner or grandchildren change, they may experience changes to their own health and wellbeing. It is also a time of great opportunity for some to have the freedom to choose what they do and how they spend their time.

Within this theme, there are two areas for Council to focus on over the life of this plan and beyond:

FOCUS AREAS

EMPLOYMENT, LEARNING AND VOLUNTEERING

"Jobs are hard to come by for people in their 50s and 60s" - Female, 63.

"When I retired, I felt out of it" - Male, 71.

"It was lovely to help out today. I will look out for another opportunity to 'give an hour'" – Female, 70's

"I feel happy to be learning about new things" – Female, 70's

"The talk on tea was very informative and the tea tasting opened my eyes to new things" Male, 60's

Older people that regularly engage in employment, lifelong learning and volunteering experience positive mental and physical health outcomes. These opportunities help to reduce social isolation, provide purpose while also contributing to the wider community. Older People seek opportunities that are meaningful, flexible, interesting and tap into their interests.

LEISURE AND ENJOYMENT

“When I attend a new activity, I am apprehensive that I might find things difficult but am truly thankful when it goes well” – Male, 76.

“Our village used to have a social group committee who met and arranged activities...this committee fell apart some time ago due to Covid and internal politics. Since this time there has been little going on. We are hoping to change this soon” – Resident, 60’s.

People are living longer than generations before them which means there is a need to develop and pursue leisure activities, interests, new passions, or finally pursue a long-held dream that provides enjoyment, meaning, purpose and joy which is essential for overall wellbeing.

WHAT COUNCIL WILL CONTINUE	WHAT COUNCIL WILL DO
<ul style="list-style-type: none">• Promoting and supporting volunteering in Campbelltown.• Running workshops to support those entering retirement.• Building relationships between individuals, community groups and service providers by creating opportunities for connection.• Reviewing and distributing Staying Active and Staying Connected guides.• Recognising older people for their past and present contributions to the community.• Setting an example for all workplaces by being an age-friendly employer.• Inviting and encouraging older people to participate in management committees, advisory groups and other governance and consultative structures.• Affordable hall hire fees to support social activities	<ul style="list-style-type: none">• Support new community initiatives, including intergenerational activities• Further understand Campbelltown’s social and community groups that support older people and identify ways to support them into the future• Identify ways to increase participation in community life and activities for older people in Campbelltown, including meaningful paid and voluntary opportunities.• Review Council’s social programs delivered to older people• Promote and support initiatives that provide opportunities for lifelong learning.

MY HEALTH AND WELLBEING

This theme considers how older people in Campbelltown want to maintain good health and wellbeing and have control and choice over how this occurs. Some older people need support services to maintain independence in activities of daily living, transport and social interaction. Access to local health professionals, support services and activities is valued by older people.

Within this theme, there are three areas for Council to focus on over the life of this plan and beyond:

FOCUS AREAS

WELLBEING ACTIVITIES

"I'm often lonely and don't know where to look to find somewhere to go to keep busy" - Male, 78.

"I want to maintain my health and independence for as long as I can. I don't want to be a burden" - Male, 79.

Older people want to have access to opportunities to support their whole being including physical, emotional, creative, financial, occupational, intellectual, social, and spiritual wellbeing.

HEALTH AND AGED CARE SUPPORT SERVICES

"It is important to me to have control of my health and to have local access to medical professionals" – Female, 73.

Older people value access to quality health professionals and support services that help older people maintain independence and live independently for as long as they can. Older people can enter the aged care system via My Aged Care and this transition can be overwhelming and confusing so it is important for timely, accurate local information.

END OF LIFE CHOICE

Whilst this is not a topic that is widely discussed, it is important that older people have the information to make informed choices about end of life and death which has legal, financial and emotional considerations.

WHAT COUNCIL WILL CONTINUE	WHAT COUNCIL WILL DO
<ul style="list-style-type: none"> • Building relationships and connections with community groups and service providers to promote local opportunities for health and wellbeing. • Supporting new health and wellbeing initiatives that are formed within the community. • Providing My Aged Care Commonwealth Home Support Program services. • Providing information and resources on topics relating to health, wellbeing and My Aged Care. • Providing free public access to computers and the Internet through the Library. • Partnering with service providers that support the carers and families of older people. • Reviewing and distributing Staying Active and Staying Connected guides. 	<ul style="list-style-type: none"> • Deliver information sessions to community on topics relevant to ageing well. • Share information on ageing well and staying active in Campbelltown with local medical professionals. • Build relationships with medical and mental health and wellbeing professionals and providers in Campbelltown. • Explore ways to provide information in languages spoken by older people in the community, creating a diverse, age-friendly community. • Storytelling project showing how older people maintain their health and wellbeing. • Open the conversation and provide information relating to end-of-life choice.

MY INFORMATION

This theme speaks to how older people obtain information, communicate and engage with each other, the wider community and the complex systems that they engage with, including My Aged Care, Council and other organisations. In the modern world, there are boundless quantities of information in both digital and printed formats, yet many older people find it difficult to access the right information in a timely manner, or at all.

Within this theme, there are two areas for Council to focus on over the life of this plan and beyond:

FOCUS AREAS

ACCESS TO INFORMATION AND SUPPORT

"The newsletter was interesting. There was a lot I didn't know" – Female, 71.

"I want to know what's on and where I can go to have a social life and make friends" - Female, 69.

Older people require information in a variety of formats, including online, email, print and in person that is timely and relevant. There are many supports available to older people in the local area if they need them and sometimes they need someone help them contact or navigate the supports to ensure they meet their needs.

BUILD CAPACITY IN USING TECHNOLOGY

"I want to use technology and better understand how to use my phone" - Female, 74.

"I don't use a computer so I don't always find out about these things" – Male, 81.

As digital technology continues to evolve, many older people want support to build their confidence and capability with it. Accessing information and understanding how to navigate complex systems such as My Aged Care⁵ requires interaction with technology and allows older people to maintain control over their lives and stay connected with the community.

WHAT COUNCIL WILL CONTINUE	WHAT COUNCIL WILL DO
<ul style="list-style-type: none"> • Providing and promoting information in an age-friendly way, using a variety of formats including print, electronic and in-person. • Providing a bi-monthly Ageing Well News and Information newsletter in print and electronic formats. • Hold events to promote ageing well and access to information. • Providing digital literacy sessions at Campbelltown Library. • Running help services and support and information sessions relating to the use of digital technology, including smartphone usage, apps and online safety. • Providing support to residents requesting help and assistance. 	<ul style="list-style-type: none"> • Identify ways to increase digital participation for older people in Campbelltown. • Explore new opportunities to enable the community to help and support older people in community life. • Support community groups in communicating with older people. • Identify ways to communicate in different languages and formats to meet the needs of the community.

⁵ <https://www.myagedcare.gov.au/>

MY VALUE

This theme considers the value and respect given to older people that contributes to their connection and sense of belonging in a community. The impact of ageism, discrimination, lack of purpose or meaning can all impact an older person's ability to age well.

Within this theme, there are two areas for Council to focus on over the life of this plan and beyond:

FOCUS AREAS

FEELING VALUED

"I worry about being forgotten" - Male, 82.

"I don't feel my age. I am busy, happy and have many friends and a full social life. I think age is a state of mind" - Female, 89.

It is important to feel valued, noticed, admired, treasured, noticed and recognised as a contributor to community life, without experiencing ageism and other forms of discrimination. Being an active part of community life and having personal decisions respected all contribute to feeling included and valued.

A SENSE OF BELONGING

"My children have got their own lives, which is as the circle of life goes. And they've got their lives and their children. I really feel a bit lonely at times, and I wish I saw more of them" - Female, 80.

"Days and days go by that I don't speak to anybody. Phone doesn't ring. I guess that's a problem with my loneliness. Since my wife died, people no longer phone" – Male, 80.

"Having common goals, interests and shared values – I feel I belong when I have a close connection with a place or with people and there's something in common between us....common goals, maybe common values" – Female, 70.

Participating in community life, whether in service to others or exploring a new interest or enjoying the company of another is an extremely important part of life for older people.

Whilst the social connection needs for older people varies for each individual it is important that older people have connection that meets their needs. Older people have expressed feeling lonely and this impacts their health and wellbeing so communities have to work to address this.

WHAT COUNCIL WILL CONTINUE	WHAT COUNCIL WILL DO
<ul style="list-style-type: none"> • Promotion of the <i>This is my Campbelltown</i> multicultural video. • Council has formally committed to the <i>Every Age Counts Pledge against Ageism</i>. • Implement findings from the social research undertaken as part of the project - <i>Experiences of Belonging and Loneliness in Older Age</i>. • Holding Neighbourhood Gatherings • Providing volunteering opportunities. • Providing opportunities for residents to give input and feedback on initiatives through community engagement practices that include ways to target older people. • Holding ongoing conversations with older people in Campbelltown. 	<ul style="list-style-type: none"> • Identify ways to increase digital participation for older people in Campbelltown, to include them in online discussions, conversations and opportunities. • Implement Ageism Awareness training to Council staff, Volunteers and Elected Members. • Work with the community to support intergenerational projects. • Identify ways to increase participation in activities for older people in Campbelltown. • Storytelling to address stereotypes and promote strengths of older people

Monitoring and Reporting

The Ageing Well Plan will be monitored and progress is reported quarterly to the Ageing Well Advisory Committee.

DRAFT