



# NSW AGEING STRATEGY 2016-2020



## Year Four Action Plan



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# About the Action Plan

The NSW Ageing Strategy 2016–2020 is the NSW Government’s commitment to respond to the opportunities and challenges of our ageing population. Our vision is for people in NSW to experience the benefits of living longer and enjoy opportunities to participate in, contribute to and be included in their communities.

The *Year Four Action Plan* describes initiatives to be undertaken in the fourth and final year of the Strategy. The Plan builds on the actions to implement the Strategy in the first three years and looks to the future with preparation of the next strategy. It includes both new actions and existing programs that seek to positively influence outcomes for older people.

## Continuing consultation

The NSW Government will continue to fund four key ageing advocacy organisations: the Council on the Ageing NSW, the Seniors Rights Service, the Combined Pensioners and Superannuants Association, and the Older Women’s Network. These organisations are an important voice for older people and provide information through newsletters, their online presence and in person.

The Department of Communities and Justice (DCJ), and the Ministerial Advisory Council on Ageing (MACA) will continue to communicate and engage with older people and stakeholders to ensure NSW Government activities and initiatives continue to meet their needs.

## Ongoing research on ageing

The *45 and Up* study is Australia’s largest cohort study into the healthy ageing of 267,000 men and women aged 45 and over (approximately 10% of the NSW population) who are residents of NSW. Led by the Sax Institute, DCJ has been a study partner since 2007. This open source resource is available to researchers and policy agencies, and collects longitudinal data focusing on factors that influence healthy ageing in the population.

DCJ will continue to conduct its annual survey of older people, which will support the evaluation and monitoring of the Strategy and inform future planning.

## Governance and reporting

The NSW Ageing Strategy is governed by an Interdepartmental Committee, which is responsible for overseeing the implementation of the Strategy and for compiling an annual progress report for the Minister for Seniors. The Interdepartmental Committee also oversees the implementation of the Evaluation and Monitoring Plan developed in 2017. The evaluation and monitoring of the NSW Ageing Strategy 2016–2020 will inform the development of the next Ageing Strategy.

## Development of the next NSW Ageing Strategy

The development of the next NSW Ageing Strategy will be a major project for 2019–20. This will involve extensive consultation and a co-design process to ensure we capture and respond to input from stakeholders, in particular, the voices of seniors across NSW. Development of the strategy will include an internal review of research on the ageing population and a comprehensive consultation with our partners, including the Ministerial Advisory Council on Ageing and other government advisory groups such as the Disability Council and the Carers Council, the four funded ageing and advocacy peaks, key non-government organisations, NSW government agencies, and seniors in NSW.

# Priority area one – Health and wellbeing

## Objective:

Older people in NSW are encouraged to live active and healthy lives through improved physical and mental wellbeing.

## Key activities 2019–2020

Health and wellbeing	Lead
<b>STAYING PHYSICALLY ACTIVE AND HEALTHY</b>	
<p><b>1.1 Healthy Eating Active Living Strategy</b></p> <ul style="list-style-type: none"> <li>■ <i>The Make Healthy Normal initiative – media campaign and website Healthy Eating Active Living social marketing campaign</i> – an evaluation of the Make Healthy Normal campaign, combined with formative research insights, will inform future social marketing campaigns aimed at supporting and motivating parents and carers to adopt healthier behaviours for their families.</li> <li>■ <i>The Make Healthy Normal website</i> – the site will continue to extend health-enhancing messages to the entire population and to connect people with targeted, age-specific health programs.</li> </ul> <p><i>Target: To be confirmed as part of new Healthy Eating Active Living social marketing initiatives.</i></p> <ul style="list-style-type: none"> <li>■ <i>Get Healthy Information and Coaching Service</i> – continue to provide this free, state-wide telephone-based health coaching service that supports people to make sustained improvements in their eating choices, physical activity, alcohol reduction and weight management. University-qualified Health Coaches, including dietitians and exercise physiologists, support older people to reach their healthy lifestyle goal with tailored advice based on national guidelines. In the first three quarters of the 2018–19 financial year, 38% of participants enrolled in the Get Healthy Service were over 50 years of age. This increases to 54% of participants aged over 50 years when the Get Healthy in Pregnancy program is excluded. Telephone-based coaching makes the service easily accessible to older people, particularly those living in rural and regional areas.</li> </ul> <p><i>Target: 45% of participants in the ‘Get Healthy’ coaching service to be aged 50+.</i></p> <ul style="list-style-type: none"> <li>■ <i>Get Healthy at Work program</i> – NSW Ministry of Health will provide an improved version of this free program to all workplaces. Get Healthy at Work aims to improve the health of working adults and address the modifiable risk factors for chronic disease in the workplace setting. Brief Health Checks are available for all workers, regardless of employment status. Individuals identified as being at increased or high risk of type 2 diabetes or heart disease are referred to the Get Healthy Information and Coaching Service. Workplaces are supported to develop, implement and evaluate Workplace Health Programs addressing healthy eating, physical activity, active travel, smoking, alcohol, and/or mental health.</li> </ul> <p><i>Target: 10,000 new ‘Brief Health Checks’.</i></p> <p><i>Target: Register 300 new businesses.</i></p>	NSW Health

Health and wellbeing	Lead
<ul style="list-style-type: none"> <li>■ <i>NSW Aboriginal Knockout Health Challenge</i> – deliver this community-led healthy lifestyle and weight loss challenge to improve lifestyle and reduce the risk of chronic disease in Aboriginal communities in NSW. This primary prevention program targets physical activity, healthy eating, obesity and weight-related issues. In 2018, 27% of participants were over the age of 50 years. <i>Target: 25% of participants in 'Aboriginal Knockout' to be aged 50+.</i></li> <li>■ <i>Active and Healthy website</i> – support the online directory of community-based physical activity programs and falls prevention programs. The site also includes a range of falls prevention resources. The website is used by older people, exercise providers and healthcare professionals. <i>Target: More than 35,000 unique visitors to the Active and Healthy website.</i></li> <li>■ <i>Stepping On program</i> – deliver a state-wide community-based falls prevention program for people aged 65 years and over, providing skills and confidence-building exercises to assist in preventing falls and keeping active. <i>Target: Deliver Stepping On to 3,000 participants.</i></li> <li>■ <i>Staying Active program</i> – continue to provide funding and support to exercise professionals for the development of sustainable physical activity programs across NSW for adults over the age of 50 years. The aim is to support adults to lead more active lives by increasing the availability and accessibility of community-based physical activity opportunities. <i>Target: Fund and support 23 new organisations with the development of 46 new classes.</i></li> <li>■ <i>New Active Ageing program</i> – roll out a state-wide healthy eating and active living program for adults over the age of 60 years. Provide a free, state-wide program that supports adults to make sustained improvements in their physical activity and eating choices. <i>Target: To roll out the new Active Ageing program across NSW by the end of 2020. This will include supporting local health districts to provide the program to older adults.</i></li> </ul>	NSW Health
<p><b>1.2 Supporting modified sports</b></p> <ul style="list-style-type: none"> <li>■ Continue to monitor, support and promote modified sports that are funded to date, for example, through social media channels and key partnerships.</li> <li>■ Promote the modified sports tool kit to assist other sporting codes to adapt their sports for seniors.</li> </ul> <p><i>Target: Monitor the progress of individual sporting codes funded to date.</i></p> <p><i>Target: Promote the modified sports brochure at least five times throughout the year.</i></p>	Department of Communities and Justice

















Getting around		Lead
<b>GETTING AROUND THE COMMUNITY</b>		
4.4	<p><b>Active Transport Program</b></p> <ul style="list-style-type: none"> <li>■ The NSW Government has recently released its bold new vision, Future Transport 2056, which identified and set the agenda for how transport can be both city servicing and city shaping over the next 40 years. The plan calls out the 30 minute city: making strategic and metropolitan centres accessible by public and active transport within 30 minutes.</li> <li>■ Outcome 3 of Future Transport says that walking or cycling is the most convenient option for short trips around shopping centres and local areas, supported by a safe road environment and suitable pathways.</li> <li>■ Investment is being targeted towards delivering on these commitments in partnership with local councils to make local walkways and cycle routes more connected and accessible to public transport. To date, more than \$250 million has been committed by the NSW Government to active transport projects.</li> </ul> <p><i>Target: Roll out of Active Transport Program deliverables and update Guidelines for 2019–20.</i></p>	Transport for NSW
4.5	<p><b>Monitor and enhance road safety and mobility for older road users</b></p> <ul style="list-style-type: none"> <li>■ Deliver initiatives for older people that promote safe mobility and encourage the safe use of our roads.</li> <li>■ By June 2020, develop communications and education resources, including online products that target older road users, families, carers and the medical profession. For example, Austroads 'Assessing Fitness to Drive' guidelines detail the medical standards for driver licensing for use by health professionals and driver licensing authorities. The aim is to provide information and education about safety, alternate transport options, and health factors impacting safe mobility, including managing issues such as dementia. Resources will also include information and education to promote safe operation and access to motorised mobility aids, assessments and training needs.</li> </ul> <p><i>Target: Develop integrated communications about licensing and safer transport, as well as health factors and driving, for older road users, their families/carers and the medical network.</i></p>	NSW Centre for Road Safety
4.6	<p><b>Review of the Taxi Transport Subsidy Scheme</b></p> <ul style="list-style-type: none"> <li>■ Conduct a review to examine the viability of wheelchair accessible services, given the higher capital and running costs associated with providing these services, and the effectiveness and adequacy of passenger subsidies and other incentives for the provision of services to all people with disability, especially those with very limited mobility.</li> </ul> <p><i>Target: Findings report to be published by end of 2019.</i></p>	Transport for NSW









Inclusive communities		Lead
5.18	<p><b>World Elder Abuse Awareness Day (WEAAD) Awareness campaign</b></p> <ul style="list-style-type: none"> <li>Develop and deliver an awareness raising campaign for World Elder Abuse Awareness Day on 15 June 2020.</li> </ul> <p><i>Target: Campaign delivered.</i></p>	Department of Communities and Justice
5.19	<p><b>NSW Health Policy and Training Module on Identifying and Responding to Abuse of Older People</b></p> <ul style="list-style-type: none"> <li>Promote awareness of the new policy and training module across the NSW Health system.</li> <li>Local health districts will develop local protocols to support implementation of the policy.</li> </ul> <p><i>Target: Continue to promote the policy and module to all NSW Health staff through relevant NSW Health and interagency forums.</i></p> <p><i>Target: All local health districts to have local protocols for identifying and responding to abuse of older people. Implementation will continue until all local health districts have protocols in place.</i></p>	NSW Health
5.20	<p><b>Support the national activity relating to elder abuse</b></p> <ul style="list-style-type: none"> <li>Actively contribute to the implementation plan of the National Plan to Respond to the Abuse of Older Australians (Elder Abuse) 2019–2023, and its associated inter-jurisdictional working groups.</li> </ul> <p><i>Target: Timely advice provided.</i></p>	Department of Communities and Justice
5.21	<p><b>Wrap around service provision for older people</b></p> <ul style="list-style-type: none"> <li>Provide an outreach advice service in partnership with health, legal and community services to target older peoples' legal and related needs at Northcott Housing estate.</li> </ul> <p><i>Target: Provide 60% of services to clients over the age of 55 years by December 2019.</i></p> <p><i>Target: Contribute to and attend at least four (4) community events by December 2019.</i></p> <p><i>Target: Complete a review of the first 12 months of the advice service by March 2020.</i></p>	Legal Aid NSW
5.22	<p><b>Specialist multi-disciplinary service for vulnerable older people</b></p> <ul style="list-style-type: none"> <li>Establish a specialist unit in the Central Coast to trial multi-disciplinary service provision (lawyers and social workers) to provide holistic services to older people experiencing or at risk of abuse. The unit will focus on service provision to older Aboriginal people.</li> </ul> <p><i>Target: Open service by December 2019.</i></p>	Legal Aid NSW

# Notes



For more information visit  
[facs.nsw.gov.au/inclusion/seniors](https://facs.nsw.gov.au/inclusion/seniors)

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