

NSW Creative Ageing Framework



2021

Minister's Foreword

The development of a Creative Ageing Framework for older people in NSW is a key activity in the *Ageing Well in NSW: Seniors Strategy 2021–2031* the NSW Government's blueprint for responding to the opportunities and challenges of our ageing population.

The Seniors Strategy has supported the delivery of exciting arts and culture programs across NSW, including the Sing Your Age Community Grants program and various initiatives funded through the Liveable Communities Grants program. The strategy continues to support the annual Seniors Festival, the Art of Ageing exhibitions, and the Grandparents Day photography competitions.



The NSW Government recognises that arts participation and creative engagement are effective strategies to support the health and wellbeing of people in our communities. With this in mind, we are changing the way we deliver programs and services to older people and seniors in our communities, as well as to people living with chronic health conditions and mental health issues. As the Minister for Seniors, I am particularly interested in the benefits of arts programs for seniors in NSW.

The government is committed to achieving healthy and productive ageing and recognises that creative activities are an effective way to foster independence and social inclusion, and to encourage healthy lifestyles.

Since 2013, the NSW Government has actively supported creative ageing initiatives, including exhibitions, conferences, forums and creative ageing festivals. These initiatives have proved effective and were inspired by similar activities and events in Europe and the United States. We are committed to creating more opportunities and initiatives that increase seniors' participation in artistic and cultural activities in our communities.

Geoff Lee MP

Minister for Seniors

We acknowledge Aboriginal people as the First Nations people of NSW and pay our respect to Elders past and present. We acknowledge the ongoing connection Aboriginal people have to this land and recognise Aboriginal people as the original custodians of this land.

Contents

Minister's Foreword	2
Introduction	4
What is Creative Ageing?	4
The Arts: a Definition	5
Profile of Ageing in NSW	5
Older People's Participation in Arts, Screen and Culture	6
Benefits of Creative Ageing Practice	7
Challenges for Creative Ageing Practice	8
Aims of the NSW Creative Ageing Framework	8
Who We Consulted	9
Who is the NSW Creative Ageing Framework for?	9
NSW Government Context: Policy and Services	9
Arts, Screen and Culture	10
Health and the Arts in NSW	10
Arts and Disability	11
Local Government	11
NSW Creative Ageing Framework Focus Areas	11
Promoting Awareness and Participation	12
Resourcing and Sustaining Programs	12
Collaboration and Partnerships	13
Framework Focus Areas – Participants and Stakeholders	13
Table: Framework Focus Areas – Participants and Stakeholders	15
The Framework in Action – Examples of Approaches to Creative Ageing	19
Art Gallery of NSW	19
BLAK BOX – <i>Four Winds</i>	19
BOLD – Selfies by Oldies – Eastern Riverina Arts	19
Milk Crate Theatre	19
Art of Ageing Exhibition – in NSW public libraries and other community facilities	20
<i>Tender</i> – a documentary	20
Queensland Ballet – Dance for Parkinson's	20
Arts on Prescription	21
Resources	21
Endnotes	23

Introduction

What is Creative Ageing?

The *Ageing Well in NSW: Seniors Strategy 2021–2031* 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. Consultations for the development of the Seniors Strategy found that older people in NSW:

- are vulnerable to increased loneliness and social isolation due to a decline in social networks and cultural engagement
- place a high value on living in communities that are inclusive, prevent isolation, and provide them with opportunities to stay connected, make positive contributions and be respected and recognised.

Using arts and cultural activities to promote imagination and support older people to age well is known as 'creative ageing' – a term coined in the 1990s by prominent US psychiatrist and gerontologist, Dr Gene Cohen.

Creative ageing is a spectrum of practice being used around the world that has been shown to:

- improve social connections, health and wellbeing, and creative life for older people
- challenge stereotypical perceptions about older people and ageing
- promote effective partnerships and networks between government agencies, the private sector, not-for-profit organisations, older people and other individuals, and communities that support older people to age well.

Creative ageing practice encompasses older people's ongoing participation in arts and cultural activities in many circumstances, including:

- for new challenges and a sense of achievement
- for social and creative connections and shared experience
- to maintain and improve cognitive, physical and mental health and wellbeing
- to continue their professional practice as artists and as other workers in the creative and cultural sector
- to participate in recreational creative activities
- to connect with creative and cultural experiences as audience members
- for pleasure.

The Arts: a Definition

'The arts' is broadly defined as all creative and cultural activities and all art forms, including:

- Aboriginal arts and cultural heritage and its contemporary expression as a living and evolving culture
- visual arts (e.g. painting, drawing, sculpture, design, photography, crafts)
- digital media (e.g. film, audio, animation, web, new technologies)
- performing arts (e.g. theatre, music, dance, drama, comedy, physical theatre)
- literary arts (e.g. poetry, storytelling, creative and narrative writing)
- engaging with galleries, museums, libraries, Aboriginal cultural centres, archives, and arts and cultural precincts and venues.

The participation of older people in the arts includes:

- active participation as artists, creators, arts administrators and other workers in the creative and cultural sector (e.g. designers, production and technical staff)
- making art in recreational creative programs
- meaningful engagement as audiences, visitors to exhibitions or cultural precincts, or as consumers of cultural products (e.g. books and recorded music).

Profile of Ageing in NSW

By 2031, about 1 in 5 people in NSW, or 1.8 million people, will be over the age of 65.

- Older Australians volunteer more hours per week on average than any other age group.
- Dementia is the greatest cause of disability in Australians aged over 65 and is predicted to be the third greatest source of health and residential aged care spending over the next 20 years.
- Rates of disability increase with age. In Australia:
 - 10% of people aged 5 to 14 have a disability
 - 60% of people aged over 65 have a disability
 - 80% of people aged over 90 have a disability
 - 505,000 people in the 45 to 54 years age group have a disability.ⁱ
- Declining health and wellbeing is a risk factor for becoming socially isolated.
- Older people are more likely to live alone, particularly older women.
- Only 50% of people aged 50 to 60 surveyed in NSW felt involved in their community.
- Staying connected to culture is particularly important for Aboriginal people and for people from culturally and linguistically diverse backgrounds.

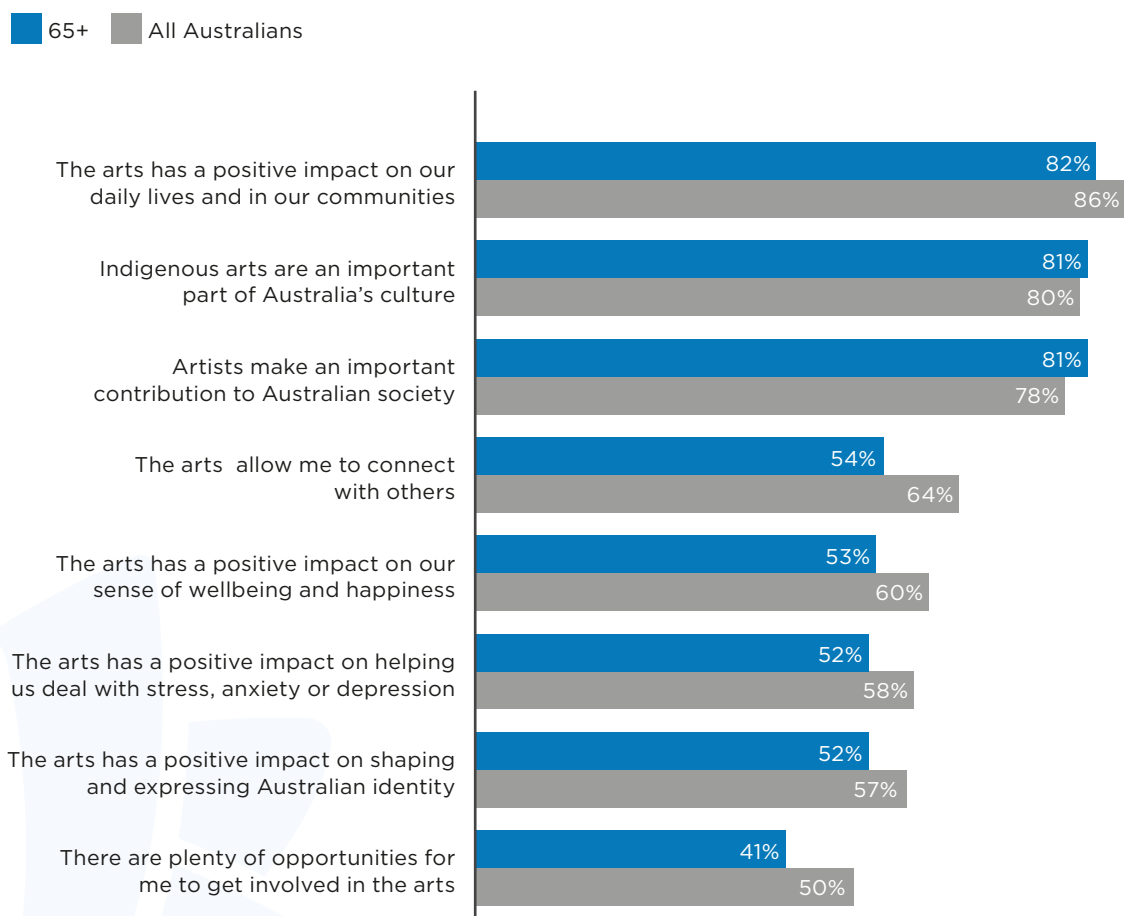
Older People's Participation in Arts, Screen and Culture

Engagement with arts, screen and culture by people aged over 65 years includes active participation as artists and in recreational creative programs, as well as audiences and consumers of cultural products.

Active participation of people 65 years and older in NSW is 29.7%. This is above the national rate of 28.2%. The active participation rate in NSW for all persons aged 15 years and older is 32%. Women over 65 have higher participation rates than men, in all states. In NSW, the active participation rate of women over 65 years old is 37.6% and the active participation rate of men is 20.7%.ⁱⁱ

Attendance of people 65 to 74 years at cultural venues and events in Australia is 72%. Attendance for people aged 75 and over is 56.3%. The attendance rate for all persons aged 15 years and over is 82.4%. The attendance rate for people 65 years and older is lower than for any other age group.ⁱⁱⁱ

Attitudes to the arts: There is more negative sentiment about personal participation in, and the impact of, the arts in the over 65 age group, according to the Australia Council's *National Arts Participation Survey 2016*.^{iv} The results of the survey are summarised below.



Given the evidence base for the benefits of creative ageing programs in tackling loneliness, isolation and health issues for older people, there is scope to increase participation, employment and attendance levels as the population of older people grows. This brings significant benefits and opportunities for older people, our communities and the economy.

The benefits of increasing participation by older people through creative ageing practice, and the challenges for creative ageing practice are summarised below.

Benefits of Creative Ageing Practice

Extensive research and evaluations^v provide compelling evidence of the positive effects of participation in creative ageing programs on the cognitive, physical and mental health and wellbeing of older people. The research also demonstrates the personal, societal and economic benefits of older people's participation in the arts.

The positive impacts of community-based creative and art programs run by professional facilitating artists point to:

- health promotion and disease prevention in older people
- maintaining independence and reducing dependency
- the reduction of risk factors that drive the need for long-term care
- success in improving overall health, with a decreased dependency on medications and doctor visits, which leads to a reduction in healthcare costs.^{vi}

The 'cognitive capital' of older people is a resource for society that enables greater productivity in both the paid and unpaid workforces. Older people who report higher levels of wellbeing also have better cognitive function. Better cognitive function helps individuals age well and enables many aspects of everyday life, such as managing finances, planning travel, and managing medical conditions.^{vii}

Participating in arts and culture provides older people with opportunities to develop, use, showcase and pass on their skills. This can challenge negative stereotypes associated with ageing, transform community attitudes, and gain social support and respect for older people. Involvement in professional arts programs can be particularly effective in achieving these aims because professional arts practice:

- is highly visible in the community
- values and builds diverse talents and skills
- values participants' strengths and capacities, rather than emphasising deficits or decline
- creates art that connects people, including people across generations
- is integral to our identity as individuals and as a society.

Challenges for Creative Ageing Practice

With an ageing population, where more people are living longer and staying healthy longer than ever before, all organisations and sectors, not just ageing and health services, need to respond to older participants and audiences, and provide relevant and appropriate programs and services.

Factors impacting the level and type of engagement of older people in arts programs include:

- limited awareness about the benefits of creative ageing programs and the types of programs that are available
- lack of accessible, appropriate and relevant creative ageing programs that meet the diverse interests and needs of older people
- barriers, such as age discrimination and social isolation
- the need for targeted education and training programs, partnerships, formal and informal networks, and research
- meeting increasing demand for resources to support best practice and sustainable approaches when success in creative ageing programs is most often dependent on resource intensive methods.

Aims of the NSW Creative Ageing Framework

The *NSW Creative Ageing Framework* has been developed to promote an increase in opportunities for creative participation among older people across NSW. It aims to help prepare government, the creative and cultural sector, the aged services sector and the community to meet an increasing need for services and age-friendly communities. The framework's objectives include to:

- enhance the profile of creative ageing programs in NSW
- show that creative ageing practice is relevant to a wide range of stakeholders
- acknowledge the importance of sharing information and learning from good practice
- endorse collaborative relationships and formal partnerships between stakeholders to increase resources for sustainable creative ageing programs.

The framework has the ultimate aim of supporting older people in NSW to age well, to experience the benefits of living longer, and to enjoy opportunities to participate in, contribute to and be included in their communities. It encourages awareness of ways that participation might be promoted and how programs might be best designed.

The three key focus areas set out in the framework are essential to future action to develop and provide sustainable and successful creative ageing programs across NSW: promoting awareness and participation; resourcing and sustaining programs; and collaborations and partnerships. These are discussed in more detail from page 11.

The framework provides a broad overview, based on the *Ageing Well in NSW: Seniors Strategy 2021–2031* approach that responding to the ageing population is everyone's business, including government, the private sector, not-for-profit organisations, communities and individuals. Together we need to respond to and prepare for a wide range of life experiences as people grow older.

Who We Consulted

The development of this framework is based on consultations with people working in the arts sector and cultural institutions in metropolitan and regional NSW, including: community arts workers, people with expertise in ageing and disability, aged care workers, the NSW Creative Ageing Strategy Advisory Group, Create NSW, and stakeholders from key organisations, including Local Government NSW, Regional Arts NSW and the Human Rights Commission. It is also based on an extensive review of studies, reports and evaluations of creative ageing programs, both national and international.

Who is the NSW Creative Ageing Framework for?

The principles and approaches in this framework are intended for: older people and their families, arts organisations and facilities, arts practitioners and facilitating artists, community-based organisations (both generalist and those with targeted service provision for older people), aged care facilities and residential care providers, the private sector, government departments and agencies at all levels, and educational institutions. These individuals, entities and sectors are identified as key stakeholders with vital roles to play as participants, partners and collaborators, and in promoting the focus areas of the framework.

NSW Government Context: Policy and Services

The development of the Creative Ageing Framework for people in NSW:

- is a key activity in the Inclusive Communities priority area of the *Ageing Well in NSW: Seniors Strategy 2021–2031* ^{viii}
- supports the aim of encouraging increased involvement in arts and culture in *Create in NSW: The NSW Arts and Cultural Policy Framework*, released in 2015
- is consistent with the *NSW Health and the Arts Framework*, released in 2016
- is consistent with the *NSW Disability Inclusion Act 2014*.

The development of the *NSW Creative Ageing Framework* is particularly designed to:

- raise awareness of the significant links between arts and health, arts and disability, and creative ageing policy, practice and infrastructure
- support collaborative approaches in delivering services to the government's priority populations, including Aboriginal people; people from culturally and linguistically

diverse backgrounds; people with disability; Lesbian, Gay, Bisexual, Transgender, Intersex or Queer (LGBTIQ) people; people in Western Sydney; and people in regional and remote NSW

- support principles in the *Ageing Well in NSW: Seniors Strategy 2021–2031* of person-centred services and opportunities that work in local communities.

Arts, Screen and Culture

Create in NSW: The NSW Arts and Cultural Policy Framework^x is a whole-of-government policy framework for contemporary NSW, to support increased participation and a sustainable arts, screen and cultural sector. It draws on the views and aspirations of residents, artists and cultural workers across metropolitan and regional NSW. This framework articulates and promotes the intrinsic value of the arts at a personal and societal level, and views the arts as integral to wellbeing, happiness and identity.

Create NSW and the NSW State Cultural Institutions are leading the implementation of the NSW Arts and Cultural Policy Framework:

- Create NSW is the NSW Government's arts, screen and culture policy and development body. It works to ensure NSW is known for its exciting arts and culture that engages the community, supports innovation, facilitates economic development and reflects the state's diversity. Create NSW invests in arts and culture in NSW through infrastructure, funding programs, partnerships and advocacy. Its work includes supporting the vital role that cultural precincts and venues play in transforming the liveability of our cities and regions.
- The NSW State Cultural Institutions are central to promoting arts and culture and encouraging people to participate in the sector. The Art Gallery of NSW, Australian Museum, Museum of Applied Arts and Sciences, State Library of NSW and Sydney Living Museums manage significant cultural heritage collections and provide services and programs throughout the state. The Sydney Opera House is the world's busiest performing arts centre and provides innovative ways to engage communities worldwide. The State Records and Archives Authority of NSW manages a vast collection of records documenting the history of NSW. The State Archives Collection is used by genealogists, historians, other researchers and community groups, and is showcased through regional exhibitions and online services.

Health and the Arts in NSW

The *NSW Health and the Arts Framework*^x was released in 2016 and supports the NSW Health system to maximise the benefits of integrating the arts into the design and delivery of health care services, activities and facilities across the whole of NSW Health, and in public health messaging. The framework outlines a range of strategies to support NSW Local Health Districts to develop appropriate governance arrangements, informed by a range of guiding principles and supporting leadership, best practice, and partnerships across the system.

The framework has also enabled the creation of the Health and the Arts Exchange, an online resource that facilitates the exchange of information and resources, promotes

innovation, and fosters a community committed to leveraging the arts for world-class healthcare services and facilities.

Arts and Disability

The NSW *Disability Inclusion Act 2014* sets out four whole-of-government focus areas to support people with disability to be fully included in economic and social life:

1. developing positive community attitudes and behaviours
2. creating liveable communities
3. supporting access to meaningful employment
4. improving access to mainstream services through better systems and processes.

The focus areas aim to create long-term change and require consistent effort from government and the wider community.

Under the Disability Inclusion Act, NSW public authorities, including Create NSW, NSW State Cultural Institutions, and local councils, have developed Disability Inclusion Action Plans. The plans outline how these organisations are removing barriers and promoting access to services, information and employment under the four focus areas.

Local Government

Local councils are vital to people participating in artistic and cultural expression. In a climate of ever more global homogeneity, local production and participation are increasingly important. Councils have important roles in funding, delivering, hosting, supporting and promoting arts and culture. In NSW they manage more than 4,000 cultural sites, including performing arts centres, galleries, museums and public libraries. Councils deliver services, programs, events and local cultural planning.^{xi}

Councils have a clear focus on the arts, culture and heritage as contributors to social cohesion, particularly in uniting diverse communities. For example, residents from culturally and linguistically diverse backgrounds use arts and cultural activities as a way of finding common ground or a point of entry into new communities.

NSW Creative Ageing Framework Focus Areas

The framework sets out three key focus areas that are essential to future action to provide sustainable and successful creative ageing programs across NSW:

1. promoting awareness and participation
2. resourcing and sustaining programs
3. collaboration and partnerships.

Promoting Awareness and Participation

Increasing awareness and appreciation of how arts programs enhance older people's quality of life and benefit the community is an important step towards encouraging the arts and other relevant sectors to deliver accessible creative ageing programs. It is also essential to encouraging older people to engage in creative ageing programs as active participants, facilitating artists and/or volunteers, and as audience members. The framework is part of the NSW Government's plan to:

- increase awareness in the community of the value of creative ageing practice for social inclusion, health and wellbeing
- challenge and reduce negative stereotypes and perceptions in the community about ageing and older people
- demonstrate that creativity and a rich engagement with arts and culture are part of everyday life for older people.

Older people contribute to the economy and society as volunteers, paid full-time or part-time workers, and as students in further education. They also contribute through the support they provide to family members and others, including as carers. They influence the economy as consumers, as their demand for services creates new markets and expands existing ones. Increased awareness, resources and service provision for creative ageing programs and infrastructure lead to:

- increased participation of older people across NSW in creative ageing programs tailored to their individual abilities, aspirations, achievements and needs
- increased opportunities for older people in NSW to stay connected, maintain social networks and contribute to their communities
- increased opportunities for older artists to continue their professional arts practice
- promotion of age-friendly communities through the design and building of cities, towns, venues and spaces.

Resourcing and Sustaining Programs

Evaluations of creative ageing programs around the world demonstrate these programs are successful when they are delivered as long-term, sustainable arts programs. This means they comprise a series of activities that enable creative development in an art form, and encourage participation in the arts for older people as creators, teachers, audiences and organisers. Included in the many actions for resourcing and sustaining programs are:

- foundations in effective infrastructure and good practice
- the involvement of key stakeholders to drive advocacy and the development of appropriate creative ageing programs across all art forms
- the use of professional artists
- provision of professional teaching resources and staffing
- principles around sound creative learning environments and practices for older adults.

Collaboration and Partnerships

Funding and other resources for creative ageing programs and initiatives can be increased and used more efficiently and effectively if collaborative arrangements or partnerships are established to leverage additional resources, including through philanthropic funding or in-kind support. Partnerships and collaborations across the government, the arts and the aged services sectors, as well as across community and private sector organisations, can:

- help share expertise
- leverage networks
- enable a collective approach to the design and resourcing of creative ageing programs
- reach older people who may not have been engaged with the creative and cultural sector previously.

Arts and cultural expertise may be a valuable source for identifying innovative and productive relationships for delivering creative ageing programs. It can also facilitate changes in cultural and community attitudes to the creative output of older people. Partnerships for creative ageing programs should aim to:

- increase collaboration by a wide range of stakeholders to provide more opportunities for creative participation by older people
- promote strong professional networks within and between organisations delivering creative ageing programs
- assist the arts, screen and cultural sector and the aged services sector to deliver sustainable creative ageing programs in an environment of increasing demand.

Creative ageing programs will have a broader impact and sustainability if the benefits across health, social services and the arts are recognised, and a collaborative approach is taken between levels of government and with communities working on programs.

The NSW Government's *NSW Health and the Arts Framework*, provides the foundations to support collaboration between health services and the arts sector, including governance principles and functions, and strategies for partnerships and funding.

Framework Focus Areas – Participants and Stakeholders

The framework's three focus areas – promoting awareness and participation; resourcing and sustaining programs; and collaborations and partnerships – need to be applied by a range of key stakeholders and participants.

Making creative ageing a reality is the responsibility of many individuals and organisations, across a spectrum of interests, and with differing aims and needs. The advice contained in the following table will apply in varying ways. For some it will be a 'call to action', while for others it may be advice given and actions taken as part of their professional work.

Each of the identified stakeholder groups will have its own diversity. 'Older people' are as diverse as the rest of the community and will have different experiences of and views on

ageing. The term embraces a very wide range of ages, interests, socio-economic status, health and wellbeing, cultural and linguistic background, and living circumstances, along with many other factors. In general, older people may need encouragement and assistance to participate in creative ageing programs and to attend arts and cultural events and activities.

Older people are a growing market for arts programs and activities. In many cases, older people have more time to explore and develop their creativity, and continue to make valuable contributions to communities, the economy and society. Many older people remain in employment and there is a significant number of older people who are practicing professional artists, performers and cultural workers. These people are more likely to remain active and in positions within their field longer than someone who is starting out and looking to build a career. They bring lifelong experience, skills and knowledge to their work.

Many groups of professionals who interact with, support, advise and care for older people can influence, promote and sustain engagement with creative pursuits. These stakeholders, participants and potential partners include:

- ageing services and professional caregivers in long-term care facilities and residential care programs
- medical practitioners and other health professionals
- artists; arts leaders; arts, screen and cultural organisations. These may include:
 - arts service organisations, such as Ausdance NSW, Regional Arts NSW, MusicNSW and Accessible Arts; as well as state, regional and local galleries and museums; public libraries; arts centres; and the network of regional arts organisations in NSW
 - flagship visual arts organisations and performing arts companies, and the State Cultural Institutions
- arts and adult education leaders, educational institutions, researchers and consultants
- policy makers and arts funding bodies at all levels of government and the private sector. These may include:
 - local councils, which provide arts infrastructure and run cultural programs
 - NSW Government agencies, including Education; Health; Planning, Industry and Environment; and Communities and Justice
 - NSW and Commonwealth Government arts agencies, including Create NSW and the Australia Council for the Arts
 - philanthropists and philanthropic foundations
 - major corporations and local businesses.

Simple and practical ideas and actions that people in these groups can take are outlined in the following table.

Table: Framework Focus Areas – Participants and Stakeholders

Stakeholders	Promoting awareness & participation	Resourcing & sustaining programs	Potential collaborations & partnerships
Older people – in their many roles as consumers, artists, community leaders and participants in professional and recreational arts activity	<ul style="list-style-type: none"> Recognise and celebrate the artistic expression of older people and its contribution to the cultural development of their communities and environments. Communicate the potential benefits for learning, skills and mastery; social engagement and connectedness with other participants, friends, family and community; physical, mental and emotional health and wellbeing. Communicate the availability and nature of programs and actively encourage older people to participate. Recognise older people as leaders in the arts and creative practice and in their communities. 	<ul style="list-style-type: none"> Use older people's market power, and that of their families and communities, to drive demand for professionally-led creative ageing programs in local areas, e.g. community centres, libraries, clubs and aged care facilities. Encourage provision of programs that are tailored to the age, ability, needs, gender, cultural and linguistic backgrounds, means and goals of older people. Encourage longer-term, sustainable program design that identifies and promotes opportunities for lifelong learning. Encourage design of age-friendly cultural precincts and venues. 	<ul style="list-style-type: none"> Older artists may work with local organisations and facilities – such as commercial or council-run galleries, libraries or community centres – to develop new creative work, exhibit work or stage performances. Older visual artists or performers may collaborate or partner with local aged care facilities to exhibit work and stage performances. Community-based choirs, whose membership may include all ages – but where there is often a predominance of older people, may form an association with local venues to stage performances.
Aged care services, professional caregivers in long-term care facilities and residential care programs and disability services	<ul style="list-style-type: none"> Understand and promote the benefits of arts and cultural programs for older people in their care or to whom they provide services. Understand and promote the benefits to staff, including improvements in staff communication skills, work-related stress, efficiency and workforce retention. Be informed about the guidelines and principles of the <i>NSW Health and the Arts Framework</i>. 	<ul style="list-style-type: none"> Facilitate and promote the delivery of professional creative ageing programs in relevant services and facilities. Ensure venues for programs, that are accessible, safe and appropriate to the art form. Evaluate, adjust and enhance programs to promote freshness and adaptability to the needs of participants and their environment or community, to achieve identified or desired outcomes, and to attract and maintain innovative and agile partnerships and financial sustainability. Design programs that feature flexible options in a variety of art forms to cater to participants' interests and capabilities. 	<ul style="list-style-type: none"> Partner with relevant education institutions (e.g. universities, TAFE and medical schools) to develop interdisciplinary courses and training for non-arts professionals and practitioners – (e.g. diversional therapists, social workers, psychotherapists) in delivering creative arts programs.

Stakeholders	Promoting awareness & participation	Resourcing & sustaining programs	Potential collaborations & partnerships
<p>Medical practitioners and other health professionals</p>	<ul style="list-style-type: none"> Understand and promote the positive impact of the arts in health on medication dependence, hospital length of stay and treatment stress. Be informed about the guidelines and principles of the <i>NSW Health and the Arts Framework</i>. 	<ul style="list-style-type: none"> Promote the importance of staying active and being involved in and participating in community. 	<ul style="list-style-type: none"> Medical and health care professionals may work with aged care facilities and service providers on developing and delivering programs where creative activities are 'prescribed' as part of a holistic approach to medical treatment.
<p>Artists, arts leaders, and arts, screen and cultural organisations</p>	<ul style="list-style-type: none"> Understand and communicate that the ageing process does not imply or equate to loss of creativity. Support and profile older artists' continuing practice and employment. Encourage opportunities and programs tailored to older people as participants and audiences. Encourage older artists who want to continue their practice to become facilitating artists, working with older people. Understand the value of engagement in a creative learning environment and have the skills to create a learning environment that brings older people together as learners. Develop awareness and share experiences and information among their membership bases and with relevant arts peak organisations. Encourage peak organisations for arts disciplines to feature presentations by industry leaders showcasing sustainable programs and initiatives for creative engagement of older people across Australia. 	<ul style="list-style-type: none"> Support and promote the development of creative ageing programs and strategies widely among their membership bases. Create networks of members and member organisations that are actively engaged in developing and implementing creative ageing strategies and programs. Collaborate with arts education and adult education institutions and groups to develop professional pathways for arts education in the delivery of creative ageing programs. Collaborate with arts education and adult education institutions to explore forms of accreditation to identify facilitating artists and facilitators who are professionally trained to work with older people. Create employment opportunities for older people to contribute as staff or volunteers in arts and cultural facilities, organisations and programs. Ensure venues for programs, that are accessible, safe and appropriate to the art form. Design programs that feature flexible options in a variety of art forms to cater to participants' interests and capabilities. 	<ul style="list-style-type: none"> Local galleries, performance spaces, community venues and libraries to be venues for exhibiting art works or hosting performances that have been developed in creative ageing programs. Commercial and state-run galleries and museums to partner to facilitate arts education and appreciation programs for older people who want engagement with the arts as informed audience members, rather than as active participants.

Stakeholders	Promoting awareness & participation	Resourcing & sustaining programs	Potential collaborations & partnerships
<p>Adult education leaders, educational institutions, researchers and consultants</p>	<ul style="list-style-type: none"> ■ Develop and promote professional development pathways in arts education to train facilitating artists and facilitators, including older facilitating artists and facilitators from diverse backgrounds and in the regions. ■ Prepare facilitating artists to deliver creative ageing programs to diverse groups of older people, including those living ably in the community; older people with specific needs requiring therapeutic arts programs, e.g. people living with Parkinson's disease, dementia, or mobility issues; and older people in long-term care facilities and residential care programs. 	<ul style="list-style-type: none"> ■ Provide arts education and learning environments that are inclusive of older people and older artists and performers at various stages of their creative development. ■ Provide professional development courses to train facilitating artists and facilitators in the delivery of creative ageing programs, to increase the pool of facilitating artists trained and skilled in best practice. ■ Develop a body of Australian research and an evidence base to evaluate the impact of arts, culture and creative ageing programs for older people and the community, as well as the broader economy. 	<ul style="list-style-type: none"> ■ Work with arts peaks and organisations working with trained and accredited dance teachers on accreditation for facilitating artists and facilitators who are professionally trained to work with older people in specific settings or with specific needs, e.g. older people with dementia or Parkinson's Disease. ■ Work with schools that have visual, performing, literary and digital arts programs to develop programs that involve intergenerational activities between students and older people. ■ Develop partnerships with TAFE institutes and universities to establish artist-in-residence programs or student placements to organisations or aged care facilities that support the introduction of creative ageing programs to older people in their communities or environments.

Stakeholders	Promoting awareness & participation	Resourcing & sustaining programs	Potential collaborations & partnerships
<p>Policy makers and arts funding bodies at all levels of government and in the arts and not-for-profit sectors</p>	<ul style="list-style-type: none"> ■ Broaden understanding of the social capital of older people and their capacity to make valuable contributions to communities and the economy. ■ Broaden understanding of the benefits of creativity in the lives of older people, and the flow-on effects to the community and economy of enhancing older people's quality of life. ■ Encourage policy development that prioritises the creative needs of older people and addresses the lack of options in arts and culture to meet the needs of older people as a distinct target group. ■ Factor access and equity provisions for older people into the development of creative hubs and cultural precincts. ■ Actively involve older people in the development of local arts, culture and heritage programs as policy makers, creators and participants. 	<ul style="list-style-type: none"> ■ Recognise the vulnerable status of creative ageing programs and that sound policy development is necessary to address and support comprehensive approaches to older people's participation in the arts. ■ Encourage investment in creative ageing programs (through sponsorships and funding) that provide for older people as employees, interns, volunteers, facilitating artists and administrators. ■ Support the use of public facilities and their staff, such as libraries and community centres, in the development and delivery of innovative ongoing creative ageing programs for local communities. ■ Evaluate, adjust and enhance programs to promote freshness and adaptability to the needs of participants and their environment or community, to achieve identified or desired outcomes, and to attract and maintain innovative and agile partnerships and financial sustainability. 	<ul style="list-style-type: none"> ■ Lead and collaborate in the development and implementation of strategies and action plans for the delivery of effective creative ageing programs to diverse groups of older people, including targeted demographics and geographic areas. ■ Collaborate across government agencies that provide services to older people in NSW and that have complementary government policy priorities, such as specific population groups, including: Aboriginal people, people from culturally and linguistically diverse backgrounds, people with disability, LGBTIQ people, people in regional and remote NSW, and people in Western Sydney.

The Framework in Action – Examples of Approaches to Creative Ageing

Art Gallery of NSW

The Art Gallery of NSW's creative ageing program for people living with dementia and their carers provides meaningful, interactive and facilitated engagement with visual art to offer intellectual stimulation and encourage self-expression. Participants are invited to imagine and think creatively about art in a safe environment, with group discussion that forges personal connections.

<https://www.artgallery.nsw.gov.au/visit-us/access/access-programs/>

BLAK BOX – *Four Winds*

Presented in 2019 by Urban Theatre Projects in partnership with Blacktown Arts Centre and Sydney Festival, *Four Winds* is both a remembering of the past and a collective vision for the future, giving audiences a deeper understanding of contemporary Aboriginality. *Four Winds* explores the need for greater dialogue between younger and older Aboriginal people, whose voices can go unheard in the national conversation. The artists, 96-year-old elder Uncle Wes Marne, senior Darug Elder Auntie Edna Watson, and teens Savarna Russell and Shaun Millwood, speak to each other across a silence, a divide or gulf, engaging each other in a dialogue that bridges generational divides.

<https://utp.org.au/event/blak-box-four-winds-blacktown>

BOLD – Selfies by Oldies – Eastern Riverina Arts

A photographic project that paired 10 people aged over 60 from Coolamon Shire with an artistic team to create an exhibition of creative self-portraits. The exhibition shows us the personalities, interests and self-perceptions of these seniors, subverting the genre of the selfie and so many stereotypes about what it means to be old.

Milk Crate Theatre

Milk Crate uses performing arts to change the story of homelessness. It provides creative opportunities for participants to build confidence, skills and social connection to help make positive changes in their lives. Milk Crate partners with professional arts facilitators and community service providers to offer a free and safe space where people can meet and learn new skills through creative processes. It provides the only theatre training for older artists in Australia.

<https://www.milkcratetheatre.com/>

Art of Ageing Exhibition – in NSW public libraries and other community facilities

Addressing ageism is a priority of the Seniors Strategy. *Art of Ageing* is a photographic exhibition that celebrates the value, experience and contribution older people bring, and challenges outdated perceptions of ageing. Art of Ageing 2020 is the third in the series of touring exhibitions and comprises captivating images taken by photographers from regional NSW. Each photograph is accompanied by a short story highlighting the subject's experiences and reflections on ageing.

The current exhibition is touring until the end of 2022 to over 40 metropolitan and regional venues including libraries, local galleries and other locations throughout NSW.

<https://www.facs.nsw.gov.au/inclusion/seniors/overview/chapters/what-we-are-doing-under-the-strategy/art-exhibition>

Tender – a documentary

Written and directed by Lynette Wallworth and produced by Kath Shelper, *Tender* is set against the stunning backdrop of the industrial seaside town of Port Kembla. A feisty and resilient community group is determined to take back for responsibility what most of us leave to others: caring for their own dead. Scattered throughout are stories that cut to the core and reveal why this small band decided to take on a practice that for most is taboo.

As their plans for community-based funerals gather momentum, one of their own is diagnosed with a life-threatening illness. *Tender* is a heartbreakingly beautiful and funny glimpse of an extraordinary community taking on one of the most essential challenges of human life... its end.

<http://www.tenderdocumentary.com.au/#a-documentary>

Queensland Ballet – Dance for Parkinson's

The Queensland Ballet delivers Dance for Parkinson's classes weekly, all year round. Anyone affected by Parkinson's, and their carers, partners and friends, are welcome to participate in these immersive artistic experiences. The annual program follows Queensland Ballet's pilot program and research study in 2013 and 2014 with the Queensland University of Technology – Creative Industries (Dance) and Health (Movement Neuroscience), and the University of Queensland – Health and Behavioural Sciences (Physiotherapy) faculties.

The documentary was the first study of its kind in Australia, with the results showing that the Queensland Ballet Dance for Parkinson's pilot program classes positively impacted people living with Parkinson's in multiple ways, including physical, emotional, social, and cognitive benefits.

<https://www.queenslandballet.com.au/learn/fitness-and-wellbeing/dance-for-parkinson-s>

Arts on Prescription

Aged care services provider HammondCare describes its *Arts on Prescription* program as ‘a fun, engaging, and practical program where experienced artists work with small groups to help participants explore their own creativity and learn new skills, while at the same time focusing on specific health and wellness needs.’ Experienced artists specialising in a range of artistic forms from painting, visual arts, theatre, photography, music, writing and dance, teach various classes, with options including:

- community arts programs and workshops for small groups
- one-on-one artist sessions in the home
- programs for people living with dementia and their carers
- tailor-made programs in hospitals, care homes and community centres.

<https://www.hammond.com.au/services/positive-ageing/arts-on-prescription>

Resources

Information and resources are available to help facilitate the exchange of information and ideas on the design, development, resourcing and sharing of creative ageing programs.

They include:

- the NSW [Creative Ageing Local Government Grants Program](#) final report – an evaluation of the NSW grants program for programs or activities that increase the number of older people participating in creative activities, which includes information on successful programs run throughout the state
- the [NSW Health and the Arts Framework](#) – developed by NSW Health to enable the health system to maximise the benefits of integrating the arts into the design and delivery of health services, and health messaging
- the [Health and the Arts Exchange](#) – an online resource (developed as part of the NSW Health and the Arts Framework) that facilitates the exchange of information and ideas, and provides [key resources and contacts](#) to support NSW Health services to work in partnership with the arts sector and community to maximise the benefits of an arts-integrated NSW Health system
- [Creativity Matters: the Arts and Aging Toolkit](#) – developed in the United States by the National Guild of Community Schools of the Arts
- the [National Center for Creative Aging resources hub](#) – providing toolkits and resources designed to support the creative ageing community by providing access to the most up-to-date information about the field, tools to help build a creative and inclusive arts and ageing program, and reports on key areas that intersect with the field of creative ageing

- the report on the [Summit on Creativity and Aging in America](#) – held by National Endowment for the Arts to identify the challenges and opportunities presented by the arts and design for older people
- [Independent Creative Living](#) – a UK website that includes links to selected documents on the relationship between ageing, housing, creativity and the arts
- the [Baring Foundation website](#) – a UK website that provides case studies and reports on creative ageing programs supported by this independent grants foundation
- the UK [All-Party Parliamentary Group on Arts, Health and Wellbeing](#) website – presenting the findings of two years of research, evidence-gathering and discussions with patients, health and social care professionals, artists and arts administrators, academics, people in local government, ministers, other policy makers and parliamentarians from both Houses of Parliament
- [The InCreaSe Guide](#) – a manual about Intercultural Creativity of Older People developed by the InCreaSe Learning Partnership, funded with support from the European Commission, that provides best case examples of creative ageing programs in Europe
- [Vitality Arts](#) – the website of Aroha Philanthropies, featuring resources that support creative ageing, including information about leading programs and service organisations supporting artful ageing across the United States, and the [Vitality Arts Resource Guide](#)
- [Ausdance Victoria](#) *Leading and Teaching Dance to Ageing Populations* – a 2018 report of research into the breadth and prevalence of dance programs delivered specifically for older people in Australia. Ausdance Victoria is part of the national Ausdance network of peak organisations for dance development and advocacy.

All these resources provide access to additional research and resources.



Endnotes

- ⁱ Source: ABS, Cat. No. 4430.0 – Disability, Ageing and Carers, 2015.
- ⁱⁱ Source: ABS, Cat. No. 4921.0 – Participation in Selected Cultural Activities, Australia, 2017–18
- ⁱⁱⁱ ABS, Cat. No. 4114.0 – Attendance at Selected Cultural Venues and Events, Australia, 2017–18
- ^{iv} Australia Council for the Arts (2017) *Connecting Australians: Results of the National Arts Participation Survey 2016* at <https://www.australiacouncil.gov.au/research/connecting-australians/>. The Australia Council for the Arts is the Australian Government's principal arts funding and advisory body.
- ^v Dr G. Cohen & The Center on Aging, Health & Humanities (2006). *The Creativity and Aging Study: The Impact of Professionally Conducted Cultural Programs on Older Adults*, The George Washington University (GW); Gene Cohen (2009) 'New theories and research findings on the positive influence of music and art on health with ageing', *Arts & Health*, 1:1, pp 48–62; All-Party Parliamentary Group on Arts, Health and Wellbeing (2017) *Creative Health: The Arts for Health and Wellbeing* – Second Edition retrieved from: <https://www.artshealthresources.org.uk/docs/creative-health-the-arts-for-health-and-wellbeing/>; David Cutler, (2009). *Ageing Artfully: Older People and Professional Participatory Arts in the UK*. London; J. Missey Boyer, (2007). *Creativity Matters: The Arts and Aging Toolkit*, National Guild of Community Schools of the Arts, NY; National Endowment for the Arts & U.S.; Department of Health & Human Services (2011). *The arts and human development: framing a national research agenda for the arts, lifelong learning, and individual well-being*. Washington, D.C.
- ^{vi} Dr G. Cohen & The Center on Aging, Health & Humanities (2006). *The Creativity and Aging Study: The Impact of Professionally Conducted Cultural Programs on Older Adults*, The George Washington University (GW); G. Hanna & S. Perlstein (2008). *Creativity matters: Arts and aging in America*. Washington, D.C.: Americans for the Arts.
- ^{vii} J. Beddington, C.L. Cooper, J. Field, U. Goswami, F.A. Huppert, R. Jenkins, H.S. Jones, T.B.L. Kirkwood, B.J. Sahakian & S.M. Thomas (2008). 'The mental wealth of nations', *Nature*, 455: 1057–1060; J. Starr, I. Deary & S. Macintyre (2003). 'Associations with successful ageing in the "Healthy old people in Edinburgh" cohort: Being well, fit and healthy', *Aging Clinical and Experimental Research*, 15(4): 336–342.
- ^{viii} NSW Communities and Justice, <https://www.facs.nsw.gov.au/download?file=382829>
- ^{ix} <https://www.create.nsw.gov.au/arts-in-nsw/create-in-nsw/the-nsw-arts-and-cultural-policy-framework-create-in-nsw/>
- ^x NSW Ministry of Health, 2016 at <https://www.health.nsw.gov.au/arts/Documents/nsw-health-and-the-arts-framework-report.pdf>
- ^{xi} <https://lg.nsw.org.au/Public/Policy/Arts-and-Culture.aspx>

For more information visit
www.facs.nsw.gov.au/inclusion/seniors

Department of Communities and Justice
Stronger Communities, Investment and Inclusion

Email ageing@DCJ.nsw.gov.au