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* Thanks to Ross Brown, Vision Media for supplying the images in this strategy
Overview

Tauranga leads the way

Tauranga is proud to become New Zealand’s first Age-Friendly City.

Populations are ageing globally, in New Zealand and in Tauranga. According to the 2006 Census, ageing well is an issue relevant to approximately 18,000 older people (65 years +) in Tauranga, which is approximately 18.6% of the population (2006 Census).

Therefore it is increasingly important to ensure the city is as age-friendly as possible.

The Age-Friendly City Strategy has been developed to guide and progress actions to make Tauranga a vibrant and liveable Age-Friendly City in which to live, learn, work and play.

The process for developing the strategy has been undertaken following the World Health Organisation (WHO) Age-Friendly Cities guide.

Tauranga City Council is working with Tauranga Elders’ Forum, Kaumatua Forum, Age Concern, BOP District Health Board, SUPA-NZ, Parafed, Waikato University and Toi Te Ora – Public Health Service to make Tauranga an Age-Friendly City.

The Age-Friendly City Strategy has been developed from community discussions where older people identified issues for improvement. It is expected that this will lead the way to building liveable communities where people can ‘age-in-place.

Vision

Tauranga is an Age-Friendly City that enables people to live independently and participate in all aspects of community and city life as they age.

“What do we live for if it’s not to make life less difficult for each other” – George Elliot.
**Age-Friendly City Background**

**What is active ageing?**

The underlying premise is that an Age-Friendly City promotes ‘active ageing’.

Active ageing is ‘the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age’ (Active Ageing: a policy framework, WHO 2002). Older people are active participants in the community and empowered in their lives.

The world “active” refers to continuing participation in social, economic, cultural, spiritual and civic affairs not just the ability to be physically active or to participate in the labour force. Participation, health, security and lifelong learning are referred to as the four pillars that underpin the active ageing philosophy, “engaged in life” (International Council on Active Ageing, 2006, p13).

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**Age-Friendly Cities Framework**

The WHO Age-Friendly Cities Framework (WHO, 2007) views ageing as a positive process and emphasises the active participation and engagement of older people.

In an Age-Friendly City there is a culture of inclusion shared by persons of all ages and abilities. Policies, services and structures related to the physical and social environment are designed to support and enable older people to ‘age actively’, that is, to live in security, enjoy good health and continue to participate fully in society.

An Age-Friendly City is one that has policies, services, settings and structures that support and enable people to age actively by:

- recognising the wide range of capacities and resources among older people
- anticipating and responding flexibly to ageing related needs and preferences
- respecting decisions and lifestyle choices
- protecting those who are most vulnerable; and
- promoting their inclusion in and contribution to all areas of community life (WHO, 2007).

*refer Appendix 1 for WHO AFC checklist*
United Nations Principles for Older Persons

The United Nations Principles for Older Persons are embodied within the Principles for the Age-Friendly City Strategy.

The UN principles for older people are as follows:

**Independence:** Older persons should have access to food, water, shelter, clothing, health care, work and other income-generating opportunities, education, training, and a life in safe environments.

**Participation:** Older persons should remain integrated into community life and participate actively in the formulation of policies affecting their well-being.

**Care:** Older persons should have access to social and legal services and to health care so that they can maintain an optimum level of physical, mental and emotional well-being. This should include full respect for dignity, beliefs, needs and privacy.

**Self-fulfilment:** Older persons should have access to educational, cultural, spiritual and recreational resources and be able to develop their full potential.

**Dignity:** Older persons should be able to live in dignity and security, be free of exploitation and physical or mental and be treated fairly regardless of age, gender and racial or ethnic background.

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has” – Margaret Mead
Introduction

“When we make changes to become an Age-Friendly City we will be creating all inclusive communities that enable people of all ages to enjoy an active life while working together for the good of everyone.”

Tauranga City Age-Friendly Project Team

The Age-Friendly City Strategy contains actions that will enable Tauranga to become more age-friendly. Many valuable suggestions have come forward from meetings with older people in communities across the city.

Tauranga has a high and valued ageing population that contributes to city life. Efforts by community organisations, Tauranga City Council, BOP District Health Board and government agencies to adapt, improve and change services, facilities and policies, to better meet the needs of older people will impact on the health, social and economic well-being of all generations.

It is widely recognised that change is inevitable and vitally necessary in order to create liveable communities that enable older people to age-in-place. Key age-friendly indicators were developed by the WHO to assist with identifying improvements needed in communities and cities.

An Age-Friendly City is one that encourages and provides opportunities for older people to participate fully in city life (‘active ageing’), with the objective to continue to live independently for as long as possible in the community in their own home (‘ageing-in-place’). This is achieved by optimising opportunities for health, participation and security in order to enhance quality of life as people age (WHO, 2007).

The strategy identifies a number of actions to be carried out to ensure Tauranga is a vibrant city where people of all ages can live, learn, work and play.

Tauranga is proud to become New Zealand’s first Age-Friendly City

“Every time you are tempted to react in the same old way ask yourself if you want to be a prisoner of the past or a pioneer of the future.”
Vision

Tauranga is an Age-Friendly City that enables people to live independently and participate in all aspects of community and city life as they age.

The Vision is to make Tauranga an Age-Friendly City that:

- builds liveable communities which respect, value and support people to actively participate and contribute to city life as they age;
- recognises and values the experience and wisdom of its people;
- celebrates diversity and works to eliminate ageism and inequities;
- appreciates and celebrates cultural/ethnic diversity;
- is inclusive in how it delivers its services and provides information;
- supports people to live independently in the community as they age; and
- provides accessible public spaces and buildings to enable active use by all.

Principles

The following Principles underpin and guide the development of the Age-Friendly City Strategy for Tauranga.

We will:

- value and respect older people in the community
- support healthy active ageing
- enable social inclusion and participation
- acknowledge and appreciate cultural diversity
- foster inclusive and enabling environments
- seek independence and dignity
- encourage and create vibrant liveable communities
- actively recognise innovation and change
- work in partnership with the community and agencies to deliver an Age-Friendly City.

* These principles are guided by the WHO philosophy of active ageing and informed by the Age-Friendly Cities Framework guidance.

“Living longer does not mean living older, it means living more over a longer time” – Carole Gordon
Goals

The following Goals provide more detail to the Vision and serve to guide the implementation of the Age-Friendly City Strategy. The goals are set out under the WHO Age-Friendly City themes (i.e. blue headings).

The actions to achieve the goals are outlined in the following implementation plan.

**Goal 1: Respect & Social Inclusion**
Older people in the community are included, valued and appreciated.

**Goal 2: Communication & Information**
Communication and information is inclusive and accessible to older people.

**Goal 3: Civic Participation & Employment**
The contribution of older people in the community is encouraged, recognised and valued.

**Goal 4: Social Participation**
Participation of older people in community activities and events is supported and encouraged.

**Goal 5: Housing**
Housing choice enables ageing-in-place.

**Goal 6: Transportation**
Tauranga is easy and safe to get around for all ages and abilities.

**Goal 7: Outdoor Spaces & Buildings**
Outdoor spaces and buildings are accessible and encourage active use and enjoyment by older people.

**Goal 8: Community Support & Health Services**
Appropriate and accessible community support and health services are provided to enable people to maintain active and independent lives as they age.

**Goal 9: Becoming an Age-Friendly City**
The Council and other agencies work proactively and in partnership with the community to raise awareness about age-friendly city issues.

*“Growing old is mandatory, growing up is optional”*

Key Issues

**Ageing Population**
Tauranga has a high proportion of older people and will experience an increasing proportion of older residents in future years.

**Longer & Healthier Lives**
The life expectancy of older people in New Zealand has been steadily increasing. People are not just living longer, they are also living healthier and can contribute many more years to society.

**Attitude & Perception**
Ageing does not occur on a continuum tied to chronological age. Positive attitudes to ageing and expectations of continuing productivity challenge the notion of older age as a time of retirement and withdrawal from society.

A healthy, happy, and confident ageing population contributes a wealth of expertise and skills to the community and the workforce, places less demand on social services, and provides positive role models for younger generations. (NZ Positive Ageing Strategy, 2001)
Wisdom & Value
Older people are important members of the community who have the right to be treated with respect and afforded dignity. With a lifetime of experience older people have skills, knowledge and experience. Older people are a valuable resource for the city.

Economic Contribution
Older people make a significant contribution to the community. An increasing number of older people remain in paid work, many self-employed, many entrepreneurs e.g. Comvita, and with the majority undertaking voluntary work in the community.

Diversity, Needs & Expectations
A feature of the older population is the increasing ethnic and social diversity, with different needs and expectations. It is important to encourage cross-cultural connections.

Quality of Life & Well-being
The quality of life and independence of older people is influenced by the linkages between appropriate housing and access to community and social services.

Social Inclusion
Older people are valued people in our families, communities and city. Inclusion of older people in social events and activities should be promoted.

Tauranga’s Population
Populations are ageing for the first time in human history. All countries including New Zealand, will have more mature and older people.

By 2030 there will be over 1 million New Zealanders 65 years and over.

Population ageing occurs when there are proportionally more older people than children. There are several factors that contribute to this:

- more people are living longer
- fewer babies being born
- baby-boomers ageing.

As the baby-boomers reach 65 years of age there will be 24,200 more New Zealanders getting the Gold Card each year from 2011 to 2031.

Tauranga is one of New Zealand’s popular retirement destinations. It is expected that Tauranga will continue to have a higher than national average of people over 65 years of age (17.4% 2006) and a higher than national average of people 85 years and over. There will also be
more young Maori than older Maori living in the city (refer Age Sex structures).

By 2031 Tauranga will be home to nearly 37,600 people who have a Gold Card (refer table below). 1 in 4 people walking down the street will be 65 years and over.

There will also be a rapid increase in the number of people over 85 years of age (6.94% per year, BOPDHB).

While demographic change creates many challenges particularly for health care, there are also many opportunities for innovation and new business and recreation initiatives.

As Tauranga becomes more age-friendly it will enhance the quality of life for people of all ages.

**Tauranga City Projected Population by Age**


<table>
<thead>
<tr>
<th>Year</th>
<th>0-14</th>
<th>15-39</th>
<th>40-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>23,800</td>
<td>34,500</td>
<td>36,500</td>
<td>21,100</td>
<td>115,800</td>
</tr>
<tr>
<td>2021</td>
<td>25,800</td>
<td>39,200</td>
<td>38,600</td>
<td>28,200</td>
<td>131,800</td>
</tr>
<tr>
<td>2031</td>
<td>28,400</td>
<td>43,800</td>
<td>42,200</td>
<td>37,600</td>
<td>151,900</td>
</tr>
</tbody>
</table>

*Fig 1 Tauranga City Age & Sex Structure 2011*

*Fig 2 Tauranga City Age & Sex Maori 2011*

*Source: Statistics New Zealand, Estimated sub-national population 2011*
Strategy Development

Multi-agency project group

As part of the 2011/12 Annual Plan a submission was made by 'Towards Tauranga Becoming an Age-Friendly City Collaboration' for Council to lead the process to become an Age-Friendly City. As part of the 2012/22 Ten Year plan, Council determined it would lead a multi-agency process to become an Age-Friendly City.

A multi-agency project group was established, with representatives from the Tauranga City Council, Elders’ Forum, Age Concern, BOP District Health Board, Kaumatua Forum, SUPA-NZ, Toi Te Ora, Parafed and Waikato University.

Working collaboratively the group has designed, developed and undertaken consultation with the community throughout the city. The feedback from the consultation has been analysed. A summary of the consultation findings was made publicly available and reported back to participants.

How we consulted

- Seven community workshops
- Focus group meetings
- Workshops with Elected Members and Council officers
- Questionnaire.

The first phase of consultation occurred early 2013. Community workshops were held throughout the city in the following locations:

- Tauranga Central
- Arataki
- Matua/Otumoetai
- Greerton
- Papamoa
- Bethlehem
- Welcome Bay.

A number of focus group meetings were also held at Council Elder housing villages (Maitland St, Brookfield and Monowai Village), at Romai marae and Bethlehem Hauora.

The purpose of the community workshops and focus group meetings was to hear directly from residents about the key issues facing older people in Tauranga, and find out what can be done to improve the age-friendliness of the city.

Following the WHO Age-Friendly Cities Framework, feedback was sought against the eight age-friendly city topic areas:

The feedback from the community has served to inform the development of the Age-Friendly City Strategy.
What you told us

The following outlines some of the key points from consultation.

Respect and Social Inclusion

- Valuing the contribution of older people (skills, experience and perspective) is important.
- Desire for older people to be invited and involved in community events.
- Importance of addressing negative stereotyping of ageing by presenting positive images.
- Importance of connecting generations through school and community programmes.
- Opportunities for lifelong learning to keep up with technology.

Communication and Information

- Importance of accessing information, often time critical.
- It is not always clear or easy to find out about the support and assistance available for older people.
- Provide information in a range of formats to accommodate the diverse needs of the community.
- The vast range of information could be better coordinated.

Transport

- Mobility is an important aspect to support social connections, independence and ageing-in-place.
- It is important to develop accessible transport, including bus shelters with seating.
- Issues with the location of parking and walking distance to bus stops and facilities, such as at the hospital.
- Challenges with bus frequency and accessibility of bus routes.
Civic Participation and employment

- Accessibility and auditory challenges sometimes make involvement at civic meetings and community events difficult.
- Many older people continue to work past the age of 65.
- Many older people contribute to the community by volunteering.
- Older people should be involved in development of policies that affect them.
- Being able to make a contribution and being recognised is important.
- Employment and workplace policies should take account of people working longer.
- Expressed desire for opportunities for meaningful roles in the community.

Housing

- More affordable and appropriate housing is required to meet the needs of an ageing population.
- Mobility challenges impact on an individual’s ability to maintain independent living.
- Lifemark Home Standards (universal design) are important to creating homes that support ageing-in-place.
- There is a need for good social infrastructure in communities to support active and independent ageing.
- Inadequate awareness of support for independent living.
- Some think there are too many retirement villages in Tauranga and this may pose an issue in relation to emergency preparedness.

Social Participation

- Mobility is key to being actively involved in all areas of city life.
- Provide opportunities for older people to be involved.
- Affordability is a barrier for people with limited income.
- Availability of appropriate and affordable community facilities.

Outdoor Spaces and Buildings

- Safe and inclusive design matters, good surface conditions, lighting and seating.
- Access is important, large clear signage, appropriate mobility parking, pedestrian crossings.
- Accessible toilets, particularly in public buildings and especially the libraries.

- Would like more bench seating to support walking, and more trees for shade on walkways and beaches.
Community Support & Health Services

- Importance of promoting health and wellbeing.
- Support people to remain in their own homes.
- The importance of opportunities to connect with others and reduce social isolation.
- Older people are concerned that services are affordable, appropriate and accessible to retain dignity and independence as they age.

* Further information is available in the consultation summary report

Strategic Fit

Whilst Tauranga’s Age Friendly City Strategy will be a first for New Zealand there is a significant range of strategies that either inform the development of the actions in the Age-Friendly City Strategy or give the implementation of the strategy additional context.

National

- NZ Health Strategy 2000 (the key objectives updated annually)
- NZ Positive Ageing Strategy (2001)
- Health of Older People Strategy (2002)
- NZ Disability Strategy (2001)
- United Nations Convention on Rights of Persons with Disabilities (NZ signed this 2007)
- Primary Health Care Strategy (2001)

NZ Positive Ageing Strategy

This strategy identifies ten priority goals to achieve the vision of a society where people can age positively, and where people are highly valued for their knowledge, skills and experience.

- Secure and adequate income for older people.
- Equitable, timely, affordable and accessible health services for older people.
- Affordable and appropriate housing options for older people.
- Affordable and accessible transport options for older people.
- Older people feel safe and secure and can age in the community.
- A range of culturally appropriate services allows choices for older people.
- Older people living in rural communities are not disadvantaged when accessing services.
- People of all ages have positive attitudes to ageing and to older people.
- Elimination of ageism and the promotion of flexible work options.
- Increasing opportunities for personal growth and community participation.

Sub-Regional

- SmartGrowth Strategy 2013 (including research and reports, in particular Appendix 3 ‘Building the Community’ & ‘Growing a Sustainable Economy’)
- PATAG Smart Ageing Action Plan 2008
SmartGrowth Strategy

SmartGrowth is a spatial plan for the next 50 years which seeks, in conjunction with its communities and organisations, to provide for the future. The strategy is a long-term approach to ensure that the Western Bay of Plenty continues to be a great place to live, learn, work and play.

Its key themes are:

- Strengthen Visionary Leadership and Collaboration
- Sustain and Improve the Environment
- Build the Community
- Grow a Sustainable Economy
- Recognise Tangata Whenua, Cultural Identity and Change
- Integrated Planning and the Settlement Pattern.

SmartGrowth contains a lot of information about our ageing population as this issue has a significant effect on many aspects of planning for our future.

Local

Tauranga City Council has a wide range of strategies that help provide an integrated approach to the development of the city. Some of the proposed actions in the Age-Friendly Strategy are also actions in other strategies and can be implemented through both or either strategy (such as the Disability Strategy).

The most relevant city strategies that are linked to the Age-Friendly City Strategy are:

- Elders’ Strategy (2008)*
- Disability Strategy (2013)
- Open Space Strategy (2006)
- Our Community Places Strategy (2008)
- Integrated Transport Strategy (2005 - currently being updated)
- Sport and Active Living Strategy (2012)

Some of these strategies have quite long timelines for delivery. It is important that the actions are considered in an integrated way so that implementation is efficient and meets as many strategic outcomes as possible. All strategies are regularly reviewed and updated.

“Nothing about us, without us”.

*refer following page for more detail about the Elders’ Strategy.
Elders’ Strategy

The Elders’ Strategy outlines Tauranga City Council’s (TCC) role towards elders living in Tauranga City. It is focussed solely on what TCC will do, and does not include the roles of other organisations working with older people in Tauranga.

The Elders’ Strategy is seen as a framework document that provides older people in Tauranga with a representative ‘voice’ in relation to matters of relevance to older people.

The strategy is seen as a mechanism to bring about initiatives to make the city more inclusive to older people.

It is recognised that there is close alignment between the Elders’ Strategy and Age-Friendly City Strategy. When the stocktake of all Council strategies is undertaken as part of the Ten Year Plan process (2015) a full review of the Elders’ Strategy will be undertaken.

The Elders’ Forum will promote and monitor the implementation of this strategy.

Vision: Tauranga is a city where people can age positively, elders are highly valued and recognised as an integral part of the community.

Goals

1. Elders participate in decisions that affect them and contribute to the community.
2. Elders actively participate in recreation and leisure activities.
3. There is affordable and appropriate housing for elders.
4. There is accessible transport opportunities for elders.
5. Support is provided to enable elders to access the Council services they may require.
6. People of all ages have positive attitudes to ageing and elders.

“Cherish your yesterdays
Dream your tomorrows
But live well your todays” – Geoffrey Moss
**What we will do**

The following implementation plan sets out the actions that will occur to achieve the Vision.

It includes reasons why we are undertaking the specific actions, who will ‘lead it’, what resources are required and when it will happen. The actions are priorities according to the following:

**Short Term** (1-3 years) 2013/14 to 2015/16

**Medium Term** (4-6 years) 2015/16 to 2017/18

**Long Term** (7-10 years) 2017/18 to 2019/20

**Ongoing** Starts in the term stated and is an annual amount unless otherwise stated

When referring to a ‘lead’ agency, this is the organisation responsible for developing the action and securing the necessary funding. The lead agency is also responsible for encouraging others to be involved by bringing interested parties together and will gather or provide information so that progress can be monitored.

Lead agencies are indicated in bold within the implementation plan.

Some of the costs are indicative only and may need to be revised as more detailed information becomes available. Indicative costings are needed to ensure that appropriate budgeting is included in the Ten Year Plan and other long term plans of the BOPDHB and others, over the next ten years to enable the implementation of the strategy.

**Funding Key (for implementation plan)**

<table>
<thead>
<tr>
<th>Classification</th>
<th>Description</th>
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<tbody>
<tr>
<td></td>
<td>Able to be resourced using TCC resources or within existing work programmes.</td>
</tr>
<tr>
<td></td>
<td>Not able to be resourced within existing budget commitment. Requires additional resources (whether in kind or financial) to be allocated by one or more of the strategy partners.</td>
</tr>
<tr>
<td></td>
<td>Priority action which requires additional resources.</td>
</tr>
</tbody>
</table>

The strategy requires commitment from all partners in the city to deliver the priorities and actions identified, and to work together to make Tauranga an Age-Friendly City.

“The road to success is always under construction.”
## The Age-Friendly City Implementation Plan

**Goal 1: Respect & Social Inclusion – Older people in the community are included, valued and appreciated.**

<table>
<thead>
<tr>
<th>Action</th>
<th>What will we do?</th>
<th>Why we are doing it?</th>
<th>Who will do it?</th>
<th>Time</th>
<th>Resources</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Incorporate positive images of older people in the community where appropriate (within both Council and community documents/websites). <em>(Complementary to action 1.15 in the TCC Disability Strategy)</em></td>
<td>Present positive images of people as they age. To represent and recognise older people in the community. To assist in changing attitudes toward older people through increasing diversity in imagery and using positive images of older people.</td>
<td>TCC Communications, Elders’ Forum, Age Concern, BOPDHB, Sport BOP, Priority One, Community groups and organisations, government agencies</td>
<td>Ongoing</td>
<td>Part of general business</td>
<td>Positive images of older people are included in documents / websites. Identification of positive images of older people in a sample of Council and community documents/websites.</td>
</tr>
<tr>
<td>1.2</td>
<td>Provide improved access (time/cost/location) to facilities where older people can get together for social, recreation and leisure activities.</td>
<td>To promote social connection and inclusion. To provide opportunities for participation, connection, involvement.</td>
<td>TCC, Community, Sport BOP, CCS Access Group, Creative Tauranga</td>
<td>Ongoing</td>
<td>Part of general business</td>
<td>Facilities around the city provide opportunities for older people to get together for social, recreational and leisure activities. Positive feedback from older residents.</td>
</tr>
<tr>
<td>1.3</td>
<td>Promote intergenerational programmes in schools and communities. <em>(Link to Action 3.10)</em></td>
<td>To share wisdom, knowledge, experience, appreciate different perspectives and gain understanding of others. Provide opportunities for older people to share their wisdom and experience in communities, with the aim that younger people have positive attitudes to ageing and vice versa.</td>
<td>Community groups, organisations and government agencies, Age Concern</td>
<td>Ongoing</td>
<td>Voluntary capacity</td>
<td>Programmes involving the participation of younger and older people are undertaken in schools and communities.</td>
</tr>
<tr>
<td>1.4</td>
<td>Communicate ageing issues in relevant publications/websites. <em>(Complementary to action 1.4 in the TCC Disability Strategy)</em></td>
<td>Acknowledge and celebrate the contribution of older people in the community. Encourage community awareness of</td>
<td>Age Concern, TCC, BOPDHB, community groups, organisations and government agencies</td>
<td>Ongoing</td>
<td>Part of general business using existing channels</td>
<td>Articles about ageing issues are published.</td>
</tr>
<tr>
<td>Action</td>
<td>What will we do?</td>
<td>Why we are doing it?</td>
<td>Who will do it?</td>
<td>Time</td>
<td>Resources</td>
<td>Measure of Progress</td>
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<tr>
<td>1.5</td>
<td>Promote awareness of the value, needs and preferences of older residents to the local business community to improve service delivery. <em>(Complementary to action 4.4 in the TCC Disability Strategy)</em></td>
<td>Raise awareness about the opportunities available to harness expertise, experience and wisdom.</td>
<td>Elders’ Forum, Age Concern, BOPDHB, Priority One, Chamber of Commerce, community groups, organisations, government agencies</td>
<td>Ongoing</td>
<td></td>
<td>The local business community is aware of the needs and preferences of older people and makes changes to address this to best serve the needs of older residents.</td>
</tr>
<tr>
<td>1.6</td>
<td>Ensure inclusion of ageing and the needs of older people in all policies and strategies. <em>(Complementary to action 4.5 in the TCC Disability Strategy)</em></td>
<td>Equity and inclusion of all ages - Ensure the needs of older people are included in policies and strategies.</td>
<td>Elders’ Forum, TCC, Age Concern, BOPDHB, Smartgrowth, Social Sector Forum</td>
<td>Short and Ongoing</td>
<td></td>
<td>Policies and strategies developed respect the needs of older people. Qualitative review undertaken when policies/strategies reviewed.</td>
</tr>
</tbody>
</table>
### Goal 2: Communication & Information – Communication and information is inclusive and accessible to older people.

<table>
<thead>
<tr>
<th>Action</th>
<th>What will we do?</th>
<th>Why we are doing it?</th>
<th>Who will do it?</th>
<th>Time</th>
<th>Resources</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Investigate the development of an information portal (written, online and telephone information directory) that coordinates information relevant to the needs of older people and their families. This includes undertaking a review of the current mechanisms provided for providing information (about relevant community services/resources for older people).</td>
<td>To provide a mechanism for older people and their families to access information relevant to their needs (often time critical) to maintain their independence and age-in-place. To improve access to information about relevant community services/resources for older people. To provide good quality information, advice and advocacy for older people.</td>
<td>Collaboration - CAB, Elders’ Forum, TCC, BOPDHB, Age Concern, MSD, community groups/organisations and government agencies</td>
<td>Short and Ongoing</td>
<td>To be determined.</td>
<td>Information portal for older people developed. Positive community feedback through survey.</td>
</tr>
<tr>
<td>2.2</td>
<td>Provide information in different formats, including: hardcopy at accessible places such as libraries and community centres; 0800 numbers; and face-to-face.</td>
<td>Communication and information is provided in formats that suit the changing needs and preferences of people as they age. Remove barriers to accessing information for those who may not have access to the internet.</td>
<td>TCC – All Council, Age Concern, BOPDHB, community organisations and government agencies e.g. MSD, MOH, IRD</td>
<td>Ongoing</td>
<td>Case by case basis - usually $70 per hour, officer can only work individually for 1.5 hours</td>
<td>Information is provided in a range of formats.</td>
</tr>
<tr>
<td>2.3</td>
<td>Continue to provide New Zealand Sign Language (NZSL) interpreters at public meetings and consultation when required. <em>(Complementary to action 1.16 in the TCC Disability Strategy)</em></td>
<td>To continue to ensure people with hearing impairments can participate in public meetings and consultation events.</td>
<td>All Council</td>
<td>Ongoing</td>
<td>Attendance of sign language interpreters (as requested) at public meetings and consultation events to enable those people with a hearing impairment to participate and be engaged in the process.</td>
<td></td>
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</tbody>
</table>
### Goal 3: Civic Participation & employment – The contribution of older people in the community is encouraged, recognised and valued.

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<tr>
<th>Action</th>
<th>What will we do?</th>
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<th>Resources</th>
<th>Measure of Progress</th>
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<tbody>
<tr>
<td>3.1</td>
<td>Continue to provide an older person’s perspective through the Elders’ Forum and Kaumatua Forum.</td>
<td>To ensure the rights, contributions, needs and expectations of older people are understood and respected by Council Staff and Elected Members, and are reflected in Council planning of service delivery.</td>
<td>TCC, Tauranga Elders’ Forum, Kaumatua Forum, Iwi</td>
<td>Ongoing</td>
<td>Admin support and venue for meeting</td>
<td>Regular meetings are held. Elders’ Forum provides input / feedback to TCC. Feedback from the Social Sector forum. The contribution of the Elders’ Forum is understood and respected by Council staff, and reflected in Council planning of service delivery.</td>
</tr>
<tr>
<td>3.2</td>
<td>Ensure community consultation is representative and older people are included.</td>
<td>To ensure older people have input to Council decision making.</td>
<td>TCC</td>
<td>Ongoing</td>
<td></td>
<td>Consultation responses include a representative proportion of older people.</td>
</tr>
<tr>
<td>3.3</td>
<td>Investigate improvements to the layout and acoustics of Council chambers to make it more accessible and inclusive.</td>
<td>To make Council chambers accessible and inclusive to all ages. Accessible facilities and services will enable a greater level of involvement by older people. Increase opportunities for participation and contribution of older people.</td>
<td>TCC – Democracy and Communications</td>
<td>Short URGENT</td>
<td></td>
<td>Council chambers improved to be more accessible and inclusive – accessibility audit undertaken confirming successful, including Deaf Aotearoa and NZSL input.</td>
</tr>
<tr>
<td>3.4</td>
<td>Strengthen opportunities for older people to participate in community decision making. Actively engage older people in policy processes that affect them.</td>
<td>To value the input from older people and be more inclusive. To contribute to and advise on decisions that affect the well-being of older people.</td>
<td>TCC, Elders’ Forum, Smartgrowth, PATAG, Government agencies</td>
<td>Ongoing</td>
<td></td>
<td>Involving older people in community decision making by inviting relevant representative groups to make comment. Evidence that older person’s networks/groups are invited to make comments on relevant policies.</td>
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<tr>
<td>Action</td>
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<td>3.5</td>
<td>Raise awareness, support and promote the Volunteers’ Centre.</td>
<td>Recognise the contribution of volunteers. Increase awareness of current volunteering opportunities and continue to increase and promote volunteer opportunities. To demonstrate older people in the community are valued and appreciated for their experience, expertise and wisdom.</td>
<td>Community organisations and government agencies, TCC, Age Concern, BOPDHB, NGOs</td>
<td>Ongoing</td>
<td></td>
<td>There is more awareness of the Volunteers’ Centre.</td>
</tr>
<tr>
<td>3.6</td>
<td>Encourage businesses in Tauranga to realise the economic opportunities created by an ageing population through the promotion of age-friendly practices (such as, flexible and part-time work hours).</td>
<td>To value the contribution of older people to the business sector and community. Promote the value of older people in the workforce.</td>
<td>Priority One, Chamber of Commerce, Social Sector Forum, SSIT, PATAG, Community Centres, Age Concern</td>
<td>Ongoing</td>
<td>Part of general business</td>
<td>An increasing number of businesses are aware of and implement age-friendly practices (such as flexible hours, part-time work hours etc) to support and encourage older people to continue paid employment. Survey to be undertaken by Age Concern and others to establish a baseline and at regular intervals thereafter).</td>
</tr>
<tr>
<td>3.7</td>
<td>To implement fair and inclusive human resource policies that support the employment of older workers.</td>
<td>To eliminate ageism.</td>
<td>TCC Human Resources, Community, PATAG, Chamber of Commerce, Priority One, SSIT, Age Concern</td>
<td>Ongoing</td>
<td></td>
<td>An increasing number of businesses are aware of and/or implement age-friendly practices (such as flexible hours, part-time work hours etc) to support and encourage older people to continue paid employment. Survey to be undertaken by Age Concern and others to establish baseline and at regular intervals thereafter).</td>
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<td>3.8</td>
<td>Recognise and celebrate the contribution and achievement of older residents in the community, including an event to celebrate International Day of Older People (1 October)</td>
<td>To value the contribution of older people in the community.</td>
<td>Age Concern, Elders’ Forum, community groups, TCC Communications, Priority One, Sport BOP, Creative Tauranga, NGOs</td>
<td>Ongoing</td>
<td>Publicity – venue &amp; resources</td>
<td>Event held to celebrate International Day of Older People (1 October)</td>
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<tr>
<td>3.9</td>
<td>To provide and promote opportunities for cultural exchanges.</td>
<td>To provide opportunities to share with and learn about other cultures and ethnicities. To encourage social cohesion.</td>
<td>Multicultural Council, Iwi, Community groups / agencies / organisations, Government organisations, NGOs.</td>
<td>Ongoing</td>
<td></td>
<td>Where relevant events are held to promote cultural exchange.</td>
</tr>
<tr>
<td>3.10</td>
<td>Promote mentoring roles in the community. (Link to Action 1.3)</td>
<td>So older people can share expertise, experience and wisdom.</td>
<td>Community groups / agencies / organisations, Chamber of Commerce, Priority One, SSIT, Social Sector Forum, NGOs, Community development workers in business sector.</td>
<td>Ongoing</td>
<td></td>
<td>Mentoring roles provided.</td>
</tr>
<tr>
<td>3.11</td>
<td>Investigate ways to promote awareness of older people through the Travel Safe programme. (Complementary to action 2.8 in the TCC Disability Strategy)</td>
<td>To ensure the Travel Safe programme includes older people.</td>
<td>TCC Transportation, Age Concern, NGOs</td>
<td>Ongoing</td>
<td></td>
<td>Workshops held.</td>
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</tbody>
</table>
Goal 4: Social participation – Participation of older people in community activities and events is supported and encouraged

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<tr>
<th>Action</th>
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<tr>
<td>4.1</td>
<td>Continue to publicise activities, events and services through the free newspapers, community networks and other free media.</td>
<td>Maintain and increase awareness about activities and events to support independence and social connectivity.</td>
<td>TCC, BOPDHB and all other agencies</td>
<td>Ongoing</td>
<td></td>
<td>Increasing positive feedback.</td>
</tr>
<tr>
<td>4.2</td>
<td>Hold activities and events at accessible locations and times. (\text{Complementary to action 3.5 in the TCC Disability Strategy})</td>
<td>Provide opportunities to participate in the local community.</td>
<td>TCC, Age Concern, Sport BOP, community groups and organisations, government agencies</td>
<td>Ongoing</td>
<td></td>
<td>Activities and events held at accessible locations and times.</td>
</tr>
<tr>
<td>4.3</td>
<td>Review existing community buildings to investigate the potential to create community hubs in high ageing communities.</td>
<td>To provide opportunities to support ageing-in-place. To create liveable communities.</td>
<td>TCC, BOPDHB, churches, MSD, community centres.</td>
<td>Short and Ongoing</td>
<td></td>
<td>Hubs created/ in action.</td>
</tr>
<tr>
<td>4.4</td>
<td>Encourage inter-generational activities and events.</td>
<td>Create opportunities for intergenerational contact with children and youth. Identify trial ways to encourage informal connections between people.</td>
<td>Community, schools, libraries, churches, Sport BOP</td>
<td>Ongoing</td>
<td>Inter-generational activities and events are held.</td>
<td></td>
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<tr>
<td>4.5</td>
<td>Engage with adult learning organisations to ensure there is a wide range of lifelong learning opportunities available. (e.g. Reinstate the Adult Community Education (ACE) programme or equivalent).</td>
<td>To provide opportunities for lifelong learning as people age. To continue to maintain and strengthen economic capacity.</td>
<td><strong>Age Concern</strong>, TCC Library, community groups and organisations, government agencies, Smartgrowth, Polytech, Waikato</td>
<td>Ongoing</td>
<td>Staff time</td>
<td>Increasing opportunities for adult learning in the community.</td>
</tr>
<tr>
<td>4.6</td>
<td>Support networks within the community who provide services to older people.</td>
<td>To provide assistance for older people in the community.</td>
<td>Social Sector Forum, community centres, churches, TCC</td>
<td>Ongoing</td>
<td>Growing evidence of support networks within the community.</td>
<td></td>
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</tbody>
</table>
## Goal 5: Housing – Housing choice enables ageing-in-place

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<tr>
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<tbody>
<tr>
<td>5.1</td>
<td>Actively promote the introduction of Lifemark Design Standards requirement in City Plan. <em>(Complementary to action 2.12 in the TCC Disability Strategy)</em></td>
<td>Advocate for the building of houses that enable people to age-in-place.</td>
<td>Lifemark, Elders’ Forum, Age Concern</td>
<td>Long</td>
<td></td>
<td>Planning standard adopted to require homes to be built to Lifemark standards.</td>
</tr>
<tr>
<td>5.2</td>
<td>Advocate for more affordable age-friendly housing e.g. Papakainga and TCC Elder Housing.</td>
<td>To provide more affordable housing choices. To provide more inclusive and accessible housing that meets the needs of tenants.</td>
<td>Age Concern, PATAG, HAF, Joint Agency Group, Maori Housing Forum.</td>
<td>Ongoing</td>
<td></td>
<td>More elder housing is provided.</td>
</tr>
<tr>
<td>5.3</td>
<td>Ensure all new social housing built by the Council is to Lifemark accredited accessible standard. Incorporate the principle of universal design into any upgrades or new Council facilities.</td>
<td>To ensure new homes built are designed to meet the needs of an ageing population.</td>
<td>TCC Property</td>
<td>Ongoing</td>
<td></td>
<td>Any new social housing built is built to Lifemark design standards.</td>
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<tr>
<td>Action</td>
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<td>Resources</td>
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<td>6.1</td>
<td>Provide more mobility car parks at the beach and CBD, and where possible, provide mobility car parking with views of the beach from the car. (Complementary to action 2.1 and 2.2 in the TCC Disability Strategy)</td>
<td>Accessible transportation enables a greater level of participation and involvement by older people in the community. To enable access for those with mobility impairments.</td>
<td>TCC Transportation</td>
<td>Ongoing</td>
<td></td>
<td>More mobility car parks provided.</td>
</tr>
<tr>
<td>6.2</td>
<td>Continue to improve footpaths and walkways - review surface conditions, increase widths (to accommodate two mobility scooters passing each other) and improve kerb transitions. (Complementary to action 2.4 in the TCC Disability Strategy)</td>
<td>Improves the ability for everyone to get around safely and securely without using motor vehicles. Encourage older people to get out and about with confidence.</td>
<td>TCC Transportation and Parks</td>
<td>Ongoing</td>
<td></td>
<td>Footpath and walkway conditions improved. Relevant TCC strategies updated to reflect improvements required.</td>
</tr>
<tr>
<td>6.3</td>
<td>Continue to progressively provide seating and shelter at bus stops. Including continuing to undertake audit of bus stops to help with prioritisation. (Complementary to action 2.11 in the TCC Disability Strategy)</td>
<td>To make public transport more accessible and encourage use thereof.</td>
<td>TCC Transportation, Regional Council, Elders' Forum, CCS Access committee</td>
<td>Ongoing</td>
<td></td>
<td>Record the increase in the number of bus stops providing seating and/or shelter.</td>
</tr>
<tr>
<td>6.4</td>
<td>Include the mobility of older people as an element in the Integrated Transport Strategy.</td>
<td>To incorporate the needs of older people in the community. Mobility is a key element to maintain independence.</td>
<td>TCC Transportation, Elders' Forum, CCS Access committee.</td>
<td>Long</td>
<td></td>
<td>Integrated Transport Strategy is reviewed to include the mobility of older people.</td>
</tr>
<tr>
<td>Action</td>
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<tr>
<td>6.5</td>
<td>Promote and implement transport safety awareness programmes for older people. As part of this include, measures such as the introduction of bells on bikes and mobility scooters. (Complementary to action 2.7 in the TCC Disability Strategy)</td>
<td>So older people feel safe and secure and can age-in-place with confidence in the community.</td>
<td>Age Concern, TCC Transportation, Community groups and organisations, retirement villages, AA, NZTA, CCS Access committee, Social Sector Forum, Sport BOP.</td>
<td>Ongoing</td>
<td></td>
<td>Older people feel safe out and about in the community.</td>
</tr>
<tr>
<td>6.6</td>
<td>Investigate providing appropriate mobility scooter parking across the city, including mobility scooter charge points in the CBD, shopping centres, medical centres, etc. (Complementary to action 2.13 in the TCC Disability Strategy)</td>
<td>To encourage those using mobility scooters to access and use the CBD, shopping centres, medical centres, etc.</td>
<td>TCC Transportation, Age Concern, DHB, community groups and organisations, government agencies</td>
<td>Medium to Long</td>
<td></td>
<td>Mobility scooter parking is provided and charge points installed.</td>
</tr>
<tr>
<td>6.7</td>
<td>Collaboratively with the Regional Council review the accessibility of public transport information, including real time information. (Complementary to action 2.14 in the TCC Disability Strategy)</td>
<td>To ensure accessible public transport is available on all routes.</td>
<td>TCC Transportation</td>
<td>Ongoing</td>
<td></td>
<td>Outcome of the review of public transport information.</td>
</tr>
</tbody>
</table>

**Goal 7:** Outdoor Spaces & Buildings – Outdoor Spaces and buildings are accessible and encourage active use and enjoyment by older people.
<table>
<thead>
<tr>
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<th>Measure of Progress</th>
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<tbody>
<tr>
<td>7.3</td>
<td>Provide more trees for shades for streets, walkways and parks.</td>
<td>To enhance the walking experience by providing shade, so older people can move around the city comfortably.</td>
<td>TCC Parks, Transportation</td>
<td>Ongoing</td>
<td></td>
<td>More trees are provided on streets, walkways and in parks.</td>
</tr>
<tr>
<td>7.4</td>
<td>Provide map of accessible toilets and facilities for CBD, local walkways and parks.</td>
<td>To encourage older people to visit the CBD, use local walkways and parks.</td>
<td>TCC Parks, Communication</td>
<td>Medium</td>
<td></td>
<td>Production / revision of maps.</td>
</tr>
<tr>
<td>7.5</td>
<td>Update the Tauranga walkways brochure to include an accessibility guide, including toilets and public transport links.</td>
<td>To provide information about accessibility to encourage active use of walkways by all.</td>
<td>TCC Parks, Transportation and Communication.</td>
<td>Medium</td>
<td></td>
<td>Revised information on walkways.</td>
</tr>
<tr>
<td>7.6</td>
<td>Continue to upgrade the standard of toilets across the city, including the provision of accessible toilet(s) in the libraries.</td>
<td>To provide suitable facilities to support visitors, including older people. Council facilities and services can be enjoyed by all people.</td>
<td>TCC Property, Parks</td>
<td>Ongoing</td>
<td></td>
<td>Toilets are upgraded so they are accessible to all, including older people.</td>
</tr>
<tr>
<td>7.8</td>
<td>Ensure universal design is implemented in all public building initiatives.</td>
<td>So no barriers are created and people are not limited by age, ability or status when visiting public buildings.</td>
<td>Lifemark, government agencies, TCC</td>
<td>Long</td>
<td></td>
<td>Number of public buildings which are accessible and inclusive.</td>
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<td>Action</td>
<td>What will we do?</td>
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<tr>
<td>7.9</td>
<td>Increase the diversity of recreational and physical activity opportunities at community centres and parks. As part of this, consider the initiation of Elder outdoor gym or exercise stations at suitable recreation points.</td>
<td>To encourage older people to participate in activity/exercise, with consequent health and well-being benefits. To engage older people in strengthening, balance exercise and socialisation.</td>
<td>TCC Parks, Elders’ Forum, Sport BOP, YMCA, Community</td>
<td>Ongoing</td>
<td></td>
<td>Increased range of and participation in recreational and physical activity.</td>
</tr>
<tr>
<td>7.10</td>
<td>Plan and create safe and secure public spaces, including: better definition of edges and good visibility, particularly at entrance points.</td>
<td>To ensure people feel safe in public spaces. To reduce the incidence of falls and injury.</td>
<td>TCC Parks, Transportation</td>
<td>Ongoing</td>
<td></td>
<td>CPTED guidance and best practice followed.</td>
</tr>
<tr>
<td>7.11</td>
<td>Improve the accessibility of streets, parks and public buildings.</td>
<td>Physical barriers can prevent people with mobility impairments and/or disabilities being able to move about the city easily.</td>
<td>TCC Planning, Transportation</td>
<td>Ongoing</td>
<td></td>
<td>Streets, parks and public buildings are more accessible.</td>
</tr>
<tr>
<td>7.12</td>
<td>Continue to improve footpaths and walkways - review surface conditions, increase widths (accommodate two mobility scooters passing each other) and improve kerb transitions. <em>(Complementary to action 6.2 in the TCC Disability Strategy)</em></td>
<td>Mobility and ease of movement around the city is crucial to the health and wellbeing of older and mobility-impaired residents.</td>
<td>TCC Transportation, CCS Access group, Elders’ Forum, Age Concern</td>
<td>Ongoing</td>
<td></td>
<td>Improved quality of access and participation.</td>
</tr>
</tbody>
</table>
"The real voyage of discover consists not in seeking new landscapes, but in having new eyes" – Marcel Proust

**Goal 8: Community Support & Health Services – Appropriate and accessible community support and health services are provided to enable people to maintain active and independent lives as they age.**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8.1</td>
<td>Increase older people’s access to information on health and other support services. Develop a service information booklet by contributing to publications such as ‘A Question of Care’ and relevant Ministry of Health booklets, such as ‘Ageing Well’.</td>
<td>To improve the health and wellbeing of older people.</td>
<td>DHB, CAB, NGOs, Primary Health Organisations</td>
<td>Short</td>
<td>BOPDHB funded services: • Bay Navigator • Webhealth • SupportNet</td>
<td>More people remain independently in the community. Relevant Age-Friendly City actions are reflected in the BOPDHB Health of Older People Strategy.</td>
</tr>
<tr>
<td>8.2</td>
<td>Provide appropriate and convenient access to (often) critical and urgent information about the range of support and health services available to older people. (Link to Action 2.1)</td>
<td>Older people can access the support services they need and know where to go for a needs assessment. To ensure all older people can live with dignity and security, and peace of mind, knowing that access to essential health and social services is close at hand.</td>
<td>DHB, Community, CAB</td>
<td>Ongoing</td>
<td>BOPDHB funded services: • SupportNet Needs Assessment</td>
<td>The ratio of older people receiving home based support services BOPDHB Annual Plan. Relevant Age-Friendly City actions are reflected in the BOPDHB Health of Older People Strategy.</td>
</tr>
<tr>
<td>Action</td>
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<td></td>
<td></td>
<td>To enable communities and families to develop support systems which ensure frail older people receive the long-term care they need.</td>
<td></td>
<td></td>
<td></td>
<td>People Strategy.</td>
</tr>
<tr>
<td>8.3</td>
<td>Review the travel plan of the hospital to look at the appropriateness of car parking. Review the allocation of mobility car parking around Tauranga hospital.</td>
<td>To provide easier access to hospital services and amenities.</td>
<td>DHB, TCC, Regional Council</td>
<td>Short</td>
<td>BOPDHB Property Services</td>
<td>Car parking reviewed, hospital more accessible. Relevant Age-Friendly City actions are reflected in the BOPDHB Health of Older People Strategy.</td>
</tr>
<tr>
<td>8.4</td>
<td>Provide clear and accessible information about the health and social services available to older people.</td>
<td>The provision of information is empowering and helps people to age-in-place.</td>
<td>DHB, CAB, Library</td>
<td>Ongoing</td>
<td>BOPDHB funded services: • Bay Navigator • Webhealth • SupportNet</td>
<td>More people remaining independently in their own homes. Relevant Age-Friendly City actions are reflected in the BOPDHB Health of Older People Strategy.</td>
</tr>
<tr>
<td>8.5</td>
<td>Ensure all staff are respectful, helpful and trained to serve older people / people as they age.</td>
<td>Good customer service enhances the visitor experience(s). To provide timely professional support as and when required.</td>
<td>DHB, Community</td>
<td>Ongoing</td>
<td></td>
<td>Older people are treated with respect.</td>
</tr>
<tr>
<td>8.6</td>
<td>Work towards reducing transport related barriers to accessing health and community services by contributing advice and information to inform the Regional Council Transport Strategy.</td>
<td>To encourage independence when travelling to health and/or community services/facilities.</td>
<td>DHB, Age Concern, CAB, TCC Communications, Toi Te Ora – Public Health Service</td>
<td>Ongoing</td>
<td>BOPDHB – Planning &amp; Funding staff resources</td>
<td>Actions arising from the Regional Transport Strategy cater to the needs of older people.</td>
</tr>
</tbody>
</table>
### Goal 9: Becoming an Age-Friendly City – The Council and other agencies work proactively and in partnership with the community to raise awareness about age-friendly city issues.

<table>
<thead>
<tr>
<th>Action</th>
<th>What will we do?</th>
<th>Why we are doing it?</th>
<th>Who will do it?</th>
<th>Time</th>
<th>Resources</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Engage with Smartgrowth through established structures (Strategic Partner Forum, Social Sector Forum, PATAG) and participate in any SmartGrowth Strategy review.</td>
<td>To align population ageing priority actions.</td>
<td>Elders’ Forum, Age Concern, SUPA-NZ, PATAG, SSIT, community centres.</td>
<td>Short and Ongoing</td>
<td>Staff Resources</td>
<td>Ongoing communications with project manager. Make submissions to the Smartgrowth Strategy.</td>
</tr>
<tr>
<td>9.2</td>
<td>When Council strategies are reviewed ensure older people have been included. (Also refer Actions 3.1, 3.2 and 3.4)</td>
<td>To promote and enable active and healthy ageing at a local level to facilitate ageing-in-place. To ensure Age-Friendly actions are included in the most relevant strategy to be as effective as possible.</td>
<td>Elders’ Forum, TCC – staff and elected members, Strategy &amp; Policy, Elders’ Forum</td>
<td>Long</td>
<td>Staff Resources</td>
<td>Strategies reviewed and where relevant include perspective of older people.</td>
</tr>
<tr>
<td>9.3</td>
<td>Communicate the Age-Friendly City actions, including engaging with interest groups to promote Age-Friendly City Strategy.</td>
<td>So residents/community groups in Tauranga can support and help deliver the actions included in the Strategy. To encourage awareness of Age-Friendly initiatives. To recognise an Age-Friendly City will be achieved through actions initiated in community and neighbourhoods, such as the development of community plans.</td>
<td>Elders’ Forum, BOPDHB, Age Concern, community groups and organisations, government agencies</td>
<td>Short</td>
<td>Staff Resources</td>
<td>Interest groups are familiar with the Age-Friendly City actions and their role in contributing to this strategy.</td>
</tr>
<tr>
<td>9.4</td>
<td>Promote the principles of active ageing across the relevant areas of Council.</td>
<td>To embed the Age-Friendly City Vision, Principles, Goals and Actions.</td>
<td>TCC – staff and elected members</td>
<td>Short</td>
<td>Staff Resources</td>
<td>Staff &amp; elected members are familiar with principles of active ageing.</td>
</tr>
</tbody>
</table>
| 9.5 | **Ensure the needs of older persons in disaster management and preparedness programmes, including communication.** *(Complementary to action 1.17 in the TCC Disability Strategy)* | **To provide for the safety and security of older residents.**  
**To be prepared in the event of a disaster.** | **Civil Defence & Emergency Management, WBOPDC, TCC Emergency Management, BOPDHB** | **Ongoing** | **Staff Resources** | **Emergency planning makes specific provision for older people in planning documents.** |
Monitoring & Review

Progress made in achieving the strategy’s Goals and working towards the Vision will be reviewed against the measures of progress identified for each of the actions outlined in the implementation plan.

These measures will be assessed on a three-yearly basis – linking into the Ten Year Plan process. Therefore the actions will be reviewed during the next Ten Year Plan process in 2015.

A full review of the strategy is intended to be undertaken every five years following adoption – or when the need arises.

The Elders’ Forum will promote and monitor the implementation of this strategy.
Glossary

AFC  Age-Friendly City
ACE  Adult Community Education
BOPDHB  Bay of Plenty District Health Board
CAB  Citizens Advice Bureau
CBD  Central Business District
CPTED  Crime Prevention through environmental design
MSD  Ministry of Social Development
SSIT  Social Sector Innovation Trust
SUPA-NZ  Seniors United to Promote Age-Friendly New Zealand.
TCC  Tauranga City Council
WHO  World Health Organisation
SSIT  Social Sector Innovation Trust

Active Ageing  - The process of optimising opportunities for health, participation and security in order to enhance quality of life as people age (WHO, 2002, p12)

Age-Friendly Cities Guide  - The WHO Age Friendly Cities Guide provides a framework for understanding the social, physical, cultural and economic environment as experienced by older people.

Age-Friendly City  - A WHO initiative that encourages change in urban environments to better meet the needs of an ageing population.

Ageing in Place  - This concept embraces the value for older people to continue living in their own home and community.

Baby boomer  - A term that describes a group of people born post World War II. In New Zealand it refers to those born over a 20 year period between 1946 and 1964.

Diversity  - This term is used to describe the range of people in our community and the strength difference provides, including people of culturally and linguistically diverse backgrounds, indigenous people and people with a disability.

Elder Housing  - housing units owned and managed by the Council for the purposes of providing long-term affordable accommodation for older aged persons.

Intergenerational  - people of different age groups connecting together e.g. children and elders reading books together or people of different age groups living in the same street.

Lifemark Homes  - universal design features for homes designed and built to achieve specific quality standards which make them easy and safe to live in – for a lifetime, regardless of age, stage or ability (NB: Lifemark is New Zealand’s standard for universal housing design).

Older people  - Those who are aged 65 years and over (this is consistent with the New Zealand Positive Ageing Strategy).

Papakainga housing  - Development by Tangata Whenua of any area on any land in the traditional rohe of Tangata Whenua that is developed for live, work and play including but not limited to residential, social, cultural, conservation and recreation activities.

Population Ageing  - A term that describes the demographic transition that occurs when there are more older people than young in a population.

Public building  - building that is open to the public for the use of the community e.g. Council offices, Post Office.
**SmartGrowth** - A sub regional spatial strategy for western Bay of Plenty. Three local governments, Bay of Plenty Regional Council, Tauranga City and Western Bay of Plenty District Council collaborate on planning for the future well-being and sustainability of the sub-region.

**Tangata whenua** - people of the land.

**Travel Safe programme** - initiative to improve travel safety.

**Universal housing design** - homes that are adaptable, accessible, useable, safe and support people to continue to live in their own home throughout a lifetime.
Useful publications

World Health Organisation (2002), *Active Ageing: A Policy Framework*


World Health Organisation (2007), *Checklist of Essential Features of Age-Friendly Cities*
http://www.who.int/ageing/publications/Age_friendly_cities_checklist.pdf

United Nations Principles for Older Person, resolution 46/91
http://unescap.org/ageing/res/res46-91.htm

NZ Positive Ageing Strategy (2001)

NZ Health Strategy (2000)

Health of Older People Strategy (2002)
http://www.health.govt.nz/publication/health-older-people-strategy

NZ Primary Health Care Strategy (2001)

NZ Injury Prevention Strategy (2013)
http://www.nzips.govt.nz/strategy/

NZ Disability Strategy (2001)
http://www.odi.govt.nz/nzds/

United Nations Convention on Rights of Persons with Disabilities

MSD Older new Zealanders – Healthy, independant, connected and respected (2013)

Council’s suite of strategy documents

Tauranga Elders’ Strategy (2008)

SmartGrowth Strategy
http://www.smartgrowthbop.org.nz/
Acknowledgement

The advice, guidance and input from older people in the Tauranga community, provided both individually and through discussions at community workshops, has been invaluable in developing the Age-Friendly City Strategy.

A special thanks to Ross Brown of Vision Media who created the collection of photographs to support this strategy.

The feedback from the community workshops held earlier this year has helped shape this strategy.

The multi-agency project team who has put together this Strategy would like to thank all those who have been involved in the process and provided input. We would especially like to acknowledge the guidance of the Elders’ Forum and Kaumatua Forum.

The Strategy was written and compiled by the AFC project group. All members should be thanked for their contribution.

AFC Project Team

- Rochelle Friend (TCC, Project Manager),
- Angela Scott (Age Concern),
- Mary Dillon, Denise Whitehead, Max Lewis (Elders’ Forum),
- Carole Gordon (Social Gerontologist, SUPA-NZ),
- Anna Thurnell (BOP District Health Board),
- Ronda Cleland-Weiss (Toi Te Ora – Public Health Service),
- Wendy Neilson (Parafed, Waikato University),
- Colin Bidois (Kaumatua Forum),
- Kate McCarthy (TCC, Communications Advisor).

Others who provided input:

- Alison Clifford (TCC Communications Advisor),
- Rosie Entwistle (Toi Te Ora – Public Health Service),
- Barbara Biddell (Community volunteer),
- Sarah Davey, Steffi McKeown (BOP DHB).

“When you have finally learned to enjoy life, life itself is the reward”
Appendix 1: World Health Organisation

Checklist of Essential Features of Age-friendly Cities

*Reproduced from WHO website

This checklist of essential age-friendly city features is based on the results of the WHO Global Age-Friendly Cities project consultation in 33 cities in 22 countries. The checklist is a tool for a city’s self-assessment and a map for charting progress. More detailed checklists of age-friendly city features are to be found in the WHO Global Age-Friendly Cities Guide.

This checklist is intended to be used by individuals and groups interested in making their city more age-friendly. For the checklist to be effective, older people must be involved as full partners. In assessing a city’s strengths and deficiencies, older people will describe how the checklist of features matches their own experience of the city’s positive characteristics and barriers. They should play a role in suggesting changes and in implementing and monitoring improvements.

**Outdoor spaces and buildings**
- Public areas are clean and pleasant.
- Green spaces and outdoor seating are sufficient in number, well-maintained and safe.
- Pavements are well-maintained, free of obstructions and reserved for pedestrians.
- Pavements are non-slip, are wide enough for wheelchairs and have dropped curbs to road level.
- Pedestrian crossings are sufficient in number and safe for people with different levels and types of disability, with non-slip markings, visual and audio cues and adequate crossing times.
- Drivers give way to pedestrians at intersections and pedestrian crossings.
- Cycle paths are separate from pavements and other pedestrian walkways.
- Outdoor safety is promoted by good street lighting, police patrols and community education.

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

• Driver education and refresher courses are promoted for all drivers.
• Parking and drop-off areas are safe, sufficient in number and conveniently located.
• Priority parking and drop-off spots for people with special needs are available and respected.

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

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

**Respect and social inclusion**

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

**Civic participation and employment**

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

**Communication and information**

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

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

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