



South Australia's **PLAN FOR AGEING WELL 2020-2025**

INSPIRE. MOTIVATE. INNOVATE.



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FOREWORD

“How we feel about getting older impacts on our physical and mental health and wellbeing.”

Ageing is a part of life. As a result of better health care, disease prevention, living conditions, and other lifestyle and economic factors, South Australians can now expect to live longer, healthier lives than any previous generation in history.

Most older people live at home independently and make positive contributions to the community, civic society, business, families and the work place. Their skills and wisdom are an important resource, which society needs. While people do change as they age, older age is not an inevitable path to mental and physical decline.

There are many factors that impact how we age, including gender, culture and disability, with some of us experiencing ageing better than others. How we feel about getting older impacts on our physical and mental health and wellbeing.

Our rights and our human value do not and should not diminish as we get older.

With the highest proportion of older people on mainland Australia, South Australia is uniquely positioned to lead the way on future directions that enable all of us to age well.

South Australia's Plan for Ageing Well 2020-2025 (the Plan):

- > recognises the aspirations, challenges and incredible diversity in the way we age;
- > sets a forward-looking vision to challenge the status quo; and
- > enables the contribution of many partners.

Thank you to the thousands of South Australians who helped shape the Plan.

It is a plan for everyone, now and in the years to come.

Cassie Mason

Director, Office for Ageing Well



INTRO



South Australia's Plan for Ageing Well 2020-2025

The first section of the Plan describes the current landscape in South Australia, the role of Office for Ageing Well and highlights some of the achievements made, and partnerships established, over the past five years.

The second section of the Plan sets out the vision and strategic priorities for the next five years, including some of the work that has already commenced through partnerships with a range of organisations.

This section also provides suggestions on what all South Australians can do to realise the vision set out in this Plan:

The Vision

South Australia is a healthy, connected, equitable and sustainable community, which takes a whole of life approach that fosters many years of living well, and supports us to die with dignity in line with our wishes.

The Plan is best read in conjunction with the foundation documents Future Directions to Support Ageing Well report (2018)¹ and Vision for Ageing Well in South Australia report (2019).²



LIVING AND AGEING WELL IN SOUTH AUSTRALIA



South Australia is a great place to live, contribute and spend a lifetime. With people living on average 30 years longer than they did a century ago³, it is now commonplace to see five generations living, working, playing and learning alongside each other.

Older South Australians are diverse. They have different priorities, aspirations, lived experiences, cultures, sexualities and backgrounds.

Whilst ageism is still a significant issue in our society, as a state we have made some inroads into making our communities inclusive and accepting of people of all ages.

MYTH BUSTERS

Diversity

37% Total SA population
Aged 50+
630,584 people¹

13% 50-59 years
226,209 people

12% 60-69 years
196,744 people

7% 70-79 years
125,089 people

5% 80+ years
82,542 people

of SA's population over 50 identify as Aboriginal or Torres Strait Islander, of whom 54% are aged 50-59 and 46% are over 60.²

1%

SA home to **200** culturally, linguistically and religiously diverse backgrounds.³

It is estimated that LGBTI+ people represent **11%** of the population, including in older populations.⁴

Home and community



There are

531 retirement villages

in SA, with approximately 26,000 residents.⁵

73% of Australians aged over 65 are home owners and about 7% live in private rental dwellings.⁶

74% of South Australians aged 50+ live in metro areas.⁷



5%

of South Australians aged 50+ live in the Outback.⁸

26%

of all South Australians aged over 50 live in regional South Australia.⁹



The majority of older Australians live independently at home (95%): only one in four people aged 85+ live in care accommodation.¹⁰

Meaningful connections

22% of South Australians aged 50+ volunteer.¹¹

The people who identify as Forgotten Australians are generally now

40+ years

They are the survivors of government policies that resulted in approximately 500,000 children growing up in institutional or other out-of-home care in Australia in the last century.¹²

In 2016, an estimated

52,600

people aged 50+ working in South Australia were owner managers of a small business.¹³



The Festival Volunteer Network has over 500 members aged 50+ who volunteer at South Australian Festivals.¹⁴

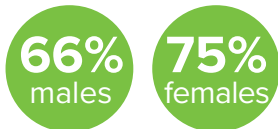


At the 2019 Adelaide Festival Centre's Guitar Festival, 62% of the audience were 55+.¹⁵

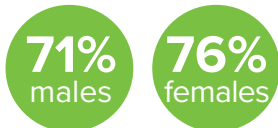
Navigating change

Proportion of South Australians aged 55+ who reported health status as good, very good or excellent:¹⁶

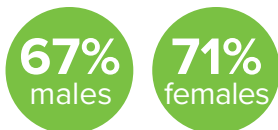
55-64 years



65-74 years



75+ years



Almost **400,000** Seniors Card Members

At the age of

65

Australian men can expect to live for another 19.6 years, and women another 22.3 years, an increase of more than 8 years for men and 10 years for women since 1900.¹⁷



Australians aged 55+ contribute almost \$74.5 billion each year in unpaid caring and voluntary work.¹⁸

33%

of South Australians aged 80+ are living alone compared to 15% of South Australians aged 50-64.¹⁹

South Australia can expect growth in business and employment that responds to a desire to age well.

Right to live and age well

Office for Ageing Well takes the lead on State Government action to support South Australians to age well. Over the life of the last State Ageing Plan, Office for Ageing Well partnered with older people and a range of government, non-government, community organisations and universities across metropolitan and regional South Australia to build capacity and help shape age friendly strategies, projects and programs. This work focussed on safeguarding rights and supporting people to lead productive and active lives as they age, through the development of all-ages-friendly communities and an Ageing Well Industry.

Benefits of an ageing population

With more than 42 percent of the state's population projected to be over 50 by 2064⁴, South Australia can expect growth in business and employment that responds to a desire to age well. Emerging Ageing Well Industry innovations maximise the benefits of population ageing as an economic opportunity for South Australia. This work needs to emphasise the importance of older people as co-creators and market drivers rather than passive recipients of services.

Making a contribution

Social and economic engagement enables people to actively participate in all aspects of life, no matter what their age. Older people contribute to South Australia's economy and civic life as workers, volunteers, carers, service users and consumers, and contribute to employment, the arts, science, industry, business and caring for the environment. Whilst many older people choose to contribute to their communities through volunteering and other activities, remaining in paid work for longer is also a reality, either through choice or necessity. However, 27 percent of people over 50 report experiencing age discrimination at work.⁵ There is clearly a continuing need to combat ageism and ensure the skills of older workers are recognised and valued.

We need to shift thinking on ageing from burden to asset and foster a more positive perception of the value of older South Australians, recalibrating the notion of retirement as a time of possibilities and opportunities – both for individuals and for South Australia.

Connections

Social connections are a key enabler to ageing well. Loneliness is a greater predictor of sickness and death than smoking, alcohol consumption and poor lifestyle,⁶ and is a growing public health issue facing our communities.⁷ Research has shown that being socially connected can reduce the risk of early death by 50 percent.⁸ State and local government and community organisations are leading a broad range of initiatives to reduce loneliness.



The impact of the COVID-19 pandemic on South Australians, particularly older people, will be felt for years to come. Some impacts are positive, demonstrating the importance of staying connected, caring for our neighbours, family and friends, and the value of technology to facilitate connection. Negative impacts on our mental and physical wellbeing, the economy and jobs will result in new challenges for our state and community. We will need to be creative in identifying the opportunities that will come out of this, and connect and interact in different ways.

Case study – Seniors Card

Older people tell us they want to access technology and social media and be savvy users of ever-evolving communication devices to stay connected and keep up with current events. The Seniors Card SA Facebook page and WeekendPlus, the digital magazine for seniors, provide older South Australians with community news, lifestyle information, events, competitions and information about food, wine, arts and culture. As at May 2020, subscriptions to WeekendPlus have increased to almost 80,000. Visit WeekendPlus here:

www.WeekendPlus.sa.gov.au

Technology

We know that older people are increasingly ‘tech savvy’ and are the fastest growing users of social media; over 85 percent of new applications for a South Australian Seniors Card are completed online.⁹ Despite this, according to the 2019 Australian Digital Inclusion Index,¹⁰ people aged 65+ are still Australia’s least digitally included age group. We need to improve digital inclusion as digital technology and social media are important tools to support older people to remain connected and included in their communities.

Between 2017-2019, the Tech Savvy Seniors program provided

1,130

sessions (6,780 training spaces) for people aged over 60, delivered by 23 regional councils across 36 public library sites.



Elder abuse

Social isolation and dependence on others are key risk factors for elder abuse, with an estimated 1 in 20 older Australians experiencing some form of abuse from a person they know and trust. Elder abuse awareness, prevention and response are significant priorities across Australia.¹¹ South Australia has led the nation in establishing an Adult Safeguarding Unit (ASU), with legislative responsibility for receiving and responding to reports of actual or suspected abuse of adults who may be vulnerable.

Case study – ASU

The ASU commenced operations on 1 October 2019.

In its first six months, the Elder Abuse Prevention Phone Line, received 474 calls.

Phone Line data indicates:

- > The most frequent callers are older people, and/or their family members, seeking support in relation to their personal experience of abuse.
- > Financial abuse and psychological / emotional abuse are the most common types of abuse experienced, often occurring together.
- > Adult sons or daughters are the most common perpetrators of abuse.¹²

[www.sahealth.sa.gov.au/
adultsafeguardingunit](http://www.sahealth.sa.gov.au/adultsafeguardingunit)

The South Australian Government's annual Stop Elder Abuse community awareness campaign has contributed to raising awareness of elder abuse across the community and the workforce.¹³ In addition, partnerships with a range of organisations to develop *Ageing Well Community Networks*, provide safeguarding support and information to older people from culturally and linguistically diverse (CALD) backgrounds, LGBTI+ communities, Aboriginal communities and people living in regional and rural areas.

Home and community

Since 2012, local governments have been working to support local age friendly communities. Over 32 local government age friendly projects have been supported through the South Australian Government's Age Friendly SA Grant Program.¹⁴

Age friendly cities

The World Health Organization (WHO) defines age friendly cities as 'inclusive and accessible environments that promote active ageing by optimising opportunities for health, participation, security and life-long learning to enhance the quality of life as people age'.

Around 95 percent of South Australians aged 65 and over live independently in the community¹⁵ and while the majority of older Australians own their home, the number of people entering retirement years with a mortgage has tripled since the mid-1990s.¹⁶ The number of older people in private rental accommodation has also increased and, for those with limited resources, the cost of renting can lead to a risk of homelessness in later



life, particularly for women.¹⁷ Ensuring older people have access to appropriate and secure housing, catering to diversity and future needs, is a significant challenge and opportunity for our state.

Older people want to stay living in their own homes and communities for as long as possible and, although today's older South Australians are generally healthier and more independent than previous generations, they may need support to do so. Whilst there is a range of services available, demand is outstripping supply.

Aged care support

Only 5 percent of older South Australians over 65 live in residential aged care, either on a permanent or respite basis.¹⁸ In many cases, the transition into residential aged care can be very challenging, often occurring following a traumatic event such as a fall, sudden decline in health, or advancing dementia. This move often brings significant grief and loss.

The Royal Commission into Aged Care Quality and Safety, established in late 2018, has put the aged care sector and broader community on notice, laying the foundations for fundamental reform and redesign of Australia's aged care system over the coming years. As a state, we can lead the nation in setting a new direction for innovation and quality, with a focus on dignity, compassion and community.

AGED CARE SNAPSHOT

The Commonwealth Home Support Programme helps older South Australians access entry-level services to live independently and safely at home.



During 2018-19
88,412
older South Australians
accessed these services.¹

Home Care Packages are available for people requiring higher levels of care to stay at home. There are four levels of care ranging from low level care needs to high care needs.



As at 31 December 2019
9,443
older South Australians were
on a home care package.²

Residential Aged Care is provided on a permanent or respite basis.



As at 30 June 2019
16,208
older South Australians
accessed permanent
residential care.³

The Aged Care Assessment Programme provides teams of clinicians to assess the needs of frail older people and facilitate access to available services appropriate to their needs.



In 2018-19, more than
16,000
assessments were undertaken
for older South Australians.

End of life

We need to support people to have a death in line with their wishes by opening up conversations about end of life choices.¹⁹ Public discussion about the limits of health care, what we want for the end of our lives and how we need to plan better is needed to ensure that an individual's end of life care preferences are known and met.

Case study – Planning Ahead

Office for Ageing Well conducts the annual Planning Ahead campaign, partnering with the Office of the Public Advocate, Legal Services Commission of South Australia and Donate Life SA. It raises awareness about the legal tools available to safeguard future health, accommodation, financial and organ and tissue donation decisions.²⁰

www.sahealth.sa.gov.au/planningahead

70% of Australians **want** to die at home supported by family and friends

> **only about 14% do**

54% die in hospital

32% die in residential aged care

21

Living, ageing and dying well are important to all of us. Over the past five years, some progress has been made towards ensuring that South Australians have a fulfilling, active and enjoyable life at every age. Government, non-government, community organisations, universities and older people themselves have all played a role; working individually and in partnership towards the priorities of health, wellbeing and security, social and economic productivity and all-ages-friendly communities. However, we cannot stop here. Building on this work, we need to set a forward-looking agenda that challenges the status quo, busts ageist stereotypes and considers new approaches and partnerships.

Office for Ageing Well aims to be an influencer, to lead a positive narrative about getting older, and older people, to take a life-course approach to ageing well policy and strategy, and to inspire others to align with this work.

A man in a white shirt and blue jeans stands on the left, holding a microphone and papers, addressing a group of people. The group, consisting of men and women of various ages, is lined up on the right side of the frame. The setting appears to be a large, well-lit room with a high ceiling and large windows in the background. A large teal circle is overlaid on the center of the image, containing the text 'SETTING THE DIRECTION' in white, bold, sans-serif font. A white horizontal line is positioned below the text within the circle.

SETTING THE DIRECTION

The State Government is committed to supporting all South Australians to age well and including older people in the decisions that affect them.

To inform the Plan, in 2018 Office for Ageing Well, in partnership with The Australian Centre for Social Innovation (TACSI), conducted *Statewide Conversations with Older South Australians* to understand what matters most when it comes to ageing well, and what gets in the way.

More than 1500 older people from diverse backgrounds across the state shared their views at workshops, participated in community conversations with trained Story Gatherers, or completed an online survey.

The findings and key themes from these conversations are presented in the Future Directions to Support Ageing Well report (2018)²² and form the foundation of this Plan.

Gathering community perspectives

Eighteen older South Australians across Adelaide, Victor Harbor and Murray Bridge were trained as Story Gatherers, to talk with 75 older South Australians about their experiences of ageing. Story Gatherers were selected based on their connections to older people identifying as culturally diverse, gender and sexually diverse, living with few financial and non-financial resources. A session was held with the Adelaide Aboriginal Grannies group who generously shared their experiences and stories.

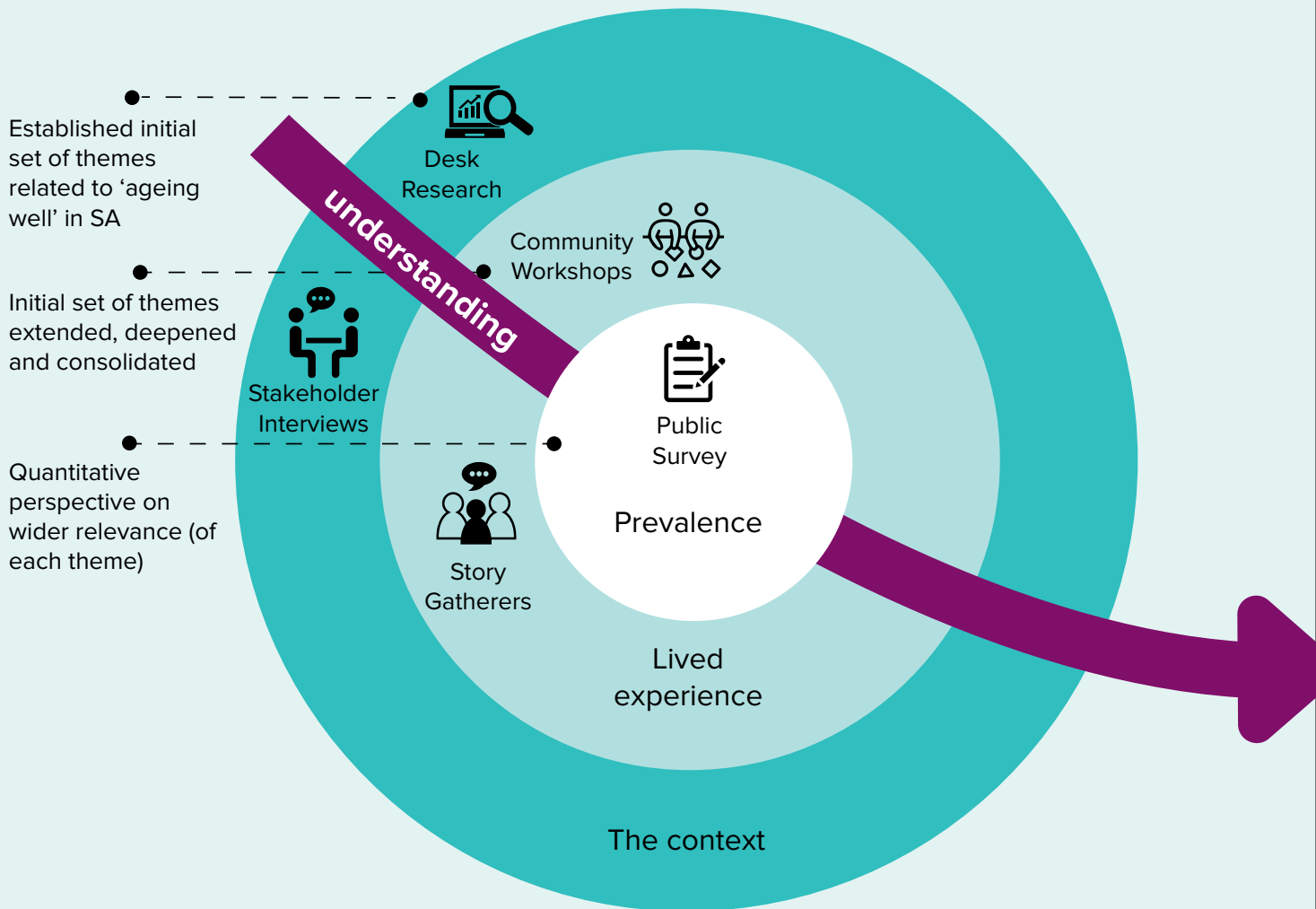
Following on from this engagement, a second round of conversations was held in 2019 with a broad range of stakeholders from across government, non-government, community organisations and universities, including older people themselves.

Over 400 people participated in workshops in northern and southern Adelaide, completed a Stakeholder Response Kit or an online survey to co-create the vision, priorities and enablers for ageing well in South Australia.

The outcomes of this consultation are presented in the Vision for Ageing Well in South Australia report (2019).²³ This report provides a range of ideas about where we can start to create change and has further informed the development of the Plan.

OVERVIEW OF APPROACH

Voice of Older South Australians

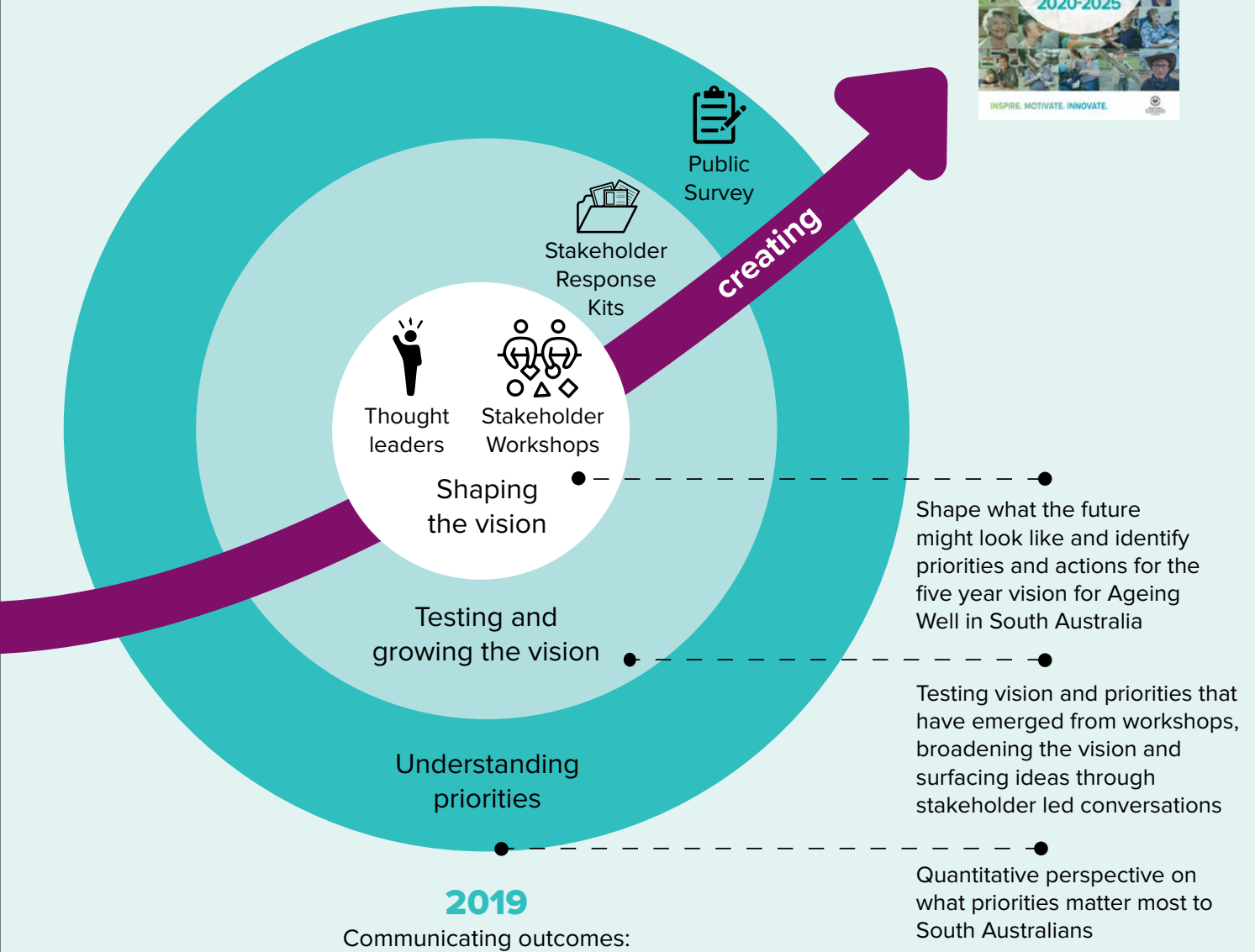


2018

Communicating outcomes:



Stakeholder Contribution



2019
Communicating outcomes:





OUR VISION

We are embracing what it means to get older and our state is thriving as a result.



**This vision is by
South Australians
for South
Australians.**

South Australia's Plan for Ageing Well 2020-2025 builds on the significant program of work over the past five years.

It aims to inspire innovation and create the environment and motivation to think outside the box, to develop new and unusual partnerships and to make a real and long-term difference to our lives as we get older.

Ultimately, the Plan aims to influence the systems, policies, environments and individuals that enable older South Australians to be active contributors, influencers, co-creators and participants in all aspects of life.

The Vision

South Australia is a healthy, connected, equitable and sustainable community, which takes a whole of life approach that fosters many years of living well, and supports us to die with dignity in line with our wishes.

PLAN ON A PAGE

Vision

South Australia is a healthy, connected, equitable and sustainable community, which takes a whole of life approach that fosters many years of living well, and supports us to die with dignity in line with our wishes.

Strategic priority 1

Home and community

Homes and communities enable flexibility and choice, and support us to live how we choose, no matter our age, needs, wants and desires.

Accessible supports that make existing homes more flexible to people's changing needs and wants over time.

Models and options for creating homes that suit a greater diversity of needs and aspirations.

Affordable and accessible homes.

Enabling factors

Tackle ageism

South Australia must lead the way in creating an inclusive society moving beyond ageism.

Supporting conditions

Outcomes driven

Learn through action, align around outcomes, drive change from older people's lived experiences.

Strategic priority 2

Meaningful connections

A future where everyone has the opportunity, support and encouragement to maintain and develop meaningful connections.

Facilitate people being more connected to neighbourhoods and community (and vice-versa).

Create diverse options for continual growth and meaningful contribution.

Ensure access to transport is not a barrier for connection and contribution.

Strategic priority 3

Navigating change

A future where we all have the capabilities and supports for remaining active participants throughout all life's transitions.

Services and supports start by focussing on what is most important to the person.

Better access to support that builds resilience and ability to cope with difficult transitions – when needed.

Systems and bureaucracies enable options, choice, flexibility, and are outcomes focussed.

Grow diversity

South Australia must foster options and choices that reflect the diversity of needs, wants, experiences and aspirations.

Increase accessibility

South Australia must improve access to options, information and supports that enable ageing well.

Systems perspective

Develop leaders who act systemically, applying an ageing well lens to all policies.

Collaboration

Foster conditions for collaboration, recognise multiple roles stakeholders can play.

An elderly couple is walking through a gallery. The man on the left is wearing a dark jacket over a light blue shirt and khaki pants. The woman on the right is wearing a black jacket over a teal top and a patterned scarf. A large teal circle is overlaid on the center of the image, containing the text 'STRATEGIC PRIORITIES' in white, bold, uppercase letters. Below the text is a white horizontal line.

STRATEGIC PRIORITIES



By working together towards a shared vision for ageing well, South Australia will be a great place to spend a lifetime.

While a good older age can mean many things to many people, three strong priorities emerged as important to older South Australians and other stakeholders when it comes to ageing well:

1. Home and community –
There is no place like home.
2. Meaningful connections –
The key to a good life.
3. Navigating change –
Building resilience.

STRATEGIC PRIORITY 1

Home and community – There is no place like home

Homes and communities enable flexibility and choice, and support us to live how we choose, no matter our age, needs, wants and desires.



The majority of older households (55+) own their dwelling.



However, the rate of older households (55+) still paying off a mortgage has tripled between 1995-96 and 2015-16.²⁴

from 7% to 21%

There is an overall long-term increase in the prevalence of living alone, this is in part due to the ageing of the population but also to the increasing tendency of younger and middle-aged people to live alone.²⁵





“To stay in community means everything to me. I’ve grown up here since a baby and my whole life is here. Home – it’s where we belong.”

Themes for action:

1. Accessible supports that make existing homes more flexible to people’s changing needs and wants over time.
2. Models and options for creating homes that suit a greater diversity of needs and aspirations.
3. Affordable and accessible homes.

1. Accessible supports that make existing homes more flexible to people’s changing needs and wants over time

Older South Australians and other stakeholders told us they want to stay in their homes and communities, and need better options to do so, including:

- > Homes designed to have the flexibility to evolve over time, as needs and wants change.
- > Accessible and local services and supports in and around the home based on individual needs and preferences.
- > Interconnected formal and informal networks, to enable people to live, age and die well, to support positive mental health and wellbeing and to die with dignity.



2. Models and options for creating homes that suit the diversity of needs and aspirations

Older South Australians and other stakeholders told us they wish to age in place, and want to see:

- > Greater diversity, options and choice in home and housing systems catering to diverse needs, experiences and aspirations, particularly for those experiencing disadvantage, including for older Aboriginal people and for those who are culturally, sexually and gender diverse.
- > Accessible, age friendly communities that support people to feel safe, valued and connected.
- > Residential aged care facilities designed as homes, and services delivered in a way that facilitate community and cultural connections and support people to live with meaning and purpose.
- > Investment in conditions that support innovation and experimentation to develop diverse, desirable, feasible and viable options for homes and communities.

Case study – Co-housing for Ageing Well

In 2019-20, a cross-council partnership investigating co-housing for ageing in place, focussing on new opportunities for existing housing, brought together Unley, Burnside, Prospect and Walkerville Councils, University of South Australia, Office for Ageing Well and the State Planning Commission.

The collaborative design research project explored how existing older houses in Adelaide might be altered and extended to create socially cohesive co-housing arrangements for residents of every age, to support older people wishing to age in place on existing sites.

Older residents participated in a co-design workshop that informed the development of four detailed co-housing design studies. Significant in its scope and broad in its application, this project for the first time explored a major gap in housing opportunities.²⁶

www.sahealth.sa.gov.au/agefriendlysa

We need to build a shared understanding of how changes in our communities and designs of our homes and neighbourhoods have been unintentionally contributing to lonelier lives.

3. Affordable and accessible homes

Older South Australians and other stakeholders told us they want a housing system that acknowledges that some people need more help than others and that provides accommodation solutions across the spectrum, including:

- > More accessible and affordable homes that support people to live well throughout their lives, including at the end of life.
- > New models for home ownership, sustainable beyond retirement.
- > Innovative financial models to make homes more affordable, no matter how these are accessed.
- > Actions that improve affordability and support age friendly communities.

South Australia's Our Housing Future 2020-2030 presents an opportunity to work together on shared objectives to ensure older South Australians have a home and community that promotes social inclusion and economic participation, putting the older person at the centre.

Case study – Housing for Life – Designed for Living

Office for Ageing Well worked with older Housing SA tenants, industry and government to explore innovative, age friendly social housing models for South Australia. Older tenants identified three factors that defined the meaning of home:

- > Home is an asset – anchoring people to where they belong;
- > Home is a gateway – connecting people to community, friends, family, and services and supports;
- > Home is an expression of identity – enabling people to express who they are and connecting them to their personal history.

Tenants, industry and government co-created new innovative design principles and key age friendly home and precinct design features that support ageing and living well.²⁷

**[www.sahealth.sa.gov.au/
officeforageingwell](http://www.sahealth.sa.gov.au/officeforageingwell)**

STRATEGIC PRIORITY 2

Meaningful connections – The key to a good life

A future where everyone has the opportunity, support and encouragement to maintain and develop meaningful connections.

As a community, SA benefits from and depends on over

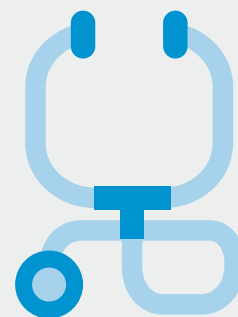
900,000

volunteers to support the provision of essential services and help maintain community wellbeing.



volunteering effort is valued at

\$5 billion annually.²⁸



For those who experience loneliness, the health effects can be serious. Feeling lonely can pose a bigger risk for sickness and premature death than smoking or obesity.



“...more involved with Aboriginal people, more support required [for us] for meeting places and discussions and decision-making.”

We view social connection differently depending on our values, personality and life experiences. Some of us have a highly developed ‘social muscle’, others have spent many years supporting others and feel drained themselves, or do not consider themselves as ‘social types’. Some of us don’t believe anyone would want to know us. **There is no ‘one size fits all’ approach solution.**

More education and community dialogue are needed to recognise and celebrate older LGBTI+ people. This would contribute towards older LGBTI+ people believing they will not be subject to the prejudice they may have experienced in previous decades, and be more likely to access services when they need them.

Themes for action:

1. Facilitate people being more connected to neighbourhoods and community.
2. Create diverse options for meaningful contribution.
3. Ensure access to transport is not a barrier for connection and contribution.

1. Facilitate people being more connected to neighbourhoods, and community (and vice-versa)

Older South Australians and other stakeholders told us that creative solutions are needed to maintain meaningful and purposeful connections as life changes, including:

- > More opportunities for older people to play a role in reducing loneliness and isolation.
- > Increased involvement of local councils in providing and promoting meaningful co-designed social activities.
- > Increased focus on intergenerational approaches.
- > Greater opportunity for connection in local neighbourhoods and communities that acknowledge and respond to their changing nature.
- > Neighbourhoods intentionally designed to connect with those who live, work, learn and play around us.



Less time in our neighbourhoods means less time connecting with and contributing to the lives of others.

Case study – Bringing Back the Butterflies

The Bringing Back the Butterflies (BBB) project, by the Australian Association for Environmental Education SA Chapter, engages with and educates people about biodiversity and living sustainably, and connects them with the natural world and each other.

BBB is working with older residents, schools, churches and community groups to plant native butterfly-attracting gardens and create opportunities to connect neighbours with each other and their community.

The BBB project has accumulated over 1000 supporters, established approximately 50 butterfly gardens including in schools, churches, community centres, businesses and private homes and built an 'urban nature trail' in urban Adelaide.²⁹

www.bbbutterfly.org

2. Create diverse options for meaningful contribution

Older South Australians and other stakeholders told us they need a range of opportunities to feel valued and included, in particular:

- > Diverse and multiple opportunities for meaningful contributions that feel safe and comfortable to engage with.
- > Employers that see and acknowledge the value of older employees, where age is no barrier to acquiring employment.
- > Evolved and inclusive approaches to volunteering that enable people to contribute by utilising their skills and experience.
- > Opportunities for multiple generations to come together for mutual exchange or interests.
- > Economies of purpose that create opportunities for meaningful contribution and strengthen communities.

Case study – Engaging in arts and festivals for meaning and purpose

Over the past five years, Office for Ageing Well and Seniors Card have partnered with a range of festivals to raise their awareness of the diversity of older South Australians, the need to be age friendly and to expand the range of offerings. South Australian festivals meaningfully engage older people as artists, audiences and volunteers, attracting like-minded people of all ages. Outcomes from the partnership include the Festivals Adelaide Volunteer Network, Fringe by Day Guide, History Festival – Open Doors Program and Live Streaming for Writers Week.

3. Ensure access to transport is not a barrier to connection and contribution

Older South Australians and other stakeholders described poor access to transport as a barrier to meaningful connection, and wish to see:

- > Increased access to transport that supports potential for connecting and contributing to each other's lives (locally).
- > Inter-connectivity of South Australia's public transport system.
- > Shifting the focus from on-demand solutions, to demand-driven solutions to increase transport options.
- > The experiences, needs and aspirations of the diverse older population inform transport and infrastructure planning and policy options.

Case study – Tablehood – Neighbourhood dining

Tablehood is a network of people sharing food to create connections, relationships and belonging in their local neighbourhoods. Sharing a meal with someone can boost mental health and increase a sense of connectedness and belonging.

Members share a purpose – to assist more people and groups to find what works in their neighbourhoods, and to help the movement spread – through storytelling, eating together, and peer-to-peer support.³⁰

www.tablehood.org



STRATEGIC PRIORITY 3

Navigating change – Building resilience

A future where we all have the capabilities and supports for remaining active participants throughout all life's transitions.

Significant transitions that can affect our ability to live well as we become older

Transition into retirement

Loss of a long-term home

Loss of a job

Death of a partner

Breakdown of long-term relationship

Being a carer/
being cared for

Loss of health



Case study – Building resilience in individuals and communities research project

Research undertaken by the Wellbeing and Resilience Centre, South Australian Health and Medical Research Institute (SAHMRI) commissioned by Office for Ageing Well, indicates that physical functioning and psychological resources (e.g. optimism), sense of purpose and control and the ability to flexibly manage goals are important factors for effective coping.³¹ The research suggests that these skills can be learnt at any age.

Themes for action:

1. Services and supports focus on what is most important to the person.
2. Better access to support that builds resilience and ability to cope with difficult transitions – when needed.
3. Systems and bureaucracies enable options, choice, flexibility, and are outcomes focussed.

We generally experience more change and loss as we get older, simply by living longer lives.

1. Services and supports focus on what is most important to the person

Older South Australians and other stakeholders want systems, services, responses and supports that are flexible to enable ease of access, affordability, cultural safety and social acceptance, such as:

- > Systems, services, responses and supports focus on what is important to individuals, and decisions and actions informed by this.
- > Better integration of mental health care with physical health care, to enable holistic health and wellbeing outcomes.
- > Initiatives that keep and grow assistance at a local level that is personal and responsive.
- > Partnerships with palliative care, general practice, primary care, health care and training programs to enable person-centred end of life care to support dying well at home or in residential care.

“When I lost my husband, there was an enormous change in attitude from others, even my own family, thinking I might not be capable. I lost him at 76 and knew I was strong enough to survive his death.”

2. Better access to support that builds resilience and ability to cope with difficult transitions – when needed

Older South Australians and other stakeholders have told us inflexible systems and services can lead to slow and cumbersome responses and instead wish to see:

- > Better access to the right services and supports when needed.
- > Proactive responses to navigate change that build people’s resilience, before change occurs.
- > More localised and accessible responses for navigating change.
- > Greater connection to community that enables support, delivered by those we trust.
- > Increased support to deal with grief and loss.
- > Understanding about how individuals, community, business and governments can collectively minimise the adversity people experience during change and loss in older age.
- > Supporting innovation to reduce vulnerabilities at key transition points/ life changes, for example: hospitals and the health system; driver licensing; births, deaths and marriages; funeral companies; financial planners, banks and superannuation; legal and human resource professionals.



“The first year of retirement is one of the scariest of your life.”

Case study – Navigating the next stage of life

Mindset for Life is a program co-designed by and for people in the second half of their life to think about what matters to them and how they want to design the rest of their lives for both pleasure and purpose.

Workshops help people make decisions about work, retirement, social life and daily habits and activities. The program runs in small groups over three sessions, facilitated by older volunteer peer convenors who have done the program themselves and are in the middle of designing their own later life.

www.mindsetforlife.com.au

3. Systems and bureaucracies enable options, choice, flexibility and are outcomes focussed

Older South Australians and other stakeholders have told us existing barriers to innovation and action across governments and across portfolios must be addressed and wish to see:

- > A shift in focus to be person-centred and age friendly.
- > Systems and bureaucracies develop shared perspectives of problems and challenges and enable more aligned efforts to achieve better outcomes for the community.
- > Systems and bureaucracies better invest in the conditions that encourage the development, trial and implementation of new ideas.

ENABLING FACTORS

To realise these priorities for ageing well, South Australians need to work together to:

- > Tackle ageism
 - > Grow diversity
 - > Increase accessibility
-

Tackle ageism

South Australia must lead the way in creating an inclusive society, moving beyond ageism.

A common theme throughout the Statewide Conversations and the Royal Commission into Aged Care Quality and Safety is that ageism has a pervasive presence across Australian society. This creates a barrier to living well.

Although subtle, underlying ageist attitudes and beliefs impact interactions and can negatively affect the way services and care are provided. Alongside feeling poorly treated by services and care providers and facing barriers to participation in the workforce, older South Australians express frustration about their portrayal by the media and popular culture.

“How could we do things better to promote positive ageing?”

We need to shift the dominant, negative narrative of ageing and older people, taking a strategic and coordinated approach across a range of contexts, including employment, media, policy, service provision and the social norms entrenched in the general community.

Call to action for all South Australians:

- > Lead the way to create an inclusive South Australia.
- > Raise awareness and build a deeper understanding of the many faces of ageism, its implications and how we can tackle it.
- > Grow a life-course perspective, emphasising living well, regardless of age.

Case study – Tackling ageism

EveryAGE Counts is a campaign to tackle ageism faced by older Australians, and its vision is “a society where every person is valued, connected and respected regardless of age and health”. It is fostering grass roots action, and driven by a coalition of individuals and organisations committed to tackling ageism including FECCA, COTA Australia, National Seniors, The Benevolent Society, Uniting Communities, ECH, Aboriginal Community Services, author and social commentator Jane Caro, the Human Rights Commission and ACSA. Campaign activities are supported by philanthropy through the JO and JR Wicking Trust managed by Equity Trustees.

www.everyagecounts.org.au



Grow diversity

South Australia must foster options and choices that reflect the diversity of needs, wants, experiences and aspirations.

Future efforts to support ageing well must recognise and respond to the diverse needs of older South Australians. In particular, we need to recognise and respond to those who currently face significant barriers to ageing well. This includes people in rural and remote locations, Aboriginal and Torres Strait Islander peoples, Forgotten Australians, people with less financial and other resources, people from CALD communities, people who are gender and/or sexually diverse, and older single women.

Strategic actions must increase the range of options and choice around home and housing, roles and contributions, services and supports, and dying well.

Call to action for all South Australians:

- > Respond to different needs, recognising those at risk.
- > Grow options and choices, driven by better outcomes.

Case study – Local communities spreading information

The Ageing Well Community Networks have been established to raise community awareness of the rights of older people and elder abuse prevention to build informed, well-connected and safe communities that support people to age well.

These Networks bring together key community connectors, professionals and interested individuals to increase community understanding of rights and safeguards, and share information, resources and learnings with other Network members, the broader community and Office for Ageing Well.

Increase accessibility

South Australia must improve access to options, information and supports that enable ageing well.

To be able to age well, and to participate and connect in ways that are meaningful, older people need to be able to access the things they need, when they need them. Flexible transport options, walkable neighbourhoods and dementia friendly areas and businesses are needed to facilitate people's ability to get out and about in their communities on their own terms.

Strategic actions must give consideration to the different ways older people engage with technology and when digital solutions are appropriate for achieving better outcomes. Greater knowledge and understanding is needed of when technology is an enabler, rather than an inhibitor, to connection and contribution, acknowledging that in some instances, moving services online can further emphasise isolation.

Tackling the issue of affordability and understanding the critical link between money, choice and control also form essential components of any strategic actions.

Call to action for all South Australians:

- > Create inclusive and accessible communities, supports and services.
- > Neighbourhood-led change – 'nothing about us, without us'.
- > Provide information and support that is easy to engage with and promotes autonomy and self-determination.

- > Knowing when digital solutions are appropriate for achieving better outcomes.
- > Tackle affordability.

Case study – Age Friendly Customer Services

Office for Ageing Well worked with a range of State Government customer service staff and older volunteer 'age friendly advisors' to develop and co-design the Age Friendly Customer Service Guidelines. The project aims to help tackle ageism as part of a government-wide approach to challenging the way ageing is framed in the language and structure of the services the government delivers.

Since their introduction, the Age Friendly Customer Service Guidelines have provided frontline customer service staff with tools and resources to deliver services to older South Australians that are as age friendly as possible.³²

www.agefriendlyservices.sa.gov.au



SUPPORTING CONDITIONS

Outcomes driven

Learn through action, align around outcomes, drive change from older people's lived experiences.

Older people must be strategic partners as co-producers of change.

Case study – Older people shaping change

The Office for Ageing Well Feedback Network gives older people the opportunity to contribute to the development and planning of projects, research, and design of products, services and policies. With more than 2700 members (as at March 2020), Feedback Network members are actively engaged to shape change.

Evidence suggests older people feel more comfortable talking with their peers. Twenty older people trained as Office for Ageing Well Community Conversationalists help facilitate Office for Ageing Well engagements with older people.

Older people want multiple and diverse opportunities to make greater contributions to the development of policy, services and projects, including developing better housing alternatives, models of care, employment options and solutions to combat loneliness and social isolation, to name a few.

To achieve this, projects and initiatives should focus on outcomes, evaluate success or impact, learn from what works and what doesn't, and be shaped by the voices of those affected.

Systems perspective

Develop leaders who act systemically, applying an ageing lens to all policies.

To build leadership at a systemic level, we need to create awareness and build capacity across sectors and systems to respond to the diverse needs and aspirations of older South Australians.

Opportunities for this are valuable but infrequent. This needs to change – we need to build capacity across partner organisations and sectors, grow skills in experimentation and testing, and engage a broad range of stakeholders and older people in conversations about ageing well.

Collaboration – The power of partnerships

Foster conditions for collaboration, recognise the roles multiple stakeholders can play.

Improvements at a systemic, community and individual level will take a concerted and collaborative effort. Older people, community leaders, industry, business, researchers, the media, innovators and policy makers need to collaborate in new ways and foster the conditions and capabilities to deliver on the Plan.

Case study – The Plug-in

COTA SA's social enterprise The Plug-in connects older people with government, business, industry and researchers. Through The Plug-in's engagement, co-design and insights gathering methods, people aged 50+ have an influential voice that enables clients to innovate and improve products, services and policies that meet the diverse needs of older South Australians.

Since its start-up in 2017, projects have been delivered across aged care, health, government, banking, technology, urban planning, transport, lifestyle and retail.

Find out more at www.theplugin.com.au

Everyone has a role to play

It will be essential to go beyond established relationships and look across communities and sectors at how we might form new and unusual partnerships to collaborate on particular priorities.



Case study – The Pear – Community-led change

The Pear café is a locally driven initiative transforming the social fabric of the neighbourhood, enabling connections for older people over coffee, with shared activity as the antidote to loneliness.

Older neighbours participate in free activities such as walking groups, knitting clubs, gardening groups, book clubs, tai chi, art classes and numerous conversations and workshops.

What was simply a neighbourhood, is now a connected community with a strong sense of belonging.

Building connections with people of all ages is an ongoing and long-term process. The Pear acknowledges it is impossible without external support from partners, including ongoing financial support from ECH (Enabling Confidence at Home).

Find out more at www.thepear.com.au

REALISING THE VISION

This section sets out some early actions through partnerships with a range of organisations.

Over the next five years, all projects funded or undertaken by Office for Ageing Well will align with the Plan and include outcome measures.

System

Commencing in 2020-21, Office for Ageing Well will work with a range of partners to achieve shared objectives under the South Australian Our Housing Future 2020-2030 strategy to support well-functioning and inclusive homes and communities for older people.



In 2020, Office for Ageing Well will pilot an inaugural Age Friendly Customer Services Week in a range of government services to improve the customer service experience of older customers/consumers. This will be further rolled out across state and local government, non-government organisations and businesses over the next five years.



In 2020-21, SA Health will commence the development of the Health Policy for Older People, to be implemented across all SA Health sites to ensure health services provided to older people are accessible, respectful, person-centred and age friendly.



Commencing in 2020-21, Wellbeing SA will partner with Office for Ageing Well and a range of consumer and service stakeholders in the design and development of an Integrated Care Strategy to ensure the consideration of the diverse needs of older people. The Integrated Care Strategy will describe the foundations to more connected care, provided in the best place possible, including someone's home.



To challenge stereotypes and create a positive view of ageing and older people, in 2020-21, Office for Ageing Well will lead the development of an Inclusive Language and Image Guide, to be rolled out across South Australian Government and non-government organisations.



Community

In 2020, Office for Ageing Well will partner with ACH Group, City West Child Care Centre, and University of South Australia to develop and implement a Child Care in Aged Care project aimed at understanding the health and wellbeing benefits for residents and children.



 Home and Community	 Enabling factors – tackle ageism	 Supporting conditions – outcomes driven
 Meaningful connections	 Enabling factors – grow diversity	 Supporting conditions – systems perspective
 Navigating change	 Enabling factors – increase accessibility	 Supporting conditions – collaboration

Commencing in 2020-21, Office for Ageing Well will partner with the Office of the Public Advocate to provide education to substitute decision-makers appointed under Advance Care Directives about their role, including how to support people to make decisions.



In 2020, Office for Ageing Well will provide an SA Community Achievement Award to recognise a community organisation or individual’s commitment to tackling ageism.



In 2020-21, Office for Ageing Well will partner with the Equality Project to develop a specific LGBTI+ Seniors Training Module for the South Australian LGBTI+ Advocacy Training to raise awareness about the issues facing older LGBTI+ people.



Individual

In 2020, Office for Ageing Well will co-create, with Aboriginal Elders and community members, a specific Elder Abuse public awareness campaign, targeted to different Aboriginal communities each year for five years.



In 2020, Office for Ageing Well will partner with the State Theatre Company to co-design with older people a program that aims to make the experience of attending the theatre easier and more comfortable, specifically catering to the needs of older people

experiencing life changes, such as the loss of partners and friends.



In 2020-21, Office for Ageing Well will partner with Community Centres SA to develop and pilot an Elder Abuse Hub in a cluster of community centres, to provide a supportive non-threatening environment for older people who may be experiencing abuse or neglect.



In 2020, SA Health will run workshops across South Australia over two years to provide practical help and support for older people to complete Advance Care Directives.



Commencing in 2020-2021, the Seniors Card program will expand its digital options for older people to connect with the benefits of the Seniors Card program.



In 2020-21, Office for Ageing Well will partner with University of South Australia to explore and co-design with older people a spectrum of innovative pet engagement models to enable older people to experience the benefits of having companion animals/pets in their lives.



In 2020-22 Office for Ageing Well will partner with the University of South Australia to understand and evaluate the health and wellbeing benefits for older people engaging in citizen science.





MEASURING IMPACT



We have set an ambitious ageing well agenda, to inspire government, non-government, community organisations and universities across South Australia, and to innovate and drive change, led by communities and older people themselves.

Knowing what difference the Plan's strategic priorities and actions have made to the lives of older people, our communities and South Australia is critical.

In the first year of the Plan, an audit of language, accessibility and images of relevant South Australian websites, publications and policies will be undertaken to set a benchmark for age friendliness and inclusivity. Further audits conducted every two years will identify and quantify improvements and areas to target.

A comprehensive evaluation framework will be developed, and a midpoint review and final evaluation of the Plan will be undertaken to assess its impact.

GLOSSARY

Ageing well – a positive and constructive view of ageing, health, and wellbeing, recognising ‘ageing’ as a lifelong, normal experience for everyone rather than being limited to those who are (often pejoratively) termed ‘old’.

Active ageing – the process of optimising opportunities for health, participation and security in order to enhance the quality of life as people age (WHO, 2012)

Ageism – is stereotyping, discrimination and mistreatment based solely on a person’s age.

Ageing in place – is about being able to grow old at home; about keeping older people connected to their neighbourhood and community as part of a broader framework of “active ageing”, with the aim of improving quality of life and giving them more control over their circumstances.³³

Age friendly – inclusive and accessible environments that promote active ageing by optimising opportunities for health, participation, security and life-long learning to enhance the quality of life as people age (WHO).

Cultural competence – the integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of services, thereby producing better outcomes (Centre for Cultural Competence Australia).

Life course approach – takes us beyond the problem approach of ageing and focuses more on the opportunities an older population brings, and our societal responses. It challenges the ‘biomedical’ approach, looking at the strengths or older age, not considering it as a problem needing to be fixed (Kalache, 2013).

Loneliness – is a subjective and negative feeling of a lack of social companionship as perceived and experienced by the individual.

Resilience – the capacity to recover quickly from difficulties; toughness; knowing how to cope in spite of setbacks, or barriers, or limited resources; is a measure of how much you want something and how much you are willing, and able, to overcome obstacles to get it; your emotional strength.

Social isolation – concerns the objective characteristics of a situation and is the absence of relationships with other people.

Wellness – as viewed by older people, is grounded in a sense of feeling good as well as maintaining or recovering good physical and mental health as a resource for daily living. Ageing well is increasingly viewed as a major goal particularly for many older people themselves.

Wellbeing – includes satisfaction with life, fulfilment, positive function, the presence of positive emotions and the absence of negative emotions (Centers for Disease Control and Prevention).

THANK YOU

- > 50+ Activity Club
- > ACH Group
- > Active Ageing Australia
- > Active Ageing SA Inc
- > Adelaide Aboriginal Grannies Group
- > Adelaide Festival
- > Adelaide Fringe
- > Adelaide Hills Council
- > Adelaide Symphony Orchestra Foundation Inc
- > Aged and Community Services Australia
- > Aged & Community Services SA & NT Inc
- > Aged Care Industry Assoc
- > Aged Rights Advocacy Service (ARAS)
- > Agriculture Kangaroo Island
- > Airport Over 50's Club Inc
- > Alexandrina Council
- > ANFE - Associazione Nazionale Famiglie Degli Emigrati Inc
- > Anglican Community Care Inc
- > Art Bus
- > Australian Association of Environmental Education
- > Australian Red Cross Society
- > Australian South East Asian Women's Association
- > Australian Touring RV Club Inc
- > Australian Trust for Conservation Volunteers
- > Berri Senior Citizens Club Inc
- > Boneham Aged Care Services Inc
- > Carers and Disability Link Inc
- > Carers Association of SA Inc
- > Catalyst Foundation
- > Chinese Welfare Services of SA Inc
- > Christie Downs Community House Incorporated (Parkinsons Exercise Group)
- > City of Adelaide
- > City of Campbelltown
- > City of Charles Sturt
- > City of Holdfast Bay
- > City of Marion
- > City of Mitcham
- > City of Mount Gambier
- > City of Norwood, Payneham and St Peters
- > City of Onkaparinga
- > City of Playford
- > City of Port Adelaide Enfield
- > City of Port Lincoln
- > City of Prospect
- > City of Salisbury
- > City of Tea Tree Gully
- > City of Unley
- > City of Victor Harbor
- > City of West Torrens
- > City of Whyalla
- > Coffey International
- > Community Centres SA
- > Community Conversationalists
- > Coordinating Italian Committee Inc
- > COTA SA
- > Crystal Brook Community Association Inc (Crystal Brook Tai Chi)
- > Cummins & District Enterprise Committee
- > Democracy Co
- > District Council of Barunga West
- > District Council of Lower Eyre Peninsula
- > District Council of Tumby Bay
- > District Council of Yankalilla
- > DOME Association

- > Eastwood Community Centre Inc
- > ECH Inc
- > Fab Lab
- > Farrell Flat Management Committee Inc
- > Federation of Polish Organisations in SA Inc
- > Feedback Network
- > Festivals Adelaide
- > Filipina Network of SA Inc
- > Flinders University of SA
- > Greek Orthodox Archdiocese of Australia Greek Welfare Centre Of SA
- > Greek Orthodox Community of SA Inc (GOCSA)
- > Hazara Seniors of SA
- > Helping Hand Aged Care
- > Iranian Women Organisation SA Inc
- > Junction Community Centre
- > Kura Yerlo Inc
- > Lakes Community Welfare Association
- > Lane Bros Printers
- > Leading Age Services Australia
- > Legal Services Commission of South Australia
- > Life Stories Australia Inc
- > Local Government Managers Australia, SA Division Inc
- > Local Government Professionals SA Inc
- > Mallala and District Men's Shed Inc
- > Marra Murrangga Kumangka
- > Meals on Wheels (SA)
- > Media Resource Centre
- > Mitcham Village Art and Crafts Association Inc
- > Moorundi Aboriginal Community Controlled Health Service Inc
- > Mount Barker District Council
- > Mount Barker Family House Inc
- > Multicultural Communities Council of SA
- > Multiple Sclerosis Society of SA & NT
- > National Trust of SA
- > Northern Volunteering SA Inc
- > Office of the Public Advocate
- > Older South Australians
- > Palliative Care SA Inc
- > Para Hills Bowling Club Inc
- > Playgroup SA Incorporated
- > Port Neill Progress Assoc
- > Port Pirie Regional Council
- > Probus Club of Wallaroo Inc
- > Public Library Services of SA
- > RAA
- > Radio for the Third Age Inc
- > Reedbeds Community Centre (Fulham CC)
- > Resthaven Inc
- > Reynella Neighbourhood Centre Inc
- > Ripples Community Arts Inc
- > Royal Society for the Prevention of Cruelty to Animals (SA) Inc
- > Wellbeing and Resilience Centre SAHMRI
- > Sand Writers Inc
- > SA Retirement Villages Assoc
- > Shaping Futures Inc
- > Simplus Australia
- > Smith Impress
- > Socially Connected Solutions
- > Solstice Media Ltd
- > South Australian Council of Social Service
- > South Australian Health & Medical Research Institute Limited (SAHMRI)
- > Southern Volunteering (SA) Inc
- > State Theatre Company of South Australia
- > Story Gatherers
- > Strath Neighbourhood Centre Inc
- > Strathalbyn Children's Centre
- > Test Kitchen SA
- > The Australian Centre for Social Innovation (TACSI)
- > The Probus Club of Gawler
- > The Yankalilla & Districts Community Men's Shed Inc
- > Think Human
- > Trinity Gardens Bowling Club Inc
- > United Way SA
- > Uniting Church in Australia Property Trust (SA)
- > Uniting Communities
- > Unitingcare Wesley Bowden
- > University of Adelaide
- > University of SA
- > University of the Third Age – Murraylands and South Coast
- > Vergina Greek Women's Cultural Society
- > Whyalla Aged Care Inc
- > Woodcroft Morphett Vale Neighbourhood Centre Inc
- > Yankalilla District Council

APPENDIX

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- > Page 2 – Photo courtesy of G. Hall
- > Page 29 – Wayfinding Project 2018 – Photo courtesy of City of Norwood, Payneham and St Peters
- > Page 33 – John Boxer – Photo courtesy The Healing Foundation
- > Inside back cover – Photo courtesy of K. Sanderson

A group of volunteers in red shirts are working in a field. One person in the foreground is wearing a red shirt and a pink hat, looking towards the left. Another person in the background is wearing a red shirt and a grey cap, with "VOLUNTEER On the Wildside" printed on the back. They are standing near a large net structure. The background shows trees and a clear sky.

PHOTO CREDITS

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For more information

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