



2022-26

AGEING WELL LATROBE ACTION PLAN

Our Vision for Positive Ageing in Latrobe

Latrobe City Council acknowledges that it operates on the traditional land of the Brayakaulung people of the Gunaikurnai nation and pays respect to their Elders past and present.





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languages other than English, or in
other formats, please contact Latrobe
City Council on 1300 367 700

Mayor's Message

Ageing Well Latrobe is our community's plan to help shape a healthy, safe and resilient community for older people to live. In developing this plan we have listened to the needs of our community, reviewed the health and wellbeing data and included the key principles of *Living Well Latrobe our Municipal Public Health and Wellbeing Plan 2022-2025*.

Living Well Latrobe provides a well evidenced and strong basis for this plan. It also assists us to integrate the work across Council to provide a coordinated approach.

Our community has many strengths and has shown resilience through major challenges and change. This plan seeks to highlight how we can build on these strengths to support the whole of community to age well in a way that is meaningful to them. Our existing partnerships,

programs and participation from community will be the important parts to successfully achieving this. Our commitment is to continue to engage and review our objectives as we progress and carefully consider the needs of our ageing community so they can continue to live well. I encourage everyone to join us on this journey and help improve the health and wellbeing of our community.

Cr Kellie O'Callaghan
Mayor, Latrobe City Council





1

We are committed to evidence-based practice, which is informed by community input and evaluation.

2

We build on what we already have by celebrating our community and utilising our built and natural assets to enhance health and wellbeing.

3

We integrate health and wellbeing objectives across all aspects of Council planning and policy.

4

We ensure that our actions have a focus on affordability, accessibility and inclusivity.

5

We focus on prevention.

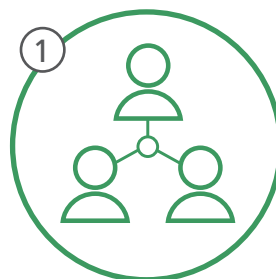
6

We acknowledge that some people will experience poorer health outcomes depending on their physical and social environments.

Guiding principles to deliver this plan

Six principles for action support this plan and should be front of mind when implementing any actions associated with this plan.

Priority areas



Support

Supporting our community members as they age



Safe

Identifying and responding to key community safety priorities and needs



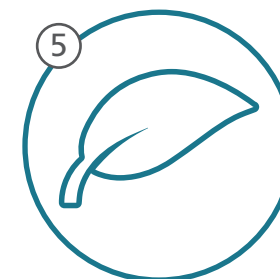
Healthy and active

Supporting everyone to achieve their best physical and mental health



Resilient and supported

Working together to build a resilient, connected and adaptive community



Natural and built environments

Considering the connection between health and our physical environments

'Ageism'

According to the World Health Organisation (WHO) '...ageism can take many forms, including prejudicial attitudes, discriminatory practices or policies that perpetuate ageist beliefs. It can obstruct sound policy development, and it can significantly undermine the quality of health and social care that older people receive."

"No matter their age, background or gender, most people want to be part of our whole community. They want to be valued for their contribution and treated with respect.

To age well requires our community to have a positive view of older people. It means recognising their ability to contribute to society and the economy. But many older people talk about their experience of 'becoming invisible' as they age. They are concerned their needs are often not acknowledged within the wider community.

Being treated differently because of your age can lead to feeling vulnerable and can erode self-esteem."

Ageing Well in Victoria. An action plan for strengthening wellbeing for senior Victorians 2022–2026

Understanding the makeup of our community, the uniqueness and individuality that exists within our population, promoting equity of access to jobs for older people, having an appreciation of the social and economic conditions currently and into the foreseeable future will help foster a positive experience of ageing.

This Action Plan aims to address ageism by creating opportunities within the community to respect, consider and plan for the needs of older people within the wider context.

Latrobe City demographics

Our older population



34.9% of our community in Latrobe are over 55 years old



The largest increase in people between 2016 and 2041 is predicted to be in ages 70+



Walking, gym and swimming are the top three sport people over 65 engage in

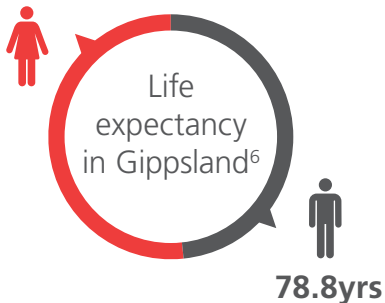


13.4% of people in Latrobe are volunteers



40% of library members are aged 55+

83.4yrs



84.3yrs



- 34.9% of our community in Latrobe are over 55 years old, compared with 28.28% across the State¹
- In Latrobe, the largest increase in people between 2016 and 2041 is predicted to be in ages 70+, representing around 15% of the total population⁴
- Walking, going to the gym and swimming are the top three sport and physical recreation people over 65 engage in²
- In Gippsland, life expectancy from birth for Men is 78.8 and 83.4 years for women. In Victoria life expectancy is 81.9 for Men and 84.3 for Women⁶
- Just 13.4% of people in Latrobe volunteer, which has decreased since 2016³
- 40% (3510) of library members are aged 55+⁵

Fig 1. Percentage of people over 55 years in each township.

Boolarra	43%	Traralgon	32%
Moe	40%	Tyers	32%
Yinnar	36%	Toongabbie	31%
Newborough	36%	Glengarry	30%
Morwell	36%	Traralgon South	27%
Yallourn North	33%	Gippsland	39%
Churchill	32%	Victoria	28%

1. Remplan 2021
 2. Ausplay Survey 2021
 3. Department of Health Victoria 2020
 4. Forecast ID 2022
 5. Latrobe City Libraries August 2022
 6. Australian Bureau of Statistics 2018-2020



Transition of Service

If you need help to find your way to access support or information please call Latrobe City on 1300 367 700.

The Ageing Well Latrobe Action Plan 2022 - 2026 acknowledges council's transition from delivery of support under the Commonwealth Home and Support Programme.

Council transitioned the delivery of Commonwealth funded Aged Care (over 65s) and the State funded Home and Community Care Program for Younger People (under 65's) programs and services from 30 June 2022 to private providers. The transition is in line with current and future changes to the Aged Care system being overseen by the Commonwealth Government.

Council has supported the transition of clients to new and existing incoming providers with careful consideration.

During the transition Latrobe City Council undertook a review to inform its future role and focus in supporting the health and wellbeing of people in the municipality as they age. The main principles of the review have been included in this plan.

Council Plan 2021 – 2025

The Latrobe City Council Plan 2021 – 2025 sets the scene for the next four years as we work to address community priorities and outline a long-term vision for a future rich in culture, community and economic opportunity. This Plan works in concert with our Municipal Health and Wellbeing Plan as part of a holistic approach.

The Latrobe City Community Vision

In 2031 Latrobe City will be known for being smart, creative, healthy, sustainable and connected. It will be the most liveable regional city and at the forefront of innovation. Working together we are a diverse, connected and resilient community, supporting the equitable diversification of our economic base and transition towards a low emissions future. We are known as a community that is equitable, liveable and sustainable, with a continued focus on healthy lifestyles supported by high quality recreational and cultural facilities and a natural environment that is nurtured and respected.



Strategic Directions

Smart

Latrobe City has a highly skilled workforce, access to education and training and we are invested in growing the capacity of our community, supporting innovation and invention. We are focused on creating opportunities and exploring health innovation, digital industries, alternative energy and value-added advanced technology and manufacturing. We support diversification of our industrial base and the development of opportunities for highly skilled employment into the future.

Creative

We have a vibrant and diverse community where there are various opportunities for arts, culture and tourism. Our City has a range of arts and creative opportunities for community to engage in creative expression and develop social connectedness. We are invested in the exceptional presentation of our City through public works across our interconnected townships and enhancement of our distinctive landscape features.

Healthy

Our vision is that Latrobe has a culture and environment that promotes and supports health and wellbeing for all. We will work together to significantly improve health and wellbeing outcomes and reduce inequalities. We will celebrate the places, people and cultures that make this a distinctive, vibrant and creative community. While we continue to build on our community's recognised and proven capacity for connection, social participation, volunteerism and care for one another. Our community's health, wellbeing and safety will be assured with abundant green spaces that are accessible, inclusive and safe. We maintain our focus on preventative measures to promote positive health outcomes for all generations by ensuring Latrobe is a healthy place to live, learn and work. We continue to prioritise opportunities to overcome shared barriers we face as we focus on achieving improved health outcomes for our community.

Sustainable

Our City has natural features and liveable areas that are easy to access and our beautiful environment is our heart and pride. We have provided a healthy environment for our community and for future generations while supporting meaningful employment and lifelong opportunities.

Connected

A regional City which recognises the connectedness between our goals and towns and efficiently utilises the assets that we have for the benefit of our whole community while protecting the environment.

Health & Wellbeing

Living Well Latrobe 2022 – 2025, our community's Health and Wellbeing Plan, describes how Latrobe City Council will work with the community and partners to maintain and improve health and wellbeing for everyone. Living Well Latrobe is connected to the Council Plan 2021-2025, which focuses on five pillars for strategic action: Creative, Sustainable, Connected, Smart and Healthy.

Living Well Latrobe has four priority areas identified as important to the needs of Latrobe City. These key priority areas also guide the Ageing Well Latrobe objectives and actions. Council plays an important role in promoting and improving public health and wellbeing. Council delivers a range of programs, services and initiatives as well as partnering with the community and our health partners to achieve this. Living Well Latrobe identifies a range of strategic objectives and Council's role in working with the community and our partners, which may include delivering, partnering, advocating or a combination of these. The plan demonstrates our shared work and provides a framework for evaluating its impact. Latrobe City Council will report annually against the objectives, which will detail the actions and activities undertaken and how they have been evaluated. This plan aims to address the broader influences on health and empower the community to improve health and wellbeing.

Living Well Latrobe guides the work of other plans, strategies and actions developed by Council and supports the application of health and wellbeing principles across Council.



External frameworks & strategies that promote positive ageing

World Health Organisation Age Friendly Cities Framework

Guiding tools to help communities to evolve in an age-friendly way is being led by the World Health Organisation (the WHO), with the International Federation on Ageing

The WHO says:

“An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active, even at the oldest ages and provides appropriate support to those who can no longer look after themselves”.

Consistent with the WHO Age Friendly Cities framework, the Latrobe City Council Ageing Well Latrobe Strategy and Action Plan includes the eight WHO focus areas and highlights Latrobe City Council’s commitments within the context of these themes:

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

Victorian Health and Wellbeing Plan 2019 – 2023

A Victoria free of the avoidable burden of disease and injury so that all Victorians can enjoy the highest attainable standards of health, wellbeing and participation at every age.

The Victorian Public Health And Wellbeing Plan 2019–2023 sets the direction and provides a framework for coordinated action, ensuring Victorians of all ages are afforded the opportunity for optimal health and wellbeing so they can participate fully in their community, in education and/or in employment.

The 10 priorities for health and wellbeing in the Plan are:

1. Tackling climate change and its impact on health
2. Reducing injury
3. Preventing all forms of violence
4. Increasing healthy eating
5. Decreasing the risk of drug-resistant infections in the community
6. Increasing active living
7. Improving mental wellbeing
8. Improving sexual and reproductive health
9. Reducing tobacco-related harm
10. Reducing harmful alcohol and drug use

Ageing Well in Victoria

'An action plan for strengthening wellbeing for senior Victorians 2022-2026' outlines the Victorian Government's vision to strengthen wellbeing for senior Victorians.

The action plan outlines the Victorian Government's commitment to support people to age well and enjoy the benefits of living longer, as respected members of our community. More than one in five Victorians are aged 60 and over, and our older population is growing faster than any other age group.

What the Victorian Government will do

Action areas

To address the priority issues of older people, the government will deliver on this action plan in four priority areas.

Priority action area Outcome

Resilient, connected seniors	Older people have a sense of purpose through social, cultural and intergenerational connections.
Tech-savvy seniors	Older Victorians can take part in the digital world. Those who can't do not experience discrimination and can access services via other means.
Valuing senior Victorians	Reduced ageism and increased visibility and appreciation of older people as valued and contributing Victorian citizens.
Health self-care	Healthcare advances driven by the pandemic improve the health of older people and their ability to protect themselves.

Commissioner for Senior Victorians Survey Report 2020

Before the Coronavirus (COVID-19) pandemic, the Commissioner for Senior Victorians surveyed approximately 5,000 older Victorians. The Commissioner asked what it means to age well, the barriers to ageing well and the opportunities to better support ageing well. The outcomes were released in the 2020 report, *Ageing well in a changing world*. The report details issues of concern to seniors and opportunities to improve their quality of life. The action plan includes actions to support older Victorians to achieve and live with the eight attributes of ageing well the Commissioner identified:

1. A positive attitude
2. Life has purpose and meaning
3. Respected and respectful
4. Connected to family, friends and society
5. In touch with a changing world
6. Safe and secure at home and financially
7. Able to manage health issues including mental health
8. Able to get around

Community Consultation

What you told us

Your Latrobe Community Survey 2021

Community and health partner engagement has informed the development of Living Well Latrobe and Ageing Well Latrobe. This plan incorporates the aspirations of our community identified through the *Your Latrobe* engagement in 2021, as well as the priorities identified by further community consultation activities in May 2022.

As part of the engagement process we asked a Community Panel of Latrobe City residents to share their vision for a healthy Latrobe. Their vision included an aspiration to create a collaborative plan that advocates for our community's health and wellbeing by focusing on affordability, accessibility and inclusivity. Following this an in-depth survey was completed by 1463 community members. The survey invited community members to share their thoughts on current and future challenges that our regional City will face in the coming years and decade. The Your Latrobe engagement process informed the priorities and objectives within this plan.

Ageing Well in Latrobe Community Consultation Sessions 2022

INCITE information and Latrobe City Council undertook a review, with a community consultation, to inform Latrobe City Council's future role in supporting the health and wellbeing of people as they age.

The review aimed to:

- Identify significant gaps and/or opportunities arising from Council's decision to exit direct service delivery within the Commonwealth Home Support Programme and Home and Community Care Programme.
- Inform Council's upcoming review of its Positive Ageing Strategy and Action Plan.

The review informed the development of a proposed new strategic focus for Latrobe City Council to support people as they age, including the direction for this plan. Key findings from the review included the need for a focus on safety, accessibility and participation within the physical, social and service environments. It also included a description of barriers such as accessing information and support, social isolation and accessibility.

Ageing Well Latrobe Action Plan 2022-26





Support

Supporting our community members as they age

STRATEGIC OBJECTIVE	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
1.1 Collect and disseminate information on community needs and priorities.	Promote Latrobe City Council's new role in supporting people who are aged 55+ years in the municipality and the services/activities that will be available.	Marketing	2022 - 2026
	Develop a range of engagement methods including online and face to face to aid and identify the priorities and needs of people who are aged 55+ years so that they can age more positively.	Communications and Engagement	2023 - 2024
	Utilise networks and partnerships to identify opportunities for consultation and engagement with people aged 55+ years within the municipality.	Active and Liveable Communities	2022 - 2026
	Identify a diverse range of information sharing channels to assist in future communication with people aged 55+ years, community members, external stakeholders and providers of aged care.	Active and Liveable Communities	2023 - 2024

STRATEGIC OBJECTIVE	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
1.2 Develop a coordinated response to identified community needs and priorities.	Implement community consultation and engagement mechanisms for people aged 55+ years.	Communications and Engagement	2023 - 2024
	Map and review participation in service and provider networks in Latrobe City for people aged 55+ years.	Active and Liveable Communities	2023 - 2024
	Develop information about local aged care services and supports; make this information available to the aged community through information channels that they access ensuring that it is also available in alternative formats.	Active and Liveable Communities Regional Assessment Services	2023 - 2024
	Actively participate in relevant network meetings.	Regional Assessment Services	2022 - 2023
	Meet and form relationships with all new Home and Community Care providers.	Regional Assessment Services	2022 - 2024
	Monitor and keep up to date with the implementation of the new Support at Home Program.	Regional Assessment Services	2022 - 2023

STRATEGIC OBJECTIVE	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
1.2 Continued	Engage with networks and service providers to deliver information sessions/awareness raising sessions for people aged 55 + years on topics including: <ul style="list-style-type: none"> • Coping with dementia, • Coping in the heat, • The importance of checking heaters in winter, • Thunderstorm asthma, • Falls prevention etc. 	Active and Liveable Communities	2022 - 2026
	Support Senior Citizen's Groups and their activities.	Active and Liveable Communities	2022 - 2026
	Utilise the Positive Ageing Community Engagement Group to assist with planning Council service provision of the needs of people aged 55+ years.	Active and Liveable Communities	2022 - 2026
	Advocate to external stakeholders on the challenges/needs and aspirations of community members aged 55+ years.	Active and Liveable Communities	2022 - 2026
	Build the organisation's capacity to apply a positive ageing lens when planning programs/renewal projects/project implementation.	Active and Liveable Communities	2023 - 2024
	Engage with carer support groups to learn about needs, priorities and barriers experienced and provide advocacy support.	Active and Liveable Communities	2022 - 2026



Safe

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
2.1 Promote, support and develop place-based programs and partnerships that support community safety, resilience and inclusion	Deliver programming aimed at engaging non-traditional users of Latrobe Leisure, as well as priority and diverse groups that have been identified by Living Well Latrobe.	Latrobe Leisure	2022 - 2026
	Collate community safety information that is tailored to the needs and interests of people aged 55+ years and make this available on the Latrobe City website, social media and in hardcopy (newsletter, information sheet or directory).	Active and Liveable Communities	2024 - 2025
	Support and partner to deliver a range of events and awareness activities that provide social connection opportunities and promote harmony.	Active and Liveable Communities	2023 - 2024
	Carry out community safety projects which improve the perception of safety within our community, ie. increased connections through underpasses and the late night project in Traralgon.	Active and Liveable Communities	2022 - 2026
	Discuss perceptions of safety with people aged 55+ years to enable monitoring of areas of concern in local reserves and to identify possible improvements where practicable.	Sustainability and Environment	2023 - 2024
2.2 Strengthen environments, cultures, and capacity among individuals, organisations and communities to promote gender equity	Enhance understanding of gender equity in our community by holding public events, posting information to social media and increasing internal gender equality training.	Active and Liveable Communities	2022 - 2026

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
2.3 Take a preventative and whole of community approach to reduce harm from gambling, tobacco, alcohol and other drugs	Support Community Health Service providers to promote education and awareness campaigns to reduce harm from gambling, tobacco, alcohol and other drugs for people who are aged 55 + years in our community.	Active and Liveable Communities	2024 - 2025
	Utilise Latrobe City Council facilities for gambling diversionary programs.	Active and Liveable Communities	2024 - 2025
	Include problem gambling and drug and alcohol service and referral information in visible locations throughout Latrobe City Libraries.	Libraries	2022 - 2026
	Investigate programs and services to reduce gambling harm.	Libraries	2023 - 2024
2.4 Work with the community and stakeholders to reduce the incidence of family violence, men's violence against women, elder abuse and all forms of violence and abuse	Support capacity building programs and awareness raising campaigns for International Women's Day, the 16 Days of Activism Campaign and World Elder Abuse Day. Encourage the use of images that include people aged 55+ years and utilise promotional channels that are appropriate to this age cohort.	Active and Liveable Communities	2022 - 2026
	Encourage Latrobe City staff and community participation in bystander training to raise awareness of all forms of violence and abuse.	Active and Liveable Communities	2022 - 2026



Healthy & Active

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
3.1 Enhance food security by: <ul style="list-style-type: none"> Supporting local sustainable food systems Improving access to healthy affordable food Supporting people to access food relief when required 	Promote the following to organisations, services and community groups and networks who interact with people aged 55+ years in the municipality: <ul style="list-style-type: none"> The Latrobe City Seed Library as a way for people to grow their own food. The Emergency Relief Providers brochure so that people can access food relief when required. 	Libraries	2022 - 2026
	Continue to make available the Moe Library Community Kitchen to groups who would like to use it for food relief.	Libraries	2022 - 2026
	Hold 'how to grow your own food' workshops and cooking demonstrations in Library branches and promote the physical and digital collection that supports these activities.	Libraries	2023 - 2025
	Continue to make free tea/coffee available to patrons at all Library branches across Latrobe City.	Libraries	2022 - 2026
	Ensure that people who are aged 55+ years are considered in the implementation of Healthy Choices Guidelines at Latrobe City Leisure.	Latrobe Leisure	2022 - 2026
	Advocate and partner with Community Health Services to deliver consistent food security information and messaging.	Active and Liveable Communities	2022 - 2026

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
<p>3.2 Support a diverse range of opportunities for people to engage in sport, leisure, and recreation with a focus on affordability and accessibility.</p> <p>Strengthen partnerships between organised clubs/groups and Council to support delivery of programs related to physical activity and positive mental health.</p>	Provide support and guidance for user groups to deliver accessible and inclusive programs.	Latrobe Leisure	2022 - 2026
	Update the Latrobe City image library to include images of people who are aged 55+ years and use these in all promotional campaigns.	Communications	2022 - 2026
	Research the availability of modified activities that are suitable for people aged 55+ years. Promote these programs to the community and stakeholders who work with or have an interest in people who are aged 55+ years.	Latrobe Leisure	2022 - 2026
	Identify Health and Wellbeing Programs that are successfully engaging people aged 55 + years. Promote and advocate for these programs to the relevant Council departments.	Active and Liveable Communities	2023 - 2024
	Support Latrobe Leisure to plan and engage with priority populations and encourage greater use of facilities by these groups.	Active and Liveable Communities	2022 - 2026

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
3.3 Increase and promote incidental physical activity opportunities, active play and transport (for recreation and transport).	Develop programs for people aged 55+ years and promote these to the community.	Latrobe Leisure	2022 - 2026
	Partner with Recreation and Open Spaces to increase connectivity and accessibility of shared paths within the municipality.	Active and Liveable Communities	2023 - 2024
	Promote the Latrobe City Recreation Mobile App to encourage a range of activities, incidental exercise, active transport and spending time outdoors.	Marketing	2022 - 2023
	Work with the Positive Ageing Community Engagement group to provide input into the development of the Active Transport Strategy and the Public Open Space Strategy and the review of the Play Space Strategy. ¹²	Recreation and Open Space	2022 - 2026
3.4 Support a diverse range of opportunities for people to engage in creative arts programs and events, with a focus on affordability and accessibility. Promote engagement with creative arts as a way to improve social inclusion and positive mental health.	Promote creative arts programs to people aged 55+ years to encourage engagement.	Creative Arts	2023 - 2024
	Continue to offer a range of free and low-cost creative arts programs to people who are aged 55+ years and encourage participation.	Creative Arts	2022 - 2026
	Partner with community organisations to provide greater access to creative arts programming for people who are aged 55+ years.	Creative Arts	2022 - 2026
	Continue to provide Access Pricing at Gippsland Performing Arts Centre as a social inclusion strategy.	Creative Arts	2022 - 2026
	Investigate ways to develop natural arts programs in reserves.	Sustainability and Environment	2023 - 2024
	Deliver a year-round calendar of events, including sporting and cultural events that offer social and wellbeing benefits to community members.	Events and Tourism	2022 - 2026
	Promote spaces available within facilities for non-traditional leisure activity.	Latrobe Leisure	2022 - 2026

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
3.6 Increase opportunities for a diverse range of community members to participate in the co-design of Council services, events or programs.	Utilise the Positive Ageing Community Engagement Group for advice on the needs of people aged 55 + years when planning Council service delivery.	Active and Liveable Communities	2022 - 2026
3.7 Build understanding of the key factors that influence a person's mental wellbeing, and promote prevention initiatives that support positive mental health and wellbeing.	Promote the positive mental health benefits of spending time in the natural environment; encourage a wide range of organisations to consider the natural environment in prevention and treatment programs	Sustainability and Environment	2023 - 2024
	Continue to facilitate the delivery of Mental Health First Aid Training to staff within the organisation.	People and Culture	2023 - 2026
	Continue to support positive mental health initiatives for staff in the organisation.	People and Culture	2022 - 2026
	Investigate the Beat the Street Program and aim to deliver this with external support.	Active and Liveable Communities	2023 - 2024
3.8 Support community health and disease prevention initiatives and consider policy changes at Council that focus on: <ul style="list-style-type: none"> • Reducing obesity • Making healthy food choices easier • Encouraging increased water consumption • Advertising and promoting healthy food 	Develop benefit focused messaging to assist people to make the connection between health and physical activity and food choices.	Latrobe Leisure	2023 - 2024
	Promote the benefits of physical activity in the outdoors and the health benefits of spending time in the natural environment; encourage a wide range of organisations to consider the natural environment in prevention and treatment programs.	Sustainability and Environment	2022 - 2026
3.9 Develop a policy around health promotion messages and campaigns supported by Council.	Participate in an organisational wide working group for the development of a Council Health Promotion Policy which addresses positive ageing and the challenging of ageist/ageism attitudes.	Active and Liveable Communities	2024 - 2025



Resilient & Supported

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
4.1 Engage with and support our communities to prepare for and be resilient to the challenges of emergencies and disasters.	Continue to support a Vulnerable Person Register, so that the people identified can be supported in the event of an emergency or natural disaster.	Emergency Management	2022 - 2026
	Offer information sessions for emergency and disaster preparedness including publications and information sheets that assist community members to be more prepared. This resource will be available on the Latrobe City website and in hard copy by request. Promote through appropriate networks and communications channels for people aged 55+ years so that they are kept informed.	Emergency Management	2022 - 2026
4.2 Support the Latrobe community to mitigate and adapt to the impacts of climate change.	Promote education and awareness messaging around coping in extreme weather for people aged 55 + years and how the community can look out for their neighbours, friends and family members on extreme weather days.	Active and Liveable Communities	2022 - 2026

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
4.3 Encourage community-led initiatives, programs and events through the community grants program. The grants program supports groups and organisations to be inclusive, welcoming, encourage physical activity and positive mental health and wellbeing and support the principles within this plan.	Review the Community Grants and Sponsorship Program Guidelines in line with the current Municipal Public Health and Wellbeing Plan.	Active and Liveable Communities	2022 - 2023
	Promote Community Grants and Sponsorship Program Community Information sessions to a broad range of community groups and user groups in the municipality.	Latrobe Leisure Active and Liveable Communities Events and Tourism	2022 - 2026 2022 - 2026 2023 - 2024
	Support community groups who engage with people aged 55+ years to apply for Latrobe City Community Grants.	Active and Liveable Communities	2022 - 2026
4.4 Encourage utilisation of free public Wi-Fi to increase digital connectivity, literacy and inclusion.	Library staff to continue to promote Latrobe City's free Wi-Fi facility to community members.	Libraries	2022 - 2026
	Continue to deliver programs at Latrobe City Libraries to enable people to learn how to navigate digital platforms, government websites, smart phone Apps etc. Deliver new programs as appropriate.	Libraries	2023 - 2025
	Promote access to free public Wi-Fi in Council Buildings and Facilities.	Communications	2022 - 2023

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
4.5 Identify the barriers to social inclusion, including working within Council, with partners and in collaboration with the communities that are most affected.	Work with the Positive Ageing Community Engagement Group to identify barriers to social inclusion for people who are aged 55+ years.	Active and Liveable Communities	2022 - 2026
	Work with the Positive Ageing Community Engagement Group to deliver an annual Positive Ageing Festival which includes opportunities for people aged 55+ years to provide feedback on issues that are currently impacting them and their needs for the future.	Active and Liveable Communities	2022 - 2026
	Prioritise inclusiveness, target marginalised groups including people who are aged 55 + years in Library programming.	Libraries	2023 - 2024
	Older people from culturally diverse backgrounds and Aboriginal and Torres Strait Islander people have the opportunity to provide input into appropriate ways to celebrate diversity in the municipality.	Active and Liveable Communities	2022 - 2026
	Promote Latrobe City Community Groups and Information Forums through channels that people aged 55+ years engage with.	Active and Liveable Communities	2022 - 2026
	Promote the benefits of volunteering and encourage people aged 55+ years to volunteer in the community.	Active and Liveable Communities	2022 - 2026
	Encourage and support community members to volunteer in Council programs such as the Visitor Information Centre.	Events and Tourism	2023 - 2024

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
4.6 Support initiatives that create positive employment opportunities for people of all ages and abilities.	Develop successful case studies and actively promote these inside and outside the organisation.	People and Culture	2024 - 2025
	Explore opportunities to promote the organisation as an employer for people who are aged 55+ years.	People and Culture	2024 - 2025
	Provide assistance to job seekers who experience difficulties with the organisation's online recruitment processes.	People and Culture	2023 - 2024
	Continue to update the Latrobe City image library to include images of people that are aged 55+ and use these in promotional and employment recruitment campaigns.	Communications	2022- 2023
	Conduct a workshop designed to assist women to understand what they need to do to start their own business.	Business Development	2023 - 2024
	Promote resources, support and equipment that are available at Latrobe City Libraries to assist people who are looking for employment.	Libraries	2022 - 2026
	Anyone wishing to start a business in the Latrobe City Council boundaries will have access to the Business Concierge Service and other workshops and seminars that are facilitated by Council.	Business Development	2022 - 2026
4.7 Ensure Council services and events remain affordable, welcoming and accessible for all.	Identify a range of information channels to better communicate with older people who live in or visit the municipality.	Communications and Engagement	2023 - 2024
	Promote the availability of information in alternative formats or languages, through TTY or through Interpreters upon request.	Active and Liveable Communities	2022 - 2026
	Library program fees to be kept at low cost or no cost.	Libraries	2022 - 2026



Nature & Built Environments

STRATEGIC OBJECTIVES	ACTIONS	RESPONSIBLE TEAM	TIMEFRAME
5.1 Council programs and events value and promote engagement with walking, cycling, nature and open space.	Engage the Positive Ageing Community Engagement Group when undertaking strategic planning.	Recreation and Open Space	2022 - 2026
	Promote walking tracks, rail trails and the Latrobe City Mobile Recreation App to encourage activity, incidental exercise and active transport.	Recreation and Open Space	2023 - 2024
	Develop programs which utilise the regions natural reserves and bushland to encourage interaction with nature	Sustainability and Environment	2023 - 2024
5.2 Apply where possible Healthy Active by Design principles when planning open space and neighbourhoods	Consult the Positive Ageing Community Engagement Group when undertaking upgrades to community assets or public open spaces.	Recreation and Open Space	2022 - 2026
	Apply the requirements of the Latrobe Planning Scheme (including Healthy by Design Principles) when assessing subdivision and Development Plans across the municipality.	Planning	2022 - 2026
5.5 Encourage individuals and communities to plan for, create and maintain a healthy environment that fosters community connectedness	Commence a Planning Scheme Amendment to introduce recommendations from: <ul style="list-style-type: none">• The Social and Affordable Housing Strategy, and• The Morwell Activity Centre Plan.	Planning	2024 - 2025
	Encourage individuals to consider becoming volunteers for our Reserve Community Asset Committees	Sustainability and Environment	2022 - 2026



Reference Documents

1. Latrobe City Positive Ageing Strategy and Action Plan 2017 - 2021
2. Latrobe City Municipal Public Health and Wellbeing Plan 2021 - 2025
3. Latrobe City Disability Access & Inclusion Plan 2022 - 2025 (Draft)
4. Latrobe City Council Plan 2021 - 2025
5. Digital Literacy and Older People. How older people communicate and use technology, June 2021 City of Port Phillip
6. Framing Age Message Guide, Southern Melbourne Primary Care Partnership
7. INCITE information Aged Care Future Focus Report, June 2022 (prepared for Latrobe City)
8. World Health Organisation Age Friendly Cities Framework
9. Victorian Department of Health Guide to Municipal Health and Wellbeing Planning
10. Victorian Health and Wellbeing Plan 2019 - 2023
11. Victorian Government's Ageing Well Action Plan 2022 - 2026
12. Active Transport Strategy to be developed
 - Public Open Space Strategy (review subject to funding)
 - Play Space Strategy to be included in Public Open Space Strategy (review subject to funding)



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Service Centres & Libraries

Morwell

Corporate Headquarters

141 Commercial Road, Morwell

Morwell Library

63-65 Elgin Street, Morwell

Moe

Moe Service Centre and Library

1-29 George Street, Moe

Traralgon

Traralgon Service Centre and Library

34-38 Kay Street, Traralgon

Churchill

Churchill Community Hub

9-11 Philip Parade, Churchill