



Positive

Ageing Strategy 2014

**"Older people enriching
our community through their
wealth of life experiences
and knowledge."**





Contents

Mayoral Message	3
Our Community Outcomes	4
Introduction.....	5
Developing The Positive Ageing Strategy.....	6
What Council Will Be Doing - Action Plan.....	7-11
What Council Has Done	12
The New Zealand Positive Ageing Strategy 2001	13
The Supporting Social Wellbeing Strategic Framework 2010	14
How Many Older People Are There Now & In The future.....	15-19
What Council Wants To Achieve.....	20-27
How Will We Know How We're Doing? Monitor & Review.....	28
Bibliography	29
Useful Contacts	30
Appendix One	31-32
Appendix Two	33

Mayoral Message

Tena koutou, “Great living for a sustainable future” is our vision for the Hastings District and we will need to rely on the continued support, vitality and contributions of our older citizens to achieve this.

Older people are valuable resources and fulfil a number of important roles within our community; they are volunteers; paid workers; community leaders; mentors and important family members.

It is important that Council understands how it can best support the wellbeing of older people in our community so that they can live a fulfilling and enjoyable life that enables their active participation in both the economy and community; in ways that they choose.

This Strategy is a vehicle to achieve this in an integrated and comprehensive manner.

Ka nui nga mihi ki a tatou katoa, tatou, tatou, na



Lawrence Yule
Hastings Mayor



Our Community Outcomes

The Council's vision for the Hastings District "Great Living for a Sustainable Future" and the corresponding Community Outcomes as adopted in the Council's 2012/2022 Long Term Plan are outlined in Appendix 1.

Many of the actions contained in this Strategy directly contribute towards these Community Outcomes and in doing so contribute both to the wellbeing of older people and the wider advancement of the District.



Introduction

Today, when compared to previous generations, many of our older people are living longer and healthier lives, they are actively engaged in employment for longer and make significant contributions to the community through volunteer work. Older people enrich our community through their wealth of life experiences and knowledge.

The Council acknowledges the enormous value of wisdom and talent that older adults bring to this District and wish to support them to age positively. Supporting fundamental components of positive ageing such as housing, health, wellbeing, and financial security help to provide a platform from which older adults can more readily participate in the community and economy in ways that they choose.

The Council's 'Supporting Social Wellbeing Strategic Framework' outlines Council's approach to the promotion of social wellbeing in the District which is primarily achieved through the support

it provides the community, and the groups within the community. 'Older persons' are a priority group within this Strategy.

While this Strategy primarily relates to what Council will do to benefit older people in the District it acknowledges that meaningful gains in this area will require the combined effort of a number of agencies, organisations and community groups. Where relevant, the Strategy describes what collaborative work Council is involved in and who it is working with in order to achieve mutual objectives, to benefit older adults. To gain a fuller picture of what is happening for

older people in the District the Strategy provides specific "case studies" which highlight activities being undertaken by groups other than Council.

Like the total New Zealand population, the population of the Hastings District is ageing. The challenges of an ageing population are well documented and while the Council is aware of such issues, it takes a strengths based approach to the ageing population by highlighting the significant benefits older people bring to our District.



Developing

The Positive Ageing

Strategy 2014

This Strategy builds on the Council's Positive Ageing Strategy 2007 and consultation with the Hawke's Bay Regional Positive Ageing Forum, the Council's Disability Reference Group, discussions with community groups within the ageing sector, and older adults.

The Hawke's Bay Regional Positive Ageing Forum is comprised of people who provide services, advocacy and support to the ageing community within the territorial areas of the Wairoa District Council, the Napier City Council, the Hastings District Council and the Central Hawke's Bay District Council. The forum meets quarterly and is administered and managed by its member councils collectively. The overall purpose of the forum is to improve the quality and effectiveness of services provided to the ageing community living within the Hawke's Bay region and thus contribute to their wellbeing.

What Council will be doing:

ACTION PLAN

What action the Council plans to take to support the wellbeing of older people in the District is the most important part of this Strategy.

In light of this, the Action Plan sits at the front of the Strategy and the rationale to support those actions sits behind it. This Action Plan identifies activities that Council will undertake towards the following positive ageing goals:

- Older people are valued and respected
- Older people encounter no barriers to mobility
- Older people fully participate in society
- Older people can be financially secure in their retirement
- Older people feel safe, ageing positively in place
- Older people enjoy an active, healthy lifestyle
- Services and facilities appropriate to older people are provided.

The department of Council responsible for leading these actions is also identified, however to achieve these goals it is important that all departments of Council are aware of other department's actions, and work together in their implementation.



GOAL	ACTION	WHO	WHEN
6.1 Older people are valued and respected	<ul style="list-style-type: none"> a) Ensure that older people are consulted and involved in matters that affect them b) Continued (shared) administration of and participation in the Hawke's Bay Regional Positive Ageing Forum c) Continue to administer the Contestable Fund to address current and future needs including the provision of services and facilities for an ageing population. 	<p>Council</p> <p>Strategy & Development, relevant Councillors & officers</p> <p>Community Facilities & Programmes</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p>
6.2 Older people encounter no barriers to mobility	<ul style="list-style-type: none"> a) Ensure that infrastructure is planned with older peoples' needs in mind b) Where barriers are identified for older people, assess whether they can be adequately remedied c) Ensure older peoples' needs are considered when contemplating disability audits of the District's central business districts and other public spaces d) Ensure that mobility carparks are well sited to meet the needs of older people e) Council will consider additional mobility car parks when sections of the roading network are upgraded f) Ensure that community seating, bus shelters and pedestrian crossings are suitably located to encourage the use of public and active (for example, walking) transport by older people g) Advocate to Hawke's Bay Regional Council for a public transport system that is affordable and appropriate to the needs of older people h) Provide a safe, well maintained network of footpaths that are suitable for older pedestrians, wheelchairs and mobility scooters 	<p>Asset Management</p> <p>Asset Management</p> <p>Asset Management</p> <p>Planning & Regulatory Services</p> <p>Planning & Regulatory Services</p> <p>Asset Management</p> <p>Asset Management</p> <p>Asset Management</p>	<p>On-going</p> <p>On-going</p> <p>When relevant</p> <p>On-going</p> <p>When relevant</p> <p>On-going</p> <p>On-going</p> <p>On-going</p>

GOAL	ACTION	WHO	WHEN
<p>6.3 Older people fully participate in society</p>	<ul style="list-style-type: none"> a) Ensure that the “My Hastings” publication is distributed among retirement villages b) Ensure that communication of relevant local community events (organised by the Council) has a clear strategy for engaging older adults c) Ensure that relevant Council organised events actively consider the needs of older adults. (E.g. for seating, viewing needs etc.). d) Continue to provide space (free of charge) for community groups to meet e) Continue to host events and a range of social programmes (most of which are provided free of charge) aimed at older adults e.g. eBooks; cell phone tutorials and IT sessions f) Continue to provide volunteering opportunities for older adults g) Continue to support individuals and groups within the community to develop initiatives that benefit older adults. h) Ensure that the needs of older adults are considered in the development of Community Plans and Place Based Plans 	<p>Marketing & Communications</p> <p>Marketing & Communications</p> <p>Marketing & Communications</p> <p>Hastings District Libraries</p> <p>Hastings District Libraries</p> <p>Hastings District Libraries</p> <p>Strategy & Development</p> <p>Strategy & Development</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>As and when community plans are developed</p>
<p>6.4 Older people can be financially secure in their retirement</p>	<ul style="list-style-type: none"> a) Commit to maintaining rates as low as possible b) Widely promote Central Government’s Rates Rebates Scheme to agencies and organisations that provide services to older adults. c) Ensure that access to information about the Rates Rebates Scheme can be accessed in a variety of ways – phone; face to face at Council offices; electronically (e.g. e-mail or the Council website) d) Continue to host (free of charge) events that are enjoyed by older adults e) Investigate options that appropriately respond to Council’s ageing workforce, and as agreed implement programmes and / or processes f) Explore options to promote the needs of older workers and what employers can do to provide for an older workforce – and as agreed arrange workshops or seminars 	<p>Council</p> <p>Customer Services</p> <p>Customer Services</p> <p>Communications & Marketing</p> <p>Human Resources</p> <p>Strategy and Development</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>2014/15</p> <p>2015/16</p>

GOAL	ACTION	WHO	WHEN
<p>6.5 Older people feel safe ageing positively in place</p>	<ul style="list-style-type: none"> a) Continue to provide safe, affordable and well maintained housing for eligible older adults. b) Actively encourage and support the establishment of Neighbourhood Support Groups c) Provide an “in home” visit for those eligible for the Rates Rebates Scheme but physically unable to visit the Council offices. d) Continue to offer a housebound delivery service (library books etc.) to those that require this service e) Continue to co-ordinate and administer “Safer Hastings” (World Health Organisation accreditation) f) In the context of emergency management Council will promote resilience within the ageing community by: <p>Reduction – Reduce the impact of hazards through inclusive planning and education.</p> <p>Readiness – Increase the preparedness of the ageing population by working with related community groups, aged care facilities, and carers through the community response plan process.</p> <p>Response – Include age care facilities in the Community Response Plan together with education, planning, to help empower the ageing to plan their own response.</p> <p>Recovery – In the event of an emergency - ensure the ageing community is specifically supported to recover as quickly as possible.</p>	<p>Community Facilities & Programmes</p> <p>Strategy & Development</p> <p>Customer Services</p> <p>Hastings District Libraries</p> <p>Strategy & Development</p> <p>Emergency Management Office</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p>
<p>6.6 Older people enjoy an active, healthy lifestyle</p>	<ul style="list-style-type: none"> a) Support the provision of recreation, education, and fitness programmes by Sport Hawke’s Bay and the Hastings Sports Centre to encourage healthy lifestyles amongst older people b) Introduce exercise classes for older adults at “Flaxrock” at the Flaxmere Community Centre c) Continue to offer “senior” rates at the District pools and free entry to Splash Planet (for those over 65 years of age) d) Consider introducing water aerobics classes at the Clive and Havelock North Village Pools 	<p>Community Facilities & Programmes</p> <p>Flaxmere Community Centre</p> <p>Community Facilities & Programmes</p> <p>Community Facilities & Programmes</p>	<p>On-going</p> <p>2014/15</p> <p>On-going</p> <p>2014/15</p>

GOAL

ACTION

WHO

WHEN

6.7 Services and facilities appropriate to older people are provided

- a) In the design and development of new reserves and recreation facilities ensure that the needs of older people are given consideration
- b) Ensure that all Council owned facilities meet older people's needs for safety and safe access to services
- c) Continue to support and utilise the Council's Disability Reference Group to ensure that Council responds appropriately to disability issues within the District

Parks & Properties

Community Facilities & Programmes

Council & Strategy & Development

On-going

On-going

On-going





What The Council has done

Some highlights of what Council has achieved in the implementation of the Council's 2007 Positive Ageing Strategy are listed below:

- Council helped fund the establishment of an online directory providing information about positive ageing in the region – www.enlivenconnect.co.nz. This website is owned and managed by Enliven.
- The Rates Rebates Scheme has been extensively promoted in a number of ways including home visits, community expos /events and through a variety of media.
- Over the first 2 years of I-Way, approximately \$500,000 has been spent on upgrading intersections to include cut downs and easier access for mobility scooters.
- 40 mobility parking spaces have been provided in Hastings and Havelock North.
- Provision of 'I Skills – IT workshops in the Hastings District Libraries aimed at older adults.
- Development of a bus utilisation programme to encourage older people who have not used public transport to do so. Three months after completing the course, 50 per cent of people who took the course were still using public transport.
- Hosted the inaugural "Opportunities of Ageing" conference in 2013.

Strategic Fit:

The actions identified in this Strategy align with and contribute to the New Zealand Positive Ageing Strategy and the role Council has adopted in supporting social wellbeing in the district.



The New Zealand Positive Ageing Strategy 2001

This National Strategy was launched by the Minister for Senior Citizens in 2001 and was a response to issues arising from the expected growth in the number of older adults as they begin to reach retirement age.

Ten goals guide the development of policies and services across all levels of government and these were developed through nationwide consultation with older people. They reflect the priority areas that were identified to improve opportunities for older people to participate in the community in ways they choose.

The Strategy's 10 goals are used by central and local government to develop their own action plans to improve the wellbeing of older people.

The Strategy's 10 goals are:

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



The Supporting Social Wellbeing

Strategic Framework 2010

The 'Supporting Social Wellbeing Strategic Framework' outlines the Council's approach to the promotion of social wellbeing in its District which is primarily achieved through the support it provides the community, and groups within the community.

'Older persons' are a priority grouping within the Strategy as are young people, Maori and people living in some areas characterised by high deprivation.

The Framework notes that whilst there is evidence that a multi-faceted approach towards social wellbeing is beneficial in addressing the inter-related determinants of social wellbeing, this approach in the past has left the Council stretched as it has attempted to address all aspects of wellbeing.

The focus of the Social Wellbeing Framework is to identify those areas of social wellbeing where Council can have the most impact.

The issues the Council are going to focus its efforts on are: a safe and secure community, a community where people are independent, are able to engage in the economy and add to the prosperity of Hastings and a community that reduces the prevalence of illness and injuries by providing good environments, activities and great lifestyle choices. The Council's focus will be to build on the strengths of the community through supporting community groups, volunteer organisations, and government agencies to deliver good outcomes in the Hastings District.

The Council has described what it wants the District to look like in 2020. In the area of social wellbeing this includes being a place for people in retirement that embraces the ageing population through the support of appropriate facilities and services.

How many Older People are there Now & In The Future



National Population

New Zealand's population has grown steadily over the last 150 years, with the rare exception (such as the late 1970s). In 2013, there were 4.5 million people usually living in New Zealand and this is expected to grow further, reaching 5 million in the mid-2020s and about 6 million in 2061.

New Zealand had average annual population growth of 1.1% between 1991 and 2013. However, population growth is likely to slow as the age structure of the population changes. Proportionately more people of older age mean more deaths and lower rates of natural increase (births minus deaths).

Changing Age Structure

New Zealand, like many countries is ageing both structurally and numerically, with an increasing proportion of people in the older age groups and a declining proportion of children. In New Zealand, the proportion of the population under 15 years of age has declined from around 33% in the early 1960s to 20% in 2011 and is expected to fall to 18% by 2031. The issue is further complicated through different ageing structures between ethnicities.

On the other hand, the population aged 65 years and over has increased from 11% of the total population in 1991 to 13% in 2011. It is expected to reach 21% by 2031. The number of people aged 65 years and over is projected to increase from around 587,000 in 2011 to 1.1 million in 2031, when they will outnumber children. New Zealand's age structure is becoming older. The median age was 29 years in 1951, 37 years in 2011-12, and is projected to increase to 41 years in 2036 and 44 years in 2061.¹ Furthermore, life expectancy is projected to lengthen.

In 2012 life expectancy at birth was 79.7 years for a male and 83.0 years for a female. By 2031 this is projected to be 83.4 years for a male and 86.5 years for a female.

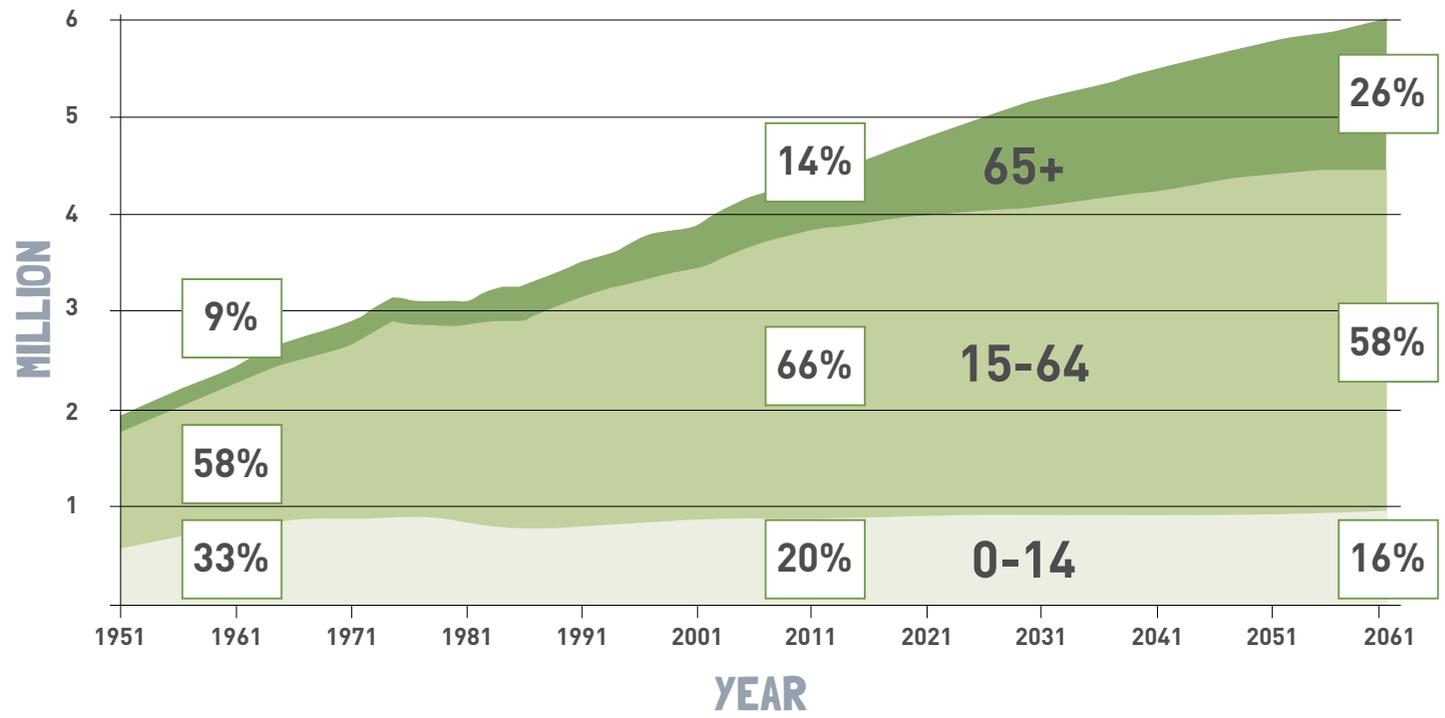
The ageing of the New Zealand population reflects the combined impact of lower fertility (achieved through access to effective birth control and delayed age of childbirth); increasing longevity (due to advances in medical technology and increased survival rates from life-threatening diseases); and the movement of the large number of people born during the 1950s to mid 1960s (the baby boomers) into the older ages. Although there is no universally agreed definition, the baby boomers were aged approximately 46-65 years in 2011.²

¹ Planning for the Future: Structural change in New Zealand's population, labour force, and productivity, paper presented at Affording Our Future Conference, Wellington, New Zealand, 10 December 2012, Geoff Bascand Government Statistician, Statistics New Zealand

² Ibid



New Zealand population age structure, mid-range projection 1951-2061³



³ Statistics New Zealand

Hastings District Population

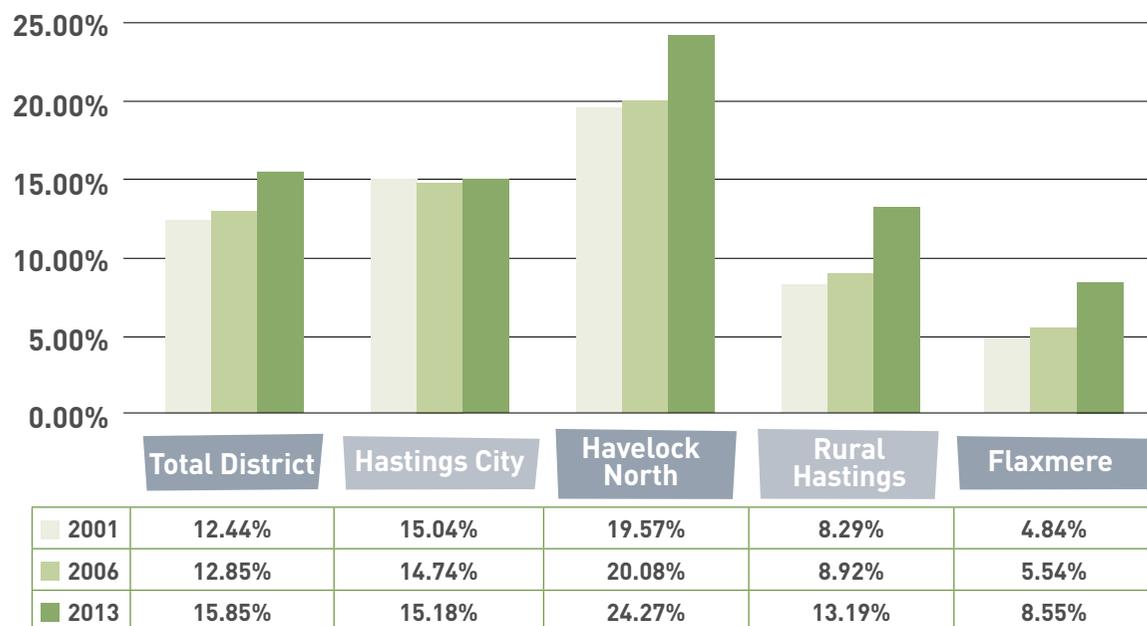
The population of the Hastings District is ageing at a slightly higher rate compared to the total New Zealand population; ageing both numerically as more people survive to older ages, and structurally, as falling birth rates cause the proportion of younger ages to decrease and that of older age groups to increase.

Migration of 15-30 year olds exacerbates the issue. In 2011 the 0-14 age group totalled 17,200, and it is projected that this will fall to 15,900 by 2031. Conversely, the 65 years and over age group is projected to increase significantly from 10,600 in 2011 to 19,100 by 2031.

With regard to the growth of the older population, Census results from 2001 through to 2013 display an increasing proportion of older people over time. The following graph illustrates this “ageing population”.

This graph indicates that the proportion of people aged 65 years and over in the Hastings District continues to steadily grow. 15.5% of the District’s population is made up of people who are 65 years or over, according to the 2013 Census. There have been marked increases in the proportion of older people living in rural Hastings and Flaxmere and the older population living in Havelock North continues to grow - with 24.27% of the Havelock North population being 65 years or over.

PROPORTION OF PEOPLE AGED OVER 65 YEARS





Current Population Estimates

As at 30 June 2012 Hastings District had an estimated population of 75,500 people. Of this, there were an estimated 11,200 people 65 years of age or older.

Breaking this group down further there were 3,450 people aged between 65 and 69 years, 2,810 people aged between 70 – 74 years, 1,970 people aged between 75 – 79 years, 1,490 aged between 80 – 84 years and 1,500 people aged 85 years and over.

Population

Projections

Statistics New Zealand's 2012 medium population projections have the Hastings District increasing its population by 0.4% per annum for the period 2012-2031; detailed projections are set out below. The number of people in the Hastings District aged 65 years and over is projected to grow significantly as illustrated by the following table. A further break-down of the over 65 years old age bracket shows that there will be increased numbers of older people across this cohort, including those aged 80 years and over. The table below illustrates the increasing number of people in the Hastings District aged 80 years and over.



Year	Projected Population for the Hastings District
2006	70,842
2011	75,500
2016	77,200
2021	78,600
2026	79,700
2031	80,500



Year	Projected number of people in the Hastings District Aged 65 years and over
2006	9,400
2011	10,600
2016	12,700
2021	14,700
2026	17,100
2031	19,100



Year	Projected number of people aged 80 years and over in the Hastings District
2006	2,530
2016	3,140
2021	3,620
2031	5,500

Maori Population

While the number of Maori aged 65 years and over in the Hastings District is also predicted to increase, overall it is a more youthful population and this trend is projected to continue with most of the Maori population concentrated in the younger age cohorts. In 2021 the median age (half aged below and half aged above) is projected to be 24.2 years, compared to the projected European median age of 45.5 years.

What Council wants to Achieve

The 7 goals identified in the 2007 Positive Ageing Strategy remain important components of positive ageing and they are outlined below. These goals are interrelated and therefore there is an element of overlap.

Goal 1: Older people are valued and respected

Why is this goal important?

Older people are sometimes characterised as a burden within our society or fall victim to stereotypes. However, it is important to acknowledge that older adults are diverse individuals. Age is a number; it does not predetermine levels of health, activeness, capability, or leadership qualities. The importance and value of older adults is highlighted below.

Contributions to the workforce

A slow-growing workforce will need to rely more heavily on older workers and it will become increasingly important for employers and businesses to attract and retain their older staff. Creative thinking by employers is required in some instances to ensure that particular jobs suit or fit well with the older person. There are a number of positive qualities that older people can bring to a business. Typically they are stable, team players, flexible, self-disciplined, tolerant, empathetic, loyal and customer focussed. These positives need to be actively talked about.

Spending power

As older people become an increasingly larger proportion of the population they will become an important consumer group that markets will wish to capture.

The enormous contribution that older people make to the community through volunteer work

Many older people make valuable contributions in their communities through their volunteer work. Volunteering makes a significant contribution to our community and is a huge asset to the New Zealand economy. Nationally we have 1.2 million volunteers who add 2.6% to New Zealand's Gross Domestic Product. Volunteering is also one of the ways older people become involved in their communities, develop social linkages, and contribute to society.

How can Council contribute towards this goal?

To ensure that older people feel valued and respected, Council can involve them in its decision-making processes on issues that affect them. An effective way to support such participation is for Council to ensure that older people can easily access relevant information to increase awareness of the decision-making processes and to make engagement easy. Continuing to produce information in a variety of forms, including online and hard-copy communications is useful.

The Council through its "Contestable Fund" supports local community groups and organisations by assisting to build their capacity to deliver a project or service that will benefit Hastings residents. While this fund is not confined to any particular part of the community its function is to address the community's identified "current and future needs"; including the provision of services and facilities for an ageing population. To find out more about the Council's Contestable Fund see - <http://www.hastingsdc.govt.nz/discretionary-services-and-contestable-grants-fund>



Goal 2: Older persons encounter no barriers to mobility

Why is this goal important?

The ability to move freely between locations is of the utmost importance to an older person's well-being as it enables them to interact socially, access community and health services and just be out and about getting on with a productive and enjoyable life.

Despite the provision of public transport and free (off peak) travel for super-gold card holders, the most popular form of transport for people aged 65 years and over is the private car, largely self-driven. Transport patterns for older people are typically for social occasions, shopping trips or personal appointments and differ significantly from those who are commuting to and from work each day.

Therefore the transport needs of older people often require flexibility in terms of timing and the capacity to carry loads. These characteristics often mean public transport is unsuitable. In these instances, alternative transport arrangements may need to be sought.⁴

How can Council contribute towards this goal?

The Council can make it easier for older people to get around – whether that is through driving, public transport, walking, mobility scooters, walkers, or cycling.

This may include widened pathways with appropriate kerbing to accommodate walking frames and mobility scooters, the provision of suitable parking (including mobility parks), community seating, bus shelters, and pedestrian crossings in appropriate places.

Case Study

"CarFit"

Age Concern (Hastings) runs a 'Car Fit' event. This is a programme that helps older drivers make the best use of their vehicles' safety features so that they can continue to drive safely and retain independent mobility for as long as possible.

It includes a 12 point check-up of how well you personally "fit" your vehicle and provides related information and recommendations that can improve driving safety.

⁴ New Zealand Institute for Research on Ageing, Victoria University of Wellington, Judith Davey and Katie Nimmo (November 2003), 'Older People and Transport – Scoping Paper'

Goal 3: Older people fully participate in society

Why is this goal important?

After 'retirement' many older adults remain fully active, engaged in a range of social interactions within the community that may involve volunteer roles as well as support of their families (e.g. caring for grandchildren). Such responsibilities can be satisfying and provide on-going roles for older adults that continue to provide them with a sense of worth, enjoyment and connectedness.

Leisure and recreation activities are also an important way for older adults to remain active, healthy and connected to their communities. Gardening and reading are the most popular activities among older people with public libraries, beaches, local markets and public parks the most frequently reported places for leisure and recreation.⁵

Unfortunately, there are a number of older people in our community that are lonely. They may have family that live elsewhere and their particular circumstances make them susceptible to social isolation. Social isolation matters because it can negatively impact on a person's health and wellbeing. Measures to increase social participation among older people are important for their overall health and wellbeing.

How can Council contribute towards this goal?

A number of Council facilities provide opportunities for older people to socialise within the community. The District's libraries offer a wide range of services that are enjoyed by older people including: (free of charge) space for community groups to meet in each of the libraries. These spaces are used for a variety of purposes including Mah-jong and backgammon clubs, U3A groups, scrabble clubs, and just meeting friends. The library hosts events such as author talks and special interest events aimed at older adults. Social programmes are also provided by the libraries, including visits to elder care facilities.

The District's pools provide recreational opportunities along with other facilities such as Flaxrock located within the Flaxmere Community Centre which plans to provide exercise classes aimed at older adults. Community halls throughout the District provide an affordable venue for older people to use for a variety of purposes including craft, exercise groups and other recreational purposes.

Case Study

"Heretaunga Seniors"

Heretaunga Seniors is a community organisation that provides Keep Fit classes, computer classes for the over 70's, speakers, entertainment, luncheons, games, housie, bowls and bus trips. The group provides transport to all activities and operate from Monday to Thursday from the St Martin's Hall in Mayfair, Hastings.



⁵ Office for Senior Citizens, 'Social Inclusion' - <http://www.msd.govt.nz/what-we-can-do/seniorcitizens/positive-ageing/trends/social-inclusion.html>

Goal 4: Older people can be financially secure

Why is this goal important?

Financial security provides support for older people to make life choices and live their life in ways that they choose. A lack of financial resources can limit opportunities and in some cases can impact on the ability to afford adequate housing and other necessities. Older people, particularly those in retirement, are often on a fixed income and need to be secure in the knowledge that they can afford to live a healthy lifestyle into the future.

For a range of reasons, the number of older people remaining in the workforce beyond the traditional “retirement” age is increasing. Factors that have led to this include:

- the raising of the age of eligibility for national superannuation during the 1990s, which created a reason for people to stay in employment longer;
- there is no compulsory retirement age in New Zealand (like other countries);
- changing attitudes to retirement; and
- increasing life expectancy and well-being at the older ages.⁶

In light of this, there is a growing number of older adults who are making a “transition” towards their retirement where they may seek more flexible work arrangements such as part-time positions.

It will become increasingly important for employers to consider how the workplace responds to the needs of older workers as they are predicted to become a more significant proportion of our labour force going forward. For instance – by the mid 2020’s it is projected that 1 in 3 adults over the age of 65 will be in work.⁷ Appendix 2 provides further information on labour force participation rates for older adults, now and in the future.

How can Council contribute towards this goal?

Council can contribute towards this goal through endeavouring to keep rates as low as possible and continuing to support and promote the Rates Rebates Scheme. It can also support this goal through arranging events and other recreational activities (that are free of charge) such as those associated with Council parks and gardens.

The District libraries provide a range of free services which have been designed to benefit older people. In recent years this has increasingly included technology, e.g. eBooks, cell phone tutorials, IT sessions – digital literacy and storytelling via Skype.

The Council can also investigate options to support its own ageing workforce.

Such options could include retirement seminars to assist staff to prepare adequately for retirement and policies that allow for flexible work arrangements, e.g. the opportunity to work part-time. Having a workforce that is supportive of its older employees supports the retention of institutional knowledge and assists effective succession planning.

Case Study

The Hastings Budget Advisory Service describes its service as follows:

We will work alongside you for as long as necessary, in your own home if you prefer, offering guidance, support and encouragement to help overcome a variety of financial problems. Our priority is to draw up a financial household budget designed for your particular needs.

All our advisors are trained and certified to the New Zealand Federation of Family Budgeting Services Inc.⁸

⁶ Geoff Bascand, Government Statistician, Statistics New Zealand (2012) ‘Planning for the Future: Structural change in New Zealand’s population, labour force, and productivity

⁷ Ibid

⁸ http://www.eldernet.co.nz/Facilities/Community_Groups/Hastings_Budget_Advisory_Service_Inc/Service/DisplayService/FaStID/10654

Goal 5: Older people feel safe positively ageing in place

Housing choice

Appropriate housing is an important factor which influences wellbeing. In addition to the provision of shelter it also contributes to economic and social wellbeing. Inadequate housing conditions can lead to health problems.

Older people in New Zealand tend to live in private dwellings as opposed to residential care. Smaller housing units and multi-unit dwellings are popular housing choices. On-going maintenance for older people who own their own homes can be challenging for some, especially for low-income home owners. Retirement villages are an option for older people with sufficient resources.

As the number of older people within the community increase so will the demand for a range of housing choices, including affordable housing options, home ownership rental properties, and retirement villages. There will be a higher percentage of older people living in rental accommodation as home ownership levels are lower than with previous generations of retirees. However, future projections suggest that the majority of older people will continue to remain in their own home rather than institutional care.⁹ Therefore there will be an increasing demand for services that support older people to live comfortably in their own home.

Maintenance of homes

The Good Homes Research Programme focusses on helping older people keep up with repairs and maintenance so they can stay in their homes and communities for longer. The research shows that older people often put off repairs and maintenance because they feel it's too hard and would cost too much. But there is a greater cost – older people struggle to stay healthy if their house is cold, uncomfortable or unsafe. Following on from the research the programme has developed three checklist tools that help people identify what work needs to be done and who is the best person to do it. These tools can be downloaded free of charge, through the following link - <http://repairsandmaintenance.goodhomes.co.nz/tools/>

Being safe in the event of an emergency

The 2011 Christchurch earthquake has raised communities' awareness of natural disasters and the importance of being prepared in the event of an emergency. Some older people can be particularly vulnerable, especially if they live alone or have experienced a disability of some type. It is therefore important that they are aware of what to do in the event of an emergency.

Knowing your neighbours

Close knit neighbourhoods where people know and look after each other provide a range of benefits for older people, including feelings of safety and security.

For those older people living alone, neighbours can be a very valuable resource.

Supporting older people who are housebound

Older people who are substantially confined to their home usually require a range of services to support them lead a comfortable life. While the internet has enabled access to a range of information and services, especially useful for those older adults who are increasingly computer savvy, many older adults require services that physically support them within their home. Such services can include in-home care, cleaning and transport services.

How can Council contribute towards this goal?

Provision of affordable housing

Council provides appropriate, safe and affordable housing for eligible elderly persons where they can live in a sheltered and supportive environment which is as close to their community as possible in both a social and geographical sense. It is important that Council continues to promote this housing option as widely as possible to ensure that people who have a need for affordable housing and qualify are aware of this service and can access it.

Establishment of Neighbourhood Support Groups

The Council is a strong advocate of neighbourhoods that are well connected, friendly and look after each other.

⁹ Accommodation Options for Older People in Aotearoa/New Zealand, Judith Davey, Virginia de Joux, Ganesh Nana and Mathew Arcus, 2004

Many older people value their neighbours as they are an important source of social contact for many, especially for those that have limited mobility. The Council continues to encourage the establishment of neighbourhood support groups that have a range of benefits including safety. A large number of neighbourhood support groups are led by older people.

Supporting communities to be prepared in times of an emergency

Council, through its Emergency Management Office, promotes resilience within the ageing community by:

Reduction – Reduce the consequence of hazard impact through inclusive planning and education.

Readiness – Increasing preparedness of the ageing population by working with related community groups, age care facilities and carers through the community response plan process.

Response – Inclusion of age care facilities in the Community Response Plan together with action specific education, planning and empowering the ageing to plan their own response.

Recovery – In the event of an emergency - ensuring the ageing community is supported to recover as quickly as possible.

Safer Hastings

In March 2013, Hastings was accredited as an International World Health Organisation 'Safe Community'.

The aim of 'Safe Communities' is to build partnerships which will enable the creation of safer public places and thereby protection of the community. Safer Hastings intends to focus on initiatives that increase safety in the home and in public spaces, including road safety. Older people are a 'target group' that Safer Hastings focuses its efforts on as well as youth and low income families.¹⁰

Council's 'Safer Hastings' partners include – NZ Police, ACC, Hawke's Bay District Health Board, Ministry of Social Development; Health Hawke's Bay; NZ Fire Service; NZ Red Cross; Plunket Hawke's Bay; Hawke's Bay Youth Health Trust; Te Taiwhenua O Heretaunga; NZ Transport Agency; Roadsafe Hawke's Bay; Department of Internal Affairs; Te Puni Kokiri; Child, Youth and Family; Housing NZ; U Turn Trust; Family Works and Enliven.

Services delivered to the home

The District Libraries offer a housebound delivery service of library products to those in the community who require this. The Council also provides an 'in home' visit for those eligible for the Rates Rebates Scheme but physically unable to visit the Council offices.

Case Study

"Te Ahurutanga"

In July 2013 Te Taiwhenua O Heretaunga opened and blessed "Te Ahurutanga" – an 11 bedroomed whare (house) designed especially for kaumatua who are still independent but would benefit from the support of shared living in a homely family atmosphere. It is the result of a social housing project undertaken jointly by Te Taiwhenua O Heretaunga and Housing New Zealand. Te Taiwhenua O Heretaunga explains the benefits of "Te Ahurutanga" in the following way.

"Te Ahurutanga has been built with a style of its own to ensure kaumatua are able to enjoy companionship, comfort and security while maintaining their independence and interests. Whanau gain peace of mind knowing their kaumatua are well cared for. Te Ahurutanga has a live-in housekeeper who provides residents with two meals a day, five days a week. Residents are free to prepare their own breakfasts and weekend meals from the well-stocked pantry. Age Concern Flaxmere is right next door, offering a wide and varied programme of activities and events five days a week".¹¹

Kaumatua report they are better looked after now than prior to moving in. Most have become involved in activities at the Te Taiwhenua O Heretaunga that have enhanced their lifestyle and general health.

¹⁰ Hastings District Council (2014), Safer Hastings Accredited Safe Community January –December 2013 Annual Report, page 18

¹¹ <http://www.ttoh.iwi.nz/news-and-updates/te-ahurutanga>

Goal 6: Older people enjoy an active, healthy lifestyle

Why is this goal important?

To maintain physical health, older people need to keep active so need a choice of recreation opportunities available to them. It is also important that they access appropriate medical services to help maintain a healthy lifestyle. Older adults also obtain health benefits from being involved in activities that keep their minds active, this may involve formal education or training opportunities or simply undertaking recreational activities that involve analytical analysis.

How can Council contribute towards this goal?

Council can support the provision of recreation, education, and fitness programmes by Sport Hawke's Bay and the Hastings Sports Centre which encourage healthy lifestyles amongst older people.

Council can ensure parks, walkways, the cycleway network, recreation facilities (including the District pools) and active recreation programmes are designed having older people in mind.

Case Study

"Kiwi Seniors"

Since the introduction of Sport Hawke's Bay's first Kiwi Seniors Programme 20 years ago literally thousands of over 50's have benefited from regular exercise and the additional bonus of an opportunity to socialise. Designed to encourage participants to become more active on a regular basis, in a non-competitive, non-threatening environment, the programme aims to initiate and increase participation in exercise classes in a friendly and welcoming atmosphere. It is not just about exercise but it is a wonderful opportunity for adults aged 50 and over to increase participation in exercise, improve general wellbeing and health, and make new friends. Kiwi Seniors provides a great opportunity, not only for comradeship, but to slow down the ageing process and help prevent osteoporosis and falls.¹²

¹² <http://www.sportsground.co.nz/sporthb/77002/4>



Goal 7: Services and facilities appropriate to older people are provided

Why is this goal important?

As people enter into retirement, they require services and facilities which provide for their health, leisure, learning, and recreational needs, and appropriate infrastructure that facilitates them accessing those services.

How can Council contribute towards this goal?

Rates of disability increase with age. In 2006, 45% of people aged 65 years and over had a disability.

This rate of disability and the increasing number of older people within our community means that it is even more important for Council to ensure that its services and facilities are accessible. To assist Council to ensure that it responds positively and appropriately to disability issues it has established the Hastings District Council Disability Reference Group. This group represents the interests, perspectives and expertise of people within our community living with disabilities, and its core focus is to support and guide Council in removing barriers and so assist the disabled to participate fully in society.



Case Study

“Next Steps – Life Style Expo”

Havelock North Age Concern first held the “Next Steps Lifestyle Expo” in 2013 as it was aware that many in the ageing population did not know “what’s out there for seniors”. The expo addressed this by providing a wide array of interesting and informative displays representing all facets of today’s lifestyles.

Furthermore it provided retirees and ‘baby boomers’ with advice on a wide range of topics affecting them, including financial security, travel, health, safety and supportive services. The free to attend event which is repeated each year, brings together a range of businesses, community groups and agencies to help Hawke’s Bay residents plan for their future.



**How will we know
how we're going?**

MONITORING & REVIEW

Relevant departments in Council will be asked to report on progress made in implementing the Strategy on an annual basis.

An audit of the actions contained within this Positive Ageing Strategy will be undertaken by 2019 and this will assist the development of a revised Positive Ageing Strategy at this time.

Bibliography

- Accommodation Options for Older People in Aotearoa / New Zealand**, 2004, Judith Davey, Virginia de Joux, Ganesh Nana and Mathew Arcus, Report prepared for the Centre for Housing Research Aotearoa / New Zealand, Wellington New Zealand
- New Zealand Positive Ageing Strategy**, 2001, Ministry of Social Policy, Wellington New Zealand
- Older New Zealanders – Healthy, independent, connected and respected**, 2013, Office for Senior Citizens, Wellington New Zealand
- Older People and Transport Scoping Paper**, 2003, Judith Davey and Katie Nimmo, New Zealand Institute for Research on Ageing, Victoria University of Wellington, Wellington New Zealand
- Planning for the future: Structural change in New Zealand’s population, labour force, and productivity, Paper** presented at Affording Our Future Conference, Wellington New Zealand (2012), Geoff Bascand, Government Statistician, Statistics New Zealand, Wellington New Zealand
- Positive Ageing Strategy**, 2007, Hastings District Council, Hastings New Zealand
- Safer Hastings Accredited Safe Community January – December 2013 Annual Report**, (2014), Hastings District Council, Hastings New Zealand
- 2013 Census, 2013, Statistics New Zealand, Wellington New Zealand
- <http://www.stats.govt.nz/Census/2013-census.aspx>



Useful Contacts

AGE CONCERN HASTINGS

415 Heretaunga Street East, Hastings
PO Box 185 Hastings 4156
P. 06 870 9060
E. ageconhast@xtra.co.nz

AGE CONCERN HAVELOCK NORTH

41 Middle Road, Havelock North
PO Box 8733 Havelock North 4157
E. ageconcernhb@xtra.co.nz

AGE CONCERN FLAXMERE

30 Swansea Street, Flaxmere
PO Box 15066 Flaxmere, Hastings 4154
P. 06 879 7003
E. ageconcernflax@xtra.co.nz

ENLIVEN

87 Te Mata Road, Havelock North
PO Box 8119, Havelock North 4157
P. 06 877 8193
E. care@suppotec.org.nz

HASTINGS BUDGET ADVISORY SERVICE

111 Warren Street North, Karamu, Hastings 4122
P. 06 878 0530

HERETAUNGA SENIORS

St Martin's Hall,
1120 Willowpark Road North, Mayfair, Hastings
P. 06 870 7025

TE TAIWHENUA O HERETAUNGA

Heretaunga Park Community Conference Centre
821 Orchard Road, Hastings 4156
P. 06 871 5350
E. taiwhenua.heretaunga@ttoh.iwi.nz

RED CROSS

Hastings Service Centre
823 Heretaunga Street West, Hastings 4120
P. 06 878 8438
E. hastings@redcross.org.nz

SPORT HAWKE'S BAY

480 Gloucester Street, PO Box 7537
Taradale, Napier
P. 06 8459 333
E. active@sporthb.net.nz





Appendix One

Our vision for the future 'Great living, for a sustainable future'

We will progress as town and country together and sustain our natural resources, enhance our valued lifestyle, culture and heritage, and build a strong economy and community founded on innovation and partnering for success. Hawke's Bay will be the premier land-based production region of the South Pacific.

OUR COMMUNITY OUTCOMES

The outcomes which we aim to achieve in meeting the current and future needs of the Hastings District community for good quality local infrastructure, local public services, and performance of regulatory functions.

Appendix One

Local Infrastructure Outcome Statement

Local infrastructure which contributes to public health and safety, supports growth, connects communities, activates communities and helps to protect the natural environment.

Current And Future Need

- Sustainable use of land and water resources
- Renewable energy sources and local generation
- Wasting less as a community
- Providing diversity in housing choice
- Infrastructure development to support economic growth
- Healthy drinking water and sanitary services
- Community infrastructure for recreational, arts and cultural opportunity.
- Serviced land for industrial development
- Multi-functional urban centre development
- Accessible transport options

Local Public Services Outcome Statement

Local public services which help meet the needs of young and old, people in need, visitors and locals, businesses and households.

Current And Future Need

- Assisting youth in education, skill development and employment
- Supporting and attracting business, building a resilient and job rich local economy
- Assistance for people in need
- Creating a strong district identity
- Effective working relationships with mana whenua
- Services and facilities for an ageing population
- Community involvement in planning
- Creating safe communities
- Services to meet recreational, arts and cultural needs

Regulatory Functions Outcome Statement

Regulatory functions which help to prevent harm and help create a safe and healthy environment for people, which promote the best use of natural resources and which are responsive to community needs.

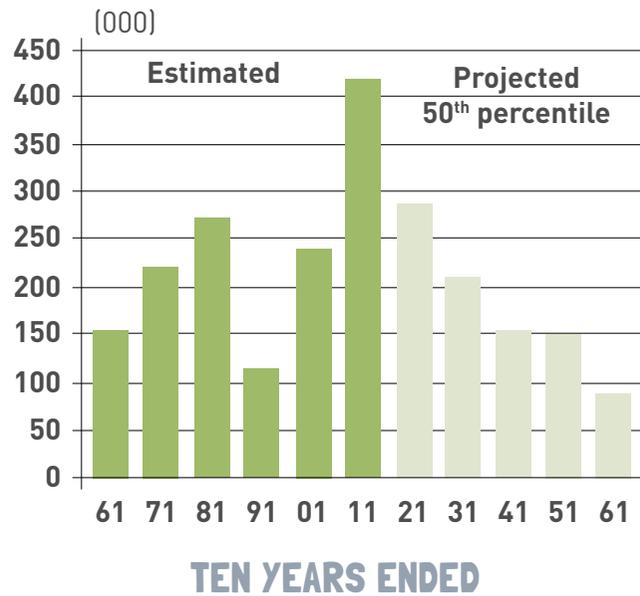
Current And Future Need

- Community resilience to hazards and shocks
- Planning a more compact urban environment
- Responsive Council planning services
- Reducing public nuisance and threats to public health and safety

Appendix Two



GROWTH IN LABOUR FORCE Ten years ended 1961-2061



Source: Statistics New Zealand

Labour Force Participation Rates For The Older Age Group

Among those aged 65+, 1 in 16 were in the labour force in 1991. It is 1 in 5 in 2012, and is projected to increase to 1 in 3 by the mid-2020s.

As a result, by 2036, it is expected that between 9 and 15 percent of the labour force will be aged 65+, compared with 3 percent in 2006. By 2061, it is expected that between 10 and 18 percent of the labour force will be aged 65+.



HASTINGS
DISTRICT COUNCIL

For more information see
www.hastingsdc.govt.nz