

Positive Ageing Action Plan

2016-2019



Horowhenua District Council Vision Statement

**“To make Horowhenua the best
rural lifestyle district in New Zealand”**

Horowhenua Positive Ageing Vision Statement

**“To ensure that Horowhenua residents
are empowered to make choices
enabling them to live a satisfying and
healthy lifestyle”**

What does this mean?

The Horowhenua community is dedicated to ensuring that our older generations have the resources needed to live a satisfying and healthy lifestyle.

Horowhenua is a district that embraces its older residents as a highly valued integral part of the community. This document incorporates ideas that will encourage our older people to be active within the community whilst being supported by the facilities, events and services needed to ensure a positive ageing experience.

Who assisted with writing this Action Plan?

The Horowhenua Older Persons' Network is a collaborative public forum of community organisations, central and local government agencies, businesses and community members with an interest in Positive Ageing.

The Older Persons' Network tasked a working party to construct the plan that included members and staff of:

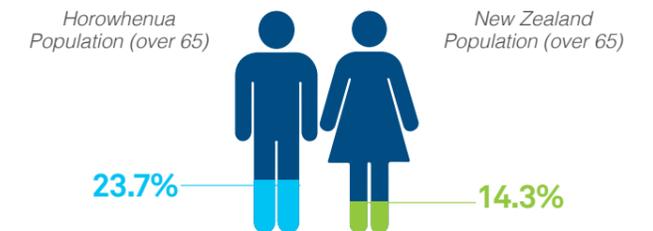
- GreyPower
- ACC
- Age Concern
- MidCentral DHB
- Geneva Healthcare
- Horowhenua District Council
- Horowhenua Breathe Easy, Pink Ladies and Arthritis Support Group

The working draft was then taken back to members of the Older Persons Network for consultation before being presented to the Horowhenua Community Wellbeing Executive for endorsement.

Why does the Horowhenua District Council have a Positive Ageing Action Plan?

The Horowhenua district has a large ageing population that is expected to grow significantly over the next fifteen years.

2013 census data shows that 23.7% of people in Horowhenua District are 65 years and over, compared with 14.3% of the total New Zealand population.



Statistics New Zealand's 'moderate' projection for 2028 is that Horowhenua's 65+ age group will climb to over 32% of the population, and that the median resident age will rise by 6 years to 51.7.

Therefore, there is a responsibility for Central and Local Government to work alongside their communities to respond to factors surrounding these changing demographics.

What overarching strategies guide this Action Plan?

The New Zealand Positive Ageing Strategy was launched by the Office for Senior Citizens in 2001 and provides a framework of ten positive ageing principles and ten goals to guide the development of initiatives and decisions to help our older generation have a positive living experience across New Zealand.

It was last reviewed in 2014.

The goals of the New Zealand Positive Ageing Strategy are: (sic)

1	 Income	Secure an adequate income for older people
2	 Health	Equitable, timely, affordable and accessible health services for older people
3	 Housing	Affordable and appropriate housing options for older people
4	 Transport	Affordable and accessible transport options for older people
5	 Ageing in the community	Older people feel safe and secure and can age in the community
6	 Cultural diversity	A range of culturally appropriate services allow choices for older people
7	 Rural services	Older people living in rural communities are not disadvantaged when accessing services
8	 Positive attitudes	People of all ages have positive attitudes to ageing and older people
9	 Employment opportunities	Elimination of ageism and the promotion of flexible work options
10	 Personal growth & participation	Opportunities for Personal Growth and Participation

To find out more about the New Zealand Positive Ageing Strategy, visit www.msd.govt.nz

Locally, the Positive Ageing Action Plan is designed to align with the Horowhenua Community Wellbeing Strategy, which outlines a proud, connected, safer and healthy community as its priorities.

The working group that crafted this action plan have identified that Horowhenua needs particular attention to three of these ten goals over the next three years:

1. Housing
2. Transport and Gold Card utilisation
3. Rural Services and affordability

Additional challenges for older Horowhenua residents in the next three years are recognised as including:

- Access to health services and information
- The extent of accessible, vibrant and engaging community activities and events available

Areas of Activity

Whilst recognising Local Government's ability to contribute to these goals and combat these challenges, the following aims have been established, ensuring:

- Older people have **a voice**
- Older people live in a **connected, inclusive society of activity**
- Older people have **good information and access** to services
- Older people **live safely and securely** and **experience optimal health**
- Older people are **recognised, celebrated** and **supported to grow**

What Projects, Actions and Initiatives will be taken?

Aim 1 Older people in Horowhenua will be given opportunity to be involved in decisions that affect them

A	Council consultations are advertised regularly through appropriate channels (such as ElderBerries, local newspapers, Community Connection, radio)
B	The Horowhenua Older Persons Network continues to create space for discussion and debate, while providing oversight to initiatives within (and in addition to) this action plan
C	Older people are encouraged to submit through Long Term and Annual Plan processes

Aim 2 Older people in Horowhenua live in a connected and inclusive society full of social activity and opportunity

A	60 Activities for over 60s booklet updated and produced as required
B	Horowhenua District Council grant schemes encourage collaboration and support vital services aligning with the Positive Ageing Action Plan
C	Regular fitness programmes for all ages and abilities offered at district Aquatic Centres and the Dash n Splash event run annually
D	Staying Safe driving courses and other programmes coordinated by Age Concern Horowhenua supported and publicised
E	Te Takere and other district community hubs provide and support programmes, resources and environments targeted towards older people.
F	A variety of recreation, cultural and community events are supported and facilitated

Aim 3 Older people in Horowhenua are equipped with good information and empowered with the means to navigate and access services

A	'Age on the Go' Expo held annually
B	'Day out in Town' Bus off peak Horowhenua service continues to be advocated for, promoted and supported.
C	Te Takere community centre continues to deliver comprehensive information services at its central desk
D	Appropriate national and regional service directories and web tools are accessible from Council's website and from Te Takere
E	Work towards improving local Gold Card options on public transport services and continue to work with regional council(s) on feasible public transport solutions.
F	Continue to advocate for and publicise the Total Mobility Scheme amongst the older disabled community
G	Horowhenua Health Shuttle continues to be advocated for, promoted and supported as a vital transport service to the Palmerston North Hospital



Aim 4 Older people in Horowhenua live in a safe, secure and healthy environment, physically, socially and financially

A	The rates rebate system is well advertised and resourced by Council to ensure high uptake from older people
B	Explore improvements to delivery model of pensioner rental housing in Horowhenua and continue to support
C	'Home Safety Flipchart produced and updated as required
D	Footpaths and roads are maintained to an acceptable standard, while recognising budget and time constraints
E	Continuing support of Police, Fire and Ambulance community projects, personnel and services
F	Encouraging and supporting neighbourhood networks to reduce social isolation and improve community security
G	Non-profit organisations delivering social, health and recreation projects aligning with this action plan have access to Horowhenua District Council contestable funding schemes and are promoted and advocated for



Aim 5 Older people in Horowhenua are recognised, celebrated and supported for their contribution to the community and are given opportunities to work, volunteer and grow

A	Civic Honours Awards are held annually to acknowledge and celebrate outstanding voluntary services and contributions to the community.
B	The Volunteer Resource Centre is supported to connect volunteers with organisations seeking assistance
C	The Horowhenua Community Capacity Building Programme continues to provide professional capability building to staff and volunteers of non profit organisations
D	Adult education programmes continue to operate out of Te Takere

For further information on the New Zealand Positive Ageing Strategy you can visit www.msd.govt.nz, or write to:

Senior Services
Ministry of Social Development
PO Box 5054
Wellington 6145

For further information on the Horowhenua Community Wellbeing Strategy and other Action Plans visit www.horowhenua.govt.nz or write to

Community Development
Horowhenua District Council
Private Bag 4002
Levin, 5540



-  06 366 0999
-  Private Bag 4002, Levin 5540
-  126 Oxford St, Levin 5510
-  www.horowhenua.govt.nz
-  enquiries@horowhenua.govt.nz