Active Ageing Action Plan 2021-2022

VISION

Campbelltown values, respects and supports all older people to age well within an age-friendly Community.

PRINCIPLES

- **Age Friendly Communities**
  Council will align with South Australia's Communities for All: Our Age-friendly Future.

- **Inclusive language and actions**
  Council will fulfil our commitment to tackling ageism using inclusive language and actions.

- **Unique experience of older people**
  Council acknowledges that older people are a diverse group of individuals with different backgrounds, experiences, knowledge, skills and interests. Council will take action to reduce physical, financial, social, emotional barriers experienced by older people.

- **Advocacy and information**
  Council will advocate with, and for, older people on relevant issues, provide timely and relevant information, resources, and support on a range of topics and in a range of formats for older people.

THEMES AND FOCUS AREAS

Our Community

We want older people to live well in the Community including how they move around the area, how they connect with each other and their access to information about the local Community and all it has to offer.

- Facilitate Council's Active Ageing Advisory Committee.
- Undertake a mapping exercise using the age friendly self-assessment toolkit from the Age Friendly Neighbourhoods Guidelines and Toolkit for Local Government to identify priorities for improvement to provide a safe, accessible and attractive environment.
- Launch and promote Council's 'This is my Campbelltown' intergenerational multicultural video project.

Our Connections

We want older people to feel valued, feel connected and a sense of belonging in the Campbelltown area.

- Council supports its commitment to the Every AGE Counts pledge by actively embedding the pledge's philosophy and principles in its policies, business practices and everyday operations across the organisation.
- Elected Members, Management, Staff and Volunteers are made aware, supported and provided with specific ageism awareness training to ensure a meaningful and successful implementation of the EveryAGE Counts pledge across the organisation's culture.
- Develop a storytelling project promoting active ageing.
- Develop a local neighbourhood project.
- Further develop and implement findings from Council's belonging and loneliness project.

Our Choices

We want older people to make informed choices about their lives based on the most current information.

- Implement Active Ageing Housing Paper recommendations.
- Develop a local active ageing expo.
- Provide active ageing information to older people using a variety of methods including newspaper, online, face to face and in print.