



Queensland: an age-friendly community

Strategic direction statement

Premier's message



The Queensland Government values the contributions and experience of our state's seniors.

With Australia's population ageing, it is important that we have a plan to support an inclusive and age-friendly society.

The government's vision is for a community where older people are supported to lead healthy and productive lives either in work, volunteering or in retirement. It is also important they have access to a range of lifestyle opportunities, and care and support appropriate to their needs.

Queensland: an age-friendly community is a strategic direction statement outlining the government's broad approach to achieve our goal of a more age-friendly state. It will be supported by an action plan to be released mid-2016.

These are initial steps towards achieving real and long-term change.

We all have a role to play in changing the way we think about our seniors and others.

I encourage everyone to consider what contribution they can make to achieve a more age-friendly Queensland for all generations — and especially our seniors.

Anastacia Palaszczuk MP

Premier and Minister for the Arts

Minister's message



The Queensland Government is committed to creating a Queensland for all ages — a great place to live and work, raise a family and grow older.

We asked Queenslanders for ideas on how Queensland can become more age-friendly. More than 9000 responses reinforced the importance of maintaining independence, staying connected and being active as we grow older.

The Queensland Government has started the journey toward a more-age friendly state but there is much more that can be done. We will be guided in realising our vision by the World Health Organisation's age-friendly community model. The model comprises eight age-friendly domains that directly influence the quality of life and wellbeing of older people.

We will know we are making a difference when communities are more age-friendly, and older people feel more connected and involved.

Join us in making Queensland the state of choice for all generations — an age-friendly place that is diverse, inclusive, cohesive and free from barriers.

Coralee O'Rourke MP

Minister for Disability Services,
Minister for Seniors and Minister Assisting the
Premier on North Queensland

What we want to achieve

An age-friendly community is one that enables people of all ages to actively participate in community life.

In particular, an age-friendly community ensures older people are free from age-related barriers that prevent community participation.

Age-friendly communities value the contribution of seniors and help ensure their access to all aspects of life.

The World Health Organisation developed the age-friendly approach, which identifies eight areas that directly influence the quality of life and wellbeing of older people.

In Queensland, we have set goals in each of these areas.



Outdoor spaces and buildings

Seniors live in an environment that includes open spaces, buildings, shaded areas and walkways that are safe and easy to navigate.



Transport

Seniors can get out and about, using a range of affordable, user-friendly transport services.



Housing

Seniors' housing options are affordable, accessible and close to transport and community services.



Social participation

Seniors are supported to be active in their community, doing the things they enjoy.



Respect and social inclusion

Seniors from all backgrounds are valued and appreciated, and no one is excluded based on race, geography, culture, language, gender, sexuality, ability or socioeconomic status.



Civic participation and employment

Seniors participate in employment, training, lifelong learning and volunteering opportunities and inform government policies.



Communication and information

Seniors access information they need in a variety of formats to stay informed and connected with their communities, families and friends.



Community support and health services

Seniors are helped to stay healthy, active and independent through community support and health services, including services responding to elder abuse, fraud or exploitation.

What you told us

In early 2016, we asked Queenslanders how our state could become more age-friendly. From more than 9000 responses, we heard that older people need access to transport, appropriate housing and employment opportunities.

We also heard that, as a community, we need to challenge the way we think about ageing.

Employment of people should be skill based, not age based.

Older people have wisdom that can be drawn on and used to great advantage.

We need affordable housing close to transport and community services.

Treat older citizens as 'people' not 'the elderly'.

Transport is essential for connectedness of seniors to their broader community and services.

Establish mentor programs in all facets of education and workplaces.

We need to break down the ageist attitude within our community.

Provide more seating in public areas with shade to enjoy the outdoors.

Improve seniors' understanding of computer technology through training and education.



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What does age-friendly look like?

Communities around Queensland, Australia and the world are embracing the age-friendly approach and making practical changes to be more inclusive of people of all ages.



Intergenerational programs are in place to increase understanding and connections between students and older people.



Shops have magnifying glasses on shelves to allow easier reading of product labels.



Employers have programs for older workers that offer physical activity courses, flex-time and retirement advice.



Transport systems have flexible routes, age-awareness training for drivers, and 'buddy' programs.

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Foundations for an age-friendly Queensland

The Queensland Government is helping build age-friendly communities by providing appropriate services and information to older people, promoting age-friendly communities more broadly, and working with local government and communities to make Queensland age-friendly. This is a strong foundation on which to build a more age-friendly state.



Housing support

Through the Department of Housing and Public Works, the Queensland Government delivers crucial housing assistance and support services to help seniors 'age in place'. Approximately 23,000 Queensland seniors on low incomes are living in social housing that is physically appropriate or adapted to their needs. The government also assists seniors through the RentConnect and HomeStay programs and Home Assist Secure.



Skills at every age

Older Queenslanders are a vital and important part of the Queensland workforce and bring valuable skills and life experience to the workplace. The Jobs Now, Jobs for the Future strategy, Skilling Queenslanders for Work programs provide a pathway for older Queenslanders to reskill for the modern workplace. Programs such as Community Work Skills and Work Skills Traineeships are assisting older Queenslanders into employment. Age is no barrier to accessing additional support and training and all Queenslanders without post-school qualifications, including seniors, can access the Certificate 3 Guarantee.



Getting out and about

The Department of Transport and Main Roads is helping seniors to move about in their communities with: a 50 per cent concession on adult fares — for Seniors Card holders — on the urban public transport network across Queensland; long distance rail concessions on the Queensland Rail network; and the Taxi Subsidy Scheme, which provides access to affordable taxi travel for Queenslanders with disability.



Keeping seniors safe

The Queensland Government supports older people through the Queensland Police Service's Elder Abuse Project, and Fraud and Cyber Crime Group, which investigates financial abuse of seniors; and the Elder Abuse Helpline (1300 651 192), funded by the Department of Communities, Child Safety and Disability Services.

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Social inclusion

The Department of Communities, Child Safety and Disability Services invests in initiatives that help older Queenslanders participate and stay active in their community, including funding services aimed at reducing social isolation, the Seniors Enquiry Line, elder abuse services, and Seniors Week activities and events.



Adaptable housing

The Ageing in Place strategy, implemented by the Department of Infrastructure, Local Government and Planning, is about building adaptable housing in regional communities to allow seniors to remain in their towns, close to family and friends. The strategy includes building one and two-bedroom low-set duplex and villa homes, which will be sold at market value. The design includes wider hallways and doorways for wheelchairs, kitchen benches set at different heights, reinforced bathrooms to accommodate handrails and accessibility equipment, personal safety switches, community solar panels and storage batteries.



Disaster resilience

A number of Queensland Government agencies assist Queensland seniors to be ready for natural disasters and emergencies, and get back on their feet afterwards.

Easy-to-access information

The Queensland Government is connecting seniors to tailored information and government services in one place at www.qld.gov.au/seniors. At this site people can apply for a Seniors Card, and find information about concessions, retirement, health and home support, social connection and safety. Also, the government-funded Seniors Enquiry Line (1300 135 500) provides a statewide information and referral service for Queensland seniors.



Healthy seniors

The Queensland Government has committed to establishing a statewide Health Promotion Commission to provide strategic leadership for whole-of-government initiatives aimed at maintaining and improving the health and wellbeing of Queenslanders, by preventing and slowing the increase of chronic illnesses such as diabetes, heart disease and cancer.

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Achieving an age-friendly Queensland

Our vision is for Queenslanders to live in age-friendly communities that allow people, regardless of their age, to stay active and connected, and to contribute economically, socially and culturally.

The Queensland Government's strategic direction statement is supported by an action plan — to be published mid-2016 — that focuses on practical solutions to removing barriers for Queensland seniors.

Everyone can contribute to an age-friendly Queensland. The Queensland Government is committed to working with other levels of government, with business, industry and academia, with not-for-profit and volunteer organisations, and with community members of all ages to enable all Queenslanders to live in age-friendly communities. We will encourage and showcase actions and innovations that deliver *Queensland: an age-friendly community* — *Strategic direction statement*.

Local government is doing great work to make their communities more liveable but together more can be done to plan for an ageing population. The Australian Government provides income support and an aged care system; however, we must do more to ensure a smoother transition for people between state and federal support systems. Although private industry already employs thousands of older people, we need to focus on recruiting, retraining and retaining older workers, and making products and services better tailored to seniors' needs.

Universities produce valuable research on ageing. We need to work together to translate that evidence into real improvements for older people. Not-for-profit and volunteer organisations provide amazing services and assistance to an enormous number of older people. We need to do more to encourage older people to volunteer as



I am delighted that the Queensland Government has so positively answered our call to adopt a systematic age-friendly approach to policies across the board.

Professor Alexandre Kalache, who conceived and developed the global movement on age-friendly cities, informed by the World Health Organisation's Active Ageing framework

well as to make those services more accessible and engaging. Many community members help older people stay active and involved in their community but more can be done to identify older people who are socially isolated or are being abused.

We will know we are making a difference when communities are more age-friendly, and older people feel more connected and involved.

We will continue to review the action plan regularly to ensure it is meeting the needs of older people.



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