Draft Seniors’ Strategy: Delivering a seniors-friendly city
2012-2017:
Brisbane City Council’s commitment to enabling seniors to benefit from and contribute to our shared vision for the future of Brisbane
Acknowledgement of Traditional Owners
Council acknowledges the Traditional Custodians of the land and their unique relationship with their ancestral country. We pay respect to all Aboriginal and Torres Strait Islander Elders of Brisbane, and recognise their strength and wisdom.
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Lord Mayor’s introduction

The ageing population is the most significant demographic change currently taking place in Brisbane. People are living longer and have different plans for their later years than previous generations. While the Commonwealth and Queensland governments have the greatest responsibility in addressing the issues of an ageing population, Brisbane City Council also needs to ensure our services, facilities and planning processes accommodate the needs of this group.

We took the initiative in 2009 when the Lord Mayor’s Taskforce on Retirement and Aged Care investigated ways to encourage more retirement and aged care accommodation in Brisbane through Council’s City Plan framework. The objective was to ensure older Brisbane residents could ‘age in place’, remaining within their neighbourhoods as their housing needs change.

In 2011, Council released the Draft Brisbane Access and Inclusion Plan 2012-2017, which aims to achieve universal inclusion of people with disability in all aspects of life in Brisbane. It focuses on Council’s role and responsibilities across five key areas.

1. Pedestrian mobility and transport.
2. Planning, development and infrastructure.
5. Customer service and governance.

The Seniors’ Strategy 2012-2017 complements both of these projects. It celebrates the important contribution seniors make to the life of our city, focuses on what Council can do to support senior’s participation in our community and considers how we can tap into the enormous wealth of knowledge and experience seniors can contribute to Brisbane.

The Seniors’ Strategy 2012-2017 will build on our popular seniors’ programs such as:

- Council Cabs
- city entertainment concerts
- Growing Old and Living Dangerously, and GOLD’n’kids recreation programs
- Good Neighbour program
- mobile library service
- Seniors’ Christmas Parties
- Senior Superstar
- discounts on fees and charges for pensioners, including the most generous rates rebate scheme in the country.
I would like to thank all the individuals and groups who participated in the consultation that informed this strategy.

We want Brisbane to be a city where seniors are active, healthy, engaged and celebrated for their contribution. I am proud to present the Seniors’ Strategy 2012-2017.

Graham Quirk
LORD MAYOR
Have your say on the Draft Seniors Strategy

In developing this Draft Seniors Strategy, we surveyed members of Your City Your Say who are aged over 50 (receiving a record 2100 responses) and consulted with Brisbane community organisations that work with seniors.

Now it is over to you. We want to hear what you think of our draft strategy.

You can provide your feedback on the Draft Seniors Strategy by responding to these questions, and mailing or emailing it to us at the addresses below.

What is your experience of Brisbane as a city for seniors in 2011?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What are the 3 issues for seniors in Brisbane that you are most concerned about?

1. ______________________________________________________________________

2. ______________________________________________________________________

3. ______________________________________________________________________

What do you like about this Draft Seniors Strategy?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
What do you dislike or disagree with in this Draft Seniors Strategy?

__________________________________________________________
__________________________________________________________
__________________________________________________________
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What else would you like Council to consider, within its local government responsibilities, to make Brisbane a better city for seniors?

__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________

Age: ___________ Suburb: ________________________________

Please provide contact details if you would like to be kept informed about the Seniors Strategy.

Name: ________________________________

Address: ________________________________

__________________________________________________________

Email: ________________________________

Mail your feedback to: Seniors Strategy
Community Services Branch
Brisbane City Council
GPO Box 1434, Brisbane QLD 4001

or email to: seniors@brisbane.qld.gov.au

You can also download copies of the Draft Seniors Strategy in MS word and PDF formats and give us your comments online at www.brisbane.qld.gov.au
Background

Living in Brisbane 2026 is the bold and aspirational vision statement Council shares with the people of Brisbane. It is a vision for a city that is:

- friendly and safe
- clean and green
- well designed for subtropical living
- active and healthy
- accessible and connected
- smart and prosperous
- vibrant and creative
- a regional and world leader.

All of Council’s forward planning is guided by this vision.

A key task in the Living in Brisbane 2026 vision is:

Retaining Brisbane’s personality of freshness, friendship, optimism and community compassion while managing the rapid population growth and increasing cultural and age diversity in South East Queensland.

Lord Mayor’s Taskforce into Retirement and Aged Care

In 2009, the Lord Mayor’s Taskforce into Retirement and Aged Care investigated ways to encourage more retirement and aged-care accommodation in Brisbane through Council’s City Plan framework. The objective was to ensure older Brisbane residents could ‘age in place’, remaining within their neighbourhoods as their housing needs change.

From this Taskforce, Council has endorsed actions that involve:

- City Plan amendments
- development assessment processes
- neighbourhood planning processes
- infrastructure charges.

The Seniors’ Strategy 2012-2017 complements the recommendations and actions that have come out of the work of the Taskforce, and takes a broader view of what Council can do to support older citizens to ‘age in place’ and participate more fully in their local communities.
Draft Brisbane Access and Inclusion Plan

The Brisbane Access and Inclusion Plan 2012-2017 aims to achieve universal inclusion of people with disability in the life of the city.

The Access and Inclusion Plan has a stronger focus on practical ways of making services, facilities and infrastructure accessible, and how attitudes towards disability can create inclusion in events, activities and programs. The plan identifies five areas of work.

1. Pedestrian mobility and transport.
2. Planning, development and infrastructure.
5. Customer service and governance.

Seniors will benefit from the Brisbane Access and Inclusion Plan, along with people with different types of disability, people experiencing both temporary and permanent impairment, parents with prams, and family, friends and carers who share life’s journey with a person with disability.

Methodology

The Draft Seniors’ Strategy 2012-2017 was developed by Council’s Community Lifestyle Branch through a process of research and consultation.

- Reviewing the literature on international trends and best practice.
- Surveying the views of older residents through Your City Your Say – with 2100 responses (a significant sample of 1.5% of the population).
- Consulting with community organisations that work with seniors.
- Circulating a discussion paper to key stakeholders and listening to feedback received.
- Meeting with various areas in Council to examine how their programs assist older people and could respond to the findings of the above process.
- Presenting a draft strategy for approval by Civic Cabinet.
A profile of seniors in Brisbane

Those of us aged 60 and over are regarded as seniors for the purposes of this strategy.

Ageing population

In the 2001 census, there were 140,077 people in Brisbane aged over 60, comprising 11% of the population.¹

By the 2006 census, this had increased by more than 15,000 to 155,027 (16% of the population).

The fastest growing group of seniors is those aged over 85 years. Brisbane also has a higher than average percentage of residents over 85 – these 16,328 residents make up 1.7% of the population. This is an increase of almost 3000 people since 2001.

The population in Brisbane over the age of 60 is expected to grow to 203,652 (18%) by 2016, and 242,836 (20%) by 2026.

Residents of Brisbane aged 60+

Brisbane is certainly not alone in experiencing this trend of an ageing population. Worldwide, the proportion of people aged 60 and over is growing faster than any other age group.

In Australia, the Commonwealth Government released the 2010 Intergenerational Report about how the trend will be addressed nationally. It expects that between now and 2050, the number of Australian people aged 65 to 84 will more than double and the number of people aged 84 and over will more than quadruple. By 2050, nearly one-quarter of the population will be aged 65 and over – compared with 13% today.²
**Concentration of seniors across the city**

Analysis of the 2006 Census indicates that many seniors live in suburban pockets across the city.

There are small clusters of suburbs with high numbers of seniors:

- **northern bayside**: Brighton, Sandgate, Bracken Ridge
- **middle north**: Aspley, Chermside, Wavell Heights, Kedron
- **south-east**: Mt Gravatt East, Upper Mt Gravatt, Wishart, Carindale
- **south**: Durack, Inala, Doolandella-Forest Lake
- **west**: Kenmore, Chapel Hill.

There are also other suburbs with high numbers of seniors scattered across the city: Everton Park, The Gap, Seventeen Mile Rocks, Sunnybank Hills, Tarragindi, Coorparoo and New Farm.

**Map 1. High Concentrations of Seniors in Brisbane**
Seniors in their sixties, seventies and eighties are likely to have very different experiences of Brisbane as they grow older. The table below shows the five most populous suburbs for each age group. These are the suburbs where ‘ageing in place’ is a priority, and where services, facilities and planning processes need to pay particular attention to people in different stages of ageing over the next 30 years.

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>60-64</th>
<th>65-69</th>
<th>70-74</th>
<th>75-79</th>
<th>80-84</th>
<th>85+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Gap</td>
<td>The Gap</td>
<td>Aspley</td>
<td>Aspley</td>
<td>Aspley</td>
<td>Sandgate</td>
</tr>
<tr>
<td>2</td>
<td>Sunnybank Hills</td>
<td>Sunnybank Hills</td>
<td>Inala</td>
<td>Wynnum</td>
<td>Wynnum</td>
<td>Chermside</td>
</tr>
<tr>
<td>3</td>
<td>Bracken Ridge</td>
<td>Inala</td>
<td>Wynnum</td>
<td>Inala</td>
<td>Wynnum West</td>
<td>Upper Mt Gravatt</td>
</tr>
<tr>
<td>4</td>
<td>Aspley</td>
<td>Aspley</td>
<td>The Gap</td>
<td>Coorparoo</td>
<td>Chermside</td>
<td>New Farm</td>
</tr>
<tr>
<td>5</td>
<td>Carindale</td>
<td>Carindale</td>
<td>Upper Mt Gravatt</td>
<td>Tarragindi</td>
<td>Upper Mt Gravatt</td>
<td>Aspley</td>
</tr>
</tbody>
</table>

**Significant ageing in outer suburbs**

Brisbane’s outer suburbs demonstrate the dynamics of an ageing population. In the outer northern suburbs there are more seniors than the Brisbane average – 19.4% of the population were aged over 60, compared with 16% for Brisbane as a whole. Overall, the 60+ population grew by 3920 people from 2001 to 2006, accounting for a little less than half the population growth in the region and indicating this is a significantly ageing area. A substantial number of older people in outer northern suburbs like Sandgate and Brighton are ageing in place in family homes, but there is also a growing trend for the over 60s to live in medium-density housing.

In the outer eastern suburbs, 17.6% of the population were aged over 60, compared with 16% city-wide. Suburbs such as Wynnum and Manly have large retirement communities, and shared in the early part of the coastal retirement boom of recent years. Wynnum and Manly have very large populations in the retirement age groups, and significant amounts of medium density housing, which includes purpose built retirement communities. Those older people who have aged in place are more likely to be in the older family areas, in suburbs such as Tingalpa.

In the outer southern suburbs there are fewer seniors than the Brisbane average – 15.5% compared with 16%. However the area has experienced significant population growth and in total, the 60+ population increased by 4268 (20%) between 2001 and 2006, so the number of seniors is growing at a faster rate than the general population.
Ageing trends

The *Intergenerational Report 2010* identifies several trends for Australia’s seniors that will have significant impacts on our society, economy and government.

- The proportion of working age people is projected to fall, with only 2.7 persons of working age to support each Australian aged over 65 by 2050 (compared to five working-aged people per aged person today and 7.5 in 1970).

- As the proportion of the population of traditional working age falls, the rate of labour force participation across the whole population is also projected to fall from 65.1% in 2010 to 60.6% by 2050.

- Men aged 20 in 2010 will live an average of six years longer than those aged 60 today, and women an average of five years longer.

- With the ageing of the population, and a continuation of the productivity trends of the past 30 years, growth in real Gross Domestic Product (GDP) per person is projected to slow to 1.5% per annum.

- Currently, more than 25% of Australian government spending is directed to health, age-related pensions and aged care. Australian government spending on these areas is projected to increase significantly, pushing their share of total spending to almost 50% by 2050.

- In the next 30 years real health spending on those aged over 65 years is expected to increase around seven-fold, and spending on those over 85 will increase twelve-fold.

- Ageing and health pressures are projected to result in an increase in total government spending from 22.4% of GDP in 2016 to 27.1% of GDP by 2050.

- Population ageing will drive up demand for services related to seniors, carers and people with disability. These services tend to be more complex and require more face-to-face interactions. In addition, the baby boomer generation will enter retirement with different expectations and aspirations and is likely to demand higher quality and a greater range of services than previous generations.

- These pressures will be alleviated to some degree as urban density increases.
Valuing our Elders

In Aboriginal and Torres Strait Islander communities, Elders are given particular roles as civic leaders and custodians of traditional culture.

Council values their contribution to the rich tapestry of civic life in the city of Brisbane. In particular we acknowledge and pay respect to Turrubal and Jagera Elders from the aboriginal groups who are Traditional Owners of the Brisbane area. These Elders have an important role in the life of the city, as traditional custodians of the lands and waters, and the people we look to under traditional lore to extend a ‘welcome to country’ at significant civic events and ceremonies.

Brisbane is also home to other Aboriginal and Torres Strait Island Elders who have come from other parts of Australia. We value these ‘aunties’ and ‘uncles’ who often represent their people and culture at Council and community events. If there is not a traditional owner present, they will often open proceedings with an ‘acknowledgement of country’ – recognising the Traditional Owners, acknowledging Elders past and present for their custodianship, and reminding us of the importance of history and culture.

Elders play an extremely important role in Aboriginal and Torres Strait Islander families as care providers, educators and role models and are strongly relied upon as key decision makers within families and communities. There have been many changes in Indigenous communities and a major concern for most groups is the loss of tradition and culture. Elders have the wisdom, knowledge and the spirit to draw Indigenous people back to traditional ways and keep the spirit of Aboriginal and Torres Strait Islander people alive.

In Brisbane’s Seniors Strategy 2012-2017, it is important that we acknowledge the value of Elders to the life of the city.
International, Commonwealth and Queensland context

International

The World Health Organisation Active Ageing Policy Framework defines active ageing as “optimising opportunities for participation, health and security in order to enhance quality of life as people age”. This has been adopted around the world, and the Global Age-Friendly Cities Project provides a checklist of essential features of age-friendly cities highlighting the importance of:

- outdoor spaces and buildings
- transportation
- housing
- social participation
- respect and social inclusion
- civic participation and employment
- communication and information
- community and health services.

This checklist has been used in the development of the Seniors’ Strategy 2012-2017, with a particular focus on local government responsibilities such as outdoor spaces, transport, participation, social inclusion, and communication.

Commonwealth Government

The Commonwealth Government has primary responsibility for aged care and income support programs in Australia.

- Home and Community Care (HACC) is a joint Commonwealth and state government initiative funding basic maintenance and support services to help frail older people and younger people with disabilities to continue living in their community.
- Residential aged care and respite.
- Centrelink pensions and benefits.
- Seniors website (www.seniors.gov.au) and Aged and Community Care InfoLine provide access to information for over 50s.
Queensland Government

The Queensland Government has primary responsibility for either directly delivering or funding a range of seniors programs and initiatives.

- Public hospital and community health services.
- Social housing.
- Home Assist Secure – free information and referrals about home maintenance, falls prevention, repairs and modifications, and home security.
- The Seniors’ Card, and the Seniors’ Business Discount Card scheme – which provide concessions and discounts to Queensland seniors.
- Seniors Enquiry Line – a statewide telephone service that provides information on concessions, social activities, independent living, health, finance, retirement and support services for seniors.
- Elder Abuse Prevention Unit – a statewide telephone helpline that provides information, support and referrals for seniors experiencing, or at risk of elder abuse, their families and friends, and service providers.
- Time for Grandparents Program – provides respite for grandparents raising children by funding and facilitating access to recreational camps and day activities.
- Seniors Legal and Support Service – where solicitors and social workers provide services to seniors experiencing, or at risk of elder abuse and financial exploitation.
- Programs to promote healthy lifestyle options and active ageing, reduce social isolation and improve seniors’ social participation and sense of safety and security.
- Seniors week funding and celebrations.

In 2010, the Queensland Government released *Positively Ageless: Queensland Seniors’ Strategy 2010-2020*, developed in consultation with seniors and their representatives and through engagement with Queensland Government agencies. It is a long-term vision for Queensland seniors with five priorities:

1. valuing and empowering seniors
2. improving health and wellbeing
3. promoting workforce participation, independence and mobility
4. supporting community participation and age-friendly communities
5. providing information and improving communication.
The role of local government

Brisbane City Council’s primary responsibilities as a local authority are to:

- enhance the quality of life of the people of Brisbane
- build vibrant communities
- support the sustainable development of the regional economy
- improve the city’s infrastructure and public facilities
- manage critical services including roads and public transport
- protect and enhance the city’s natural and built environments
- improve the quality and value of services
- ensure the financial success and viability of Council.5

While the ‘big ticket’ items for seniors – health, aged care, income support, and housing – are primarily Commonwealth and state government responsibilities, the needs of an ageing population have clear implications for the delivery of core local government responsibilities such as:

- planning and development assessment
- transport planning and strategy
- public transport services
- community facilities
- sports and recreation
- customer and community services
- public space design and management
- environment programs.
Seniors’ Strategy 2012-2017 – Overview

Purpose
The purpose of the Seniors’ Strategy 2012-2017 is to ensure seniors participate in and benefit from the whole of Council’s vision, and that the whole of the city benefits from the significant contribution older people can make.

To do this it considers each of the Living in Brisbane 2026 vision themes and:
• specifies the outcomes we want all seniors to experience
• explores how seniors are making a distinctive contribution to Brisbane
• presents key findings on seniors’ experience of Brisbane in 2011
• establishes Council’s strategic priorities for the next five years
• maps existing initiatives and programs
• identifies extensions to existing programs
• identifies new ‘blue sky’ initiatives to be explored in 2012-2017.

Findings from research and consultation
While seniors are not a homogenous group, many go through the same kinds of significant life transitions, have similar experiences, share some common expectations and aspirations, and come up against similar day-to-day challenges.

• A growing number of Brisbane seniors are at risk of social isolation.
• Seniors’ wellbeing can go into steep decline when changes in physical and mental health limit their ability to get out and participate as they used to.
• Brisbane seniors are looking for more variety of local door-to-door transport options to support ageing in place.
• Seniors are looking for affordable universal housing options that support ‘ageing in place’.
• Many of Brisbane’s public spaces offer limited amenity – seniors often find them uncomfortable and poor pathways make it difficult to get around.
• Many seniors are making ‘clean and green’ lifestyle choices that are contributing to Brisbane’s sustainability.
• More seniors are willing to be involved in meaningful volunteering.
• Seniors respond best to targeted information and personal communication.
• Seniors love opportunities for inter-generational and inter-cultural skills exchange.
• Many seniors have a lifetime of experience in contributing to Brisbane, and are very keen to stay involved in making the city a better place.

These findings inform the priorities for Council action in 2012-2017. They highlight issues in which all three levels of government have different responsibilities and Council will work with our Queensland and Commonwealth government colleagues to develop responses that are appropriate and make a real difference.
**Strategic priorities**

The strategy identifies Council’s broad strategic priorities for seniors in relation to the eight themes of the *Living in Brisbane 2026* vision. Each of these priorities responds to a finding from the consultation and research that is described in more detail in the following pages.

<table>
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<tr>
<th><strong>Living in Brisbane 2026 vision themes</strong></th>
<th><strong>Key finding</strong></th>
<th><strong>Strategic priorities</strong></th>
</tr>
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</table>
| **1. FRIENDLY AND SAFE** | Growing risk of social isolation | 1.1 Outreach to seniors who are at risk  
1.2 Stronger local neighbourhood connections  
1.3 Safety and support in extreme weather events  
1.4 Inclusion of culturally and linguistically diverse seniors  
1.5 Support for affordable housing |
| **2. ACTIVE, HEALTHY CITY** | Declining wellbeing when less able to get out and be active | 2.1 Promoting wellbeing through active and healthy lifestyle choices  
2.2 Adequate provision of health and home help services |
| **3. ACCESSIBLE, CONNECTED CITY** | Need for more local door-to-door transport options | 3.1 Improved local community transport options and information |
| **4. WELL DESIGNED, SUBTROPICAL CITY** | Interest in universal design to support ageing in place  
Public spaces are uncomfortable and difficult to get around | 4.1 Universal design to support ‘ageing in place’  
4.2 Innovative local aged care and supportive housing  
4.3 Seniors-friendly public space with well-designed street furniture and park equipment  
4.4 Pathway design to optimise safety and accessibility |
| **5. CLEAN AND GREEN CITY** | Making more ‘clean and green’ lifestyle choices | 5.1 Supporting sustainable homes  
5.2 Getting more hands on deck to help with habitat and biodiversity  
5.3 Mobilising community support to keep yards clean and green |
| **6. SMART, PROSPEROUS CITY** | Growing interest in meaningful volunteering  
Preference for seniors-friendly communication | 6.1 Tapping into baby boomers as skilled volunteers  
6.2 Leading the way in workforce retention and transition to retirement  
6.3 Personal communication and seniors-friendly information |
|---|---|---|
| **7. VIBRANT, CREATIVE CITY** | Enthusiasm of inter-generational and inter-cultural skills exchange | 7.1 Creative connections between generations and across cultures  
7.2 Enhancing wellbeing through active participation in creative programs, celebrations and festivals |
| **8. REGIONAL, WORLD LEADER** | Contributing a wealth of experience to a better Brisbane | 8.1 Engaging seniors in planning that affects them |
Culturally diverse seniors at a Diverse Brisbane Dialogue event at Acacia Ridge.

Fourteen per cent of Brisbane seniors are from culturally- and linguistically-diverse backgrounds. Of that, 3.4% do not speak English well or at all – higher than the national average.

Only 4.3% of the Aboriginal and Torres Strait Islander population is aged over 60, compared with 15.9% of the total population.
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: Strong, welcoming, caring and diverse communities living in a variety of friendly, safe, walkable neighbourhoods.

“We care about people of all ages and abilities.”

Citywide outcomes:

• Inclusive, caring communities. We are friendly, welcoming and considerate. We celebrate diversity and provide for those most in need.
• Connected and engaged communities. Brisbane citizens get involved, volunteer and care about the city. We have ample opportunities and places to meet and come together.
• Safe communities. Residents feel safe at home and when out and about in Brisbane. We care about each other’s safety and wellbeing.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards making Brisbane a more friendly and safe city.

• Many have more time and capacity to spend volunteering and helping in the local neighbourhood (31% of over 55s volunteer).
• They are often carers for relatives and friends who would otherwise be isolated and vulnerable.
• Many care for children while their parents are at work.
• Seniors are concerned for safety – both personal and property security – and are alert to hazards or threats in their community.
• Some are more likely to be keeping an eye on things in suburban streets while their neighbours are at school and work.

As our population ages, seniors will increasingly be the heart and soul of our community groups, the ‘social glue’ in our neighbourhood networks, and the local characters defining the identity and culture of communities across Brisbane.

Key Findings

Council wants all seniors to experience Brisbane as a city of safe, inclusive, caring connected and engaged communities. In 2012-2017 our broad strategic priorities to achieve this will respond to five key findings.

1. Many seniors reach a time when they find themselves more isolated at home and less able to get out and about. Community services are concerned about this growing group who are living longer and are vulnerable.6

While women have been found to have greater social networks to better enjoy retirement, men are most at risk of health issues as well as of boredom and loneliness when they retreat from the workforce.
2. Local neighbourhood relationships are particularly important for seniors to overcome isolation, enhance well-being, feel safe, and get things done around their homes.
   - 90% of Brisbane seniors say their neighbourhood is friendly.
   - 75% know their neighbours well.

3. Seniors are vulnerable to heat stress, at risk of being isolated in floods, and less able to secure their homes and clean up after storm damage.

4. As our population becomes more culturally diverse, Brisbane has more residents and visitors who are both elderly and from non-English speaking backgrounds.

5. Many seniors are on fixed and low incomes, and with longer life expectancy are finding they have to live with limited housing options for longer.
   - The rate of home ownership among seniors is dropping significantly.
   - An increasing number struggle in an increasingly competitive rental market and do not have sufficient money left for food, social activities or health care needs.
   - Owners with modest homes who want to move have fewer options as property prices rise in desirable locations.\(^7\)

### Strategic priorities

**Strategy 1.1 Outreach to seniors who are at risk.** Council will encourage our own services and programs to have a component of outreach that supports participation by those seniors who are at a stage in their lives where they are becoming isolated. We will encourage Brisbane’s service clubs, event organisers and community groups to do the same.

**Strategy 1.2 Stronger local neighbourhood connections.** Council will continue to support initiatives that build ongoing inter-generational relationships and provide practical, local support with jobs around the home.

**Strategy 1.3 Support in extreme weather.** Council will monitor the impacts of extreme weather events, and support early warning, damage prevention, volunteer mobilisation and recovery efforts that address the particular needs of seniors.

**Strategy 1.4 Inclusion for culturally and linguistically diverse seniors.** Council will review its programs and improve their responsiveness to people of all ages and cultures. We will explore creative ways of providing information to culturally and linguistically diverse seniors, in partnership with community organisations that have strong connections with these groups.

**Strategy 1.5 Affordable housing.** Council will support housing affordability for seniors through rates remissions and affordable housing initiatives that provide options for seniors to rent or buy in desirable locations.
Council initiatives and programs

Council has many existing services, initiatives and programs helping to make Brisbane a friendly and safe place for seniors. These will continue under the Seniors’ Strategy 2012-2017.

Community leasing. Council leases land and facilities at low or no cost to hundreds of community groups, Meals on Wheels services, sporting and recreational clubs frequented by seniors in suburbs across the city. These include many Senior Citizens’ Centres across Brisbane (e.g. Burnie Brae and Indooroopilly).

Community halls. Council’s network of community halls across Brisbane (e.g. Wynnum Municipal Hall, Sandgate Town Hall) provide space for seniors’ groups to meet and families to hire for milestone birthdays and other celebrations.

Personal safety classes. Free classes for men and women in various locations across Brisbane where seniors (and others) can learn personal safety strategies and self-confidence.

Community development projects. Community Development Officers support community groups to implement their own initiatives to meet local needs. Current projects with a focus on seniors include: Street by Street, and Yes! We Care.

Brisbane Community Directory. Brisbane Community Directory profiles over 2000 community services, providing residents across the city with up-to-date, online information about their local groups. It also gives seniors’ organisations a way of promoting themselves.

Lord Mayor’s Suburban Initiative Fund. All Councillors are given funds to support local projects and help build stronger communities in Brisbane – including community activities, improving parks and community facilities.

50+ Centre (located at 157 Ann Street). A hub of low-cost activities (like cards, scrabble, gentle exercise, indoor bowls, tai chi and square dancing) in the Central Business District for seniors from across Brisbane.

Elders tent. In 2009, Council began setting up an Elders Tent at community cultural events, creating opportunities for elders from culturally- and linguistically-diverse communities, and Aboriginal and Torres Strait Islander backgrounds to meet one another, share their culture and experience, and build relationships between groups.

National Neighbour Day. Since 2009, Council has joined other groups and organisations in promoting National Neighbour Day. Council will continue to promote National Neighbour Day as a catalyst for Brisbane people to connect with their neighbours.

Rate and fee remissions for pensioners. Discounts on fees and charges for pensioners, including the most generous rates rebate scheme in the country.

Rates payment cards. Rates payment cards are available to make it easier for seniors and others to make part-payments at a post office.
Housing Affordability Fund Infrastructure Subsidisation Scheme. Council supports affordable housing in Brisbane by offering residential developers an infrastructure charges reduction of up to 15%.

Affordable Housing Incentive Package. The package aims to increase affordable housing for low-to-moderate income earners, particularly in high-growth areas, by supporting developers with financial and built-form incentives.

Community Housing Partnership project. Through a partnership with the Queensland government, Council has houses that we make available to community organisations to provide supported housing for people, including seniors, who are homeless.

Public Space Liaison Officers. Council’s Public Space Liaison Officers patrol parks, malls and other public spaces, connecting with people who are sleeping rough to help them find accommodation, and access support services.

Homeless Connect. A friendly and welcoming environment where seniors, and others, who are homeless can access services and support.

Contact and Customer Service Centres. When seniors and other people in the community contact Council, their phone calls and over-the-counter enquiries are answered by a friendly, helpful person. The feedback from seniors is they really appreciate being able to talk to someone person-to-person or face-to-face when they have business with Council.

Customer service training for staff. Customer services staff, including bus drivers, receive training on serving seniors.

Library Services. Library Services offer free access to a diverse range of material to borrow, free computer access, learning programs and opportunities to join groups such as book clubs across 33 branches where friendly, helpful staff are happy to assist. Library Services offer a free home library service to anyone who is unable to visit a library due to frailty, disability or long-term illness. Library meeting rooms are also available at no cost to community organisations.
Extensions to existing programs

Council will explore extensions to some of our successful ongoing programs.

**Senior Citizens’ Grants.** The Senior Citizens’ Funding Program helps senior citizens’ groups to cover the cost of activities such as social outings and Christmas parties.

**Extensions:**

✔ Review the Senior Citizens’ Funding Program to ensure it is keeping up with the demands placed on it by an ageing population.

✔ Widen the scope to include grants for innovative projects supporting wellbeing, social inclusion, creativity and life-long learning.

✔ Explore the potential for partnerships to boost the amount of grant funding available, with the Queensland Government, and corporate or philanthropic partners.

**Safety, response and recovery programs in extreme weather.** In times of disaster and extreme weather, Council works with the State Emergency Service and other partners to keep Brisbane residents safe and support recovery.

**Extensions:**

✔ Review disaster response and recovery planning to ensure seniors are supported in disaster events.

✔ Explore ways to ensure the protection of vulnerable seniors in times of weather extremes like flooding, heatwaves, and storms. One suggestion is a ‘buddy’ system, where others in a neighbourhood nominate to check in on and organise help for particularly vulnerable individuals and couples, especially during weather events.

✔ Explore the potential for Council’s Contact Centre to be a channel for alerts.

**Men’s Sheds Grants.** The Men’s Shed Grant supports Men’s Shed groups in Brisbane to provide a safe, supportive and friendly environment for men of all ages to gather, volunteer, work and seek fellowship with other like-minded people.

**Extensions:**

✔ Evaluate and further develop the Men’s Shed initiative to engage seniors in keeping involved and connected in their community.

✔ Explore the potential for ‘community kitchens’ that support inter-generational and inter-cultural connections around cooking and food (where possible utilising existing facilities like bowls clubs or schools).
Review of community facilities for seniors. Council provides community facilities in suburbs across the city that often accommodate seniors’ groups and activities. We know that baby boomers will want different opportunities and programs (for example: more emphasis on inter-generational rather than seniors-specific programs) and will review the accessibility and programming of our community facilities to accommodate these new priorities.

Extensions:

✔ Investigate emerging needs and opportunities for community facilities for seniors, and negotiate new types of partnerships for provision and management of community facilities.

✔ Investigate the potential for community halls to accommodate new programs and respond to new requests, for example, for shared kitchen facilities for groups connecting around food.

Information for culturally- and linguistically-diverse seniors. Council currently provides some information about its programs in languages other than English, and distributes information through networks of community groups and organisations across Brisbane.

Extension:

✔ Explore creative ways of providing signage and distributing Council information to culturally- and linguistically-diverse seniors, in partnership with community organisations that have strong connections with these groups.
New initiatives

New initiative 1: ‘Community animators’ projects

Many Brisbane suburbs are changing, as young families move into areas where significant numbers of seniors have lived for many years. The young families struggle with getting to know people, childcare, and sense of identity and place – while seniors struggle with feeling alienated by increasing numbers of strangers, isolation and getting things done around the home.

This initiative would identify pockets of redevelopment or rapid demographic change in Brisbane and work there for three to six months as a catalyst to build connections between people – especially seniors and newcomers.

They would provide information for newcomers about local groups they could join or programs they can access. They will work with established local groups and the natural leaders among the newcomers to organise a series of activities where people get to know one another. They will skill-up a small group of local ‘community animators’ with the skills and know how to continue the activities.

New initiative 2: Supported homeshare pilot project

Many Brisbane seniors live alone and struggle to meet the maintenance costs of their homes, while at the same time young people and students are looking for affordable accommodation.

This initiative would investigate the potential for a new type of supported inter-generational shared-housing arrangement, where a social enterprise or community organisation would broker boarding arrangements for students and young people in the homes of seniors.
Council’s GOLD (Growing Old and Living Dangerously) program encourages seniors to come and try new active recreation activities.

Fifty-four per cent of Brisbane seniors participate in some regular sport or activity – with lawn bowls, golf, tennis, cycling, walking, aqua activities and mind/body pursuits such as yoga and tai chi being the most popular.
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: Active and healthy lifestyles through events, facilities and spaces in which to exercise and be active. Adaptable, resilient communities having fun in Brisbane and being optimistic about the future.

“All Brisbane residents, regardless of age, gender and ability, will be encouraged and supported in their choices of physical exercise, play or sport.”

Living in Brisbane 2026: Our Shared Vision

Citywide outcomes:

- **Active and healthy communities.** Brisbane citizens are healthy and lead active lifestyles. Brisbane has high-quality facilities with parks, sporting clubs, bikeways and paths.
- **Better public health.** We maintain world-class health conditions: free from public health risks; healthy built and natural environments; minimal exposure to diseases.
- **Food in the city.** Brisbane is lush with food-producing gardens and city farms in parks, schools, backyards, community facilities and businesses.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards an active and healthy future for Brisbane.

- Many are enthusiastic participants in recreation and other programs that promote wellbeing, and bring along their friends.
- Many from other countries have knowledge of fruits, herbs and vegetables – enhancing our community gardens with nutritious foods for multicultural cuisines that also adapt well to a warmer climate.
- By keeping themselves active and healthy, many Brisbane seniors are reducing the strain on the health system.

As Brisbane’s people all live longer, we are looking to seniors to stay active and healthy so lifestyle and chronic disease does not place an unprecedented burden on the economy.

Key Findings

Council wants all seniors to experience Brisbane as a city that supports their wellbeing, where they enjoy active and healthy lifestyles and have a hand in growing their own food. In 2012-2017 our broad strategic priorities for engaging seniors in active and healthy lifestyle will respond to two key findings.

1. Seniors can experience significant lifestyle transitions impacting their wellbeing, particularly after the age of 75.
   - Falls can have a significant impact on the health and wellbeing of seniors. There is evidence that keeping active prevents falls, and Council has a significant role in providing facilities and opportunities for seniors to stay fit and active.
• Physical activity and healthy eating are declining and they are important for the prevention of lifestyle disease.

2. As people are living longer, there are a growing number of seniors every month who become unwell, frail, more housebound and socially isolated.

• Health and community care services are the responsibility of the State and Commonwealth governments.

• The current *Home and Community Care Queensland Triennial Plan 2008-2011* identifies that services supporting seniors’ health and wellbeing in Brisbane are not adequate for our growing population.\(^9\)

• Community and church organisations delivering these services in Brisbane are concerned that the level of services funded will fall further behind the community need with predicted population growth in coming years. They are worried that our most vulnerable seniors will be the ones who miss out.

### Strategic priorities

**Strategy 2.1** Promoting wellbeing through active and healthy lifestyle choices. Council will provide a variety of programs promoting active and healthy lifestyle options for seniors across the city.

**Strategy 2.2** Advocacy for adequate provision of health and home help services for Brisbane’s most vulnerable seniors. Council will monitor the needs across Brisbane for services that support seniors’ health and wellbeing, and (working with the Seniors Roundtable and others) take a role in advocating to state and Commonwealth governments for adequate service levels, particularly for the most vulnerable members of our growing seniors population.

### Council initiatives and programs

Council will continue to deliver existing services, projects and programs that help make Brisbane a more active and healthy place for seniors.

**Gonewalking.** More than 80 free walks throughout Brisbane each week, organised by the Heart Foundation, including bushland walks, leisure walks exploring Brisbane’s parks, brisk walks for health and fitness, less strenuous leisure walks and after hours walks inside air conditioned shopping centres.

**Community grants.** Grants supporting the initiatives of Brisbane community groups, some with a focus on seniors, which encourage physical activity.

**Eat safe Brisbane.** Food safety audits on all licensed food businesses in Brisbane protect the health of all residents. Council health inspectors give a food safety star rating as a way of improving food safety standards, reducing incidences of food-borne illness and increasing food safety awareness in the community to assist people (especially seniors whose health may be fragile) in making informed food and dining choices.
Extensions to existing programs

Council will explore extensions to some of our successful ongoing programs.

**Immunisation program.** All seniors including international and interstate visitors can use Council’s immunisation service, at seniors’ clinics offering free influenza vaccination at various locations across Brisbane.

Extension:

✔ Review promotion and delivery of vaccines to seniors to ensure they are accessible to ‘at risk’ groups e.g. those who find it difficult to get out and about.

**Active participation programs.** Thousands of seniors participate in GOLD, GOLD’n’kids, Gonewalking, RAW and Active Parks programs in locations across Brisbane, experiencing a range of activities intended to inspire their commitment to remaining active as they grow older.

Extensions:

✔ Review delivery of active participation programs to ensure they are helping seniors to stay physically active for longer.

✔ Build partnerships around these programs that facilitate access and overcome barriers to seniors’ participation as they grow older, as their health becomes less robust and they are more at risk of becoming housebound and isolated.

New initiatives

**New initiative 3: Advocacy for services for our most vulnerable seniors**

The current *Home and Community Care Queensland Triennial Plan 2008-2011* identifies that services supporting seniors’ health and wellbeing in Brisbane are not adequate for our growing population.¹⁰

Council will work in partnership with seniors’ organisations to monitor trends and gaps across the city (informed by a new Lord Mayor’s Advisory Committee on Ageing and Disability) and advocate for adequate levels of funding to meet the priorities identified with appropriately targeted services.

**New initiative 4: First aid courses for seniors’ groups**

Seniors are vulnerable to acute health episodes – like strokes, heart attacks and fits – that can happen suddenly in any context.

Going beyond CPR sessions, this initiative would provide free first aid courses for members or facilitators of seniors groups, equipping more people in those groups to identify signs of stroke and heart attack, and provide appropriate first aid. Sessions may also cover mental health first aid and address issues of depression, anxiety and the influence of medication.
New initiative 5: Brisbane Wellbeing Guide

There are many groups, activities and programs across Brisbane that offer seniors opportunities to improve their health and wellbeing – but they do not know about them.

This initiative would engage a seniors’ organisation to develop a Brisbane Wellness Guide written for seniors, by seniors.

It would include community groups, services and opportunities available to seniors across the city and suburbs, and stories by seniors that share their personal experiences of Brisbane, e.g. how tai chi groups can be fun and prevent falls, how they have adjusted their home to their needs, how they re-connect with their community after an illness or surrender of a driver’s licence.
Council Cabs provide 47,000 subsidised trips each year taking seniors and people with disability to their local shops.

Seventy-eight per cent of Brisbane seniors still drive regularly, mostly to the shops or to see family and friends, the doctor, or visit a club or library. But over half have limited their driving in some way, e.g. “I only drive locally, don’t drive in peak times, at night or on rainy days.”
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: A diversity of private (cars, bikes, walking) and public (trains, buses, ferries) transport using many pathways and networks, interconnecting at mixed-use centres and urban villages.

“In 2026, Brisbane will be an accessible city for those who cannot afford private transport or who do not drive. In addition to public transport, Council Cabs, car pools, car sharing, community taxis and other flexible options will be readily available.”

Citywide outcomes:

- **Green and active transport.** We have alternatives to using our cars and enjoy good public transport, networked bikeways and safe, shady walking paths.
- **Effective road networks.** Roads are free of congestion with more predictable travel times and safe journeys.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards an accessible and connected future for the city of Brisbane.

- Articulate seniors are often the people who draw attention to mobility, access and safety issues, that when addressed make it easier for all of us to get around.
- When seniors become reluctant to drive, their choices for public and active transport help to reduce traffic congestion on Brisbane’s roads.
- Seniors’ groups can provide collective, grounded, local advice about specific accessibility issues and improvements like seating and shade on pathways in different areas of Brisbane.

As our population ages, seniors will lead the way in expecting and demanding universal design of pedestrian infrastructure – making Brisbane more liveable for all of us.

Key Findings

Council wants all seniors to experience Brisbane as a city with effective road networks and great access to green and active transport.

Brisbane seniors identify the need for more local transport options that provide door-to-door services for shopping, medical appointments, access to services, and community and social activities in their local areas. These are pivotal to supporting their desire for ageing in place.

- Seventy-eight per cent of Brisbane seniors still drive regularly, but over half have limited their driving in some way, e.g. only driving during daylight hours, in off-peak times, avoiding roadworks or staying in the local area.
• Eventually almost all Brisbane seniors reach a point where they stop driving, and they experience difficulties organising appropriate transport from their homes to their desired destinations. Many are unaware of the full range of transport options available within their communities.
• Almost 80% of Brisbane seniors use some form of public transport with the most popular being bus, followed by train, CityCat and ferries. Thirty-five per cent use it several times a week, and 65% use it less than once a week. There is a sense among seniors that Brisbane’s transport network is geared for commuter use, and does not really meet their needs, especially in the outer suburbs where many older people live.
• Community transport providers in Brisbane have initiated ‘door-through-door’ services, where their staff help more frail passengers to get from their home into the vehicle, and may carry their groceries into their kitchen on the return journey. But the demand for these services exceeds supply, and service eligibility criteria can restrict access.

**Strategic priority**

**Strategy 3.1  Improved local community transport options and information.**

Council will explore options for improved local community transport providing more flexible door-to-door options, and promote local and active transport options so seniors know what is available in different parts of Brisbane.

**Council initiatives and programs**

Council will continue to deliver existing services, projects and programs that help make Brisbane a more accessible and connected city for seniors.

**Accessible buses.** Council’s new buses are being built to be easily accessible for people who have mobility disabilities, with features like low floors, kneeling buses and deployable access ramps.

**Accessible bus stops and CityCat terminals.** Council’s public transport infrastructure includes bus stops and CityCat terminals that have been assessed for accessibility and, where possible, are being put on an ongoing program for upgrades to be more accessible.

**Brisbane Mobility and Access Map.** A map showing accessible buildings, toilets and street crossings as well as gradients for pedestrians enables people who are not so mobile to plan their routes in the Brisbane CBD.
Extensions to existing programs

Council will explore extensions to some of our successful ongoing programs.

**Council Cabs.** Council Cabs assists people aged over 60, and the mobility impaired, by providing a subsidised, shared, door-to-door transport service to the local shopping centre and makes more than 45,000 trips per year.

Extensions:

✔ Review the Council Cabs service to improve the effectiveness and efficiency of the service.

✔ In partnership with Council ward offices and community organisations, map existing community transport options and scope a pilot project to expand Council Cabs to service unmet needs. This pilot will be conducted in the outer-Northern suburbs of Brisbane where there is a high number of seniors – Aspley, Carseldine, Bracken Ridge and Sandgate.

**Advocacy for improved public and community transport.** As well as being a provider of bus, ferry and CityCat services through Brisbane Transport, Council has an important role as an advocate to the Queensland and Commonwealth governments for better provision of public transport for Brisbane.

Extensions:

There are several issues important to seniors that Council will take up in the life of this strategy.

✔ Advocate to Queensland Transport and Department of Communities to extend community-based transport options to address transport disadvantage for seniors, especially in the outer suburbs.

✔ Advocate to the Minister for Transport for the provision of free off-peak transport for seniors as in done in other Australian cities.

✔ Investigate the feasibility of Council partnerships with community organisations to establish or extend innovative local community transport services.
Promotion of public and active transport. Council designs, publishes and distributes information about public and active transport options in Brisbane.

Extensions:

✔ Promote public and active transport in seniors’ publications, popular seniors’ websites, and through seniors’ organisations and groups.

✔ Work with community organisations to design and distribute information about public and active transport options for seniors in particular local areas or for particular cultural communities.

New initiative

New initiative 6: Brisbane Mobility Centre

There are many mobility aids that make it easier for seniors (and others) who are not so mobile to get around, but they are often too bulky to take on public transport. Council will conduct a feasibility study on the establishment of a Mobility Centre to provide access to mobility aids in the Brisbane CBD, and investigate the potential for satellite sites in other locations across the city.

This initiative is also supported by the Brisbane Access and Inclusion Plan.
Council encourages universal design of public space to support ageing in place, including features like wide sealed pathways, frequent seating, plentiful shade, and community gardens with raised beds that are popular with seniors.

Eighty-nine per cent of Brisbane seniors intend to stay where they are living for the foreseeable future. Six per cent say they might move to another part of Brisbane and only 5% are planning to move out of Brisbane.
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: A city designed to be ecologically efficient for a growing population, easy to get around and able to bring people together in great public spaces, to enjoy our outdoor lifestyle.

“Our approach to expanding housing supply and designing attractive spaces is to create walkable urban villages within the city, around Brisbane’s major shopping centres and along major growth corridors – connected with each other through an improved, integrated transport and road network.”

Citywide outcomes:

- **Well designed and responsive built environment.** Our streetscapes and built environments suit our climate. We have energy-efficient buildings and well-designed suburbs.
- **Effective growth management.** Brisbane’s seniors are active participants in managing population growth and maintaining our quality of life.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards the design of the city.

- Many are familiar with house designs of the past that were more in tune with the seasons, e.g. open to breeze and circulation and utilising shade rather than air-conditioning.
- Many have lived and worked overseas, and have experience of how other cities have responded to the challenges of population density and growth.
- Many have reflected on their experience of getting around with limited mobility or other disabilities, and have thoughtful ideas to contribute to design processes that would make life easier for many other people (like mums with prams or young children).

As our population ages, seniors will lead the way in expecting and demanding universal design – making Brisbane more liveable for all of us.
Key Findings

Council wants all seniors to experience Brisbane as a sub-tropical city with effective growth management and a well designed and responsive built environment. There are strong links between this part of the Seniors’ Strategy 2012-2017, and the Brisbane Access and Inclusion Plan. In 2012-2017 our strategic priorities will respond to four key findings.

1. Brisbane seniors want to continue to live in their own homes and neighbourhoods as they age, and are looking for housing appropriate to their changing needs. There is growing support for universal design that would enable ageing in their own homes.

The housing industry and Commonwealth Government agreed to national Liveable Housing Design Guidelines in 2010, setting targets for new homes to meet the guidelines – 25% by 2013, 50% by 2015, 75% by 2018 and 100% by 2020.

2. Seniors’ advocates are promoting the opportunity to build on the momentum of the Lord Mayor’s Taskforce into Retirement and Aged Care and increase the supply of innovative local aged care facilities in suburbs across the city.

3. Many of Brisbane’s public spaces offer limited amenity and can be difficult for seniors to get around. Good urban design can play a major role in allowing seniors to ‘age in place’ and remain active in their communities.

Seniors are clear that efforts to improve parks, public spaces and recreation areas for seniors need to pay particular attention to:
• clean, accessible and user-friendly toilets
• design and placement of street and park furniture – in particular comfortable seating
• picnic table seating that is easy to get in and out of
• frequent resting points
• plentiful shade and shelter
• shelter and comfortable seating at bus stops or pick-up zones
• good levels of lighting.

4. Brisbane’s footpath networks are generally safe and Council has committed significant resources to maintenance and upgrades in recent years – but it is a big city, and there are still areas where there are poor or damaged footpaths.

Falls prevention is especially important for older and more frail seniors for whom injuries and bone breakages can have serious consequences. Good footpath networks are particularly vital in outer suburban areas where many older people live.
Strategic priorities

Strategy 4.1 Universal design to support ‘ageing in place’. Council will encourage universal design of housing, facilities and public space.

Strategy 4.2 Innovative local aged care and supportive housing. Council will encourage small, niche, well-integrated, well-designed Residential Aged Care Facilities and Supportive Older People’s Housing that operate at a local level in communities across Brisbane.

Strategy 4.3 Senior-friendly public spaces with well designed street furniture and park equipment. Council will work with seniors’ groups to plan, design, build, manage and animate public spaces that seniors experience as safe, accessible and comfortable.

Strategy 4.4 Pathway design to optimise safety and accessibility. Council will continue to upgrade footpaths, and investigate the potential for new infrastructure design and provision that provides a higher level of safety and accessibility, especially in areas where there are growing populations of seniors.

Council initiatives and programs

Council will continue to deliver existing policies, services and programs that help make Brisbane a well-designed, subtropical city that seniors enjoy.

Accessible Council buildings and community facilities. Council continues to audit and, where possible, upgrade its buildings and community facilities to ensure they are accessible for people, like some seniors, with limited mobility.


Subtropical Design Principles. Council’s subtropical design principles respond to local conditions, maximise shade and allow for cross-ventilation and adaptive facades. They will contribute to reducing ‘Urban Heat Island’ effects currently experienced in urban environments.

Ward Footpath Trust Funds. Council continues to upgrade footpaths across the city, and the Ward Trust Funds provide for local priorities to be addressed.

Infrastructure maintenance. Our suburban infrastructure (e.g. level, well maintained footpaths, low-level entryways, and safe pedestrian crossings) enables seniors to move around their communities safely and easily.
Extensions to existing programs

Council’s work in 2012-2017 towards a well-designed, subtropical city for seniors will focus on the implementation of the recommendations of the Lord Mayor’s Taskforce into Retirement and Aged Care covering (1) Strategic Policy, (2) Development Policy, and (3) Infrastructure Charging. These recommendations are the responsibility of City Planning, and are being negotiated in light of statutory and other requirements.

In addition to these, the Taskforce also made recommendations that are picked up below.

Neighbourhood Planning – focus on ‘ageing in place’. Neighbourhood Planning gives local communities across Brisbane opportunities to have a say in the future of their area. Currently there is targeted engagement of seniors as part of the process, but there are some barriers to including initiatives that support ageing in place in a meaningfully way in the neighbourhood planning documents.

Extensions:

✔ Continue to improve targeted engagement with seniors.

✔ Continue to explore opportunities to promote ‘ageing in place’ in Neighbourhood Planning.

City Plan. Brisbane City Plan 2000 contains provisions for safety, accessibility and amenity that are important for seniors in property and public space developments across the city.

Extension:

✔ Council will be reviewing City Plan, and the new City Plan will encourage universal housing design, universal design of facilities and safety in public space, and innovative local aged care and supportive housing.

All Ages Public Space Project. With rapid population growth and increased density of development in the city’s growth corridors, Council faces the challenge of designing and managing public spaces that enhance local identity and inter-generational community cohesion.

Extensions:

✔ Design and build two child, youth and senior friendly public spaces that showcase the best possible universal design in the city's growth corridors. The first has been identified for Chermside.

✔ Bring these spaces to life with performances, installations and exhibitions that celebrate local artists’ expressions of Brisbane’s unique identity and culture.
✔ These spaces will demonstrate good practice in universal design and accessibility, and we will document them and publish design guidelines to illustrate how other developers can create urban spaces and pedestrian infrastructure for people of all ages.

✔ They could feature all ages play scapes, where seniors and people of all ages can gather, exercise and have fun.

This project is also supported in Council’s Youth Strategy 2012-2017.

**Street furniture and park equipment.** Council designs, builds, installs and maintains street furniture and park equipment across Brisbane.

**Extension:**

✔ Investigate the potential for new public space assets like street furniture, park and play equipment that provides a higher level of comfort and amenity for seniors.

**Footpath and walkway design.** Council designs, builds and maintains thousands of kilometres of footpaths that make Brisbane easier for pedestrians to get around.

**Extensions:**

✔ Review the existing footpath hierarchy with a view to determining additional circumstances where we would specify widths of up to 1.8m to full width, to enhance accessibility for mobility devices and support ageing in place. Incorporate these additional circumstances into future planning and construction under the existing *Subdivision and Development Guidelines*.

✔ Explore innovative construction techniques and devices to keep footpaths even.

✔ Prioritise upgrades for areas where there are growing populations of seniors.

**New initiative**

**New initiative 7: Walkable Neighbourhood Precincts**

Council is making the most of Brisbane’s subtropical climate, and promoting active travel through initiatives like the Boulevards project.

In 2012-2017, Council will investigate the feasibility of creating precincts that showcase the best in design and construction of footpaths and pedestrian infrastructure, targeting localities in Brisbane that have significant populations of seniors, as well as several popular destinations within walking distance.

This may include upgrades of footpaths and pedestrian crossings, seating, lighting, shade, and artwork that tells local stories and encourages friendly interactions.
Burnie Brae Community Garden at Chermside features raised beds for gardeners from the neighbouring senior citizens’ centre.

Many Brisbane seniors are involved in looking after native plants, wildlife and community gardens. Some of the keenest members of Brisbane’s community garden groups are seniors, who value the opportunity to meet others from their local communities, and to work alongside people from other cultures and generations.
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: Protecting and strengthening our natural environment, our native plants and animal habitats, limiting pollution, greening the city and using our natural resources, such as water, wisely.

“In 2026, I will be 100. I hope to see more shady trees in our streets and volunteers willing to assist the aged and pensioners to keep their lawns tidy.”

Citywide outcomes:

• **Sustainable water use.** We manage our precious water for today and tomorrow, using innovative and diverse options for collecting, storing and re-using water.
• **Towards zero waste.** We reduce, re-use and recycle to limit waste.
• **Sustainable energy use.** Brisbane has a low carbon footprint. The community, business and government are energy-efficient, using green/renewable energy.
• **Healthy river and bay.** Our creeks, rivers and bays are free from pollution and full of marine life, with an ample cover of native vegetation on their banks.
• **Green and biodiverse city.** Brisbane has a healthy ecosystem with a variety of native plants and animals throughout the city.
• **Clean air.** The air we breathe is free from pollution and disease-causing particles.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards a clean and green future for the city of Brisbane.

• Many seniors grew up in an era where ‘going without’ and ‘making do’ with scarce resources was commonplace, and they have experience and skills with very positive outcomes such as zero waste, carbon neutrality and sustainable water use.
• Many are committed to reducing, re-using and recycling.
• Many seniors continue to enjoy gardening and are interested in looking after native plants and wildlife and community gardens.
• Many of those seniors involved in community environment groups have a wealth of professional, academic and practical knowledge and experience to share.

Brisbane will only become Australia’s most sustainable city if seniors get behind Council’s vision.
Key Findings

Council wants all seniors to experience Brisbane as a city where they contribute to sustainable water use, zero waste, sustainable energy use, clean air, green and biodiverse ecosystems, and a healthy river and bay. In 2012-2017, our priorities to achieve this will respond to three key findings.

1. Seniors are making ‘clean and green’ lifestyle choices in their own homes.
   • Council aims to make Brisbane Australia’s most sustainable city, and our recent ranking of third reflects the choices made by residents, businesses, and organisations in recent years.\(^ {13} \)
   • Seniors are more likely to own their own home, so their choices have a significant impact on the proportion of Brisbane homes fitted with water and energy-saving devices.

2. Many seniors are getting involved with Brisbane’s volunteer biodiversity groups and community gardens.
   • Brisbane has many green community groups that work to improve the health and biodiversity of our natural habitat areas, including wildlife carers, Habitat Brisbane, bush care, and creek catchment groups.
   • Many have highly experienced and knowledgeable seniors who guide their efforts, but despair because their groups are ageing and there are few young people joining them.
   • Some of the keenest members of Brisbane’s community garden groups are also seniors, who value the opportunity to meet others from their local communities, and to work alongside people from other cultures and generations.

3. Some seniors find that illness, disability, injury, depression and isolation prevent them from keeping their yards and gardens in good order.
   They can find themselves the subject of complaints from neighbours, and then come to the attention of Council officers responsible for public health. Many people in this position have a predisposition to hoarding, and some level of incapacity.
Strategic priorities

Strategy 5.1 Supporting sustainable homes. Council will reach out to seniors with information, demonstrations, advice and subsidised products to increase their uptake of water and energy efficient devices and renewable energy technology.

Strategy 5.2 Getting more experienced hands on deck to help with community gardens, habitat and biodiversity. Council will build the capacity of Brisbane’s many community gardening and local environment groups, with a focus on inter-generational knowledge sharing, new ways of organising the work, and encouraging younger participants to learn and take on more responsible roles.

Strategy 5.3 Mobilising community support to keep yards and gardens clean and green. Council will support community initiatives that mobilise people to help seniors with cleaning up, gardening and basic maintenance to keep their homes, gardens and yards clean and in good order.

Council initiatives and programs

Council will continue to deliver existing programs that help make Brisbane a clean and green city for seniors.

Green Heart program. Hundreds of like-minded people from all walks of life connect at Green Heart events (e.g. CitySmart Sustainability Fairs, Green Up plant giveaways and Gardening Australia Expo) sharing ideas, passions and sustainability advice.

EzyGreen energy reduction scheme. This partnership between Council, the Queensland Government, and business partners was launched in June 2010. It bundles giveaways and low upfront cost solutions that take advantage of local, state and Federal energy savings initiatives in one easy-to-use program.

Library seminars and workshops. Council libraries regularly run free sustainability workshops and talks that connect seniors (and others) with community gardens and local food collectives in local areas.

Community gardens and city farms. A network of community gardens and city farms in community centres, churches and retirement centres across Brisbane where residents can grow and access healthy and affordable food.

Cultivating Community Gardens Grant. Funding to local non-profit community-based groups and organisations to establish, develop and maintain community gardens on Council owned and other land.

Environmental Grants. Funding for community based organisations who address local or citywide community environment issues.
Wildlife Carer Funding program. Financial assistance for groups involved with the rehabilitation and release of orphaned, sick and injured native wildlife.

WaterSmart initiatives. Council continues to build a community which is engaged in water issues, providing seniors and others with information on waterways, local waterway health enhancement, catchment festivals and events, and flood management.

Creek Catchment Rangers. Established by the Lord Mayor in 2004 to support and build the capacity of community-based catchment groups who look after Brisbane’s creeks – including many seniors who are involved as volunteers.

Habitat Brisbane. Council’s Habitat Brisbane program supports community volunteers, many of whom are active, knowledgeable and enthusiastic seniors, to improve their local area through habitat restoration projects in local parks, bushlands, wetlands and along waterways.

Parks. Council provides a diverse range of parks across Brisbane which are responsive to local needs – some have landscaping, pathways, park furniture and exercise equipment that has been designed specifically for seniors.

Botanic Gardens. Brisbane’s Botanic Gardens at Mt Coot-tha and in the city offer regular green programs that attract seniors including free guided walks, tours, lessons for school groups, seminars, exhibitions and organic gardening classes.

Free Plant program. Council’s Free Plant program, giving away native plants, is popular with keen gardeners.

Home rubbish removal. Through an agreement with our waste contractors, Council offers rubbish bin collection from residents’ yards if they are frail or have a disability.

Extensions to existing programs

Council will explore extensions to some of our successful ongoing programs.

Green Heart Community Plan. The Green Heart program supports our community in becoming Australia’s most sustainable city. It works towards achieving Council’s vision for 2026 to create a cleaner, greener city and encompasses homes, schools, businesses and community.

Extension:
✔ Encourage seniors to get involved in Council’s Green Heart programs, e.g. Green Garden Gurus.

Green Heart Events and Displays. Many seniors bring their questions to Green Heart Vans that travel around Brisbane offering offer advice, demonstrations, and sustainability products for sale.
Extension:

✔ Take the vans to significant seniors’ events and gatherings.

**Good Neighbour Project.** A rubbish cleanup project for seniors and people with a disability living independently. The project links them with a volunteer from their local community who can help to clean up their house and yard, and take a load of rubbish to the dump.

Extensions:

✔ Extend the existing Good Neighbour Clean-Up Project, and investigate widening its scope to include green waste, mowing and gardening, handyman, shopping, and/or pet care components delivered by volunteers.

✔ Link Good Neighbour with Council’s Vollielink (staff volunteering) program, encouraging Council employees to connect with seniors who need help through local groups in their own neighbourhoods.

**Domestic Cleanup Pilot Project.** Some seniors who struggle to keep their yards and gardens in good order are the subject of complaints from neighbours, and then come to the attention of Council officers responsible for public health. Many people in this position have a predisposition to hoarding, and some level of incapacity, and this project is trialling innovative solutions as an alternative to costly and ineffective court proceedings.

Extensions:

✔ A new partnership working with a community group in the southern suburbs to mobilise help for people who are at risk of receiving a public health clean up order for their house and yard that they are not able to comply with.

✔ Council will conduct the pilot in 2011, and evaluate with a view to replicating in other regions.
Seniors have been a cornerstone of Council’s Diverse Brisbane Dialogues, fostering inter-cultural understanding.

Some Brisbane seniors, in particular some who arrived as migrants, have a wealth of skills and experience in business, and have asked Council to investigate the potential to support them to share their business smarts with young entrepreneurs (in particular those who have come as refugees and migrants).
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: A prosperous and enterprising city with people exercising their entrepreneurship across the full spectrum of commercial, public, scientific, educational and charitable enterprises.

“We care about people of all ages and abilities, encouraging their participation across all enterprises and activities.”

Citywide outcomes:

• **Healthy economy.** Our economy is sustainable, with ample job opportunities and a vibrant business sector.
• **Learning and informed communities.** Brisbane has high-quality and diverse education facilities accessible to a community that is receptive to learning, open to new ideas and engaged in critical debate on important issues.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards a smart and prosperous future for the city of Brisbane.

• Curious seniors who find they have more time on their hands are learning new things, inventing, innovating, and exchanging ideas and experiences.
• Organisations like University of the Third Age, Brisbane Seniors Online and Volunteering Queensland’s Golden Gurus create many opportunities for learning and sharing knowledge.
• Successful business people from diverse cultural backgrounds are mentoring young entrepreneurs from their own and other communities.
• Experienced professionals, tradespeople, artisans and craftspeople are sharing their skills with eager young people who are keen to learn.
• Some highly-skilled and experienced employees are continuing on in the workforce well past retirement age.

With an ageing workforce and potential skills shortages, Council and other organisations are looking to seniors for advice about the design of new flexible work arrangements that will enable them to contribute their experience, skills and wisdom to the ongoing prosperity of the city.
Key Findings

Council wants all seniors to experience Brisbane as a city with a healthy economy and learning and informed communities. Our priorities in 2012-2017 will address four key findings.

1. Many seniors contribute to Brisbane’s prosperity through the roles they take on in the informal or voluntary economy.
   - ‘Lifelong learning’ is important to Brisbane seniors, who particularly appreciate volunteering opportunities where they are learning and sharing skills with others.
   - At the younger end of the seniors spectrum are a growing group of ‘baby boomers’ coming to the ends of their careers who have a wealth of skills and experience to share in voluntary roles in their communities. But many current volunteering roles are geared to the lower end of the skills spectrum – resulting in unsatisfying experiences for both volunteers and host organisations.

2. Many seniors are choosing to work for longer or retain some kind of work beyond “retirement”.
   - 5% of Brisbane’s workforce (33,000 people) is aged over 60.
   - 41% of people working full time intend to switch to part-time work before retiring. Concern about health is the most common reason for retiring.
   - Council is one of many organisations in Brisbane experiencing an ageing workforce – 46.8% of Council’s staff are older than 45, and a growing number are working beyond the age of 60. Many of these are highly experienced and skilled people who will contribute to make a serious contribution to their organisations for many years, redefining traditional notions of ‘retirement’.

3. Many older people are unaware of the full range of programs and services available within their communities.
   - Only 42% of people aged 65-74 have access to the internet, and 22% of people aged 74 and over.
   - Seniors groups have a key role in distributing information to Brisbane seniors. They advise that:
     - many seniors phone Council’s Contact Centre for information, because they like the ability to speak to a “real person”
     - seniors appreciate published communication that presents a positive image of seniors while avoiding stereotypes, and has larger print, straight-forward language and clear contrasting colours for optimum readability.
Strategic priorities

Strategy 6.1  Tapping into baby boomers as skilled volunteers. Council will recognise that seniors have a lot to offer Brisbane’s not-for-profit and community organisations, and create opportunities for them to contribute to Brisbane as skilled and experienced volunteers.

Strategy 6.2  Leading the way in workforce retention and transition to retirement. Council will lead the way as a model corporate citizen for other employers in Brisbane, with innovative human resource policies and programs for older staff including flexible work arrangements, career guidance, mentoring, graduated transition to retirement and ongoing connections as alumni.

Strategy 6.3  Personal communication and senior-friendly information. Council will continue to provide personal communication through the Contact Centre, publish information in seniors-friendly formats and distribute it through seniors’ groups across Brisbane.

Council initiatives and programs

Council has many existing services, initiatives and programs helping to make Brisbane a smart and prosperous city for seniors. These will continue under the Seniors’ Strategy 2012-2017.

Helen Taylor Award for Local History. The Lord Mayor’s Helen Taylor Award for Local History supports a history student or independent researcher for projects that reveal lesser known aspects of Brisbane’s history or heritage, make Brisbane’s history or heritage accessible to a wide audience or focus on local Indigenous history or heritage.

Mentoring Program. An internal employee support program that enables more experienced Council employees to mentor younger staff – for example engineers passing on their knowledge and experience.
Extensions to existing programs

Council will explore extensions to some of our successful ongoing programs.

Library programs. Council’s 33 libraries provide many services popular with seniors including learning programs, home delivery service, mobile library service, library books and media in languages other than English, large-print and other accessible formats, and bulk loans to aged-care facilities.

Extension:

✔ Encourage partnerships linking seniors’ organisations with their local libraries.

Supporting volunteers to link with community groups. Council supports Brisbane’s community groups and not-for-profit organisations with advice, planning and staff volunteering.

Extensions:

✔ Work with Volunteering Queensland to explore new ways of providing appropriate opportunities for skilled volunteers.

✔ Develop, publish and distribute a resource for community and not-for-profit groups and corporate partners that gives some Brisbane case studies and helps them to open up opportunities for skilled volunteers.

Smart Moves for Wise Heads. An internal career guidance and support program for Council employees who are aged over 50, supporting them to stay in the workforce in appropriate and rewarding roles as they grow older.

Extensions:

✔ Support participants and alumni of the Smart Moves program to consider taking up volunteering opportunities as they transition from full-time employment.

✔ Consolidate the Smart Moves employees network into an Older Employees Reference Group to provide advice to Council about how it can best utilise and support older employees.

Community Grants. Grants supporting the initiatives of Brisbane community groups, some with a focus on seniors, which foster an understanding of Brisbane’s history and cultural heritage.

Extension:

✔ Encourage projects that support inter-generational skills exchange.
Lord Mayor’s Senior Citizen of the Year Award. One of the Lord Mayor’s annual Australia Day awards specifically recognises Brisbane’s Senior Citizen of the Year.

Extension:
✔ Profile past and current winners of the Lord Mayor’s Senior Citizen Award and other seniors who are leaders in Brisbane – celebrating the contribution of seniors in the community and promoting ways for seniors to stay involved and connected after retirement.

New initiatives

New initiative 8: Business coaching pilot project

Some Brisbane seniors (in particular some who arrived as migrants) have a wealth of skills and experience in business, and have asked Council to investigate the potential to support them to share their business smarts with young entrepreneurs (in particular those who have come as refugees and migrants).

Council will investigate a mechanism for linking seniors with business expertise with young business owners and entrepreneurs.
Vibrant, creative city

Council’s Senior Superstar program encourages seniors who always wanted a stage to perform on.

There are many small local groups across Brisbane who organise creative, performance, and art and craft activities for hundreds of seniors every day. Council has a key role in providing opportunities to showcase their efforts to a wider audience.
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: A vibrant, cultural city that values ideas, cooperation and cultural diversity. Supporting creative industries, small and large festivals that bring people together, sharing their stories, music, art and food.

“I worry about my Nan. I’d like more things for her and me to do together that are affordable.”

Citywide outcomes:

- **Outstanding city profile.** Brisbane’s people are proud of the city. We are acknowledged nationally and internationally as achieving a friendly, vibrant city with sustainable easy living.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards a vibrant and creative future for the city of Brisbane.

- Some are highly-skilled poets, writers, performers and visual artists whose ongoing work adds richness, vitality and soulfulness to our understanding of Brisbane.
- Some are highly-skilled in traditional arts and crafts from various parts of the world that are in danger of dying out.
- Some are outrageous characters and performers – famous and infamous living treasures who add colour and notoriety to the city’s cultural identity.

In an age of globalisation, our creative people and cultural capital are keys to Brisbane having a unique identity and making a unique contribution as a new world city. Our creative seniors are repositories of knowledge and wisdom whose cultural expressions bring depth to our understanding of ourselves and our place in the world.
Key Findings

Council wants all seniors to experience Brisbane as a vibrant and creative city, well known for the ways its communities celebrate our rich identity and culture. The strategic priorities below respond to two key findings.

1. Seniors love opportunities for inter-generational and inter-cultural skills exchange. Many seniors have a wealth of experience in cultural expression and creative arts that they are keen to share with others, and particularly with younger generations and other cultures.

As our population grows and becomes more multicultural, Brisbane has more residents and visitors who are elderly and from non-English speaking backgrounds. Some of these are recognised as elders with deep knowledge and wisdom in traditional arts, which they would willingly share if given appropriate opportunities.

2. Seniors know that participating, creating and having fun are good for their wellbeing. While many seniors are happy to be in the audience, there are many others who if given an opportunity would love to have a go themselves.

Participating in leisure, social, cultural and spiritual activities in the community is an important way for many older people to maintain or establish supportive and caring relationships.

There are many small local groups across Brisbane organising these activities every day, and Council often provides the venues in which they meet. They value Council’s role in providing opportunities to showcase their efforts to a wider audience.

Strategic priorities

Strategy 7.1 Creative connections between generations and across cultures. Council will provide opportunities for those seniors who have a wealth of experience in craft, performance and other forms of creative expression to pass on their skills to younger generations, share them with people from other cultures, and teach people who are interested to learn more.

Strategy 7.2 Enhancing wellbeing through active participation in creative programs, celebrations and festivals. Council will facilitate creative programs that engage seniors as active participants – learning together, having fun, making friends, staying healthy, being more resilient and showcasing their talents to a wider audience.
Council initiatives and programs

Council will continue to deliver existing programs that help make Brisbane a vibrant and creative city for seniors.

**Stylin’ Up Festival.** Stylin’ Up is an award-winning annual Indigenous Hip Hop and R’n’B festival in Inala, that celebrated its tenth anniversary in 2010. The festival is organised as a partnership between Council and the Inala Elders. It attracts thousands and is a beautiful example of creative, inter-generational celebration.

**City Entertainment Live concert program.** High numbers of seniors attend free concerts in various locations around Brisbane.

**Lord Mayor’s Seniors’ Christmas Parties.** Popular annual social events that recognise and celebrate seniors.

**Museum of Brisbane.** A celebration of Brisbane’s heritage, history and people that is a popular CBD destination for seniors.

**Library programs.** Council’s 33 libraries are creative suburban community hubs hosting activities such as book clubs, writers’ groups, learning programs and computer sessions including learning to use social networking sites.

**Community Grants.** Grants supporting the initiatives of Brisbane community groups, some with a focus on seniors, which promote creativity, culture or the arts.

Extensions to existing programs

Council’s priority for the next five years will be to consolidate and extend two highly successful creative cultural programs that focus on seniors.

**Senior Superstar.** In its sixth year in 2011, this popular annual talent competition challenges hundreds of aspiring performers and entertains thousands of audience members in venues across Brisbane.

**Extensions:**

✔ Take the Senior Superstar Showcase concerts to the suburbs – showcasing the talents of previous winners in venues across Brisbane, extending their performance opportunities whilst providing audience members with highly entertaining and inspiring acts.

✔ Organise and facilitate Senior Superstar Workshops, in the lead-up to the competition and concerts, that engage seniors as participants learning performance skills. The workshops will have industry specialists who tutor participants in presentation, singing, dancing, stagecraft and costuming.
**Saviours of the Lost Arts.** The inaugural Saviours of the Lost Arts program in 2010 brought together hundreds of keen crafters and learners from across Brisbane for a celebration and skills exchange focused on preserving and sharing traditional arts and crafts.

**Extensions:**

- ✔ Extend the reach of Saviours of the Lost Arts into the suburbs in partnership with libraries.
- ✔ Extend its reach to young people in partnership with Visible Ink youth spaces.
- ✔ Investigate the potential for intergenerational arts fellowships.
Representatives of seniors groups met to inform the Draft Seniors’ Strategy 2012-2017 by providing advice on the experience of seniors in Brisbane.

Council’s Your City Your Say program involves 13,000 Brisbane residents who are keen to have their say in shaping the future of the city. Many are seniors. As one said, “I think Brisbane is a great place to live. I was born and lived here for 69 years and wouldn’t want to live anywhere else.”
Living in Brisbane 2026: Our Shared Vision

Council’s Vision: Where residents and organisations are open to the world, generous in sharing our knowledge, working enthusiastically and collaboratively within our communities and with our neighbours in South East Queensland and the Asia-Pacific region.

“We must also consider the needs of others – people who are older or younger than us, people who have a disability or have less money or who don’t have a place to call home."

Living in Brisbane 2026: Our Shared Vision

Citywide outcomes:

- **Cooperative governance.** Community, business and political leaders across all spheres work collaboratively for the betterment of the local community, city and region.
- **Effective growth management.** We manage and plan adaptively for population growth while maintaining our quality of life.

Celebrating seniors’ contributions

Seniors have a lot to contribute towards a future for Brisbane as a regional and world city.

- Many have come from around the world, and have ongoing global personal, professional and business connections.
- Some travel, and have an active interest in knowledge exchange using their significant experience in a variety of fields.
- Some are forging new online connections within regional and global communities of interest.
- Some offer a wealth of knowledge, skill and experience to community engagement and other processes of cooperative governance.

In the context of an ageing population, Brisbane will need some wise heads around the table when we are considering future challenges and negotiating our place in the global community.
**Key Finding**

Council wants all seniors to experience Brisbane as a new world city with an outstanding regional and international profile that actively engages their wisdom in cooperative governance. 

In developing this strategy we found that seniors have a lot to offer to public life in Brisbane, and are keen to stay involved and have their contribution appreciated. Seniors want to be heard in community consultation, decision-making and planning processes. 

They particularly appreciate targeted and appropriate engagement processes seeking them out and meeting them where they are. Their participation is critical to communities becoming more age-friendly. 

**Strategic priority**

**Strategy 8.1  Engaging seniors in planning that affects them.** Council will engage seniors in planning that affects them by designing and implementing targeted and appropriate engagement processes. 

**Council initiatives and programs**

Council will continue to deliver existing services, projects and programs that help seniors to experience Brisbane as a regional, world city. 

**Your City Your Say.** Fifty-five per cent of the Your City Your Say reference group are over 55. They are some of our most vocal and engaged citizens, sharing their experience and knowledge through public participation. 

**Library online programs.** Seniors are increasingly connected to the world via the internet, and Council’s libraries have free access and classes for seniors to help them connect and communicate globally.
New initiative

New initiative 9: Lord Mayor’s Advisory Committee on Ageing and Disability

Brisbane has many highly-articulate, experienced residents with a wealth of knowledge who are keen to have a direct role in providing advice to Council in relation to seniors.

Similar issues have been raised by people with disability in relation to the Brisbane Access and Inclusion Plan – noting that seniors will be among the biggest beneficiaries from better access and inclusion across Council services, facilities and programs.

Key seniors and disability stakeholders have suggested that a high level committee would be very strategic in their experience of Brisbane as a city that values their civic engagement and active citizenship.

We will investigate the feasibility of establishing a Lord Mayor’s Advisory Committee on Ageing and Disability to provide advice to the Lord Mayor and Civic Cabinet.
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