



Ageing Strategy 2021-2025

Engagement Outcomes Report

Introduction

This report provides a summary of community consultation undertaken for MidCoast Council's first Ageing Strategy, between January and June 2021. The aim of consultation was to gain feedback from the community about the five focus areas: Health and Wellbeing, Working and Retiring, Getting Around, Housing Choices, and Inclusive Communities.

This report is presented in eight sections:

1. Introduction and background
2. What were people consulted about
3. Who we engaged with
4. How people had their say
5. Survey Response summary
6. Engagement Activities
7. What's next
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Project background

The aim of this project was to develop and deliver an Ageing Strategy that is reflective of the MidCoast region and our people. This Strategy aims to provide a strategic overview and identify gaps in services through consultation with older people, and their carers and family. Following a period of public exhibition and consideration of feedback received, this strategy will be formally adopted by MidCoast Council. Implementation of the actions will require commitment and participation from key stakeholder groups, such as aged care facilities, support services, and participation from the wider community. For the document to be effective it requires a whole of community approach.

What were people consulted about?

Purpose of engagement

- To gain interest from stakeholders and create a united community vision for our ageing population
- To understand the lived experiences of our ageing population
- Identify areas that can be changed, through the delivery of a robust Ageing Strategy, to improve the lives of our ageing population,
- To understand the current and future needs of the community in order to develop an informed strategy
- Build community capacity and knowledge about their role in the delivery of the document
- Build community understanding of Council's role and responsibilities in the delivery of the document
- Opportunity to educate community on services that are already existing and are available
- Promote connectedness between Council and community, "we are listening"

Objectives of engagement

- To Provide key stakeholders with the opportunity to comment on the five focus areas
- To provide key stakeholders with the opportunity to put forward other focus areas they felt are important
- To develop well-informed actions
- To provide key stakeholders and community with relevant and accurate information in relation to the Strategy
- To provide opportunity for community to be well informed and promote meaningful participation
- To reach the Aboriginal and Torres Strait Islander People and promote an opportunity to meaningfully participate in the development of the strategy
- Engage hard-to-reach groups and promote opportunity to participate
- Ensure we understand the diversity of our community and their needs
- Build relationships with key stakeholders, community and support services

Project Scope

This strategy applies across the whole MidCoast region and includes residents aged 55 years and over. The United Nations traditionally defines the ageing population as people aged 60 years and above, however it was decided to include people aged from 55 years in consultation, as we want people to consider their systems of support and how they will plan for and practice healthy ageing.

It is acknowledged that there is no specific age at which someone becomes 'old' and everyone ages differently. This strategy considers the broad spectrum of experiences when it comes to ageing and in turn offers a range of actions, all designed to help our residents with healthy ageing and living full and easy lives.

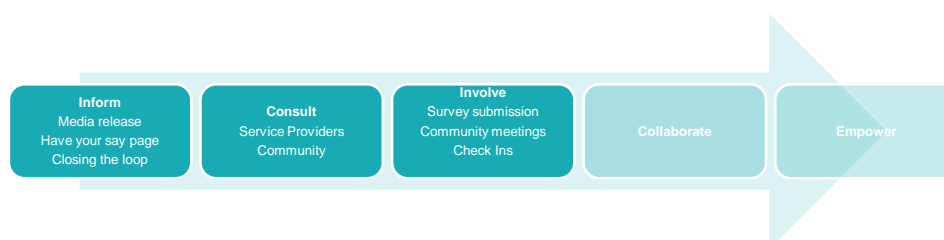
While consultation has highlighted a wide range of needs, it's important to recognise that Council does not have the ability to address all of them. For example, identified gaps and issues relating to provision of health services is the responsibility of NSW Health. Likewise, transport is the responsibility of Transport NSW. Council can, however, advocate for improvements to these services and will do so where it's appropriate.

Level of engagement

As outlined in MidCoast Council's Community Engagement Policy we utilise the International Association for Public Participation (IAP2) five-point framework for measuring the level of community engagement for each project.

Within this scale, this project achieved an Inform /Consult /Involve level of engagement. At this level our commitment to the community was to listen to and acknowledge the issues and themes that were raised.

The diagram below shows the levels of engagement and the activities undertaken within each level.



Who did we engage with?

Key stakeholders

Community members aged 55 years and older were the key stakeholders identified, as well as carers and aged care service providers. The consultation period was promoted through several channels, to have as wide a reach as possible. Council used media releases and social media as promotion tools. Promotion also occurred through the MidCoast Libraries and other Council networks, as well as at market stalls and pop-ups across the MidCoast. The media release and links to the 'Have Your Say' page were distributed through the Community Development team's distribution lists. Key stakeholders such as aged-care services and local service organisations, such as Rotary and U3A, were contacted directly. The table below provides summary of engagement activities.

How did people have their say?

Pop ups - 2021	MidCoast Assist Sessions - 2021	Online and electronic engagement
5th February – Old Bar Sign-ups – 9 Meaningful conversations - 14	17th February - Stroud - 4 people present	Survey for 55 years+ - 375 responses
6th February- Wingham Farmers Markets Sign-ups – 18 Meaningful conversations – 23	18th February – Hawks Nest/Tea Gardens - 9 people present	Survey for Carers/Organisations – - 34 responses
7th February- Blackhead Bazaar Sign-ups – 19 Meaningful conversations - 46	19th February – Forster - 9 people present	Short on time survey – 79 responses
11th of February – Taree Produce Markets Sign-ups – 7 Meaningful conversations – 10	15th March – Bulahdelah - 19 people present	Have Your Say Page Page live from Jan 24 2021 – Mar 26, 2021 Total Pageviews – 946 Unique Pageviews - 859
13th February – Gloucester Farmers Markets Sign-ups - 8 Meaningful conversations - 17	Community Group Sessions	Facebook Post – Feb 2nd 2021 - 9 likes - 3 comments, - 4 shares - 2265 Impressions - 2178 reach - 119 engagements - 36 link clicks

14th February - Forster Town Markets Sign-ups - 2 Meaningful conversations – 7	25th February – Upper Lansdowne Craft Group - 17 people present	Facebook Post – Feb 5th, 2021 - 5 likes - 1525 impressions - 1412 reach - 21 engagements - 11 link clicks
28th February – Pacific Palms Markets Sign-ups – 9 Meaningful conversations - 18	26th February Myall Lakes U3A - 15 people present	Facebook Post – Mar 1st, 2021 - 4 likes - 4 comments - 2 shares - 1992 impressions - 1964 reach - 129 engagements - 25 link clicks
13th March – Johns River Markets Sign-ups - 3 Meaningful conversations - 13	16th March – Manning Rotary - 8 people present	Media Distribution: - Media release sent out on the 27 th of Jan - Information piece included in MidCoast Council's weekly add for the duration of exhibition period

Survey Response Summary

This Strategy will impact people across the entire MidCoast, and therefore it was important to reach people from many communities in the area. The tables below show a summary of locations that responses were received from.

Over 55s Survey

Suburb Group	# of responses
Allworth/Limeburners Creek/ Stratford/Stroud	8
Blackhead/Diamond Beach/Hallidays Point/ Rainbow Flat/ Tallwoods	31
Forster/Green Point/ Tuncurry	103
Hawks Nest/Pindimar/ Tea Gardens	48
Barrington/Copeland /Gloucester	26
Blueys Beach/ Bungwahl/Coomba/ Elizabeth Beach/Pacific Palms/Smiths Lake/Whoota Park	24
Chatham/Cundletown/Glenthorne/Taree/ 2430	42
Harrington/Harrington Waters/2427	15
Koorainghat/ Mitchells Island/Old Bar/Oxley Island/ Wallabi Point	20
Caparra/Elands/Marlee/ Moorai Creek	6
Killawarra/Mondrook/Tinonee/ The Bight/ Wingham	23
John's River/Killabakh/Lansdowne/Upper Lansdowne	5

Cooperbrook/ Firefly/ Krambach/ Moto/Nabiac	7
Bulahdelah/Markwell/ Upper Myall/2423	12
Out of MidCoast LGA	2
Unspecified	3
Total	375

Carers/Service Provider Survey

Suburb/Area	# of Responses
Black Head	1
Cundletown/Taree	6
Forster/Tuncurry/Smiths Lake	7
Gloucester/Firefly	5
Hawks Nest/Tea Gardens	3
Harrington	2
Old Bar/Mitchell's Island/ Manning Point	3
Wingham	2
Across the LGA	2
Out of MidCoast LGA	1
Total	32

Short On Time Surveys

Suburb Group	# of responses
Blackhead/ Hallidays Point/ Tallwoods	5
Forster/Green Point/ Tuncurry	19
Hawks Nest/ Tea Gardens	5
Gloucester	3
Bungwahl/Boomerang Beach/ Pacific Palms	3
Chatham/Cundletown/ Taree	8
Mitchells Island/Old Bar	7
Bootawa/ Mondrook/Tinonee/ Wingham/Strathcedar	8
Coolongolook/Dyers Crossing/ Firefly/ Krambach/Minimbah/Nabiac/2312	20
Bulahdelah	1
Total	79

Kitchen Table Conversation

Suburb	# of responses
Bulahdelah	1
Tea Gardens	1
Taree	1
MidCoast LGA	1
Total	4

Engagement Activities

The following activities were used to raise awareness about and seek input from the community in the development of The Ageing Strategy.

Have Your Say page

The *Have Your Say* page provided an online hub to both share information, encourage participation in engagement activities and direct linkage to the online survey.

Information included information on the project, process and the online survey.

Over the period of the engagement, there were 946 visits to this page.

Have your Say surveys

This was the primary engagement tool to gain community feedback on the five focus areas of the Ageing Strategy. There were 3 survey options available: Over 55s Survey, Carers/Service Providers Survey, Short-on-Time Survey. A Kitchen Table Conversation Kit was also available online for those who wanted to facilitate their own group conversation.

The survey was available online, hardcopies were mailed on request and MidCoast Assist, and MidCoast Libraries provided hardcopies to their clients. Hardcopies were also taken to any community meetings and interagency meetings attended by Calypso Watson.

- 375 Over 55s surveys received
- 32 Carer/Service Provider surveys received
- 75 Short on Time surveys received
- 4 Kitchen Table Conversations received

Consultation data is detailed in the Appendix.

Pop-Ups

Pop-Up stalls were held at eight locations across the MidCoast and a total of 148 meaningful conversations were had in relation to the Ageing Strategy. The main goal for the pop-ups was to raise awareness of the Ageing Strategy and let people know how they could be involved with consultation.



Focus Groups with aged-care social groups

Focus groups with aged-care social groups were held across four locations of the MidCoast and attended by 41 people. These sessions aimed to create opportunity for deeper conversations around the five focus areas.



Focus Groups with Community Groups

Focus groups were held with a few community groups – Myall Lakes U3A, Manning Rotary and Upper Lansdowne craft group. These sessions aimed to create opportunity for deeper conversations around the five focus areas. Council's Community Inclusion & Wellbeing Reference Group was also consulted and several strategies to address social isolation were identified.

Final Check Ins

Six sessions (Harrington, Gloucester, Tuncurry, Taree, Hallidays Point and Hawks Nest) were planned as the final check-in session. These were by invitation only and aimed at community members who had submitted a survey or given feedback in another session and who had indicated a desire to participate in further consultation. The aim of these sessions was to present the key issues identified through consultation and consider possible strategies to address them. Unfortunately, all six of these sessions were cancelled due to low registration numbers and COVID-19 restrictions. Those that had registered for sessions were contacted and the offer of one-on-one meetings was made. Feedback from five people was received in this way.

What's next

The data contained in this report will be used to inform the strategies contained in the MidCoast Council Ageing Strategy 2021-2025.

Appendix

Attachment A - Data from consultation