



MidCoast Council Ageing Strategy

14 October – 23 November 2021

Engagement Outcomes Report

Introduction

This report provides a summary of community and stakeholder consultation undertaken between 14 October and 23 November 2021 to gain community feedback on the draft Ageing Strategy. This consultation follows an initial community consultation period held from January to July 2021 to gain feedback to develop the draft.

This report is presented in six sections:

1. Introduction and background
2. What were people engaged on?
3. Who did we engage with?
4. How did people have their say?
5. Next steps?

Project background

Extensive community consultation for MidCoast Council's first Ageing Strategy was undertaken 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. These five focus areas align with the NSW Ageing Strategy 2016-2020. The engagement included a range of online and face-to-face activities designed to reach the stakeholder groups identified in the engagement plan. During the consultation, a total of 375 over-55s surveys, 32 carer/service provider surveys, 75 short-on-time surveys and four kitchen table conversation submissions were received. These and other informal feedback processes informed the development of the draft Ageing Strategy 2022-2026. The draft strategy was then placed on public exhibition for 28 business days, between 14 October and 23 November 2021. This exhibition period allowed the community to read the draft Strategy and gave them the opportunity to make a formal submission.

What were people engaged on?

Purpose of engagement

The overall purpose of the engagement with the community was to gain feedback on the draft Ageing Strategy. After extensive community consultation between January and July 2021, a draft Ageing Strategy was developed. To ensure this document was reflective of the community's needs, the draft strategy was placed on public exhibition for 28 working days, from the 14 of October to the 23 of November. More information about the previous engagement period can be found in the Engagement Outcomes Report January – July 2021.

Objectives of engagement

To achieve this the engagement had the following objectives:

- Exhibit the draft Ageing Strategy for 28 business days on MidCoast Council's 'Have Your Say' website
- Promote this exhibition period to the community to give them opportunity to review the draft and make a submission and/or complete the survey
- Use feedback to inform any necessary changes to the draft Ageing Strategy

Project scope

The aim of this project was to gain feedback from the community on the draft Ageing Strategy and to use this feedback to inform any necessary changes being made.

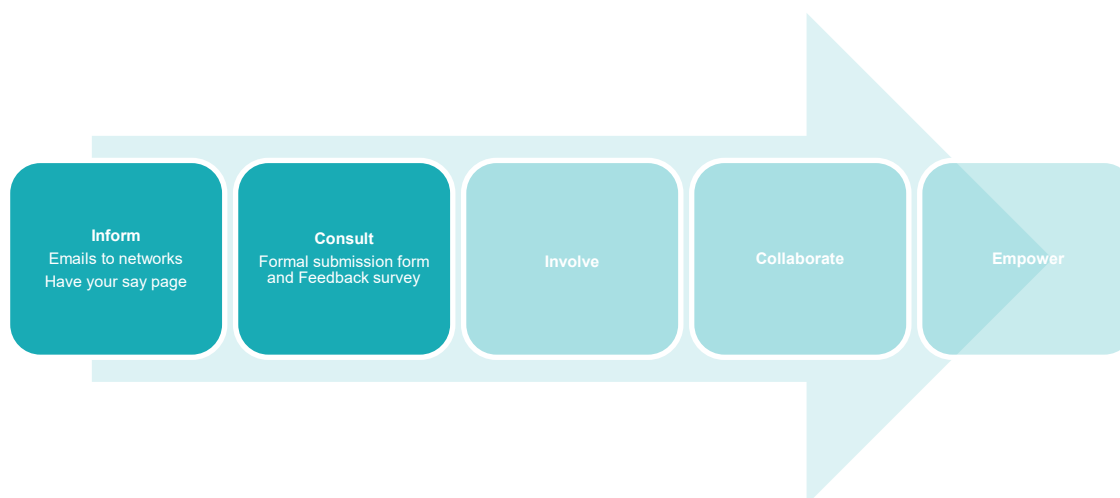
Whilst it is the responsibility of MidCoast Council to develop this strategy, its implementation is a whole-of-community responsibility. The strategy's success relies on the commitment and participation of key stakeholder groups, such as aged care facilities, agencies, support services and participation from the wider community.

Due to restrictions being in place as a result of the Covid-19 pandemic, we were unable to facilitate consultations in our preferred face to face settings.

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 a **consult** level of engagement. At this level our commitment to the community was to keep them informed, listen and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.



Who did we engage with?

Key stakeholders

Key stakeholders involved included:

- People aged 55 years and above
- Service providers, carers and family of people aged 55 years and above

Age groups	Participants in this consultation % of total respondents
55-59	22%
60-64	11%
65-69	34%
70-74	11%
75-79	11%
80-84	11%

How did people have their say?

People were able to make a formal submission or complete a survey in response to the draft Ageing Strategy. Appendix 1 contains a summary of all submissions, as well as the appropriate recommended changes to the draft Strategy.

Submissions	Online and electronic engagement	Communications
7 submissions received on time	9 participated in online survey	7 stories covered in Print, radio and television
	331 visitors to Have your say page on Council's website	
	Email notification sent to 139 key stakeholders	
	265 clicks on the News Wrap email newsletter article	

Engagement activities

The following activities were used to seek input and feedback on the draft Ageing Strategy:

Have your say page

The *Have Your Say* page was the primary tool for gathering feedback on the draft document. Community members could contribute via a feedback survey and/or making a formal submission through the Have Your Say page.

Information included on this page was background to the project, previous consultation outcomes and the draft document.

Over the period of the engagement, there were 418 visits to this page.

The page continues now as a project page, although the consultation period is over to provide continuity and updates for the community. It can be accessed at:

www.haveyoursay.midcoast.nsw.gov.au.

Feedback Survey and Formal Submissions

The survey allowed participants to rate the sections of the draft document on a scale from 1-100 and justify their rating.

A total of nine people completed the online survey.

The Formal Submissions portal allowed participants to upload a document or fill in an open text box to provide more detailed feedback.

A total of seven people made formal submissions.

Summary

The seven submissions and nine survey responses received regarding the draft Ageing Strategy have been analysed and a response and recommendation has been provided in the Summary of Submissions table in Appendix 1. Any necessary changes have been made to the final version of the Ageing Strategy, which is ready for formal adoption by the Councillors.

What's next?

The data contained in this report has been used to make any necessary changes to the draft Ageing Strategy. When the Strategy is formally adopted, the objectives and actions included in the Strategy will be used to make annual action plans and implementation of these will begin.