

# Marlborough Positive Ageing Accord

## 2015 - 2018

### Introduction

1. In 2007, at the request of the Marlborough Older Persons Forum, Marlborough District Council commenced a process to develop a Positive Ageing Strategy that would include, among other actions, reporting to the Office of Senior Citizens on contributions to the wellbeing of older people in Marlborough.
2. After discussions with Forum members, it was subsequently agreed to develop a “Marlborough Positive Ageing Accord”, recognising that achieving positive outcomes for older people necessitated the commitment of multiple agencies, and ultimately entailed a whole of community response. The Accord records the commitment of its members to achieving the highest possible quality of life for older people in Marlborough.

### Structure of this document

3. The Accord document sets the context for ageing in Marlborough, including any particular issues, challenges, or opportunities that have been identified; describes the purpose of the Accord, and sets the principles and objectives. A separate schedule identifies the particular actions that will be undertaken in the current period. The schedule of actions is revised annually.

### Marlborough Positive Ageing Accord: Context

4. In the coming years our community is going to be “older”. Both the total number of older people in the Marlborough community, and the proportion of older people in relation to other ages, is increasing. Older people represent a significant and growing proportion of the Marlborough population. In the 2013 census 20.5% of the total population was aged 65 or over, a total of 8,907 people.
5. Between 1991 and 2006, the number of people aged over 65 increased from 4,680 to 6,876; equivalent to a 47% increase. Over the same period, Marlborough’s total population increased by around 21%. More significantly, the median age (the age where half the population is above, and half below this point) of Marlborough’s population increased from 34 in 1991 to 41 in 2006 and then to 45 in the 2013 Census (38 years for New Zealand). Statistics New Zealand projects that by the year 2026 the median age for Marlborough will be 51.3. NZ’s median age is not expected to pass 50 years before 2050, if then.
6. These increases are the product of two primary factors: the ageing of the “baby boomer” cohort born from 1945; and improvements in health status. Up to this time, the improvements in health status have been the more significant factor in extending people’s life spans, and their independence into older age without major disability. From 2010, the first of the baby boomers will begin to enter the 65+ age group, and these two factors will combine to affect both this cohort’s expectations and its capabilities.
7. Old boomers will be more physically capable, and personally mobile, than previous generations, and will have different lifestyle expectations arising from their life experiences. In comparison to their predecessor generations, this cohort is more affluent, and is better educated than their predecessor generations. Its members have a history of political engagement and activism, will be more physically and socially active, and will have higher expectations of services and amenities. Its members are likely to be more assertive in pursuing their interests, both collectively and individually.
8. These general trends obscure many important differences that will continue to exist within the older community, especially between different ethnic groups. For example Maori and Pacific Island people have a lower median age, and despite improvements have a lower average life expectancy than other ethnicities, arising in part through differences in their access to and use of health services, and lifestyle and customary practices. Older Maori and Pacific Island people tend also to experience

ageing in a different cultural context from Pakeha New Zealanders. The New Zealand Asian community will also figure in the older cohort, and exhibits its own unique characteristics. Although the older Marlborough community is projected to be predominantly Pakeha New Zealand or European in its ethnicity for at least the next ten years, other ethnicities will be an important feature.

9. Gender differences will also remain, with women tending to live longer than men (although this gap is decreasing), and being less financially secure than either couples or single men.
10. There will also be significant differences in the distribution of wealth, with many older people being relatively asset rich (with the principal asset being their home), but with low incomes and/or very limited liquidity. It is likely that older people will continue to be active in the workforce, whether from choice or necessity. A simultaneous scarcity of labour in younger cohorts will add force to this trend, with employers compelled to become more flexible in designing jobs to suit the needs of an older workforce.
11. These changes have implications for many service providers, including government and non-governmental agencies. There are very few models for how to manage the likely impacts: effectively, Marlborough is on the leading edge of a major social transformation that is being experienced across most of the world. What is evident is that any organisation with responsibilities towards older people will need to continually re-evaluate their practises to ensure they are responsive to the new generation. Principles of inclusion and participation will be more and more important as this transformation continues, as will the need for integration and collaboration. The most important factor will be in harnessing the force of the change; utilising the wisdom, energy, and optimism of the boomer generation in order to continue the trends of social, environmental, and cultural progress that were hallmarks of the post WWII period.
12. Agencies and organisations in the sector indicate that social isolation along with knowledge of and access to services are a key issue for the wellbeing of older people in our community.
13. The Marlborough Positive Ageing Accord is designed to support a whole-of-community response to these challenges.

## **Purpose**

14. The Council 2015 – 2025 Long Term Plan (LTP) includes the following outcomes relevant to the Accord:
  - People - A vibrant community that is flourishing, diverse and inclusive for everyone, presenting opportunities for people to succeed.
  - Mobility - Where people are able to access and engage in a wide range of recreational, cultural and business activities locally, nationally and internationally.
  - Living - A healthy and safe community that thrives on positive relationships between all people, where opportunities for a better life abound.
15. The LTP notes that Marlborough District Council will work with other community partners, separately and collectively, to help achieve the various outcomes. The purpose of this accord is to identify these partnerships, and provide a framework for the various actions that will be undertaken, to support positive ageing in Marlborough.

## **Principles**

16. Partners to the Accord commit to:
  - Support and assist each other in the achievement of the objectives of the Accord, according to their resources, and according to the decisions of their governing bodies
  - Monitor and report on the progress of their specific undertakings

- Meet annually to review progress on the objectives of the Accord, update the available information on positive ageing (including any necessary responses) and to confirm their continued commitment to the Accord.

## Objectives

17. The objectives of the accord are adopted from the 10 priority goals of the National Positive Ageing Strategy. These are:
1. **Income** - secure and adequate income for older people
  2. **Health** - equitable, timely, affordable and accessible health services for older people
  3. **Housing** - affordable and appropriate housing options for older people
  4. **Transport** - affordable and accessible transport options for older people
  5. **Ageing in the Community** - older people feel safe and secure and can age in the community
  6. **Cultural Diversity** - a range of culturally appropriate services allows choices for older people
  7. **Rural Services** - older people living in rural communities are not disadvantaged when accessing services
  8. **Positive Attitudes** - people of all ages have positive attitudes to ageing and older people
  9. **Employment Opportunities** - elimination of ageism and the promotion of flexible work options
  10. **Opportunities for Personal Growth and Participation** - increasing opportunities for personal growth and community participation
18. Objectives for the accord are set for the three year term of the Accord, and reflect the priorities that have been identified by partners, pre-existing and/or continuing commitments, and the resources that are available.

## Schedule of Actions (attached)

19. Actions to be undertaken by Accord partners are detailed in the attached table.

## Monitoring and reporting

20. Accord members will be responsible for monitoring their own performance against their respective actions. The Accord actions will be monitored by the Marlborough Older Persons Forum on an annual basis. An Annual Report on progress will be provided to partners and reported to the Office of Senior Citizens for inclusion where appropriate to the National Positive Ageing Strategy Annual Report.

## Marlborough Positive Ageing Accord: Actions 2015 to 2018

National Goal	Objective	Action	Measurement of Achievement	Lead Agency & Key Partners
1. <b>Income</b> - secure and adequate income for older people	Older people are aware of their entitlements and how to access them.	<ul style="list-style-type: none"> <li>• Promote Senior Services and Support Works assistance available.</li> <li>• Promote Rates Rebate Scheme through newsletters and networks.</li> <li>• Promote power payment options</li> <li>• Promote Senior Services website for accessing and updating information</li> </ul>	<ul style="list-style-type: none"> <li>• Information is provided and maintained in GP waiting rooms.</li> <li>• Rates Rebates applicant numbers progressively increase annually.</li> <li>• Information on power payment options is provided in GP newsletter and at Seniors Expo.</li> <li>• Statistics showing an increase in online activity</li> </ul>	<p>Older Persons Forum</p> <p>Grey Power</p> <p>MDC</p> <p>Ministry of Social Development – Senior Services</p>
2. <b>Health</b> - equitable, timely, affordable and accessible health services for older people	Older people have access to health services that meet their needs.	<ul style="list-style-type: none"> <li>• Encourage innovation for local service delivery for appointments e.g. skype.</li> <li>• Advocate DHB one service, two sites with services that have the needs of older people as a focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Options for accessing health appointments are implemented.</li> <li>• DHB implement Discharge Planning process with home support in place.</li> </ul>	<p>Older Persons Forum</p> <p>Nelson/Marlborough DHB</p> <p>Marlborough PHO</p> <p>Grey Power</p>
3. <b>Housing</b> - affordable and appropriate housing options for older people	Raise awareness of older peoples housing/accomm odation needs	<ul style="list-style-type: none"> <li>• Advocate for MDC to increase the number of Elderly Housing units</li> <li>• Advocate for suitable residential care provision to meet demand e.g. secure beds, respite care.</li> </ul>	<ul style="list-style-type: none"> <li>• MDC implement plan for future elderly housing provision.</li> <li>• Appropriate levels of residential care beds are available to meet demand.</li> </ul>	<p>Older Persons Forum</p> <p>Marlborough District Council</p> <p>Nelson/Marlborough DHB</p>

National Goal	Objective	Action	Measurement of Achievement	Lead Agency & Key Partners
<p><b>4. Transport</b> - affordable and accessible transport options for older people</p>	<p>Older People are aware of the transport services available to them.</p>	<ul style="list-style-type: none"> <li>• Promote transport options available to older people including Blenheim Bus, Total Mobility Scheme, St John Shuttle.</li> <li>• Promote safe use of driving and mobility scooter use through provision of safe driving courses.</li> <li>• Advocate for a transport service between Marlborough &amp; Nelson health services.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased use of services available. Measured by annual reporting.</li> <li>• Safe Driving courses have increased participation numbers.</li> <li>• Transport service achieved between Marlborough and Nelson health services.</li> </ul>	<p>Older Persons Forum Marlborough District Council Nelson/Marlborough DHB St John Marlborough Grey Power</p>
<p><b>5. Ageing in the Community</b> - older people feel safe and secure and can age in the community</p>	<p>Older people have access to resources to be safe and secure in their homes and community</p>	<ul style="list-style-type: none"> <li>• Promotion of Good Homes Tool with Neighbourhood Support and Street Intensives areas.</li> <li>• Promote Fire Safety in homes.</li> <li>• Explore the establishment of a Strengthening Families process to address older people's needs</li> </ul>	<ul style="list-style-type: none"> <li>• Good Homes tool circulated to a minimum of four streets per annum.</li> <li>• Numbers of older people with new smoke alarms installed</li> <li>• A co-ordinated approach to addressing complex older people's needs is investigated and if possible established.</li> </ul>	<p>Safe &amp; Sound at the Top Neighbourhood Support Police Fire Service Age Concern Senior Services Grey Power</p>
<p><b>6. Cultural Diversity</b> - a range of culturally appropriate services allows choices for older people</p>	<p>Older people have options for culturally appropriate services.</p>	<ul style="list-style-type: none"> <li>• Establish greater connections with service providers including Pasifika, Maori, Migrant Services with a focus on older people services.</li> <li>• Ensure cultural services for older people are promoted within resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased participation in older person's networks.</li> <li>• Information on cultural services for older people is provided in printed resources.</li> </ul>	<p>Older Persons Forum MDC Migrant Centre Pasifika Groups Kaumatua Service Providers</p>

National Goal	Objective	Action	Measurement of Achievement	Lead Agency & Key Partners
<p><b>7. Rural Services</b> - older people living in rural communities are not disadvantaged when accessing services</p>	<p>Older People in rural communities are aware of services available to them</p>	<ul style="list-style-type: none"> <li>Engage Rural Women in Positive Ageing networks.</li> <li>Ensure information on services get to rural communities.</li> </ul>	<ul style="list-style-type: none"> <li>Rural Women participate in established older peoples networks.</li> <li>Information booklets are distributed in the rural networks.</li> </ul>	<p>Older Persons Forum MDC Rural Women</p>
<p><b>8. Positive Attitudes</b> - people of all ages have positive attitudes to ageing and older people</p>	<p>Older People are considered as a valued and respected sector of the community</p>	<ul style="list-style-type: none"> <li>Encourage positive stories about older people role models in the community papers in conjunction with Elder Abuse Awareness week and International Older Persons Day.</li> </ul>	<ul style="list-style-type: none"> <li>Positive Stories are published about older role models to promote positive ageing.</li> </ul>	<p>Older Persons Forum MDC Marlborough Express Age Concern</p>
<p><b>9. Employment Opportunities</b> - elimination of ageism and the promotion of flexible work options</p>	<p>Older People have are aware of employment choices available to them</p>	<ul style="list-style-type: none"> <li>Raise flexible employment opportunities with Chamber of Commerce as a topic for them to progress.</li> <li>Encourage volunteering of older people within the community</li> </ul>	<ul style="list-style-type: none"> <li>Chamber of Commerce progress the issue of flexible employment options with their membership.</li> <li>Volunteer Marlborough undertakes a campaign to encourage older people to volunteer as part of their retirement planning.</li> </ul>	<p>Older Persons Forum Marlborough Chamber of Commerce. Volunteer Marlborough</p>
<p><b>10. Opportunities for Personal Growth and Participation</b> - increasing opportunities for personal growth and community participation</p>	<p>Older People are aware of opportunities to participate and engage in the community</p>	<ul style="list-style-type: none"> <li>Provision of Seniors Expo biennially (2016 &amp; 2018) to promote services available in the community.</li> <li>Review and reprint of the Positive Ageing Book in 2015 and 2017.</li> <li>Get Connected booklet to be reviewed and reprinted in 2016 and 2018.</li> </ul>	<ul style="list-style-type: none"> <li>Seniors Expo held and supported by a range of service providers – target 80 agencies with minimum of 1,000 older people attending.</li> <li>Booklet reviewed and circulated within the community – target 1,500.</li> <li>Get Connected booklet reviewed and circulated within older persons agencies – target 500.</li> </ul>	<p>Older Persons Forum Marlborough District Council</p>

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