



CENTRAL HAWKE'S BAY

Positive Ageing Action Plan 2018-2020



Central Hawke's Bay District Council Vision Statement

Our vision for Central Hawke's Bay is a proud and prosperous district made up of strong communities and connected people who respect and protect our environment and celebrate our beautiful part of New Zealand.

Central Hawke's Bay District Council Positive Ageing Vision

Central Hawke's Bay is a society where people can age positively, where older people are highly valued and where they are recognised as an integral part of families and communities. Central Hawke's Bay will be a positive place in which to age when older people can say that they live in a society that values them, acknowledges their contributions and encourages their participation.

Background

In October 2011 the Central Hawke's Bay District Council adopted the CHB Positive Ageing Strategy. This means that with the implementation of the strategy, Central Hawke's Bay aims to be recognised by residents and non-residents as a vibrant, inclusive society that embraces its senior population as a highly valued and integral part of the community and where people can age positively.

2013 census data shows that 20% of people in Central Hawkes Bay are 65 years and over, compared with 14.3% of the total New Zealand population. Central Hawkes Bay population projections show a predicted increase of residents over the age of 65. Thus it is important to look to the future, not only to anticipate areas of increased need, but also to create opportunities to enhance district wide social cohesion and well-being for our seniors.



2018	2028	2038
CHB population 13,840	CHB population 14,200	CHB population 14,550
Aged 65 or Over 2,800 or 20%	Aged 65 or Over 4,000 or 26%	Aged 65 or Over 4,455 or 31%

What strategies guide this action plan?

The New Zealand Positive Ageing Strategy was launched by the Office for Seniors in 2001 and provides a framework of ten positive ageing principles and ten goals to guide the development of initiatives and decisions to help our older generation have a positive living experience across New Zealand.

The goals of the New Zealand Positive Ageing Strategy are:

01	Income: Secure an adequate income for older people
02	Health: Equitable, timely, affordable and accessible health services for older people
03	Housing: Affordable and appropriate housing options for older people
04	Transport: Affordable and accessible transport options for older people
05	Ageing in the community: Older people feel safe and secure and can age in the community
06	Cultural diversity: A range of culturally appropriate services allow choices for older people
07	Rural services: Older people living in rural communities are not disadvantaged when accessing services
08	Positive attitudes: People of all ages have positive attitudes to ageing and older people
09	Employment opportunities: Elimination of ageism and the promotion of flexible work options
10	Personal growth and participation: Opportunities for personal growth and participation

What will council do to ensure that Central Hawke's Bay is a great place for older people to live?

To ensure the Central Hawke's Bay District Council plays its part in the achievement of the Positive Ageing Strategy objectives it has developed three policy goals and actions to achieve those goals.

GOAL 1	In Central Hawke's Bay older people are valued, respected and included.
ACTION	
<ul style="list-style-type: none"> • Older people are involved in decision-making on issues that affect them. • Quarterly seniors forum to ensure the needs of Central Hawkes Bay seniors are identified and effective policies are updated to benefit older people. • Support activities and programmes that demonstrate the benefits of employing older people. • Support activities that harness and celebrate the skills and knowledge that older people have to contribute. • Older people are included in the LTP consultation process. • Strive to keep rates increases to a minimum. • Central Hawke's Bay is promoted as a great place to be old, including initiatives that will promote the image of older people and ensure a greater understanding and respect between the generations. • Older people are supported to organize community events that they have identified as beneficial to their well-being. 	

Central Hawke's Bay is a district that cares for the well-being of its older people.

GOAL 2

ACTION

- Encourage the integration of the services provided to our seniors.
- Support the provision of social services to older people.
- Advocate on behalf of the community for the continual improvement of health services in the district.
- Support the provision of programmes that encourage older residents to keep themselves well such as recreational, educational and fitness programmes that encourage healthy lifestyles.
- Advocate for a stronger police presence in coastal communities during the peak summer periods.
- Liaise with CHB Community patrol for regularly checking the property of senior citizens.
- The current and future needs of senior disabled people are identified and advocated for.

Central Hawke's Bay District provides appropriate services and facilities for its older people.

GOAL 3

ACTION

- Physical and social requirements of older people will be taken into account when providing council amenities and services, including work that is contracted out.
- Provide a safe, well maintained network of footpaths that are suitable for pedestrians, wheelchairs and mobility scooters across the district.
- Support development of CHB Older Peoples Information Network.
- Advocate for a public transport system that is affordable and appropriate to the needs of older people.
- Support the provision of a range of housing options for older people using Council's retirement accommodation as a benchmark model.

Council's role is to coordinate, advocate and facilitate Community Wellbeing initiatives, projects and strategy at a local level.

Council's interaction with government and non-government agencies that work with those living with a disability ensures strong connections across the sector, enabling good development across the district. This in turn acts as a way of improving the wellbeing of our community as a whole.





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