



Positive Ageing in New Plymouth

May 2010

Positive Ageing Strategy

2010-2020

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Contents

Foreword	3
The value of an ageing population	4
The New Zealand Positive Ageing Strategy	5
A Positive Ageing Strategy for New Plymouth	6
Strategy development process	8
A vision for ageing	9
Positive ageing strategy goals	9
Positive ageing strategy values	9
Understanding our ageing community	11
The global context.....	11
The national picture	13
Distribution of population aged 65 years and over, 2006.....	13
The overall well-being of older people across New Zealand	14
The changing face of New Plymouth.....	15
Demographic profile of the New Plymouth District.....	16
Economic participation of older persons	17
Levels of participation in unpaid work in the New Plymouth District	17
Levels of participation in paid work in the New Plymouth District	18
Total number of New Zealand superannuitants in the New Plymouth District.....	18
Accommodation Supplement (AS)	19
Temporary Additional Support (TAS).....	19
Disability Allowance (DA).....	20
Health status of older people in New Plymouth	21
The residential living experience of older persons living in the New Plymouth District	22
Where to from here	23
An ageing community that is physically and digitally connected	24
Ageing persons experience financial security and have access to opportunities for learning and employment.....	25
A community that respects and values the views and contributions of ageing people and ageing people’s organisations	25
Ageing persons feel safe, well and can age in place.....	26
Ageing persons have access to age appropriate cultural leisure and recreational opportunities	26

Positive Ageing Strategy DRAFT Action Plan 2009 - 2014	28
Positive Ageing Strategy monitoring and evaluation processes	54
Overall Purpose.....	54
Outcome measures	55
New Plymouth District Positive Ageing Strategy – Monitoring Framework.....	58
The role and responsibilities regarding the monitoring and evaluation.....	59
References.....	60
Appendix A – National profile of ageing	61
Gender.....	61
Age.....	61
Ethnic Composition	61
Private Dwellings.....	61
The overall well-being of older people across New Zealand	63

Foreword

We are all ageing, so this strategy is for each and every one of us. Positive ageing is about embracing all that life has to offer. As we all age, we recognise that with age comes experience and wisdom, and this strategy is about harnessing that experience and wisdom to benefit the New Plymouth community.

Statistics show that over the next 25 years the population of people aged 45+ years will increase from current levels of 38 to 46 per cent of the total population. With this ageing health and life expectancy are greater, as is the financial independence that many enjoy. Notwithstanding the positive impacts of ageing, there is still a proportion of our ageing community who are more vulnerable, and as such need economic, social and community support to ensure that they can flourish within and as part of the community.

New Plymouth is a district well placed to meet the demands and challenges that ageing brings. The environment delivers a magnificent coastline, award winning walkways and parks and internationally renowned library, museum and art gallery. Additionally, the already established networks of community organisations and agencies working together to promote the interests and welfare and of older people in the district, will make for a future that not only meets the needs of the ageing population but also utilizes the wisdom and talents of this same group to further enhance the well-being of the entire community.

Mayor Peter Tennent
New Plymouth District Council

John Cunningham
Chair, Positive Ageing Trust New Plymouth



The value of an ageing population

An ageing population is an asset to the community and society, and the challenge is upon us all to maximise the contributions that our ageing members can bring.

For a society to prosper it needs the skills, enthusiasm, wisdom and talents of all its members. Young fresh ideas provide value to the community, but need to be coupled and tempered with experience to be implemented most effectively. Ageing people, who for the purposes of this strategy are defined as persons aged 65 and over bring to the community skills, resources, and knowledge gained through their many years of life experience. This experience has given them a great understanding of education, the workplace, the family, voluntary and community work, history and culture. In short, older people possess a lifetime of variety, knowledge and know how that our communities cannot afford to miss out on.

Community relies on the knowledge that is passed down from generation to generation. Trades, skills, traditions help society progress, evolve, and hold on to the good that should not be lost.

This strategy allows us to explore ways to ensure the qualities and attributes of our ageing population are effectively utilised. The whole community has an obligation to therefore support those that are ageing by ensuring that the younger generations are informed and guided, as well as ensuring the older generations have the opportunity to age with dignity, prosperity, security, happily and healthily.



The New Zealand Positive Ageing Strategy

In 1999 the International Year of the Older Person brought to the forefront of New Plymouth the need think about the growing number of elderly people in our community and how we might best serve their needs and interests long into the future.

New Plymouth made an early commitment in 2000 to work closely with the Office of the Senior Citizen on the NZ Positive Ageing Strategy. The national strategy was launched in 2003, and NPD became the first area in the country to sign up to the national goals.

The principles of the New Zealand Positive Ageing Strategy are:

1. Empower older people to make choices that enable them to live a satisfying life and lead a healthy lifestyle.
2. Provide opportunities for older people to participate in and contribute to family, whanau and community
3. Reflect positive attitudes to older people.
4. Recognise the diversity of older people and ageing as a normal part of the lifecycle.
5. Affirm the values and strengthen the capabilities of older Maori and their whanau.
6. Affirm the values and strengthen the capabilities of older Pacific people.
7. Appreciate the diversity of cultural identity of older people living in New Zealand.
8. Recognise the different issues facing men and women.
9. Ensure older people, in both rural and urban areas, live with confidence in a secure environment and receive the services they need to do so.
10. Enable people to take responsibility for their personal growth and development through changing circumstances.

On the back of this national development the Positive Ageing Trust New Plymouth was born, the council developed a Positive Ageing Policy, and in 2006 a strategy type document was produced by the New Plymouth District Council and the New Plymouth Positive Ageing Trust.

The 2010-2020 strategy thus represents the second major commitment to ageing by the district of New Plymouth. This strategy however differs significantly from the initial document as it is a community wide commitment to ageing supported by council, health, government and community.

A Positive Ageing Strategy for New Plymouth

The benefits of ageing positively, good health, independence, community participation, intellectual stimulation, and self-fulfilment deliver big gains for individuals and communities and society as a whole. A happy, healthy, independent ageing population contributes skills, resources and experience to communities, places less demand on social services, and provides opportunities for younger members of the community to learn. The development of the district's second positive ageing strategy represents an enhanced opportunity for the district to embrace and cement its commitment to meeting the needs and challenges that an ageing community can bring. This is exemplified by the following positive features that already exist:

- Adopting a whole of community approach to ageing (planning, policy, participation, service delivery).
- A council striving to maintain the district as an attractive and prosperous place to live visit and work.
- Ageing persons are active and vocal in the community and keen to help shape and drive the future.
- A strong positive relationship with New Plymouth Positive Ageing Trust.
- A collaborative approach to ageing (NPDC, MSD, ACC, TDHB, HNZC).
- Council leadership supporting the facilitative development of this strategy.
- Independence and diversity of the growing number of elderly people (baby boomers better off than previous generations).
- Ageing people's organisations are engaged in decision making processes.
- Opportunities for an intergeneration, bi-cultural and multi-cultural approach to ageing.

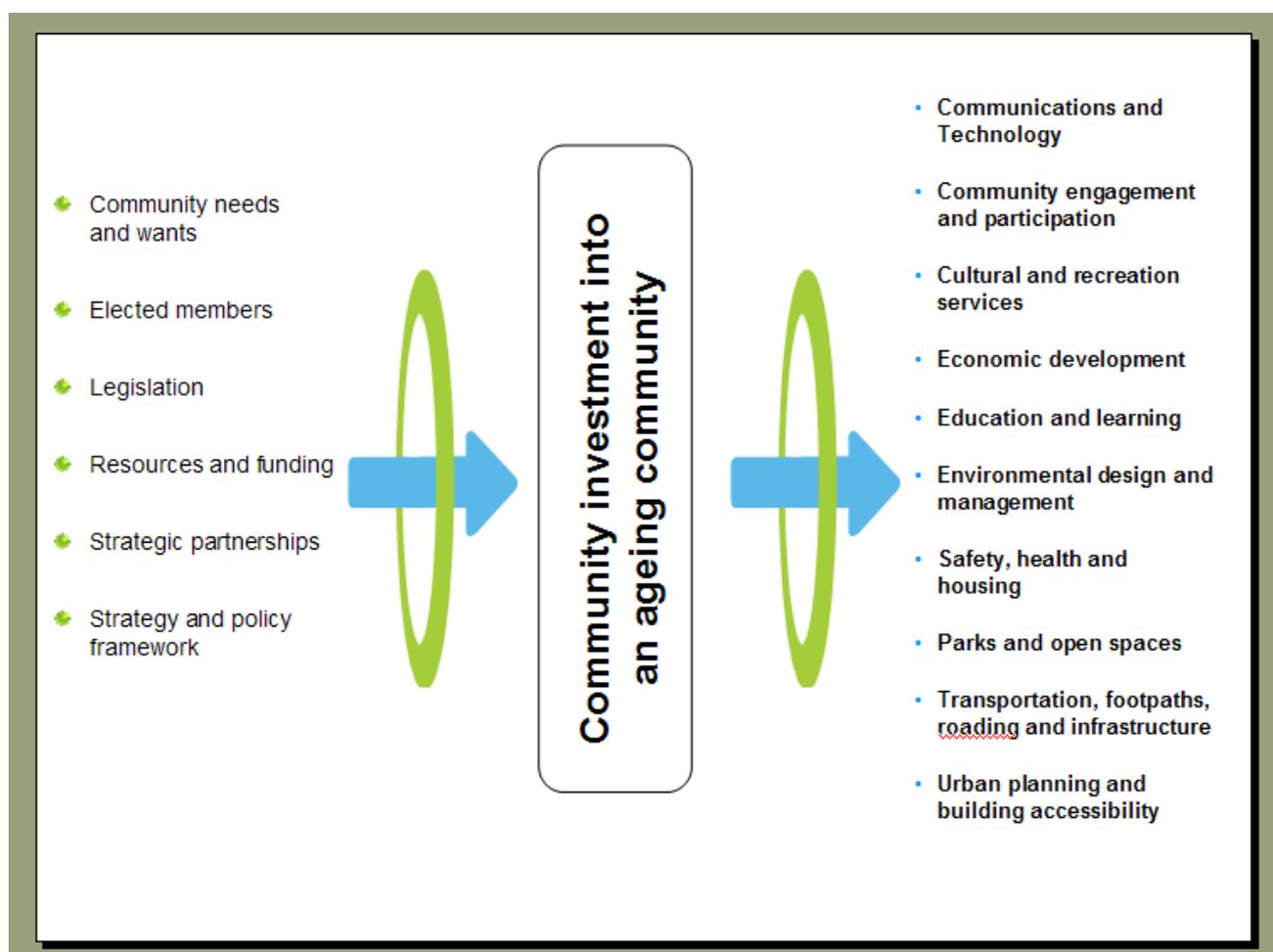
This positive foundation will stand the community in good stead when responding to some of the challenges that an ageing population brings to the community:

- Future planning and delivery of services by the council (footpaths, transport options, urban planning, general accessibility of parks, recreation and building access) and other providers (particularly health and social welfare).
- New and different way of doing things (front line service provision, technology, access issues)



- The need for the district to recruit and retain skilled people in order to deliver services in a sustainable way to a growing ageing population.
- Better use and recognition of the economic role (both paid and unpaid) that older people can play in the district.
- Transportation planning needs to better consider the travel needs of elderly persons
- The residential location of older persons is important for them to deliver key services i.e. banks, shops, GP's, buses
- Supporting the coordination and alignment of ageing peoples services and structures
- Clarifying the roles, relationships and responses between provider organisations such as NPDC, MSD, TDHB, HNZC, ACC and others and the aged organisations
- Ensuring that the services, programmes and the physical, social, cultural and economic environment are conducive to the diversity of older peoples needs

An ageing community is an investment opportunity for the overall well-being of all persons in the district. The diagram below highlights some of the things that drive the investment into ageing, and where the investment takes place.



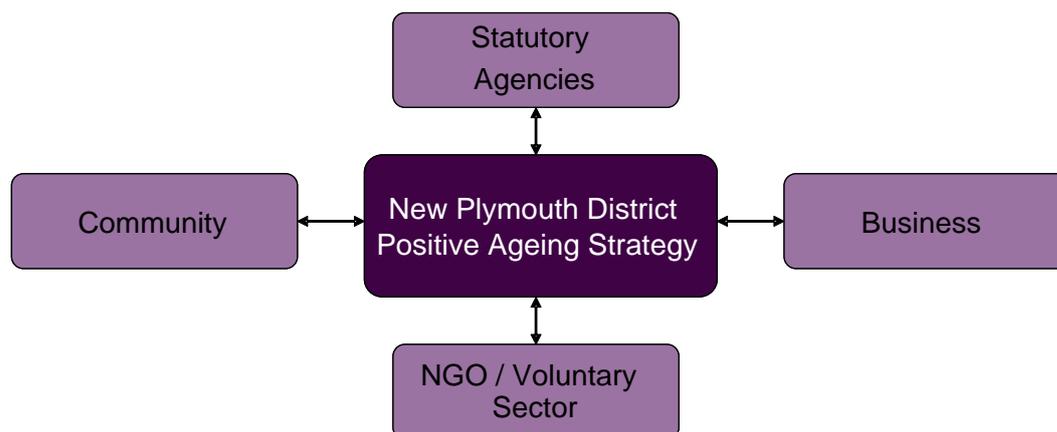
Strategy development process

This strategy is the culmination of a 10 year partnership between the Council and the Positive Ageing community in New Plymouth.

Building on the successful relationships that exist between in our community, this strategy represents a community-owned, community-produced and community-wide commitment to plan and deliver for an ageing community.

The strategy has been managed and overseen by the council, under the guardianship of a cross sector project board. Membership has included council officers and elected representatives, members of the Positive Ageing Trust, the Ministry of Social Development, Grey Power, Taranaki Disability Information Centre, Tui Ora and Taranaki District Health Board.

The strategy is however a partnership between all community sectors, as show below.



The strategy is founded upon strong evidence and information gained through both research and consultation. International, national and local statistical and research data was gathered to inform the views about ageing in the community. This was enhanced through the extensive consultation that took place with members of various positive ageing forums and groups, through Hui and facilitated dialogue on a smaller level.

The key role of partners and community provider organisations in developing the plan is acknowledged by their significant input into the consultations and the deliberations of the project board. This positive engagement of many people has facilitated the production of a strategy which sets out a long term vision, goals and actions to deliver.

A vision for ageing

New Plymouth: Embracing the opportunities of ageing

Positive ageing strategy goals

Supporting the vision, a series of five goals have been developed representing the key outcomes that are desired to secure a sustainable and healthy community for all.

1. An ageing community that is physically and digitally connected.
2. Ageing persons experience financial security and have access to opportunities for learning and employment.
3. Ageing persons feel safe, well and can age in place.
4. A community that respects and values the views and contributions of ageing people and ageing people's organisations.
5. Ageing persons have access to age appropriate cultural leisure and recreational opportunities.

Positive ageing strategy values

The following list represents the values that underpin the overall approach to ageing in the community.

1. Ageing is a life-long process to be celebrated and respected.
2. Responding to an ageing population requires commitments from individuals, community, businesses and government.
3. Community partnerships are required to ensure the long term sustainable planning and delivery of services, and create opportunities for an ageing population.



4. The knowledge, experience and continuing contribution of older people to the community is nurtured and valued.
5. Older people's desire and capacity to participate fully and independently in all aspects of community is acknowledged and catered for.
6. The needs and interests of ageing people are protected and catered for.
7. Older people have access to information that enables them to make informed choices and decisions about their lives.
8. Intergenerational, bi-cultural and cross-cultural community participation and opportunities enhance the ability to age positively.



Understanding our ageing community

The global context

In 2002, the United Nations World Assembly on Ageing described the trend towards ageing as an “agequake”, a “cataclysmic threat” and a “crisis” (Boston and Davy, p1). These comments are a reflection of how the trend towards ageing is often seen. However, there is an alternative perspective that views ageing as an opportunity and a celebration. To secure the opportunity international, national and local positive ageing policies and strategies aim to secure the health, independence and participation of ageing persons in society. It emphasises lifestyle choices, involvement and activity.



The transition towards an ageing population is a product of the shift away from the relative high fertility and mortality rates during the 19th and early part of the 20th century. Factors that have contributed to this transformation of the population include higher living standards, changing social values and attitudes and improvements in nutrition, public health and health services.

Boston and Davy highlight six important risks that we need to be mindful of, with regard to our ageing population:

1. High fiscal costs (particularly increased spend required on public health)
2. Slower economic growth (lower rates of saving and a smaller workforce)
3. Shortages of skilled labour (in particular health care workers)
4. Inadequate levels of formal and informal elder care (due the social trend of higher female workforce participation places a stress on unpaid carers, combined with the cost of formal care and the supply of this paid labour)

5. Greater inequality of well-being among older people, (due to the changing family structure of fewer or no children to support, and demographic (Maori, Pacific and female groups in particular) and locality inequalities (rural inhabitants) and:
6. Risks arising from policy shifts and discontinuities (targeting of welfare and shift towards the voluntary sector, plus philosophical conversations about the role of state, family and community in supporting elderly persons)

Despite the risks, opportunities exist to mitigate them and to seize the opportunities. This includes embracing the economic and intellectual contribution that older people will bring to the economy and society, and the role of elder persons as informal and formal carers for their peers and for their grandchildren. The health sector will need to continue to embrace preventative care, services and support that enable people to stay fit, healthy and living in their own home.

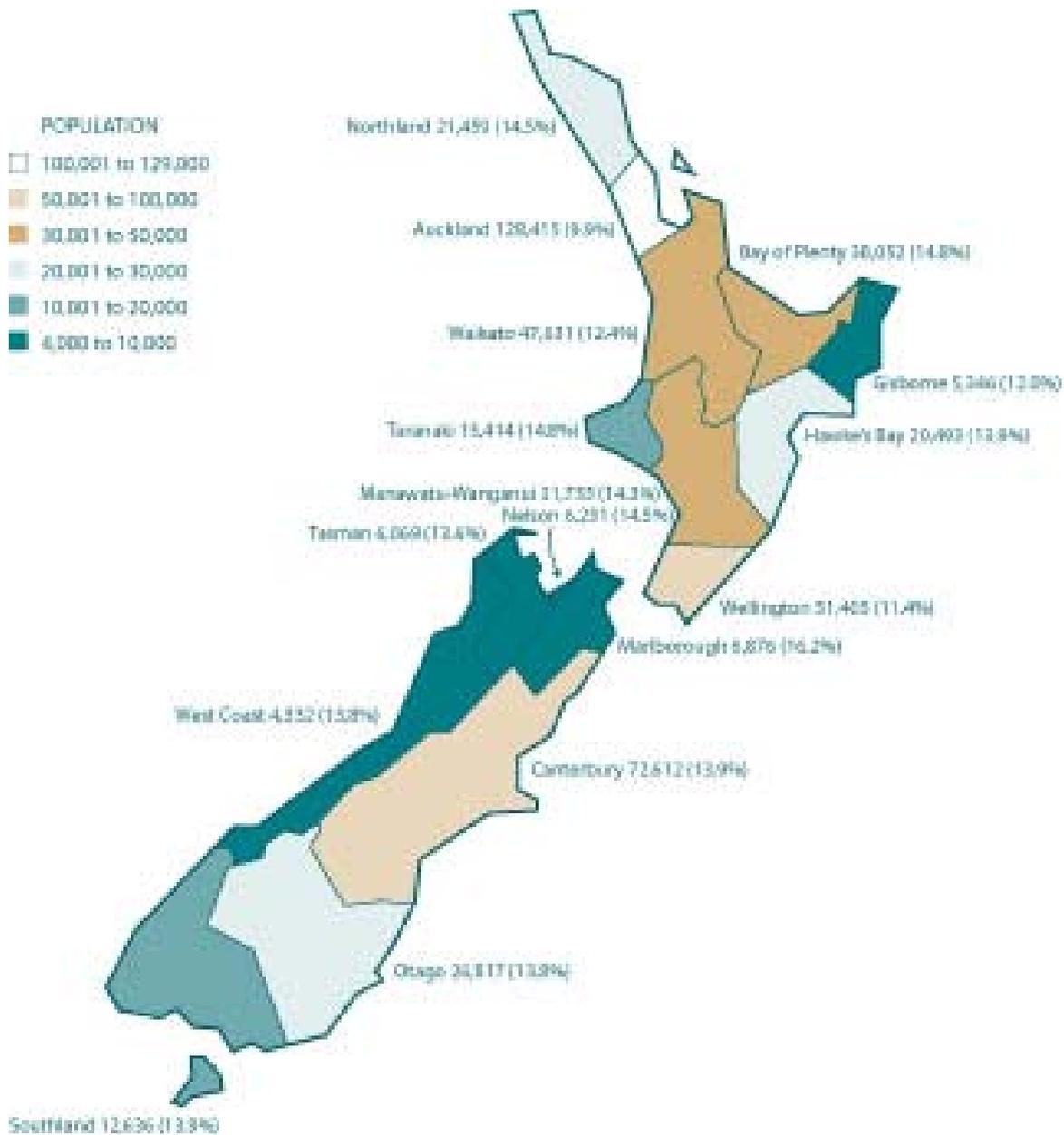
In a policy context measures to support ageing in place, which includes appropriate housing, community based support, health care services, and importantly the engagement and involvement of ageing persons to make decisions about the well-being of their lives are needed. Also needed is a cultural change to combat ageism through an acknowledgement of the value of older person's economic contribution via paid, unpaid and community work. Safety and security is fundamental to enable older person to live secure lives. Security means financial, emotional and physical, and access to services and support to protect this is a key need for the community.

Finally embracing the diversity, differing experience and contributions that older people from all cohorts can bring is essential to tailoring meaningful policies and programme that work at a local level for all persons within the community.

The national picture

The following pages provide a snapshot of the national ageing position. Further information can be found at Appendix A.

Distribution of population aged 65 years and over, 2006



Source: Statistics New Zealand (2007c) Census of Population and Dwellings 2006; Statistics New Zealand (2005c), subnational 2001 (base) population projections.

- *Gender:* In 2006, 45 per cent (221,139 people) of the older population were men, and 55 per cent (274,464 people) were women.
- *Age:* At the 2006 Census, the age distribution of the older population was skewed towards the “younger” old. In 2006, 54 per cent of the older population were aged 65 to 74 years. The 85 years and over age group accounted for only 12 per cent of the older population.
- *Ethnic Composition:* In the 2006 Census, the large majority of older people (88 per cent) reported themselves to be European (including the “New Zealander” group). Only five per cent of older people reported Maori ethnicity.
- *Private Dwellings:* At the 2006 Census, 90 per cent of the older population lived in private dwellings. Fifty-six per cent of this group were living with a spouse or partner, 31 per cent were living alone, and five per cent were living with others.
- *Non Private Dwellings:* At the 2006 Census, eight per cent of the older population resided in non-private dwellings. Around two-thirds of these – approximately 27,000 people making up some five per cent of the total older population – were living in residential care facilities. The number of older people living in such institutions increased sharply with age, rising from 0.7 per cent of older people aged 65 to 69 years to 16 per cent of those aged 80 years and over.
- *Disability:* In 2001, approximately 241,000 older people (54 per cent) reported some form of disability. The prevalence of disability was slightly higher for women aged 65 years and over (56 per cent) than for men (51 per cent) in the same age group.

Source: Positive Ageing Indicators 2007, MSD, Office for Senior Citizens

The overall well-being of older people across New Zealand

In 2007, the Office of the Senior Citizen produced a report entitled Positive Ageing Indicators Report 2007 looking at the overall well-being of the older population. The overall finding of this report 2007 is that older New Zealanders are well equipped to participate positively in society.

In summary the report stated that:

- Most older people have adequate incomes that provide them with a reasonable standard of living, although older single women fare less well.
- Older people are living longer and are healthier than their predecessors, but the gap for life expectancy at age 65 years between Māori and non-Māori remains static.

- Home ownership rates are high among older people, with most satisfied with the quality of their accommodation.
- A high proportion of older people are not using public transport even where it is available
- Increasing numbers of older people are living at home and receiving the support to do so.
- There are high levels of cultural engagement among older Māori.
- Older people generally have good access to facilities and services.
- Overall, older people's attitudes to ageing are positive and rates of perceived discrimination have fallen, although there is still some perception among the general population that older people are subject to age discrimination.
- Paid employment among the older population is increasing.
- Older people are taking advantage of opportunities for personal growth and development.

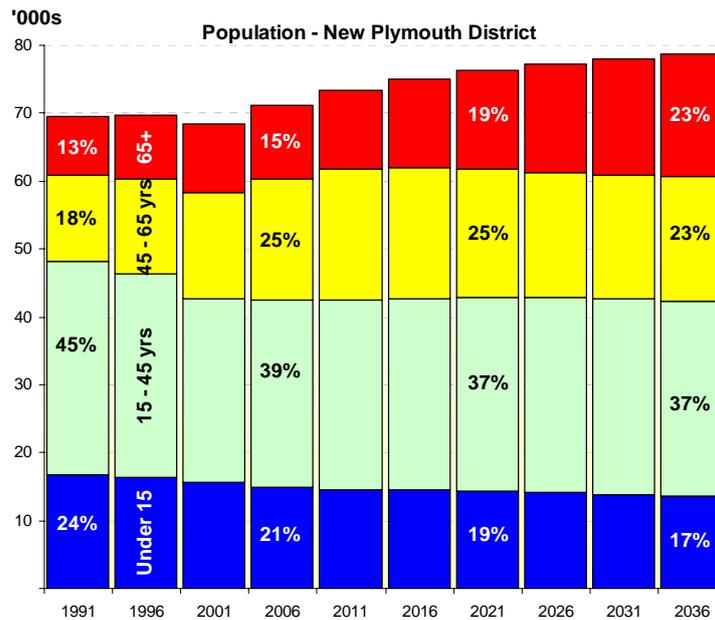
Source: Positive Ageing Indicators 2007, Office of the Senior Citizen, Ministry of Social Development.

The changing face of New Plymouth

A foreseeable and significant demographic change is the ageing of the population in the district. The proportion of our population over 65 years of age is expected to increase from 16% to 19% by 2021. This means that an additional 2,500 people will be in this age group in 10 years time. Greater demands on social and health services and accommodation needs for the elderly can be expected. There may also be an increased demand for public transportation. Social and health services responses will need to be factored into planning by the agencies responsible. The private sector will be the primary responder to accommodation needs and the Regional Transport Authority (TRC) will continue to implement and refine the regional public transport strategy.

The tables below set out the demographic profile of the population.

Demographic profile of the New Plymouth District population



	<u>1991</u>	<u>2001</u>	<u>2006</u>	<u>2011</u>	<u>2016</u>	<u>2021</u>	<u>2026</u>	<u>2031</u>	<u>2036</u>
<5 yrs	5,857	4,619	4,359	4,761	4,791	4,661	4,525	4,435	4,371
5-15	10,931	10,989	10,516	9,818	9,746	9,717	9,575	9,381	9,205
15-25	10,713	8,246	9,041	9,951	9,900	9,687	9,538	9,402	9,242
25-35	10,731	8,252	8,213	8,318	8,987	9,458	9,608	9,587	9,498
35-45	10,035	10,538	10,281	9,682	9,234	9,274	9,564	9,826	9,966
45-55	6,770	9,220	10,040	10,291	9,915	9,470	9,227	9,247	9,405
55-65	5,840	6,369	7,904	8,910	9,373	9,448	9,272	9,058	8,954
>65 yrs	8,723	10,167	10,741	11,726	13,101	14,589	15,989	17,131	18,008
	69,600	68,400	71,095	73,457	75,047	76,304	77,298	78,067	78,649

<5 yrs	8.4%	6.8%	6.1%	6.5%	6.4%	6.1%	5.9%	5.7%	5.6%
5-15	15.7%	16.1%	14.8%	13.4%	13.0%	12.7%	12.4%	12.0%	11.7%
15-25	15.4%	12.1%	12.7%	13.5%	13.2%	12.7%	12.3%	12.0%	11.8%
25-35	15.4%	12.1%	11.6%	11.3%	12.0%	12.4%	12.4%	12.3%	12.1%
35-45	14.4%	15.4%	14.5%	13.2%	12.3%	12.2%	12.4%	12.6%	12.7%
45-55	9.7%	13.5%	14.1%	14.0%	13.2%	12.4%	11.9%	11.8%	12.0%
55-65	8.4%	9.3%	11.1%	12.1%	12.5%	12.4%	12.0%	11.6%	11.4%
>65 yrs	12.5%	14.9%	15.1%	16.0%	17.5%	19.1%	20.7%	21.9%	22.9%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population change has not been, and will not be, constant across age. The population aged 65 years and over is likely to grow fastest in the future in most areas. The population in the older working ages (40 to 64 years) is also likely to increase in the short-term in most areas. Conversely, the number of children (0 to 14 years) and the younger working age population (15 to 39 years) are expected to remain stable or decline in most areas. The age structure reflects the various influences of births, migration and deaths. Changes in the age structure of the population are occurring in all areas, with the most important trend being the general ageing of the population – with an increasing number and share in the older age groups. The 'baby boomers' (those aged 40 to 59 years in 2006) will be aged 65 to 84 years in 2031.

The proportion of Maori elderly persons is expected to also rise steadily over the period. Overall projections for the district are somewhere between a 1.6 and 2.5 per cent rise of Maori persons within the district.

Economic participation of older persons

The Ageing community of the New Plymouth District are a key contributor to the economic vitality of the district by virtue of their paid and unpaid work. The following tables give an indication of the significance of this contribution.

Levels of participation in unpaid work in the New Plymouth District

The extent of unpaid work for persons aged 60 years and over

No unpaid activities	2,085
Household Work, Cooking, Repairs, Gardening, etc, for Own Household	8,874
Looking After a Child Who is a Member of Own Household	540
Looking After a Member of Own Household Who is Ill or Has a Disability	663
Looking After a Child Who Does Not Live in Own Household	1,440
Helping Someone Who is Ill or Has a Disability Who Does Not Live in Own Household	1,083
Other Helping or Voluntary Work for or Through Any Organisation, Group or Marae	2,103
Other unpaid activities not elsewhere included	2,508

Source: www.stats.govt.nz/Census2006

Levels of participation in paid work in the New Plymouth District

Employment areas of persons aged 60 years and over in the New Plymouth District

	1996	2001	2006
Agriculture, Forestry and Fishing	276	354	420
Mining	6	18	21
Manufacturing	132	207	321
Electricity, Gas and Water Supply	12	15	27
Construction	66	102	225
Wholesale Trade	51	81	120
Retail Trade	144	213	297
Accommodation, Cafes and Restaurants	30	72	93
Transport and Storage	51	72	129
Communication Services	12	6	30
Finance and Insurance	21	27	60
Property and Business Services	123	216	354
Government Administration and Defence	42	63	78
Education	87	141	231
Health and Community Services	108	195	333
Cultural and Recreational Services	30	57	66
Personal and Other Services	63	87	117
Not Elsewhere Included	336	375	516
Total	1,590	2,301	3,438

Source: www.stats.govt.nz/Census2006

Total number of New Zealand superannuitants in the New Plymouth District

New Zealand Superannuation provides a retirement income for people who have reached 65 years of age. The following chart provides time series data on the number of people residing in the New Plymouth District (including Waitara) who have received New Zealand Superannuation between 2000 and 2008.

Year	New Plymouth	Waitara	TOTAL
2000	9,659	1,266	10,925
2001	9,393	1,265	10,658
2002	9,336	1,265	10,601
2003	10,624	7	10,631
2004	10,614	7	10,621
2005	10,413	5	10,418
2006	10,501	5	10,506
2007	10,608	7	10,615
2008	10,647	37	10,684
2009	9,566	1,371	10,937

Note that the drop off in numbers of the Waitara Service Centre corresponds with the introduction of a dedicated New Zealand Superannuation Service Centre in New Plymouth (located on the ground floor of Duncan Dovico House in Gill Street).

Source: Work and Income

Accommodation Supplement (AS)

An Accommodation Supplement is a non-taxable benefit that provides assistance towards a client's accommodation costs. The following chart provides time series data on the number of New Zealand Superannuitants residing in the New Plymouth district (including Waitara) who received an Accommodation Supplement between 2000 and 2008. The chart also provides details about how much assistance was paid to each person (by average) as well as an indicator of each person's average weekly accommodation costs.

Year	NZS clients receiving AS	Average AS paid	Average accommodation cost
2000	475	\$26	\$110
2001	282	\$24	\$111
2002	284	\$26	\$117
2003	305	\$26	\$117
2004	314	\$27	\$122
2005	318	\$33	\$127
2006	352	\$34	\$135
2007	386	\$34	\$138
2008	384	\$36	\$144

Source: Work and Income

Temporary Additional Support (TAS)

Temporary Additional Support is a non-taxable supplementary that can be paid for a maximum of 13 weeks. It is paid as a last resort to help clients with their regular essential living costs that cannot be met from their chargeable income and other resources. The following chart provides time series data on the number of New Zealand Superannuitants residing in the New Plymouth district (including Waitara) who received Temporary Additional Support payments between 2000 and 2008. The chart only identifies the years 2007 and 2008 because there was no Temporary Additional Support paid to New Zealand Superannuitants residing in New Plymouth/Waitara prior to this (Note that TAS has only been available to Work and Income clients since 2005).

Year	Number of NZS receiving TAS	Average TAS payment
2007	2	\$29
2008	14	\$33

Source: Work and Income

Disability Allowance (DA)

Disability Allowance provides non-taxable assistance to people who have ongoing, additional costs because of a disability. The following chart provides time series data on the number of New Zealand Superannuitants residing in the New Plymouth district (including Waitara) who received Disability Allowance payments between 2000 and 2008.

Year	Number of NZS receiving DA	Average DA Payment
2000	2,082	\$20
2001	2,278	\$21
2002	2,434	\$21
2003	2,553	\$21
2004	2,698	\$21
2005	2,774	\$22
2006	2,857	\$23
2007	2,914	\$24
2008	2,969	\$24

This equates to over 25 per cent of the population aged 65 and over.

Source: Work and Income

Health status of older people in New Plymouth

Maori of both sexes aged 65 to 74 years had significantly higher rates of ambulatory sensitive hospitalisation than their non-Māori counterparts in Taranaki. The rates among Maori females and non-Māori males in Taranaki were significantly higher than among their counterparts in New Zealand. Māori females aged 65 to 74 years had an over three times higher rate of avoidable mortality than non-Māori females, and the rate for Māori males was two times higher than for non-Maori males in Taranaki.

All cardiovascular disease mortality rates for Maori aged 65 plus years were significantly higher than their non-Māori counterparts in Taranaki. The rate of hospitalisation among Māori females was significantly higher than non-Māori females. Non-Māori females in Taranaki had a significantly higher rate of all cardiovascular disease mortality than their counterpart in New Zealand. Except for Maori males, the hospitalisation rates in Taranaki were significantly higher than in New Zealand.

The ischaemic heart disease mortality rate among Maori aged 65+ years was significantly higher than among non-Maori in Taranaki. Maori males had a significantly lower rate of hospitalisation than non-Maori males in Taranaki in 2003-2004. The mortality rate among non-Maori females and hospitalisation rates among non-Maori of both sexes were significantly higher in Taranaki than in New Zealand.

Non-Maori males aged 65 plus years in Taranaki had a significantly lower rate of stroke hospitalisation than those in New Zealand. Both all cancer mortality and registration rates among non-Maori males aged 65 plus years were significantly higher than non-Maori females in Taranaki.

Source: Health Profile for Taranaki District Health Board, Jan 2007, TDHB

The residential living experience of older persons living in the New Plymouth District

In 2003, the Positive Ageing Trust of New Plymouth, the New Plymouth District Council and WITT came together to conduct some research into the living experience of the over 65's and over 80's residing in the district. Focus groups were undertaken with 17 people, a questionnaire survey was conducted with over 200 over 65's and a provider survey was undertaken with 26 residential care providers. The key findings of the survey was that older people in the district remain in their homes for longer than the national average, and that they are ageing in place 'comfortably and safely'. The average age of persons going into residential care is 88 years of age and at the time of the survey 823 people in the district were in a residential care home. Frailty, falls, health and broken down support systems were the main reasons sited for entering into residential care homes.

Of those persons who remained in their homes, 80 per cent signalled regular contact with family or neighbours, and loneliness was only sited as an issue for three per cent of respondents. Eighty-two per cent owned their own homes and the majority of these had resided in New Plymouth for over 30 years. The standard of the dwelling was an issue for 13 per cent of persons, but overall homes appeared to have a high standard of maintenance and repair.

Anecdotal evidence prior to the survey suggested that access to local shops and facilities was a problem for many. The survey however did not concur with this.

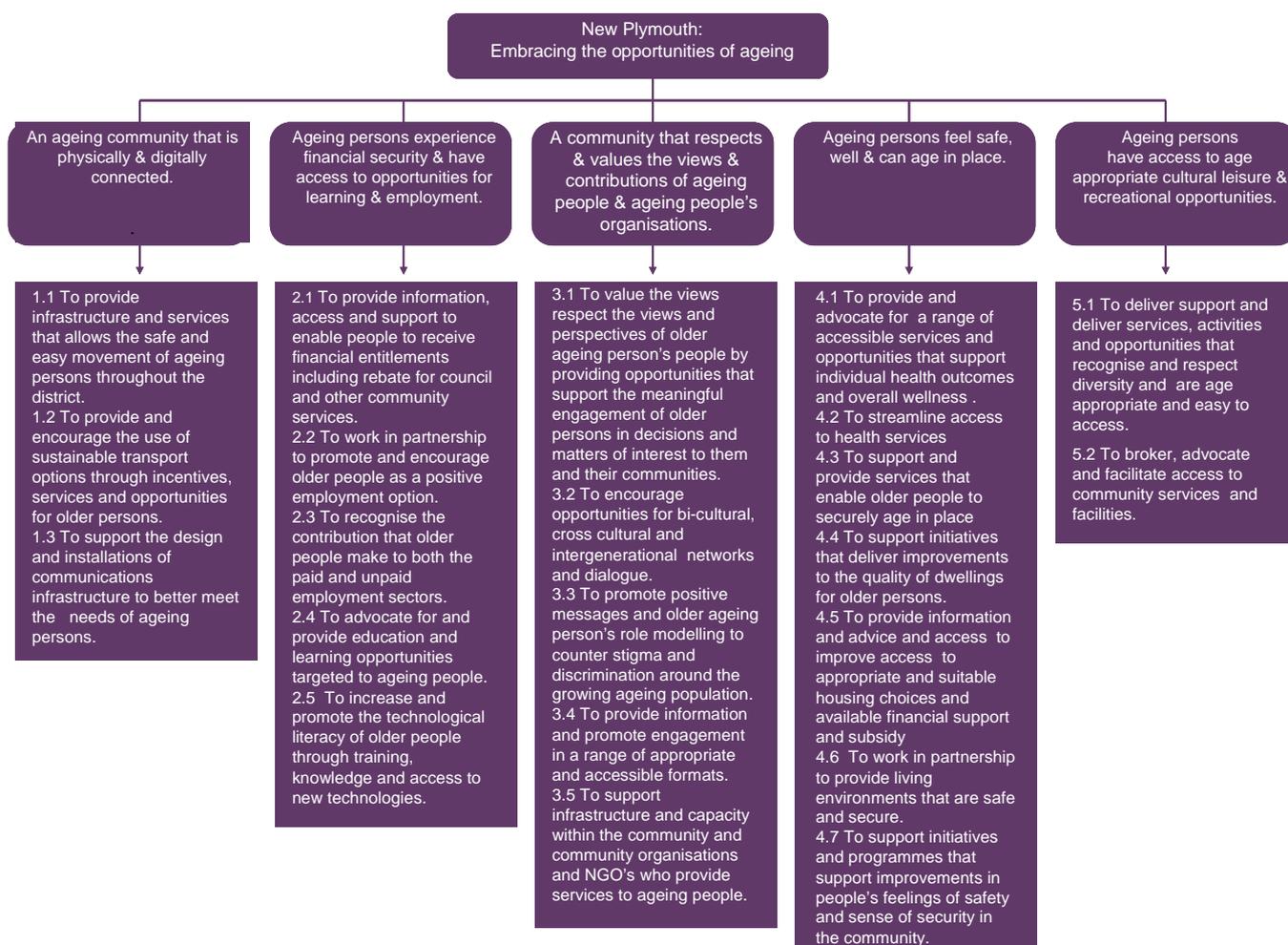
In conclusion, the survey results and focus groups suggest that most older people in the district feel comfortable and safe in their homes and enjoy contact with others and the ability to access the local services they need.

Source: The Residential Living Experience of the Over 65's in the New Plymouth district, Nov 2004.

Where to from here

Ageing happens to us all everyday, and we experience ageing in a variety of ways, within ourselves, our friends, our families and our community. Therefore we must all, what ever our age think about what the future holds, and what we and those around us need to make this inevitable process enjoyable, empowering, appropriate, and positive.

The following section sets out some of the responses that support this future focus. The action plan is structured into the five goals, and is accompanied by a series of actions that will support the delivery of these goals, and ultimately achieve our vision. So what do the goals means?



An ageing community that is physically and digitally connected

Ease of movement and communication is fundamental to all, but this becomes increasingly precious as mobility lessens. The district therefore has a responsibility to provide infrastructure and urban environment that allow the safe and easy movement of people on foot, in wheelchairs and mobility vehicles. As we age our need to travel does lessen, and our modes of movement to alter, we must therefore think about future sustainable transport patterns, buses and, community transport options to allow us to travel to the shops, the bank and meet medical appointments.

Many ageing people become increasingly isolated through lessened mobility and increasing isolation, thus the value of technology and communication can not be underestimated, the telephone remains the lifeline for many, but increasingly our ageing population are technologically literate and enabled, so we ensuring the district has high quality fast communications technology for mobile phones, internet and television is also a must to keep connected to the world.

Ageing persons experience financial security and have access to opportunities for learning and employment

New Plymouth is a district that has seen increasing prosperity for many over recent times, yet the realities of low incomes still exist. The action thus sets out goals that will ensure people have access to and receive their correct entitlement to remain financially independent and economically prosperous. Part of this independence is also brokering and advocating to keep ageing people within the economy, both as paid and voluntary contributors to our society. The economic value of voluntary participation is not underestimated as we look to the future. To remain active in the work environment ageing people need access to appropriate and accessible training to enable them to up skill and keep up to date with the changing skills needs that society requires. On the flip side our ageing population are our teachers of today and tomorrow, so harnessing that for the community good must be realised as we move forward.

A community that respects and values the views and contributions of ageing people and ageing people's organisations

An ageing population brings with it a lifetime of skills, knowledge, values and experience, and whilst life continues to evolve we must be sure not to lose the invaluable resource we have before us. Negative attitudes to ageing are a reality, as is direct discrimination. Such views have no place in a forward looking community that wishes to embrace all of its members. The ways in which we can continue celebrate ageing is through the active engagement in democratic processes, the formation and maintenance of respectful community partnerships, and on-going participations in matters and issues of interest to the community, and where ageing people wish to voice an opinion and have an active role. There is also a key role to provide information to the wider community to overcome potential discrimination, and to promote and encourage intergenerational and bi-cultural relationships.

Part of this respect is also a respect for the important role that ageing people's services bring to the community, not only in terms of direct provision, but also the knowledge, networks and understanding they bring. It is important that the wider community supports the infrastructure of such providers, and looks to support their capacity, in recognition of the investment they bring to the community as a whole.

Ageing persons feel safe, well and can age in place

Active participation in the community relies on some many things, not least wellness, security and a health affordable, accessible safe dwelling and community to reside in. Ageing is a community responsibility and fostering strong, safe and cohesive communities for all is part of what the strategy is trying to achieve. It is a basic human right to have shelter, but beyond that the shelter should be affordable, healthy and appropriate for changing personal, health and mobility needs. Access to quality health services has often been sited as the number one area of concern and interest throughout this work. We are all living longer, and in the main our health is improving, but once we do start weakening our need to access affordable, timely, integrated quality health systems is vital. Our health needs become complex, and accessing the information, the support and the services can be a midfield for many. The action plan thus set out how we can make improvements in this area.

Ageing persons have access to age appropriate cultural leisure and recreational opportunities

Our ageing population are healthier, more time rich, generally more prosperous, and keen to live a full and active life. This is evidenced by the participation of ageing people in a wide variety of arts sports and leisure interests in the community. Cultural, leisure and recreational opportunities are provided by the private and public sector, but the action plan also seeks to recognise those ageing groups and people doing it for themselves. The greater the opportunity to participate in recreation, leisure and cultural opportunities, the greater the opportunity to enjoy things as a community, a whanau or group, and ultimately an increase in the vibrancy of the district as a whole.

Positive Ageing Strategy DRAFT Action Plan 2009 - 2014

This action plan provides a comprehensive framework to respond to the challenges and opportunities that an ageing population bring. It sets out a whole of community approach and emphasises integrated action. The plan outlines goals and associated targets with the five defined objectives. Some of the key commitments we are making to our ageing population are:

An ageing community that is physically and digitally connected.	Ageing persons experience financial security and have access to opportunities for learning and employment.	Ageing persons feel safe, well and can age in place.	A community that respects and values the views and contributions of ageing people and ageing peoples organisations.	Ageing persons have access to appropriate cultural, leisure and recreational opportunities.
<ul style="list-style-type: none"> - To provide infrastructure that supports the mobility and movement of ageing persons through the district. - To conduct barrier free audits to monitor and evaluate the effectiveness of movement throughout the district. - To provide and expand the integrated subsidised transport services for Super Gold Card holders. - To support retirement villages to explore sustainable motorised transport options that enhance the independence of residents. - To ensure access to the right information in an appropriate format at the right time. 	<ul style="list-style-type: none"> - To utilise the skills and experience of ageing persons as business mentors. - To provide individualised support for ageing persons to secure, retain and enhance their employment skills. - To provide a range of learning opportunities tailored for ageing learners and their education needs. - To improve the IT literacy of ageing persons, and increase their access, confidence and use of technology, including rest homes. 	<ul style="list-style-type: none"> - To continue to support older persons wellness through referrals to, and engagement in healthy lifestyles programmes. - To reduce the incidence of injury amongst ageing people in their homes through programmes and awareness raising. - To support the provision of a wide range of wrap around health and social services that enable ageing people to remain independent in their homes. - To ensure the homes of ageing people are free from damp and drafts and have appropriate heating. 	<ul style="list-style-type: none"> - To work in partnership with and for ageing people's organisations, government and the community on advice, support and advocacy to ensure the provision of quality appropriate services and infrastructure. - To ensure that ageing citizens with disability or ailments requiring specialist support and services are actively invited into processes and decisions that affect them. - To celebrate and promote the roles ageing people play throughout the community. - To support and promote intergenerational and bi-cultural relationships and opportunities. 	<ul style="list-style-type: none"> - To continue to provide and support a comprehensive network of services and activities for ageing peoples wellness and social networking. - To continue to support the provision of and seek an expansion of the discounts and subsidies available for recreation and cultural programmes. - To provide a range of cultural experiences that support and respect the needs and wants of the ageing community. - To ensure that recreation and leisure experiences are available and accessible throughout the district.

The following table highlights the agencies that have made commitments to each of the goals and accompanying objectives. The action plan in the following pages shows the commitments in detail y agency in alphabetical order

An ageing community that is physically and digitally connected.	Ageing persons experience financial security and have access to opportunities for learning and employment.	Ageing persons feel safe, well and can age in place.	A community that respects and values the views and contributions of ageing people and ageing people's organisations.	Ageing persons have access to appropriate cultural, leisure and recreational opportunities.
1.1 New Plymouth District Council Taranaki Regional Council Taranaki Disability Information Centre	2.1 Grey Power New Plymouth District Council Work and Income	3.1 Age Concern Bishops Action Foundation New Plymouth Injury Safe NZ Red Cross Sport Taranaki Taranaki District Health Board Te Hauora Pou Heretanga	4.1 New Plymouth Positive Ageing Trust Taranaki Disability Information Centre	5.1 Active in Age Age Concern Grey Power New Plymouth District Council Sport Taranaki
	2.2 Venture Taranaki Trust	3.2 Taranaki District Health Board	4.2 Big Brother Big Sister Multi Ethnic Council New Plymouth Positive Ageing Trust NZ Red Cross Te Hauora Pou Heretanga	5.2 NZ Red Cross Taranaki Disability Information Centre
1.2 New Plymouth District Council NZ Red Cross Taranaki Regional Council	2.3 Venture Taranaki Trust Work and Income	3.3 Age Concern Bishops Action Foundation Friends Plus New Plymouth Injury Safe NZ Red Cross Taranaki District Health Board Taranaki Regional Council (Civil Defence) Taranaki Disability Information Centre Te Hauora Pou Heretanga Taranaki District Health Board	4.3 Bishops Action Foundation New Plymouth District Council New Plymouth Positive Ageing Trust Sport Taranaki	

An ageing community that is physically and digitally connected.	Ageing persons experience financial security and have access to opportunities for learning and employment.	Ageing persons feel safe, well and can age in place.	A community that respects and values the views and contributions of ageing people and ageing people's organisations.	Ageing persons have access to appropriate cultural, leisure and recreational opportunities.
	2.4 NZ Red Cross Senior Net Western Institute of Technology at Taranaki	3.4 Better Homes New Plymouth District Council	4.4 Grey Power Sport Taranaki	
	2.5 Senior Net	3.5 Work and Income Taranaki District Health Board	4.5 Bishops Action Foundation Taranaki Regional Council (Civil Defence)	
		3.6 New Plymouth District Council		
		3.7 North Taranaki Neighbourhood Support Te Hauora Pou Heretanga Work and Income Taranaki District Health Board		

ACTIVE IN AGE

Goal	Action	Timeframe	Resources	Key indicators of progress
5.1 To deliver support and deliver services, activities and opportunities that recognise and respect diversity and are age appropriate and easy to access.	Run social activities for Grey Power members	On-going	Travel Club Committee	Weekly attendance Satisfaction with programmes

AGE CONCERN

Goal	Action	Timeframe	Resources	Key indicators of progress
5.1 To deliver support and deliver services, activities and opportunities that recognise and respect diversity and are age appropriate and easy to access	Provide social inclusion outings to older people in isolated locations	Bi-monthly	Age Concern Field Officer	Deliver six outings to a minimum of eight clients per outing
3.1 To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness	Provide Advocacy for older people Deliver health and well-being check-ups for older males	On-going On-going	Taranaki Age Concern Committee Age Concern Field Officer	Maintain two trained Field Officers and open Age Concern Office Mon-Thurs weekly Provide general information brochures on issues related to ageing
3.3 To support and provide services that enable older people to securely age in place	Promote and provide Life Tubes for older people Provide falls prevention education and Home Safety Assessments to older people	On-going On-going	Age Concern staff and committee Age Concern Field Officers	Distribute 50 life tubes per year Deliver 35 Home Safety Assessments and 12 group presentations per year

Goal	Action	Timeframe	Resources	Key indicators of progress
	Promote safe and appropriate transport options for older people	On-going	Age Concern Field Officers	Deliver eight "Safe with Age" courses per year and distribute "Transport for the Older Person in Taranaki" brochures

BETTER HOMES

Goal	Action	Timeframe	Resources	Key indicators of progress
3.4 To support initiatives that deliver improvements to the quality of dwellings for older persons	To continue to provide free or low cost retrofit to ageing tenants and homeowners to improve the environmental quality of the dwelling	On-going	Healthy Housing Taranaki EECA	Number of ageing persons receiving a retrofit. Satisfaction of persons receiving service

BIG BROTHER BIG SISTER

Goal	Action	Timeframe	Resources	Key indicators of progress
4.2 To encourage opportunities for bi-cultural, cross cultural and intergenerational networks and dialogue	To utilise ageing persons as mentors for young people	On-going	Ageing persons networks	Number of older persons as Big Brother Big Sister mentors

BISHOPS ACTION FOUNDATION

Goal	Action	Timeframe	Resources	Key indicators of progress
3.1 To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness	Enable organisations and communities to more effectively engage with spirituality as an important element of the well-being of older people	September 2009 to December 2011	Spirituality and Cultural Well-being Research (2008) Spirited Scotland strategy	More open dialogue about the broad concept of spirituality Strategic recognition of spirituality by organisations

Goal	Action	Timeframe	Resources	Key indicators of progress
	Explore potential innovative opportunities for elder care service development, including new options for dementia care	June 2009 to December 2010	Tainui Home Trust Board Community based hosts	New programmes are developed that compliment existing dementia care services
3.3 To support and provide services that enable older people to securely age in place	Develop and implement a community companion programme that seeks to re-build the community connections of socially isolated older people	June 2009 to December 2011	Community based volunteers	Established community companioning programmes
4.5 To support infrastructure and capacity within the community and community organisations and NGO's who provide services to ageing people	To facilitate the growth of older Promotion of continuity planning amongst key agencies to ensure delivery of services during emergencies	On-going	TCDEM Welfare Advisory Group / Bishops Action Foundation	Work with Bishops Action Foundation to support other NGO's in development of emergency management plans (EMPs) Advice and support is available for agencies and organisations to develop and maintain their own EMPs

FRIENDS PLUS

Goal	Action	Timeframe	Resources	Key indicators of progress
3.3 To support and provide services that enable older people to securely age in place	Provide visiting and shopping services to isolated elderly people	On-going	Friends Plus volunteers	Visiting and shopping services available to clients as required

GREY POWER

Goal	Action	Timeframe	Resources	Key indicators of progress
2.1 To provide information, access and support to enable people to receive financial entitlements including rebate for council and other community services	Provide discount book to Grey Power members	On-going	Grey Power Committee	Maintain a minimum of 50 businesses, contributing to discount book Discount book distributed to Grey Power members
4.4 To provide information and promote engagement in a range of appropriate and accessible formats	Actively disseminate to Grey Power members information relevant to older people	On-going	Grey Power Committee	Quarterly newsletter distributed to all members Run monthly committee meetings Facilitate quarterly general Grey Power meetings Liaise with relevant agencies and organisations on issues relating to older people
5.1 To deliver support and deliver services, activities and opportunities that recognise and respect diversity and are age appropriate and easy to access	Run social activities for Grey Power members	On-going	Travel Club Committee	Deliver two Christmas functions and a minimum of six travel events per year.

MULTI ETHNIC COUNCIL

Goal	Action	Timeframe	Resources	Key indicators of progress
4.2 To encourage opportunities for bi-cultural, cross cultural and intergenerational networks and dialogue	To operate multi ethnic inter-generational social experiences to enhance community cohesion and identity	Annual Extravaganza	Community networks	Extravaganza attendance and satisfaction

NEW PLYMOUTH DISTRICT COUNCIL

Goal	Action	Timeframe	Resources	Key indicators of progress
<p>1.1</p> <p>To provide infrastructure and services that allows the safe and easy movement of ageing persons throughout the district</p>	To continue to forward plan and provide appropriate and accessible transportation access to parks and open spaces	On-going	Parks and Roading	Percentage of parks and open spaces that have close by accessible parking, and mobility scooter/wheelchair access
	To conduct an infrastructure audit of roads, footpaths and crossings to determine their suitability for an ageing (and other) demographic.	From Jan 2010	Roading	Audit results and action plan.
	To establish a transportation reference group to support the forward planning of transportation infrastructure	By Dec 2010	Roading	Representative from positive ageing networks
	To respond to and deliver infrastructure improvements that will support mobility and movement of ageing persons To support the growth of ageing persons contribution and participation of the movement of school children through walking buses and school crossing patrols	On-going From June 2010	Roading (within existing budgets) Sustainable Transport Coordinator	Requests for services that have been implemented as arising from request or identified community need. School travel plans that include community coordinated walking buses and crossing patrols
<p>1.2</p> <p>To provide and encourage the use of sustainable transport options through</p>	To support retirement villages to explore sustainable	From January 2010	Sustainable Transport	Number of community car schemes (City Hop)

Goal	Action	Timeframe	Resources	Key indicators of progress
incentives, services and opportunities for older persons	motorised transportation options that support the independent movement of residents		Coordinator	
2.1 To provide information, access and support to enable people to receive financial entitlements including rebate for council and other community services	To administer, promote and supply Super Gold card for the community To provide a range of Super Gold Card discounts for the ageing community	On-going	Environmental Health (Parking) Events and Recreation (Aquatic Centre)	Growth in number of persons who have a super gold card Number of persons using the card for discounted aquatic centre services Number of persons using free Super gold card parking before 11am
3.4 To support initiatives that deliver improvements to the quality of dwellings for older persons	To continue to undertake a programme of upgrades for Housing for the Elderly tenants To continue to lead the development and promotion of life time design planning for dwellings and urban development	On-going On-going	As set out in community plan Planning and Building Services	Overall satisfaction of tenants with housing for the elderly service Future proofed urban design
3.6 To work in partnership to provide living environments that are safe and secure	To use the walking advocacy group to ensure that built infrastructure allows for the safe and easy movement of foot passengers within the district, particularly those with restricted mobility	From June 2010	Sustainable Transport Coordinator	Participation in advocacy group by ageing network representatives The extent to which group members believe they have been able to effect change in policy and service delivery

4.3 To promote positive messages and older ageing person's role modelling to counter stigma and discrimination around the growing ageing population	Continue to deliver and promote the Treasured Relationships programme to celebrate international day of the older person	Annual Event	Positive Ageing Trust Community Development Puke Ariki	On-going levels of participation Positive media coverage Overall community satisfaction with the event
4.4 To provide information and promote engagement in a range of appropriate and accessible formats	The older persons web page is enhanced	From	Positive Ageing Trust	The content of the website meets and exceeds expectations of users (satisfaction survey)
5.1 To deliver support and deliver services, activities and opportunities that recognise and respect diversity and are age appropriate and easy to access	To continue to grow the Govett-Brewster Art Gallery Seniors Art programmes	Bi-monthly	Govett Brewster Art Gallery	Attendance levels Levels of satisfaction with the programme
	To continue to provide and grow the signed gallery tours	Bi-monthly	Govett Brewster Art Gallery	Attendance levels Levels of satisfaction with the programme
	To continue to offer the White Gloves museum and library collections experiences	Bi-monthly	Puke Ariki	Attendance levels Levels of satisfaction with the programme

NEW PLYMOUTH INJURY SAFE

Goal	Action	Timeframe	Resources	Key indicators of progress
3.1 To provide and advocate for a range of accessible services and opportunities that support individual	To deliver programmes that raise awareness of injury prevention and increase well-	June 2010	Safe Community Programme Manager	Deliver four "well aware" programmes

Goal	Action	Timeframe	Resources	Key indicators of progress
health outcomes and overall wellness	being of older ageing persons			
3.3 To support and provide services that enable older people to securely age in place	To develop a falls prevention service directory for older people	June 2010	Safe Community Programme Manager	Directories are completed and distributed to primary and secondary care providers in Taranaki
	To deliver evidence-based falls prevention exercise programmes	June 2010	TDHB	Deliver the Otago Exercise Programme to 75 over 80 year olds The contract between ACC and TDHB to deliver OEP has been completed at 31 December 2009 and is not being continued so this indicator will need to come out
			Sport Taranaki	Deliver tai chi sessions to 260 over 65 year olds by December 2010 (There is a contract between Sport Taranaki and ACC to deliver tai chi until December 2010. At this stage it may not be continued beyond this year)

NEW PLYMOUTH POSITIVE AGEING TRUST

Goal	Action	Timeframe	Resources	Key indicators of progress
2.4 To advocate for and provide education and learning opportunities targeted to ageing people	To provide workshops and seminars for older people on issues related to ageing	On-going	New Plymouth Positive Ageing Trust and Council	Deliver four seminars and two workshops per year
4.1 To value the views respect the views and perspectives of older ageing person's people by providing opportunities that support the meaningful engagement of older persons in decisions and matters of interest to them and their communities	Undertake meetings for networking of organisations and agencies that work with older people	On-going	New Plymouth Positive Ageing Trust Chair	Goal
4.2 To encourage opportunities for bi-cultural, cross cultural and intergenerational networks and dialogue	Deliver events and programmes celebrating International Day of the Older Person (IDOP) Campaigns are developed to profile older persons who are breaking through the stereotypes of old age	On-going From	Safe Communities Programme Manager New Plymouth District Council	Deliver minimum of 3 events every year with a minimum of 3 media articles Ageing persons report an increase in positive profiling messages.
4.3 To promote positive messages and older ageing person's role modelling to counter stigma and discrimination around the growing ageing population	Campaigns are developed to profile older persons who are breaking through the stereotypes of old age	From	New Plymouth District Council	Ageing persons report an increase in positive profiling messages

NORTH TARANAKI NEIGHBOURHOOD SUPPORT

Goal	Action	Timeframe	Resources	Key indicators of progress
3.7 To support initiatives and programmes that support improvements in people's feelings of safety and sense of security in the community	To continue to grow the neighbourhood support tree programme for the protection and help of ageing, vulnerable and frail members of the community	On-going	North Taranaki Neighbourhood Support	Number of neighbourhood support programmes. Number of households within a neighbourhood support programme

NZ RED CROSS

Goal	Action	Timeframe	Resources	Key indicators of progress
1.2 To provide and encourage the use of sustainable transport options through incentives, services and opportunities for older persons	Run transport service to outpatients in Inglewood, Waitara and Stratford for specialised appointments where other transport is unavailable	On-going	Red Cross Branches and volunteers	Outpatients are aware of service. Service and drivers are available for outpatient use when required
2.4 To advocate for and provide education and learning opportunities targeted to ageing people	To deliver courses to educate older people on issues affecting them	On-going	NZ Red Cross NZ Fire Service	Deliver five courses per year
3.3 To support and provide services that enable older people to securely age in place	Daily delivery of well-being checks and meals to homes of people unable to prepare their own meals	On-going	NZ Red Cross branches and volunteers	Meals are delivered and contact made with all clients on delivery list as required
3.1 To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness	Provide visiting service to elderly patients in hospitals and rest homes	On-going	NZ Red Cross volunteers	Maintain list of volunteers and deliver visiting service twice per week

Goal	Action	Timeframe	Resources	Key indicators of progress
3.3 To support and provide services that enable older people to securely age in place	Provide tracking pendants to people suffering from Alzheimer's or Dementia	On-going	NZ Red Cross, TDHB, Alzheimer's Taranaki, NZ Police.	Increase in number of people using tracking pendants.
	Provide medical loan equipment for people suffering from Dementia, Alzheimer's or frailty.	On-going	NZ Red Cross, TDHB, Alzheimer's Taranaki.	Equipment is available for loan by clients as required and relevant sections of community are aware of service.
	Daily delivery of well-being checks and meals to homes of people unable to prepare their own meals.	On-going	NZ Red Cross branches and volunteers	Meals are delivered and contact made with all clients on delivery list as required.
4.2 To encourage opportunities for bi-cultural, cross cultural and intergenerational networks and dialogue	Provide opportunities for older people to be involved as volunteers with the delivery of the <i>Breakfasts in Schools</i> programme	On-going	NZ Red Cross and volunteers	Half of volunteer list for programme is made up of older people to deliver breakfasts 5 times per week during school terms
(5.2) To broker, advocate and facilitate access to community services and facilities	Provide social outings for isolated elderly people in Inglewood and Stratford	On-going	NZ Red Cross branches and volunteers	Deliver one trip per month for Inglewood Minimum of three bus trips per year for Stratford

SENIOR NET

Goal	Action	Timeframe	Resources	Key indicators of progress
<p>2.4</p> <p>To advocate for and provide education and learning opportunities targeted to ageing people</p>	<p>To promote and deliver structured training courses and workshops to older people as demand dictates</p>	<p>On-going</p>	<p>Senior Net Committee</p>	<p>Run workshops and facilitate Special Interest Groups as required</p> <p>Run training courses during school terms</p> <p>Provide “pop-in” informal training days once per week</p>
<p>(2.5) To increase and promote the technological literacy of older people through training, knowledge and access to new technologies</p>	<p>To promote ways in which new technology can enhance the well-being of older people.</p>	<p>June 2010</p>	<p>Senior Net Chairperson</p>	<p>Senior Net and Taranaki Aged Care Providers representatives meet to develop strategy for introducing technologies into rest homes.</p>
	<p>To increase ease of access to Senior Net facilities</p>	<p>On-going</p>	<p>Senior Net Committee</p>	<p>Provide strong support for the development of a community services centre and maintain Senior Net committee member on New Plymouth Community Services Centre Trust board</p>

SPORT TARANAKI

Goal	Action	Timeframe	Resources	Key indicators of progress
<p>3.1</p> <p>To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness</p>	<p>To continue to support older persons wellness through referrals to, participation in and completion of Green Prescriptions programme</p>	<p>On-going (each referral is for three months)</p>	<p>GPs Gyms/Fitness Centres NPDC Pools</p>	<p>Number of referrals</p> <p>Monthly workshops held and attended</p> <p>Percentage of persons completing the programme</p> <p>Indicators of increased fitness and weight loss</p> <p>Levels of programme satisfaction</p>
<p>5.1</p> <p>To deliver support and deliver services, activities and opportunities that recognise and respect diversity and are age appropriate and easy to access</p>	<p>To expand the Formula 4 exercise programme into Marae</p> <p>To support the delivery of community based tai chi programmes</p>		<p>Fitness Instructors</p> <p>Fitness Instructors</p>	<p>Levels of programme expansion</p> <p>Participation numbers</p> <p>Continue to operate at least 16 classes per week in 8 venues.</p> <p>Grow participation levels beyond 130 every 6 months</p>
<p>4.3</p> <p>To promote positive messages and older ageing person's role modelling to counter stigma and discrimination around the growing ageing population</p>	<p>To grow the Annual Masters Games</p> <p>To strengthen the profile of the Watties Volunteer Coach of the year</p>	<p>From 2010</p>	<p>Positive Ageing networks</p>	<p>Development of a group to coordinate the growth of the programme</p> <p>Levels of participation from persons aged 50 plus years</p> <p>Number of nominations received on behalf of ageing coaches</p>

Goal	Action	Timeframe	Resources	Key indicators of progress
4.4 To provide information and promote engagement in a range of appropriate and accessible formats	To develop improved, coordinated and diverse systems of information dissemination for ageing persons regarding health and wellbeing opportunities.	From March 2010		Streamlining of information

TARANAKI DISTRICT HEALTH BOARD

Goal	Action	Timeframe	Resources	Key indicators of progress
3.1 To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness	<p>Deliver health and disability services for the population of Taranaki under contract with the Ministry of Health, including interdisciplinary medical, surgical and older peoples services, GP services, nursing services, mental health services</p> <p>Deliver Cardiac Rehabilitation and Pulmonary Rehabilitation Programmes</p> <p>Deliver Chronic Disease management services</p>	On-going	<p>Taranaki District Health Board Hospital and community services NGO's PHO's</p> <p>District Health Board Physiotherapists</p> <p>Taranaki District Health Board Hospital and community services NGO's PHO's</p>	<p>MOH health targets (to be provided when monitoring takes place)</p> <p>Numbers accessing services</p> <p>MOH health targets (to be provided when monitoring takes place)</p>

Goal	Action	Timeframe	Resources	Key indicators of progress
3.2 To streamline access to health services	Assess the current health services in the community provided to Older People and people living with Chronic/Long Term Conditions	1 July 2010	TDHB and contractors	Recommendations for a new model of service delivery approved and implementation plan developed. Hospital and community based services are coordinated and appropriate to the needs of older people
3.3 To support and provide services that enable older people to securely age in place	To provide needs assessments to older people with long-term disabilities	On-going	Access Ability	Number of needs assessments delivered within contracted timeframe
	To co-ordinate services delivered to older people with long-term disabilities	On-going	Access Ability	Co-ordination and monitoring of appropriate services to clients as per TDHB contract
	Provide long and short term home support services to people over 65	Ongoing	Home Based Support agencies	Deliver service to clients in accordance with TDHB contractual requirements
	Provide Tuck-in and Wake-up service to elderly people and people with disabilities	On-going	Friends Plus Te Hauora Pou Heretanga	Numbers of older people receiving services Customer satisfaction based on client survey
	Daily delivery of well-being checks and meals to homes of people unable to prepare their own meals	On-going	NZ Red Cross branches and volunteers	Meals are delivered and contact made with all clients on delivery list as required

Goal	Action	Timeframe	Resources	Key indicators of progress
	<p>Expand the delivery of services in the community and in settings that are accessible and appropriate to older people. Increase the level of home-based rehabilitation and support options</p> <p>Offer a programme of influenza vaccination for people over 65</p>	<p>On-going</p> <p>Annual - ongoing</p>	<p>GP's</p>	<p>Older people are healthier and able to live for longer in their homes</p> <p>Decline in avoidable admissions for over 65s</p> <p>Increase in the numbers of Maori people receiving support in their own home</p> <p>Flu vaccine coverage for older people is greater than 75 per cent</p>
<p>3.5</p> <p>To provide information and advice to improve access to appropriate and suitable housing choices and available financial support and subsidy</p>	<p>Provide assessments and advice for those considering residential care</p>	<p>On-going</p>	<p>Access ability TDHB Social workers</p>	<p>Number of people entering residential care</p>
<p>3.7</p> <p>To support initiatives and programmes that support improvements in people's feelings of safety and sense of security in the community</p>	<p>Deliver fall prevention interventions</p> <p>Contribute funding to NPIS</p>	<p>On-going</p> <p>On-going</p>	<p>TDHB physiotherapists</p>	<p>Number of people accessing services</p> <p>Continued contribution to NPIS</p>

TARANAKI REGIONAL COUNCIL

Goal	Action	Timeframe	Resources	Key indicators of progress
<p>1.1 To provide infrastructure and services that allows the safe and easy movement of ageing persons throughout the district</p>	To continue to subsidise the installation of wheelchair hoists for both mini buses and taxis	On-going	(included in total mobility budget detailed below)	Number of grant subsidies awarded Total value of subsidy
	To deliver Mobility Transport taxi driver training	Ongoing – Annual Training	Taranaki Disability Information Centre	Number of taxi driver completing awareness training
<p>1.2 To provide and encourage the use of sustainable transport options through incentives, services and opportunities for older persons</p>	To continue to subsidise and support the Total Mobility Transport Scheme of subsidised taxi transport and mini bus transport for disabled and older travellers	On-going	Taxi Companies Ironsides Transport (\$400,000)	Move from phase 1 funding (50 per cent) to phase 2 funding (60 per cent) by 2010 Number of persons registering for total mobility scheme Number of Total Mobility passenger journeys
	To provide an integrated public transport network across the district that is subsidised for older persons via the Super Gold Card	On-going	Tranzit Coachlines (\$700,000)	Number of Super Gold Card passenger journeys
	To continue to enhance bus travel to improve the travelling experience of older persons	On-going	NZTA	Number of and location of route enhancements

Goal	Action	Timeframe	Resources	Key indicators of progress
3.3 To support and provide services that enable older people to securely age in place	Disseminate information relating to preparing for emergencies to elderly people and people with disabilities	On-going	TCDEM Welfare Advisory Group/Taranaki Disability Advisory Centre	Number of brochures distributed Promotion through existing networks. Raised awareness amongst target group.
4.5 To support infrastructure and capacity within the community and community organisations and NGO's who provide services to ageing people	To facilitate the growth of older volunteers to sports coaching, sports admin and working with Promotion of continuity planning amongst key agencies to ensure delivery of services during emergencies	On-going	TCDEM Welfare Advisory Group / Bishops Action Foundation	Increase in ageing person's participation in work with Bishop's Action Foundation to support other NGO's in development of emergency management plans (EMPs) Advice and support is available for agencies and organisations to develop and maintain their own EMPs

TARANAKI DISABILITY INFORMATION CENTRE

Goal	Action	Timeframe	Resources	Key indicators of progress
1.1 To provide infrastructure and services that allows the safe and easy movement of ageing persons throughout the district	To develop and maintain a mobility scooter database To continue to conduct barrier free audits and provide barrier free advice to organisations to ensure access for disabled persons and older persons mobility scooters	From 2010 On-going		Database information is used to inform forward planning Number of barrier free audits conducted Improvements/changes realised as a result of audits

Goal	Action	Timeframe	Resources	Key indicators of progress
<p>4.1</p> <p>To value the views respect the views and perspectives of older ageing person's people by providing opportunities that support the meaningful engagement of older persons in decisions and matters of interest to them and their communities</p>	<p>To ensure the needs of older, less mobile and disabled persons are adequately reflected in transport and movement based infrastructure planning</p> <p>To empower older disabled persons to make informed choices and to facilitate access to appropriate quality services</p>	<p>On-going</p> <p>On-going</p>	<p>Taranaki Regional Council</p> <p>New Plymouth District Council</p>	<p>Satisfaction with the level of engagement regarding infrastructure design and planning</p> <p>Number of affiliated organisations</p> <p>Number of persons receiving support and advice</p>
<p>5.2</p> <p>To broker, advocate and facilitate access to community services and facilities</p>	<p>To deliver the Creative Space Art Group for disabled persons</p> <p>To deliver the May Day (Disability May Affect You) Information Events</p> <p>To coordinate and offer a range of discounts and subsidies that support older persons access to gym and leisure centre programmes</p>	<p>Weekly</p> <p>Annual</p>		<p>Participation levels</p> <p>May Day information shared at older persons wellness events</p>

TE HAUORA POU HERETANGA

Goal	Action	Timeframe	Resources	Key indicators of progress
2.4 To advocate for and provide education and learning opportunities targeted to ageing people	To co-ordinate and deliver education programmes on older people's health, well-being and safety	On-going	THPH Manager	Deliver: 20 awareness sessions, 50 education and exercise programmes, and 300 1-on-1 education sessions per year
3.1 To provide and advocate for a range of accessible services and opportunities that support individual health outcomes and overall wellness	To provide general advocacy to older people	On-going	THPH Manager	Kaumatua/disability/elder abuse advocacy available to older people on demand as per contractual requirements
3.3 To support and provide services that enable older people to securely age in place	To provide home-based support and tuck-in services to older people	On-going	THPH Manager	On demand as per TDHB contract requirements
	To provide assistance, support and referrals to victims of elder abuse and neglect		THPH Manager	1-on-1 support to 30 clients per year as per MSD contract.
	To deliver training to THPH support workers		THPH Manager	75 per cent of support workers, who commence training, graduate
3.7 To support initiatives and programmes that support improvements in people's feelings of safety and sense of security in the community	To provide specialist training and advice to Senior Case Managers around screening for elder abuse and using the Family Violence Coordinator to support people who are experiencing elder abuse	On-going	THPH Manager	20 education programmes per year as per MSD contract
	To deliver education programmes to raise public awareness of and reduce elder abuse and neglect			

Goal	Action	Timeframe	Resources	Key indicators of progress
4.2 To encourage opportunities for bi-cultural, cross cultural and intergenerational networks and dialogue	To co-ordinate bicultural activity sessions for kaumatua	On-going	THPH Manager	Three sessions per week, 48 weeks per year to an average of 10 participants per session

VENTURE TARANAKI TRUST

Goal	Action	Timeframe	Resources	Key indicators of progress
2.2 To work in partnership to promote and encourage older people as a positive employment option	To provide business advice and set up support for older persons who wish to establish their own company	From June 2010	Experience Express Chamber of Commerce	Number of older persons business start ups advice
2.3 To recognise the contribution that older people make to both the paid and unpaid employment sectors	To work with the Positive Ageing networks to develop a pool of retired persons who could act as business mentors for emerging local companies To work with the Positive Ageing networks to identify older persons who could function as a company rescue squad supporting at risk business	From October 2010 From October 2010	Positive Ageing Network Experience Express Positive Ageing Network Experience Express	No. of business mentors derived from older persons/VTT collaboration Development of rescue squad. Utilisation with rescue squad. Satisfaction with rescue squad

WESTERN INSTITUTE OF TECHNOLOGY AT TARANAKI

Goal	Action	Timeframe	Resources	Key indicators of progress
2.4 To advocate for and provide education and learning opportunities targeted to ageing people	To continue to provide Pokaitahi Taiahoaho and Pokaitahi Taiahoaho Taumatua Wha qualifications for kui and kaumatua	On-going	Iwi and Hapu	Number of persons participating and completing the qualification
	To continue to encourage older learners to participate in the qualifications and community education programmes, and to investigate the expansion of courses for older learners	On-going	Positive Ageing Forum U3A Senior Net	Participation of ageing persons in education programmes

WORK AND INCOME

Goal	Action	Timeframe	Resources	Key indicators of progress
2.1 To provide information, access and support to enable people to receive financial entitlements including rebate for council and other community services	To provide a WINZ home visit service to persons over the age of 90 years	On-going		Number of persons benefiting from home visits
	To promote and provide information on WINZ services at well-being days, older persons EXPO's and on Marae	On-going		Information days supported
2.3 To recognise the contribution that older people make to both the paid and unpaid employment sectors.	To provide individualised support to persons aged 40 years and over to secure and retain employment aligned to their specific skills and abilities	On-going	Experience Express	Participation in First Impression workshops Number of persons receiving support

Goal	Action	Timeframe	Resources	Key indicators of progress
				Percentage of persons in receipt of support who secured or retained their employment.
3.5 To provide information and advice and access to improve access to appropriate and suitable housing choices and available financial support and subsidy	To continue to provide advice and support for ageing persons on accommodation subsidy and other financial housing support	On-going	WINZ Case Officers	Uptake in accommodation and other financial support from those eligible persons Number of persons aged 90 and over receiving a home visit
(3.7) To support initiatives and programmes that support improvements in people's feelings of safety and sense of security in the community	To provide specialist training and advice to Senior Case Managers around screening for elder abuse and using the Family Violence Coordinator to support people who are experiencing elder abuse	On-going		Training and advice services provided Number of elderly persons supported by Family Violence Coordinator to access services
4.1 To value the views respect the views and perspectives of older ageing person's people by providing opportunities that support the meaningful engagement of older persons in decisions and matters of interest to them and their communities	To work in partnership with and for older persons organisations, government and the community sector providing advice, support, advocacy, policy advice and strategic engagement to facilitate a high delivery of services for elderly persons	On-going	Positive Ageing Trust New Plymouth District Council	Regular attendance at Positive Ageing Trust Meetings Active representation in strategy and policy development processes relating to ageing persons Community/NGO partnerships to facilitate and advocate on behalf of ageing persons

Positive Ageing Strategy monitoring and evaluation processes

Overall Purpose

The purpose and value of monitoring the positive ageing strategy:

1. To keep an eye on things.
2. To track our progress.
3. To remedy things that may not be going to plan, and to celebrate the successes to date.
4. To collect information, statistics and evidence about our performance.
5. To be accountable to both the community and the decision makers.
6. To improve the outcomes.
7. To seek feedback to inform on-going decisions.

Monitoring should be regular and systematic. It allows us to measure our strengths and weaknesses, see feedback and make the adjustments necessary to reach our planned destination.

Evaluation is a timebound assessment. It looks at a point in time about how we are doing, and whether our assumptions, theories and the on-going relevance of what we set out to do is still valid.

Monitoring and evaluation therefore allows us to consider whether the strategy is:

- Doing what we intended, and
- Having the impact we wish it to

The key questions that have built our monitoring and evaluation framework are:

- Why are we doing this?
- What do we want to achieve?
- When do we want to see the achievement(s)?
- How will we know that we have achieved what we set out to do?
- How will we know if our actions have made a difference to the community?

- What are we doing?
- What is working / what is not working and why?
- How are the strategy actions contributing to our goals and objectives?
- What outcomes are being met?
- Were these planned for or where they in addition to or instead of what we planned for?
- What next / where to from here?

Outcome measures

Below are the indicative measures of success that will allow us as a community to consider whether this strategy and the partnerships that are delivering it, are making a positive difference for the district. Full assessment and reporting will be made on an annual basis.

1 An ageing community that is physically and digitally connected

- An increase in the proportion of the ageing population with telephone access in the home. (source Social Report)
- An increase in the proportion of the ageing population with internet access in the home. (source Social Report)
- An increase in the proportion of the ageing population satisfied with the safety and quality of footpaths. (source NRB survey)
- An increase in the ability of people to move around the district safely and freely (crossings, curbing, mobility scooters), (survey).
- An increase in ageing peoples usage of public transport.

2 Ageing persons experience financial security and have access to opportunities for learning and employment.

- A decrease in the proportion of the ageing population with incomes below the national median. (source Social Report)

- An increase in ageing peoples participation in learning and education activities.
- An increase in the participation of ageing people in both paid and unpaid work (MSD).
- An increase in people reporting their income as adequate to meet their needs. (source NZ General Survey)

3 Ageing persons feel safe, well & can age in place.

- An increase in persons reporting feeling of safety in their neighbourhoods. (source NZ General Survey)
- An increase in people's level of contact and satisfaction with that contact of family and friends. (source NZ General Survey)
- An increase in the overall safety of ageing people in their homes (NPiS).
- An increase in ageing persons overall level of satisfaction with their lives. (source NZ General Survey)
- An increase in the number of homes of ageing people that are adequately and insulated (Better Homes).
- An increase in the number of ageing people who access the health care services (primary, secondary and community) they need (survey).

4 A community that respects and values the views and contributions of ageing people and ageing people's organisations.

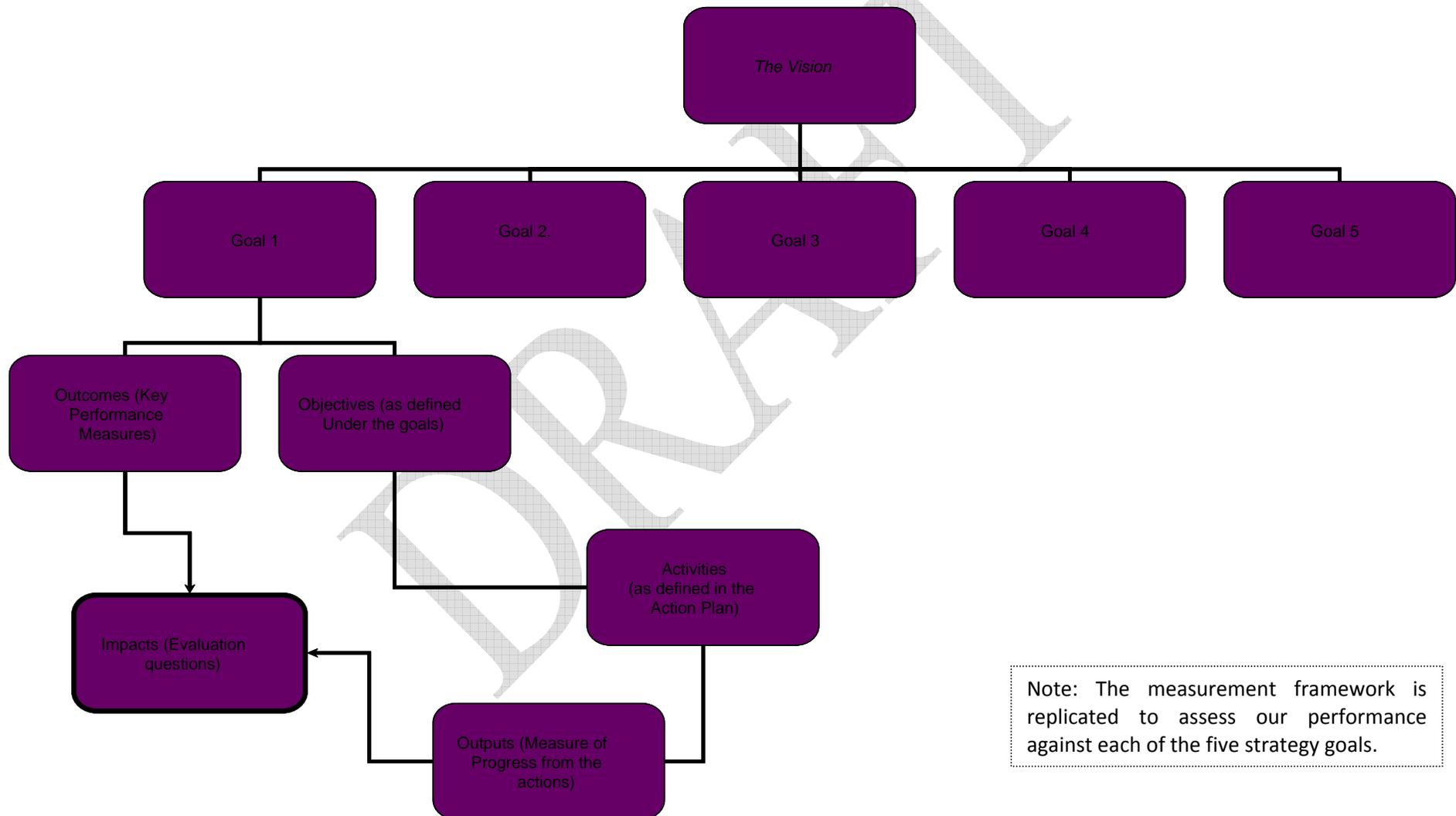
- An increase in the participation of ageing people in intergenerational activities (survey).
- An increase in positive media representation of older people (media audits).
- Improved access to opportunities that enable involvement in community activities and decision making (survey).
- An increase in the feelings of ageing people that their views and contributions are valued.

5 Ageing persons have access to age appropriate cultural leisure and recreational opportunities

- The number of ageing Maori who can hold a conversation about everyday things in Maori, as a proportion of the Maori population, and the total number of Māori speakers as a proportion of the total population. (source Social Report).
- An increase in ageing people participation in recreation and cultural activities (survey).

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New Plymouth District Positive Ageing Strategy – Monitoring Framework



Note: The measurement framework is replicated to assess our performance against each of the five strategy goals.

The role and responsibilities regarding the monitoring and evaluation

The role of the Positive Ageing Trust

- 1 To provide on-going monitoring of the NP PA Strategy 2010-2020.
- 2 To receive report (frequency to be determined) on the progress being made with regard to the strategy commitments (activity and output focussed).
- 3 To lead (with support) annual evaluation and review processes.
- 4 To develop an annual report card on progress towards outcomes.
- 5 To advocate on behalf of the wider PA networks and community.
- 6 To coordinate efforts of the PA community towards the strategy goals and outcomes.

The role of the Positive Ageing Network Agencies and Representatives

- 1 To deliver the commitments and action set out in the strategy.
- 2 To provide information that supports the on-going monitoring and evaluation of the PA strategy, in line with the individual commitments.
- 3 To develop on-going commitment by way of projects, programmes, services, initiatives that support the on-going fulfilment of the strategy goals, objectives and outcomes.
- 4 To participate in annual evaluation processes.

The role of New Plymouth District Council

- 1 To support the trusts on-going management, monitoring and evaluation of the strategy, by:
 - Facilitating monitoring and evaluation processes;
 - Supporting the assessment and review of performance and achievements;
 - Supporting the development of reports; and
 - Supporting the development on-going action plans.

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Appendix A – National profile of ageing

Gender

In 2006, 45 per cent (221,139 people) of the older population were men, and 55 per cent (274,464 people) were women. The over-representation of women is largely attributable to their lower mortality rates. At the 2006 Census, 49 per cent of 65 to 69 year olds were men, but only 34 per cent of the 85 to 89 years age group were men and the proportion was lower still at 26 per cent for 90 years and over.

Age

At the 2006 Census, the age distribution of the older population was skewed towards the “younger” old. In 2006, 54 per cent of the older population were aged 65 to 74 years. The 85 years and over age group accounted for only 12 per cent of the older population.

Ethnic Composition

In the 2006 Census, the large majority of older people (88 per cent) reported themselves to be European (including the “New Zealander” group). Only five per cent of older people reported Māori ethnicity, even though 14 per cent of the total (i.e. all ages) New Zealand population reported themselves as being Maori. The under-representation of Maori at the older ages was largely due to the much higher mortality rates faced by this group. The Asian and Pacific populations aged 65 years and over accounted for three per cent and two per cent of the total older population respectively.

Private Dwellings

At the 2006 Census, 90 per cent of the older population lived in private dwellings. Fifty-six per cent of this group were living with a spouse or partner, 31 per cent were living alone, and five per cent were living with others. Nine per cent of older people in private dwellings lived in some other arrangement (not further defined).

The proportion of older people (resident in private dwellings) that lived with a spouse or partner declined with age, while the proportion living alone increased with age (see Figure 6). The proportion of older people in private dwellings that lived with others remained constant at four per cent for ages 65 to 79 years, but increased to 6 per cent for the group aged 80 years and over. This is likely to reflect older people moving in with family or friends (as opposed to residential care) if they became unable to look after themselves.

Non Private Dwellings

At the 2006 Census, eight per cent of the older population resided in non-private dwellings. Around two-thirds of these – approximately 27,000 people making up some five per cent of the total older population – were living in residential care facilities. The number of older people living in such institutions increased sharply with age, rising from 0.7 per cent of older people aged 65 to 69 years to 16 per cent of those aged 80 years and over.

Disability

In 2001, approximately 241,000 older people (54 per cent) reported some form of disability. The prevalence of disability was slightly higher for women aged 65 years and over (56 per cent) than for men (51 per cent) in the same age group. This was due to the varying age structures of the older male and female populations – there were a higher proportion of women in the oldest age groups where disability prevalence was the highest.

Between 1996 and 2001, disability prevalence increased two percentage points from 52 per cent to 54 per cent. This was driven by an increase in female disability prevalence, which increased from 53 per cent in 1996 to 56 per cent in 2001. There was no change in disability prevalence for older men.

Source: Positive Ageing Indicators 2007, MSD, Office for Senior Citizens

The overall well-being of older people across New Zealand

In 2007, the Office of the Senior Citizen produced a report entitled Positive Ageing Indicators Report 2007 looking at the overall well-being of the older population. The overall finding of this report 2007 is that most older New Zealanders are well equipped to participate positively in society.

In summary the report stated that:

Most older people have adequate incomes that provide them with a reasonable standard of living, although older single women fare less well.

New Zealand Superannuation (NZS) is an effective way of providing older people with a reasonable living standard. However, the proportion of older single women who are in some degree of hardship is significantly higher than the corresponding proportions of older couples and older single men. Overall, the adequacy of NZS is reflected in the low levels of poverty and hardship among the older population. This balance is achieved in conjunction with mortgage-free home ownership, which is highly prevalent in the current cohort of older people.

Older people are living longer and are healthier than their predecessors, but the gap for life expectancy at age 65 years between Maori and non-Maori remains static.

Overall, there have been vast improvements in life expectancy for the older population over the last 50 years, although there are inequalities for subgroups within the population, specifically older Maori. Maori life expectancy at age 65 years remains lower than the life expectancy at age 65 years for the general population. Despite older people having higher levels of disability than younger age groups, the proportion reporting good health is still high. The low prevalence of smoking in the older population indicates that older people are generally choosing healthier lifestyles than their predecessors. While most older Maori do not smoke, 18 per cent are current smokers compared with only 8 per cent of older people belonging to the European/Other ethnic group.

In terms of access to health services, there is little unmet need for primary health care with most older people able to see a doctor when they need to. This indicates older people have good access to primary health services. The proportion receiving free flu injections is moderately high, with three-fifths of older people vaccinated. The vaccination rate could be higher, however, particularly for the oldest age groups who are most at risk of developing complications from the flu.

Home ownership rates are high among older people, with most satisfied with the quality of their accommodation.

Over three-quarters of older New Zealanders own their own home. Older Pacific peoples and Asians have very low levels of home ownership and older women are also less likely to own their own homes. The majority of older people spend less than 30 per cent of their income on housing. Since 1988, however, the proportion spending over 30 per cent has increased substantially. Although over half of older people (particularly older single people) report some problem with their accommodation, most are satisfied overall with the quality of their accommodation and feel it suits their needs.

A high proportion of older people are not using public transport even where it is available

The use of public transport is quite low. Twenty per cent of older people report no public transport in their area, but even where it is available, only 52 per cent are using it. The proportion of people aged 75 years and over with a driver licence has been increasing over the last 10 years, although there is still a sizeable proportion with no licence, particularly older women and those aged 85 years and over.

Increasing numbers of older people are living at home and receiving the support to do so.

The proportion of people aged 85 years and over living at home has been increasing over time. This increase may be due to improved health and the provision of services enabling older people to remain at home. The latter is reflected in the increased uptake of the Disability Allowance.

The prevalence of criminal victimisation of older people living in private dwellings is low, and older people are less likely than those in younger age groups to report that fear of crime affects their quality of life.

There are high levels of cultural engagement among older Māori.

A high proportion of older Māori participate in their culture by attending marae, being aware of their whakapapa, and engaging with their whānau. Almost half of older Māori report being able to speak te reo.

Older people generally have good access to facilities and services.

Older people living in New Zealand have good access to facilities and services such as banks, shopping malls and supermarkets. Access to public transport is uneven – particularly outside the major cities.

The proportion of older people with access to the internet has more than doubled over the last five years (from 16 per cent in 2001 to 38 per cent in 2006).

Overall, older people's attitudes to ageing are positive and rates of perceived discrimination have fallen, although there is still some perception among the general population that older people are subject to age discrimination.

Most older people are satisfied with their lives, although satisfaction levels are lower for those with low living standards. Regular physical activity, which is associated with good mental health and positive attitudes, is moderately prevalent among the older population, with over two-fifths of older people being physically active.

In terms of attitudes of the general population to ageing, around two-fifths feel older people are subject to some age discrimination, but rates of perceived age discrimination have been falling over the past five years.

Paid employment among the older population is increasing.

Over the last 12 years there has been a large increase in the proportion of older people in paid employment for at least one hour per week (from 5.9 per cent in June 1994 to 12.2 per cent in June 2006). Employment rates for older people with post-school qualifications are higher than those for older people with no post-school qualifications. The data on average hourly earnings suggests low pay is not a disincentive to working. The average hourly rate for older people is similar to the rate for younger age groups, and has been growing in real terms over time.

Older people are taking advantage of opportunities for personal growth and development.

Participating in their community is important to older people, and a large proportion feel a sense of community in their local neighbourhood. This is reflected in the higher formal volunteering rates among people aged 65–74 years compared to younger age groups.

Community inclusion is just one aspect of participation. Older people also participate in activities that contribute to their learning and further self-development, such as tertiary education programmes. While the overall proportion of older people currently enrolled in tertiary programmes is low, there has been a considerable growth over the past eight years.

Although a large number of older people are participating in their communities, around a sixth report feeling lonely – particularly older single people and older women.

Source: Positive Ageing Indicators 2007, MSD, Office for Senior Citizens