

KNOX ACTIVE AGEING ADVISORY COMMITTEE

20 April 2022

Time: 6.30 to 8.13pm

Meeting held via Zoom

As this Advisory Committee has been established by Council and includes at least one Councillor and a staff member it is an Assembly of Councillors in accordance with the Local Government Act.

Councillors and staff are required to declare any conflict of interest that they may have in regards to any item discussed that is intended or likely to be the subject of a report to Council or a decision of an officer under delegation. In declaring a conflict of interest the Councillor or staff member must leave the meeting whilst the matter is being discussed. A definition of conflict of interest in accordance with the Local Government Act is provided in the Active Ageing Advisory Committee Folder.

Community representatives on the Committee are not subject to these provisions; however they are required under their terms of appointment to declare any conflicts of interest that may arise for them from time to time. It will be a matter for the Chair to determine if the community representative is required to leave the meeting whilst a particular matter that is subject to a conflict of interest is being discussed.

1. Welcome and Apologies

Attendees: Eddie Atacador; Linda Black; Gary Cantwell; Marlene Franke; Judith Mercieca; Anne Sherrard; Cr. Nicole Seymour; Cr. Meagan Baker; Judy Chalkley; Kylie Johnson; Sally Clark.

Apologies: Rachel Bast; Marilyn Beyer; Diana Bossio; Lyn Maestri.

Resignation: Kerry Condon has moved on from Bridges Connecting Communities and has therefore resigned from the Committee.

2. Conflict of Interest Declaration

No conflict of interest declared.

3. Confirmation of Minutes of Previous Meeting

Moved by Gary, Seconded by Judith.

4. Items for Discussion

4.1 Ageism – Draft Community Engagement Plan / Communications Campaign

Facilitator: Emma O’Hare, Intergenerational Officer, Knox CC

- The draft Community Engagement Plan for the 2022 Knox Ageism Communications Campaign was circulated to the Committee for review prior to the meeting.

- Emma provided an overview, and the achievements, of the 2021 Eastern Metropolitan Region (EMR) Tackling Ageism Together campaign, which saw the EMR Councils partner with the Inner East Primary Care Partnership (IEPCP) and EveryAGE Counts.
- An end of campaign report has been finalised by the IEPCP and shared with EMR Councils. Recommendations from the report will guide Knox’s Ageism Campaign in 2022.
- **ACTION:** Kylie to circulate the IEPCP Tackling Ageism Together Campaign: EveryAGE Counts in Melbourne’s East 2021 Project Report to the Committee (*actioned*).
- Emma advised the 2022 Knox campaign will focus on positive ageing and recognise that young people also experience ageism. Each month between May and October, information will be communicated widely (internally and externally) to align with important dates/events including Ageism Awareness Day in October.
- It should be noted that not all EMR Councils are continuing with a campaign in 2022, however each Council has committed to coordinating activities on or around Ageism Awareness Day.
- Council will continue encouraging the Knox community to sign the pledge to end ageism and promote the ‘Am I Ageist?’ online quiz in 2022.
 - However, there are challenges with capturing data on the number of pledges signed through the EveryAGE Counts website. Data can only be disaggregated by postcode and at two time points (pre and post campaign). Emma is working with staff at EveryAGE Counts to plan the data capture process for 2022. Additionally, data is not available on the number of people who complete the ‘Am I Ageist?’ quiz online. Both of these challenges mean that it is difficult to attribute change to campaign specific activities.
- Committee member feedback was sought on the draft Community Engagement Plan for the 2022 Ageism Campaign. This focused on key groups/organisations to target; how to reach seniors; and potential challenges, and was captured on an electronic whiteboard. Additional feedback has been captured below:
 - Cr. Seymour – concerned about the potential tokenism of pledge signing and would prefer to measure an outcome 3-6 months post an awareness raising / education session, to see if the messaging has been effective.
 - Cr. Seymour – suggested a stretch target for the number of pledges signed in 2022 to include what has been achieved across the region, particularly for those EMR Councils who have not committed to a campaign.
 - Judy – to achieve higher targets, Council requires the support of others in the community to promote the campaign, including Committee members, and would need to discuss with our Communications team as to what is realistically possible when it comes to external facing communications.

5. Business Arising from Previous Meeting

- 5.1 No business arising from previous meeting.

6. Other Business

6.1 Round table with committee members:

- Judy advised that we will plan for the next Committee meeting to be held face-to-face, with the option to attend remotely, due to the State Government announcement that vaccination status is no longer a requirement to attend indoor meetings. There are however some restrictions on room availability due to immunisations taking place, and limitations on the number of Council rooms that have hybrid meeting technology. The meeting start time will need to be brought forward to 5.30pm to accommodate industry representatives. Confirmation of the next meeting time and venue will be communicated closer to the date.
- Judy advised the Seniors Exercise Park at Carrington Park officially opened two weeks ago. Thank you to Gary (on this Committee) and Lynda Carroll (former Committee member) for attending the event and being Senior Champions for this project. Council is considering installing another two parks across Knox during this Council Plan period, but will first review usage data and feedback from Carrington Park.
- Anne advised that the building works at the U3A Parkhills venue has been quite disruptive for classes in Term 1, but they are hoping to be more settled this term. Anne thanked KCC for helping with the transition.
- Cr. Seymour advised that a pilot program for sanitary bins in men's toilets for those using incontinence pads will be trialed in Knox. This stemmed from Judy's advocacy and feedback from the Disability and Active Ageing Advisory Committees.
- Gary advised that volunteers are currently being sought for KCC's Meals on Wheels program due to some current volunteers taking leave. The Committee was encouraged to promote this opportunity within their networks.
- Judy advised that changes have been introduced following the Royal Commission into Aged Care that legislate Aged Care providers to provide a minimum of two hours of care in the home. With hours for home care being used up, providers are shutting their portals to referrals. This has implications for the Regional Assessment Service. KCC will continue to advocate for different outcomes as some of the changes may not improve the system and/or compromise access to care.
- Eddie raised a concern about the Foodstar building on Burwood Highway. The building is covered with graffiti and has long grass, and is an eyesore and fire risk.
 - **ACTION:** Judy to advise Community Laws that there has been a complaint from a Committee member and that action is required.
 - Cr. Seymour advised that a community housing development will be built on the land to increase affordable housing options in Knox. It was suggested that community housing could be a future meeting topic for this Committee as people have commented on social media about the lack of livability in these complexes (e.g. not enough car spaces for each unit).

- Cr. Seymour is interested in receiving feedback from the Committee on cost of living pressures for seniors due to inflation on items such as groceries and petrol, but that pensions remain stagnant.
 - Cr. Baker advised the proposed budget will be discussed at the Council meeting on Tuesday and encouraged interested members to review it online.
 - **ACTION:** Committee members to provide feedback to Cr. Seymour and/or Cr. Baker as soon as practically possible.

6.2 Dementia Friendly Project update – Kylie Johnson, Knox CC

- Kylie advised that a desktop review of six other Councils across Australia has been completed to help inform Knox's approach to community engagement and action plan development. Recommendations will be put forward to the Manager Community Access and Support, and Coordinator Healthy Ageing Planning and Growth, for their consideration.
- The next step is to recruit to the Dementia Advisory Committee. Support will be sought from the Committee to promote this opportunity within their networks.
 - Cr. Seymour advised that a new dementia carer's group is being established by a community member out of St Simon's Church in Rowville. The group will be a social outlet and share information.

7. Next meeting

**Knox Active Ageing Advisory Committee meeting
Thursday 2 June, time and location to be confirmed.**