

Developing the new Ageing Well in Ballarat Strategy 2027–2030

What is the Ageing Well in Ballarat Strategy?

The Ageing Well in Ballarat Strategy 2027–2030 is Council's plan to support people to age well in Ballarat. It sets the priorities that Council will focus on over the next four years to create an age friendly community where people feel valued, connected, included and respected and participate in life however they choose.

What is an age friendly community?

An age friendly community is one where people can age actively and safely, with opportunities to participate, access services, and stay connected. It considers things like inclusive public spaces, accessible transport and buildings, suitable housing, social participation, information and communication, and feeling respected and included.

Who benefits from an age friendly community?

An age friendly city benefits everyone, not just older people. Neighbourhoods that are safe for older people are also safe for children. Footpaths that are free from obstructions help parents with prams, or younger people with disabilities, as well as older people, to move around freely. The entire community benefits from the participation of older people in paid or voluntary work. By viewing a community through an age friendly lens, city planners, residents, businesses, service providers and visitors can help create a city that is friendly for all ages.

Who is the Ageing Well in Ballarat strategy designed for?

The strategy is designed for older people living in, working in, or visiting Ballarat—especially people aged 55 years and over. It also considers the needs of carers, families, service providers, community groups and businesses that support older people.

Whilst the focus is on older people, age friendly communities benefit everyone. By creating environments where people can live well at every age and stage of life, we build stronger, more inclusive, and more resilient communities.

Why do you focus on 55 years and over?

We focus on 55+ to recognise that people can experience ageing differently and may begin planning and experiencing changes (health, work, caring roles, housing needs, connection). It also provides an opportunity to consider key life transitions, supports prevention, and encourages a focus on health and wellbeing and early planning as we age.

Who is involved in developing the Ageing Well in Ballarat Strategy?

Council is seeking input from community members, community organisations, and local service providers through a community engagement process running from 26 March to 31 May 2026 and providing a range of opportunities for the community to share their views and provide feedback.

Additionally, in 2025 Council established an Age Friendly Ambassador program. Our ten Age Friendly Ambassadors will be supporting the development of the new strategy and action plan over the coming months through regular meetings and the option to undertake an active role in community engagement process.

I recently completed the Age Friendly Ballarat Survey. Do I need to provide my feedback again?

Thank you to the 600 people who completed our recent Age Friendly Ballarat survey—we appreciate your feedback. If you have already completed that survey, you do not need to provide the same feedback again unless you would like to.

The Age Friendly survey results are helping Council complete a baseline assessment of how age friendly Ballarat is right now. We will run the survey again in a few years to measure our progress.

The survey results are also guiding the development of our Ageing Well in Ballarat Strategy. You are welcome to complete the current My Say survey if you would like—some questions are similar to help capture the views of people who did not participate, and it also asks about your priorities for action.

The Ageing Well team will also host workshops across June to explore, in more depth, the themes raised in the Age Friendly Ballarat survey.

Why is City of Ballarat using the WHO Age Friendly Cities and Communities Framework?

Developed in 2007, the World Health Organization (WHO) Age friendly Cities and Communities Framework is an internationally recognised approach that helps councils plan for an ageing population in a practical, evidence informed way.

The framework includes eight age friendly and interconnected domains which help communities adapt to the needs of older residents to promote health, inclusion, and independence:

- Places, Spaces and Buildings
- Transport
- Housing
- Social Participation
- Respect and Social inclusion
- Civic participation and Employment
- Communication and Information
- Community Support and Health Services

Communities worldwide use this framework because it is flexible, evidence based and grounded in the lived experience of older people.

How often will progress be reviewed or reported to the community?

Progress will be reviewed regularly as actions are delivered, with annual reporting to Councillors. These reports will be available for the community to access on the Council's website or can be provided to community members in hard copy if requested.

How can I share my views or provide feedback?

You can share your views by taking part in engagement activities – survey and workshops.

The survey will be available in a number of formats to make it as easy as possible to participate.

Surveys will available:

- online via City of Ballarat My Say platform.
- Printed surveys with reply-paid envelopes will be available at Ballarat Libraries (Ballarat, Sebastopol, Wendouree), Community Hubs (Djila-tjarriu, Lucas and Vickers Street) and Customer Service - Phoenix Building, 25 Armstrong Street South, Ballarat; and
- At Ageing Well Services events and activities

You can also contact the Ageing Well Services team for more information, to request to have a printed survey and reply-paid envelope posted to you or to complete the survey over the phone.

The draft strategy will also be available to review during a public exhibition period in September/October 2026.

You can contact the Ageing Well Services team on **5320 5500** or via email at ageingwell@ballarat.vic.gov.au

How will community feedback influence the plan?

Community feedback will help confirm what's working well, identify gaps and shape the strategy's priorities and actions.

Who can I contact if I have questions or want to provide feedback?

You can contact the City of Ballarat's Ageing Well Services team on **5320 5500** and ask for Cathy or Bern or email ageingwell@ballarat.vic.gov.au

If you need help to provide feedback (for example, accessibility support or an interpreter), let us know and we are happy to assist.

Help shape an age friendly Ballarat!



Scan the QR code or visit mysay.ballarat.vic.gov.au/ageing-well-ballarat-strategy