

AGEING WELL IN BALLARAT STRATEGY 2027–2030

ACTION PLAN

This Action Plan sets out the key initiatives required to deliver the strategic objectives of the Ageing Well in Ballarat Strategy 2027–2030. Progress against these actions will be monitored and reported annually to Council, with updates made publicly available to the community.

The actions and initiatives identified in this action plan will be delivered through existing Council services, approved operational budgets and existing staff resources. No additional funding allocations are required at the time of adoption. Any future initiatives requiring additional resources will be considered through Council's annual planning and budget processes.

AGE-FRIENDLY DOMAIN



Places, Spaces and Buildings

GOAL: Our places, spaces and buildings are safe, inclusive, easy to navigate and encourage regular use by people of all ages and abilities.

Strategic Action	Key Initiatives
Plan, design, maintain and improve spaces, places and buildings to be accessible, inclusive, easy to use and support healthy ageing.	Deliver infrastructure, public realm and community facility improvements that embed universal design principles supporting accessibility, inclusion and age-friendly participation.
	Implement Council's Footpath Strategy and Road Management Plan to deliver safe, accessible and connected footpaths, pedestrian crossings and roads, prioritising areas of greatest need and addressing gaps in the network.
Enhance the safety, accessibility and inclusiveness of public spaces and community settings to support participation, independence and belonging.	Support community safety, awareness and engagement initiatives that help older people feel safe, connected and included in their community.
	Strengthen emergency preparedness, resilience and recovery for older people through planning, education and community support.
Encourage community connection and promote health and wellbeing in our places, spaces and buildings.	Activate community spaces and places through physical activity, recreation and wellbeing initiatives that promote social connection, participation and active ageing.
	Create opportunities for older people to connect with nature and the environment through outdoor, biodiversity and environmental initiatives.

AGE-FRIENDLY DOMAIN



Transport

GOAL: Our city has accessible, affordable, inclusive and relevant transport options that allow people to participate in community life with ease.

Strategic Action	Key Initiatives
Advocate for improved, accessible and reliable transport services that respond to community needs.	Continue to advocate for and strengthen partnerships to improve the accessibility, reliability and connectivity of Ballarat's public transport network, including safe and accessible access to transport services and station precincts.
Promote awareness and use of a range of transport options that support independence and community participation.	Partner and facilitate community education and capacity building initiatives focused on transport options.
	Share and develop resources that improve awareness of transport options available across Ballarat.
Create a more connected and accessible city by encouraging transport solutions that respond to local needs.	Deliver transport projects and initiatives that improve accessibility, safety and connectivity throughout the community through the delivery of priorities in the Strategic Transport Planning Program.

AGE-FRIENDLY DOMAIN



Housing

GOAL: Our city has a range of appropriate, affordable, inclusive and accessible housing options to meet the needs of residents throughout their lives and enables people to live where they choose.

Strategic Action	Key Initiatives
Advocate for and support housing policies, planning, investment and partnerships that increase the diversity, affordability and accessibility of housing options, enabling older people and vulnerable residents to age well in their homes and communities.	Deliver actions within the Social and Affordable Housing Action Plan that support housing affordability, diversity and accessibility.
Promote access to information, resources and supports that enable residents to make informed housing decisions.	Partner and deliver information, education and referral initiatives that help older people understand housing options and plan for future housing needs.

AGE-FRIENDLY DOMAIN



Social Participation

GOAL: Our city has a range of inclusive opportunities to encourage people to stay socially connected and participate in the community as they age.

Strategic Action	Key Initiatives
Provide, and promote inclusive, accessible and affordable opportunities for people to participate in social, recreational, cultural and lifelong learning activities that foster social connection.	Deliver a social activities program for older adults including low-cost weekly activities across the community, that encourage social connection and health and wellbeing.
	Provide a range of inclusive and accessible programs, activities and events to support participation, social connection and lifelong learning.
	Celebrate annual Seniors Festival by delivering and supporting a series of community events that encourage social and community connection.
Promote, support and/or facilitate inclusive opportunities that reflect and celebrate the diversity of older people in Ballarat.	Promote, support and/or partner to deliver initiatives and community activities and programs to celebrate the diversity in our community, including for: • First Nations people • Culturally, linguistically and religiously diverse people • LGBTI people and • Dementia-friendly initiatives
	Undertake targeted research to better understand and address barriers to social connection and participation among under represented groups.
Support seniors' clubs and community groups to remain active and inclusive.	Support existing and emerging community groups, including Senior Citizens Clubs, to enable them to provide opportunities for older residents to be engaged in the community.

AGE-FRIENDLY DOMAIN



Respect and Social Inclusion

GOAL: Our community feel valued, respected and included as they age and the community benefits from their contributions

Strategic Action	Key Initiatives
Recognise and celebrate the contributions of older people to Ballarat's social, cultural and civic life.	Deliver an annual Seniors Awards program celebrating and recognising the valuable contributions from our older community members.
	Promote the contributions of older people through council communications such as newsletters, social media, and publications.
Build community awareness, capability and shared responsibility to recognise, challenge and respond to ageism.	Deliver community education and awareness initiatives that promote positive ageing and challenge ageist attitudes and stereotypes and recognise the diverse experiences of ageing across genders and communities.
	Promote age-friendly and age-inclusive practices and resources with organisations, businesses and community groups to adopt.
	Embed age-inclusive practices and considerations across Council plans, policies, programs and services.
Collaborate with government and community organisations to prevent, identify and respond to elder abuse.	Partner with community-based organisations to implement and promote initiatives focused on awareness, support services and prevention of elder abuse.
Create, support, partner and/or promote opportunities that encourage intergenerational connection and/or sharing of knowledge and skills.	Explore opportunities and partnerships to facilitate intergenerational connection and skill sharing to build capacity, connection and encourage respect across generations within the community.

AGE-FRIENDLY DOMAIN



Civic Participation and Employment

GOAL: Older people are valued, heard and empowered to contribute to community life as they choose through employment, volunteering, community leadership and participation in decision-making

Strategic Action	Key Initiatives
Provide meaningful opportunities for older people to participate in civic and community life and contribute to decisions that affect them and their communities.	Deliver the Age-friendly Ambassador program to collaborate on age-friendly initiatives across Ballarat and to provide a community voice for older people.
	Support teams across City of Ballarat to plan for and include older people in their community engagement activities and strengthen accessibility in engagement processes.
Encourage and promote lifelong learning, employment and volunteering opportunities that enable older people to contribute their skills, knowledge and experience.	Promote volunteering opportunities available within City of Ballarat and the community, and encourage and support older residents to volunteer.
	Advocate for the inclusion of older workers in local employment initiatives, and workforce development programs.
	Promote lifelong learning opportunities that support older people to build skills, share knowledge and actively participate in community life.
Promote the value of older workers and foster age-inclusive, multigenerational workplaces.	Model inclusive recruitment, flexible employment and workforce development practices that attract, support and retain a multigenerational workforce.

AGE-FRIENDLY DOMAIN



Communication and Information

GOAL: Our community can easily access information and advice they need to age well, stay informed and connect with the community.

Strategic Action	Key Initiatives
Provide accessible, timely, trusted and relevant information through a range of communication channels and formats that meet the diverse needs of older people.	Share key information via a range of communication channels across City of Ballarat, including newsletters and social media channels to ensure the community remain informed.
	Undertake review of current Ageing Well Services communication approach to ensure it meets the diverse needs of our community.
Strengthen digital inclusion through access to technology and opportunities to develop digital skills and confidence.	Continue to deliver the digital literacy – Tech Hub programs across all Ballarat Libraries.
	Review current digital literacy offerings in Ballarat and consider options for programs in a range of community settings.
Support older people to remain informed, connected and engaged in their community through information, education and capacity-building initiatives.	Partner and deliver information, education and skill-development initiatives based on the needs, interests and priorities identified by older people, that supports lifelong learning, informed decision-making, confidence, and health and wellbeing to age well.

AGE-FRIENDLY DOMAIN



Community Support and Health Services

GOAL: Ballarat has appropriate community support and health services to assist residents as they need throughout their lives.

Strategic Action	Key Initiatives
Provide accessible information, navigation support and community connection opportunities that help older people and carers understand, access and engage with services and support.	Continue to deliver the Community Connector Program to help older community members, and their families and carers, navigate and connect with government funded programs, community services and supports.
	Plan and deliver an annual event to increase community knowledge and understanding of services, support and community groups in the region.
Support people to maintain their health, wellbeing, independence and quality of life as they age.	Promote initiatives that support healthy ageing, independence, and wellbeing throughout later life.
Strengthen evidence-informed planning and advocacy to support an age-friendly Ballarat.	Undertake regular review of local health, aged care and community services, and advocate where there are gaps, as relevant.
	Lead and participate in relevant network and advocacy group meetings to keep up to date with current issues, ongoing reforms and represent a regional perspective, and advocate as appropriate.
	Use community engagement, data and evidence to identify emerging needs and inform service planning and advocacy.