

AGEING WELL IN BALLARAT STRATEGY 2027–2030

Engagement Summary



Engagement methods

658

Responses received
during the engagement

5

Engagement methods used:



1. Surveys

- Community survey
 - printed
 - online and printed available on MySay Ballarat
- Stakeholder survey - printed and online
- Ageing Well Services staff survey - online

2. Community visioner and voting

MySay Ballarat

3. A1 single question board

Used at 19 events or activities

4. Activity feedback form question

Used for Ageing Well Services activities during the engagement period

5. Workshops

- Age Friendly Ambassador meetings x 2
- Community workshops x 2
- Council Officer Workshop

What we heard



Some Age-friendly Ambassador priorities:

- Age-friendly businesses
- Challenging ageism
- Intergenerational learning opportunities
- Broadening communications
- Leadership and advocacy to be embedded within other priorities



Some of what we heard from feedback to our single question:

Over the next four years, what is one thing you think Council should prioritise for people aged 55 and over?

- Supporting formal and informal connection opportunities and spaces
- Helping us to remain independent in our homes and communities
- Exploring transport in connection with the impact it has on accessing what I need e.g. health care, shopping, social connection
- Providing information in many ways, not just online
- Valuing older people and their various contributions to the community



Community Workshops

Five key insights relating to communication, digital technology and engagement:

1. People access information from a wide variety of places
2. Information needs to be easy to find and shared in a timely way
3. Confidence and access to information online varies widely
4. People want options for human connection
5. People engage with Council when they feel heard and it is relevant to them

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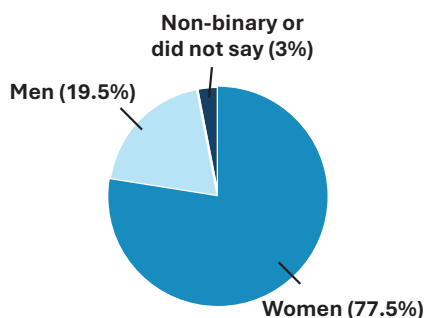
Community survey

208

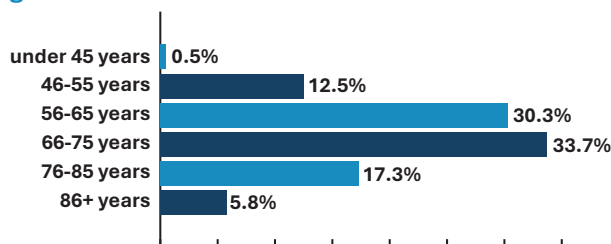
Survey responses
Almost 30% completed a printed copy of the survey.

Demographics

Gender



Age



Identities

- More than 1 in 4 identified as living with disability or chronic health condition
- Almost 1 in 6 identified as having caring responsibilities

Occupations

- Almost 1 in 3 identified as employed – full time, part time or casual
- Over half identified as retired
- About 1 in 7 identified as a volunteer

What we heard

Four things that respondents said **makes their community a good place to live** as they grow older:

- Affordable and accessible activities for health and connection
- Good access to hospitals, doctors and medical services
- Community spaces such as libraries, community hubs and natural environments
- Existing connections to the town, to neighbours, or to clubs and groups

Four local issues respondents thought might **have the greatest impact on them as they grow older** over the next 5-10 years:



Transport options



Access to health services



Making and maintaining social connections



Accessibility of buildings and infrastructure

Connecting and contributing

- 73% agree that there are opportunities in Ballarat for them to connect with others socially
- 54% agree that there are opportunities in Ballarat for them to use their skills in paid or unpaid roles

The **top 3 barriers for participating** in local activities or learning opportunities:



Awareness / lack of information



Unsuitable times



Cost