

# Positive Ageing Strategy

## Engagement summary

Between 9 September and 9 November 2019, Central Coast Council sought community feedback on how Council can best support older people on the Central Coast to age positively.

People aged 50 years and above were invited to complete an online or hard copy survey. Service providers were also asked to complete an online survey. Face-to-face focus groups and interviews were held with members of seniors' groups and selected service providers.

## Engagement results

The activities people rated as most important were:

1. general fitness and exercise classes
2. social activities and events
3. walking and running
4. swimming (at the beach or pool)
5. bike riding

When asked what activities they participate in at least once a week:

- **41%** said they attend fitness classes such as yoga, tai chi or Zumba
- **51%** participate in other fitness activities such as tennis, swimming and cycling
- **33%** participate in social activities and events

**82%** of service providers say that the 50+ Leisure and Learning Centres are a very valuable resource for seniors. The greatest benefits were seen as social connection, low cost nutritious meals and somewhere to meet friends.

**50%** of people said that having more information about 50+ Centres and what they offer would encourage them to attend.

Participants said that 50+ Leisure and Learning Centres could be improved by:

- promotion – what's on and how to get involved
- staying the way they are now
- providing 'younger' type activities
- offering more outdoors activities

**64%** of participants wanted to participate in intergenerational activities, while another **23%** were unsure.

Participants said that Council could better support older people by:

1. helping to improve transport
2. promoting what's on and what's available for older people on the Central Coast
3. improving footpaths so it is safer to get around
4. providing low-cost exercise and wellbeing activities

**47%** of survey respondents did not know about My Aged Care or how to access it and another **10%** were not sure.

## What's next?

Further analysis of the feedback is being undertaken. These results, along with research on best practice, will inform Council's review of its Positive Ageing Strategy and Senior Services.

Before the Positive Ageing Strategy is finalised it will go to public exhibition so that the community can have a say on the actions proposed.

Find out more and stay up to date at [yourvoiceourcoast.com](http://yourvoiceourcoast.com)

December 2019

**626**

Visits to Your  
Voice Our Coast  
website



**54**

People  
participated in  
face-to-face  
sessions



**390**

Surveys  
completed

Central  
Coast  
Council