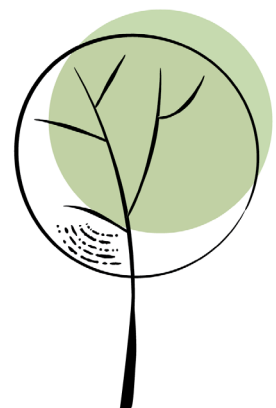
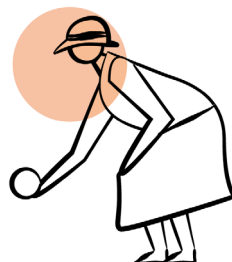
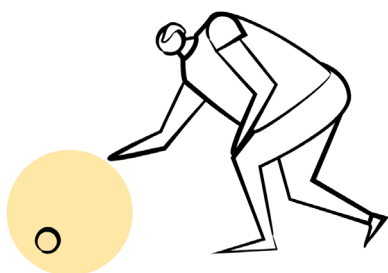


10 easy ways to improve your community's liveability

This document suggests 10 ways that your council can begin to improve its community's liveability.

1. Remove ageist language and imagery from council documents and advertising.
2. Contact and support existing community groups and programs.
3. Improve your community's walkability.
4. Develop, promote and support programs that support intergenerational relationships.
5. Provide information about council and community services, events and activities so older people can access it.
6. Host events for members of the community to meet and talk with councillors and council staff.
7. Work with other councils to share ideas and resources.
8. Improve local employers understanding of older workers.
9. Enforce parking regulations to prevent people from illegally parking in disability parks.
10. Raise awareness about community issues and lobby the state government.

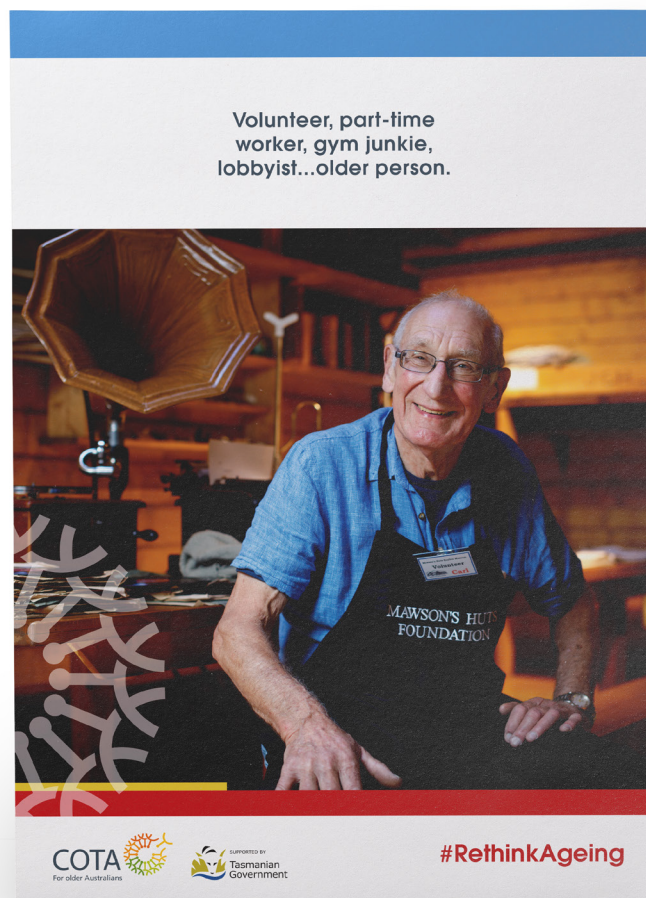


1. Remove ageist language and imagery from council documents and advertising

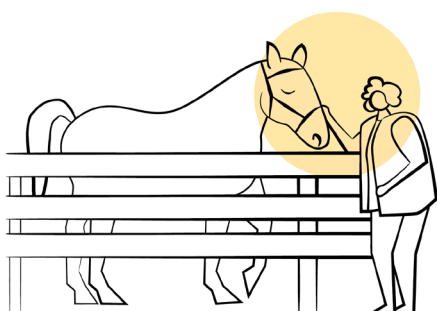
Ageist language is ingrained in Australian culture, from birthday cards to everyday language. Images of older people who are crippled, lonely, homebodies and old fashioned are constantly portrayed through marketing, reinforcing community expectations of what it means to be 'older'. Most older people are active, happy, and continue to contribute to their communities, even if they no longer work.

Reducing ageism starts at the top and Councils need to set the standard for their communities.

Any language or imagery around ageing used by Councils should be positive and reflect the diversity of older people.



Watch for ...	Change to ...
Terms like 'elderly', 'pensioner' (unless specifically talking about people receiving the pension), 'the aged'.	Older person, older Tasmanian, people aged over X years, or ask people in your community what they prefer to be called.
Images of sick, frail, lonely, or sad older people.	Happy, engaged, active older people (think of the older people you know and what they enjoy doing).
Language that suggests that older people are incapable or disabled.	Acknowledge that physical and cognitive changes do occur as people get older but that people are often still active, engaged, and have a lot to offer their community.
Data for people aged over 65 are pooled.	Disaggregate data to different ages over 65 to reflect the diversity of older people e.g. 65-80, 80-95, 95+.
Considering older people as all the same.	Acknowledge that older people, like people of any age, are diverse.
Language that suggests older people 'being done to'.	Language that demonstrates eagerness to collaborate with older people to understand and meet their needs and concerns.



2. Contact and support existing community groups and programs

There are lots of groups and programs already running in Tasmanian communities that promote participation, social inclusion and volunteering. These groups often save government thousands of dollars a year by creating social networks and supporting people in the community. Many councils already support these programs and it's a great way to tap into existing resources to promote liveability.

Some ways that you can support existing community groups and programs include:

- Invite group members to be part of your Liveability Committee, community liveability assessment or provide feedback on your Liveable Community action plan.
- Offer council facilities, human resources or transport for group activities or events at reduced rates or for free.
- Promote group activities and events through council networks.
- Sponsor group activities or events, or offer to organise relevant guest speakers to attend sessions.
- Attend groups to discuss current issues in council that are relevant to them to include them in the process and receive feedback.
- Host events that bring different groups together.
- Encourage groups to contact the council if they have issues to raise or would like support.
- Develop a community groups and programs directory and calendar to raise awareness about what's on in your community.
- Encourage local businesses and services to lease out their rooms to community groups and activities in slow periods at reduced rates.
- Promote council and community activities or events, and COTA Tasmania's [Community Activities webpage](#) with information about learning, social and physical community activities throughout Tasmania.

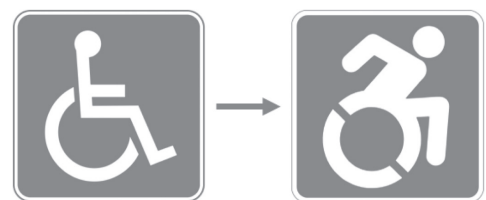


3. Improve your community's walkability

Having a community in which people can easily and safely walk from their home to transport, services or shopping areas promotes inclusion and health.

COTA Tasmania's Walkability Audit (https://www.cotatas.org.au/programs/liveable_communities/walkability/) equips people in the community to assess how safe, comfortable, and easy it is to walk in their neighbourhood. Some of the simpler ways to ensure this include:

- Ensure paths around residential and shopping areas are clear of trees or bushes that extend into the path, leaf litter and obstacles, and are well maintained.
- Provide plenty of seating, some with arm rests to help people get in and out, throughout the community so people have opportunities to rest. Consider discretely modifying existing infrastructure, such as walls, bike stands or bollards, to create new seating options (see the Alternative Age-friendly Handbook in the *Liveable Communities Resources* document). Also consider installing shelter over some of these seats.
- Always have seating and shelter available at bus stops, which are accessible by a path.
- Signage for public toilets, city centres, essential services, public transport and information should be clearly marked throughout the community.
- Keep public toilets well maintained and clean, or encourage local businesses to open up their toilets for non-customers.
- Provide adequate rubbish bins throughout the community to reduce litter (and trip hazards) on pathways.
- Increase the length of time that the 'green man' is displayed at pedestrian crossings at traffic lights so pedestrians do not feel pressured to cross quickly and risk injury.
- Make street signage non-discriminatory — why do pedestrians signs need to be labelled as 'elderly' when people of all ages are likely to cross that road? Maybe signs for disabled people could be active, as many of them are?



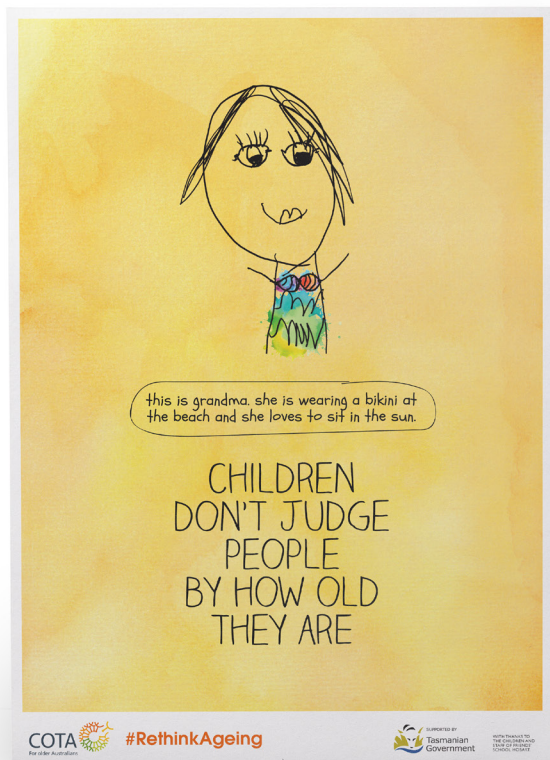
4. Develop, promote and support programs that support intergenerational relationships

A Liveable Community brings together people of all ages to develop respect and inclusion.

Programs that promote intergenerational relationships can significantly reduce ageist attitudes as both younger and older people get to know and learn to appreciate the skills and knowledge of other generations (see *What Age Gap? Building Intergenerational Relationships* in the *Liveable Community Resources* document).

Council can support intergenerational relationships by:

- Supporting and promoting existing community programs that foster intergenerational relationships.
- Providing information to existing groups and programs about ways to engage different generations and the benefits of this.
- Encouraging groups to develop intergenerational programs by giving these priority in council grants.
- Working with schools and community groups to identify barriers and opportunities to developing intergenerational programs.



> COTA Tasmania's *Piecing it Together* intergenerational street art project (Clarence, 2020)



5. Provide information about council and community services, events and activities so older people can access it

One of the biggest frustrations for older Tasmanians is finding information about services, events and activities in their community, particularly as information is moved online.

Council can keep members of their community who are not online (younger and older) informed about services, events and activities by:

- Providing all information in hard copy in addition to online.
- Ensuring hard copy information is printed in large, clear, contrasting font (contact VisAbility Tasmania about guidelines around this).
- Use Plain English principles in all public communications (check the 26TEN website for this).
- Distributing information in services and areas that older people frequent. Examples include doctor's surgeries, pharmacies, grocery stores, post offices and community venues.
- Establishing a council mailing list for people who would like to receive information by post rather than email.

Where do older Tasmanians find information?



Increasingly, websites are used to provide information. This is far from ideal for people aged 75 or more.

Improving your communication with older Tasmanians poster (www.cotatas.org.au/action-advocacy/finding-out-report)

	Websites	Doctors/pharmacies
50–59 years	19%	16%
50–74 years	12%	23%
75–84 years	6%	27%
85+ years	4%	27%

6. Host events for members of the community to meet and talk with councillors and council staff

Community members want meet with their local council members to discuss issues that affect them. Council hosted events, such as coffee chats or community walks, can provide an informal opportunity to facilitate this. These may be open invitation or include people who are randomly invited, specific groups or individuals who have enquired to the council.

If these events are held in the community rather than at council chambers, council members have the opportunity to identify areas in the community that may require upgrading or maintenance. For example, a walk around a community block with members of the community and police may help identify areas that are unsafe or poorly maintained. These issues can then be addressed through council and community collaboration.

7. Work with other councils to share ideas and resources

A number of Tasmanian councils have adopted ageing plans or strategies to make their communities more liveable (see *Liveable Communities Resources* document for a list of these). Both Clarence and Burnie councils have taken an extra step and become part of the WHO Global Network for Age-friendly Cities and Communities, and have access to a wealth of information and advice through this Network. Collaboration and sharing of knowledge between councils will help to create a unified approach to improving Tasmania's liveability.



8. Improve local employers understanding of older workers.

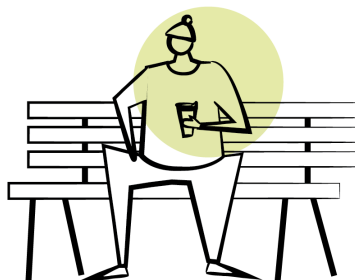
Tasmanians as young as in their 40s report feeling discriminated against at work because of their age. This may be feeling forced out of work before they are ready, missing out on opportunities for promotion, or feeling judged and underestimated by colleagues.

Older employees have a wealth of work and life experience that all employers should value. In some cases, people do require up- or re-skilling, particularly as digital technology becomes a greater part of the workplace. Everyone is capable of acquiring these skills if given support to do so.

Many older people prefer to be able to transition out of the workforce as they approach retirement. This may be in the form of reduced hours or changing to a job requiring less responsibility. It is during this time that smart employers will recognise the importance of ensuring that invaluable experience and knowledge from older workers is passed on to younger, less experienced workers through mentoring.

Council can support older person employment by:

- Looking at COTA Tasmania's [Work45+](#) website with a range of information for employers and older job seekers.
- Including members of the business community to be part of the Liveability Committee and provide feedback about the Liveable Community's action plan.
- Educating employers about issues older workers face in employment, such as transitioning out of the workforce and mentoring opportunities.
- Creating age inclusive culture at council for all employees.



9. Enforce parking regulations to prevent people from illegally parking in disability parks.

Many disabled parking permit holders said in state-wide consultation that disability parking is often not available in shopping and community areas due to illegal parking in these spots. Council can enforce parking regulations to prevent this from occurring.

It may also be useful to install 5 minute parking spots around services and shopping areas for people who are not disabled but who need to collect someone who has reduced mobility.



10. Raise awareness about community issues and lobby the state government.

Many of the aspects of life in Tasmania are out of the control of local council, but councils still have the opportunity to ensure members of their community are supported by state and federal policies.

Councils can determine what their community wants to change by consulting directly with them and encouraging feedback about certain issues. Publicising these issues can help raise awareness and put pressure on state government to act. This in turn may cause state government to lobby federal government for change in these issues.

Some policy issues that affect older people in your community may include:

- Ageist workers compensation laws that deny income replacement for workers over the age of 65, instilling employer discrimination in the workplace.
- Availability of specialist and allied health services in the community.
- Access to palliative care in regional areas.
- Availability of aged care services.
- Availability of affordable and appropriate housing options.