

Positive Ageing in Auckland Plan

May 2007

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Introduction

"Trees grow stronger over the years, rivers wider. Likewise, with age, human beings gain immeasurable depth and breadth of experience and wisdom. That is why older persons should not only be respected and revered; they should be utilised as the rich resource to society that they are."

-United Nations Secretary-General Kofi Annan

The ageing population of Auckland is increasing and becoming more ethnically diverse. This Plan looks at how Auckland City Council can address some key issues for older people as well as how it can guide the Council's planning for the shift in the population profile. The Plan recognises the positive contributions older people make to the life of the community and aims to maximise the opportunities for older people to contribute to and partake in Auckland life.

Auckland City Council's involvement with older people is broad and varies from issue to issue. Some initiatives Auckland City Council currently undertakes with older people include: Lifelong learning opportunities through our libraries; senior citizen concessions at community facilities such as the Art Gallery and Zoo; library concessions; falls prevention work through the Communities Living Injury Free

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programme and intergenerational projects to encourage interaction between individuals of different age groups. The Council also provides community facilities, which are used by a large number of older people.

The Positive Ageing in Auckland Plan outlines how the Council will address some key issues for older people. To achieve the best possible outcomes for older people in the community, effective collaborations between the Council and agencies like Auckland District Health Board, Age Concern, Ministry of Social Development and other community organisations will be critical.

Definition of an ‘older’ person

To reflect the transitional phase of preparing for retirement as well as the diversity of ageing experiences, the Positive Ageing in Auckland Plan largely focuses on those aged 55 and over.

This benchmark is different to the benchmark of 65 years used by Statistics New Zealand and other government agencies such as Work and Income. While the benchmark at 65 and over has some merit it does not necessarily reflect many factors that significantly influence the experiences of ageing, such as a change in social and economic roles, biological ageing and culture.

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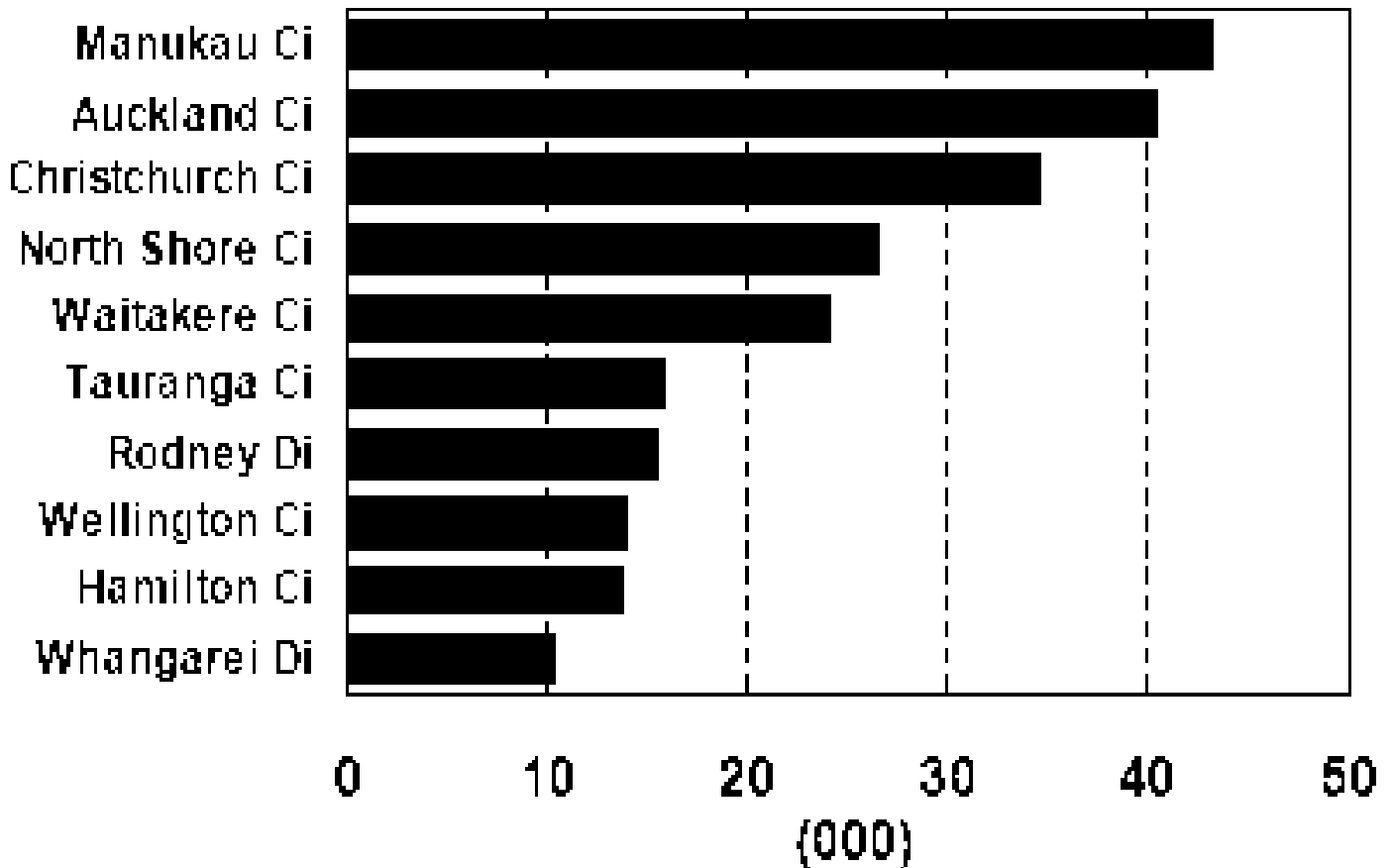
For instance, the baby boomer generation (people born between 1946 and 1964) have different needs, abilities and interests from people aged 85 and over. Maori and Pacific Island populations experience critical health issues from an earlier age than other ethnicities (Ministry of Health). Similarly, the different experiences and cultures of some migrants and refugees may contribute to an earlier onset of needs and issues associated with 'an older person'.

Demographic background and projections

Although Auckland city is projected to be the city with the youngest median age in comparison to other places in New Zealand by 2026, it is one of the five leading areas to account for half of the numerical growth in people aged 65+ in New Zealand in the next twenty years

Figure 1

Territorial authorities with the largest projected numerical increases in the 65+ population, 2001–2026, Medium projection¹.



Similarly, Auckland City's 55+ population is expected to increase from 69,600 (18 per cent of population) in 2001 to 123,400 (23 per cent of local population) in 2021.

¹ Statistics New Zealand (2006). Demographic Aspects of New Zealand's Ageing Population.

Strategic overview

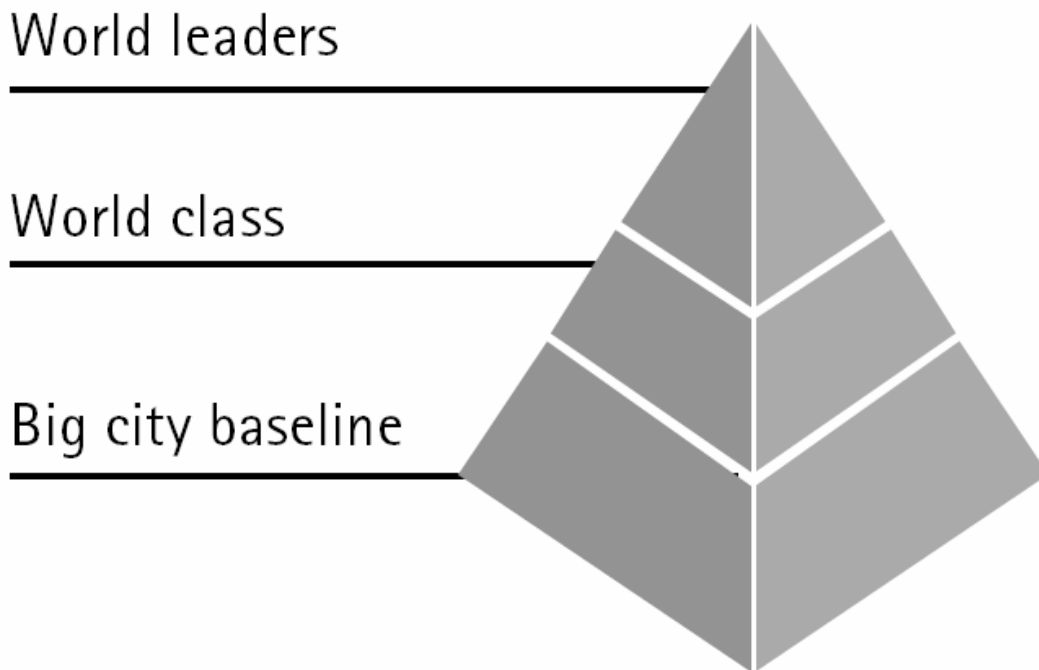
The Positive Ageing in Auckland Plan reflects the key themes of the New Zealand Positive Ageing Strategy and Auckland City Council's Long term vision for the city.

The New Zealand Positive Ageing Strategy

In response to the growth of the older population, which is also becoming more ethnically diverse, the Government released the New Zealand Positive Ageing Strategy in 2001. This Strategy outlines the Government's commitment to encourage participation of older people in the community and to ensure that ageing is both viewed and experienced positively for all people in New Zealand. The Strategy guides the development of policies and services across a wide range of government agencies through a set of ten priority areas for action. These are concerned with income, health, housing, transport, ageing in place, cultural diversity, rural issues, attitudes, employment and opportunities.

This Plan contributes to six outcomes from the Strategy, these being health, transport, ageing in place, cultural diversity, attitudes and opportunities.

Long term vision for the City



The Positive Ageing in Auckland Plan supports Auckland City's long-term vision to be the first city of the Pacific as follows:

- Through its commitment to Auckland's diverse older population the Plan seeks to contribute to the 'World leaders' level of the long term vision for the city.
- The Plan also supports the intent of having a 'World class' city by addressing perceptions of safety in older people.
- By ensuring that access to the community and social facilities, networks and services is provided for all older people the Plan supports the Auckland City's long-term vision at a 'Big City baseline' level.

The long term Plan 2006-2016 also contains a number of key community outcomes identified by the public that the Positive Ageing in Auckland Plan contributes to, including strong and inclusive communities, participation and opportunities to learn.

The Positive Ageing in Auckland Plan is aligned with the Disability Framework for Action (2003) especially around accessibility issues. The Plan is further linked with the Auckland City Settlement Strategy (2006) to reflect the ethnic diversity of older communities. Other Auckland City Council policies and initiatives that the Positive Ageing in Auckland Plan aligns with are listed in Appendix A.

Purpose of the Plan

The purpose of the Positive Ageing in Auckland Plan is to provide a strategic framework to guide how Auckland City Council can maximise the opportunities for older people to contribute to and partake in Auckland life. The Plan also aims to capture some of the aspirations and needs of older people in Auckland city and to bring about, along with other plans, the objectives of inclusive, strong and engaged communities identified in Auckland City Council's long-term Plan.

The role of Auckland City Council

Some of the broad roles that Auckland City Council undertakes include facilitator, initiator, advocator, funder and partner, and provider.

Facilitator: Providing opportunities for older people and stakeholders who work with older people to meet, socialise and work on issues together. Organising the Growing Older and Bolder symposium held annually and providing community facilities are examples of this.

Initiator: Initiating projects with other agencies that would address concerns of older population. An example here is bringing organisations in the injury prevention sector to work together through the Council's Communities Living Injuries Free initiative.

Advocacy: Representing issues and aspirations associated with being an older adult through Council's work with central government agencies and other service providers. For example, the Council advocates for more accessible public transport such as kneeling buses, integrated ticketing and better route planning.

Funder or Partner: Providing financial assistance to a number of community groups that cater for or are inclusive of needs and interests of older adults. Some of the funded

groups include Age Concern, New Zealand Tamil Senior Citizen's Association and Seniornet Eastern Bays.

Provider: Catering for and being inclusive of older adults through the provision of community centres, halls, recreational facilities, swimming pools and libraries as well as through a provision of information, services and programmes that it offers.

Identified issues and consultation

A number of issues were identified through research and consultation. These included: diversity of the older population, health and wellbeing, opportunities for participation and socialising, transportation options, accessibility, affordability, housing options, safety and negative attitudes towards older people.

Diversity: There are substantial differences in life style, interests, social relationships and the level of functioning between individuals aged 55, 70, 80, 90 and 100 +, as well as across different cultures.

Health and wellbeing: Most people over 55 are fit and healthy. Some, especially 'older' older (80+) become frail and vulnerable or have to live with a chronic illness and may need higher levels of support.

Socialisation and participation: An environment that reduces the isolation of older people, encourages active minds and promotes active participation across a range of activities has been identified through consultation clearly as a key factor in the wellbeing of older people. Opportunities for participation can take many forms, including lifelong learning and developing, sharing skills and knowledge, and civic engagement.

Transportation options: Insufficient access to transportation options is linked with the social isolation of older people as it reduces community participation and access to activities and services. Currently, older adults (60-69) represent 5 per cent of the overall users of public transport within Auckland Region across all modes (bus, train, ferry). For people 70 and over this drops to 2 per cent.

Access: This incorporates access to parks, footpaths, appropriate street furniture, access to buildings and access to information about available programmes and services. More than 50 per cent of people 65+ have some form of impairment². This includes physical, sensory (e.g. poor eyesight, hearing impairments) and cognitive impairments. In a 2006 Auckland City survey on footpaths, older and disabled people expressed their concern about the safety of footpaths, particularly tripping and falling. They further indicated that accessible footpaths enabled them to

² Statistics New Zealand (2003) Disability counts 2001 report.

maintain their independence, such as going to the local shops, without assistance. Access to parks, street furniture and buildings was also expressed as an issue.

The consultation also indicated that older people's access to activities and services was often restricted by the difficulty to access relevant information.

Affordability: As people grow older their financial resources decrease, which affects their ability to participate fully in the cultural and social life of Auckland city.

Housing options: A supportive home environment is necessary for positive ageing. Inappropriate housing may contribute to various health problems such as falls, dampness, cold, respiratory problems. As the generation of baby boomers ages, there will also be an increase in demand for affordable and varied housing options. A research report on affordable housing³ indicates that over the next ten years the home ownership in Auckland city will grow at a slower rate and that the rented households by people 40 to 64 and 65 and over will increase by 47 per cent and 40 per cent respectively.

Safety: Safety is identified as one of the priority areas for older people living in Auckland city and is one of the key community outcomes in Long term Council Community

³ DTZ Research (June, 2005). Affordable housing data for Auckland City.

Plan. A survey⁴ conducted in 2005 indicated that, overall, older people (55+) feel less safe than younger people (15-34). While in some instances safety perceptions may not reflect actual crime experience, they none the less affect the quality of life of older people as they may discourage older people from going into the Central Business District (CBD) or getting involved in activities organised in what they perceive as unsafe environments or in the evenings. Falls in the home and outside and motor vehicle related injuries are the leading causes of injury for older people.

Attitudes towards older people: Ageing is often portrayed negatively. Frailty, increased dependence, lack or loss of productivity and contribution to communities are some examples of stereotypes that exist around older people. These attitudes can result in discriminatory behaviours towards older people and contribute to limiting opportunities for older people's participation in the life of the city. Older people are also likely to experience physical, emotional, verbal and financial abuse.

The information gathered has influenced the direction and emphasis of the Positive Ageing in Auckland Plan. These issues have been grouped under four priority areas. Each area has associated goals that link to new initiatives that Council will undertake for older people in Auckland City.

⁴ Auckland City (December, 2005) Auckland City perceptions of safety benchmark survey.

For some of these issues, the Council will not have a direct provider role, but it will collaborate and advocate on behalf of other key stakeholders working in this area to achieve the best possible outcomes for older people. For example, there is a continued and expanded role for Council, to address the affordability of the City in conjunction with other central government agencies (Housing New Zealand), Auckland councils and regional agencies (ARTA) through advocacy and partnership approaches.

Priority areas for action

Priority area one: Access

Goal one: Auckland city becomes more physically accessible

Goal two: Older people have easy access to all Council information

This area encompasses a number of issues such as physical accessibility to buildings and open space, access to transport options as well as access to information.

Priority area two: Safety

Goal one: Safety of neighbourhoods and the home are improved through working with local communities and stakeholders

This area is concerned with safety from injuries, as well as actual and perceived safety from crime. For many older people concerns about safety from crime and injuries may influence whether or not they chose to age in their local communities and homes. Safety was also identified as one of the key community outcomes in the Council's Long-term Plan 2006-2016. This goal aims to address both aspects of safety.

Priority area three: Participation and socialising

Goal one: There is a wide range of opportunities for older people to participate in Auckland city

Participation and socialising are key factors in the wellbeing of older people. Opportunities for participation can take many forms, including learning and developing, sharing skills and knowledge and having an active civic voice. Promoting and furthering opportunities for older people to participate, including participation in decision-making, and to socialise is essential to ensuring that older people can

contribute to and partake in Auckland city's life. Further, participation and socialising ensures that older people are connected to community life, other people and places.

Priority area four: A culture that values older people and the important role they play in society.

Goal one: Raise the awareness of and responsiveness to the varied needs and aspirations of older people among the public, Council, community agencies and businesses.

Goal two: Celebrating the diversity of ageing experiences

Ageing is often portrayed negatively. Some examples include frailty, increased dependence, lack or loss of productivity and contribution to communities. Similarly, older people are often perceived as a homogenous group and consequently their diverse needs are not adequately addressed.

Negative as well as one-dimensional perceptions combined with the lack of awareness around the diverse needs, concerns and aspirations of older people can limit opportunities for participation, undermine communities and negatively affect the wellbeing of older people.

Recognising and valuing older people for their diverse experiences, wisdom, knowledge and contribution is an important element of healthy and strong communities. Cherishing the diversity of Auckland city's older population

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reflects how well we cherish the diversity of the population at large

Promoting positive attitudes and dispelling negative stereotypes of older people and ensuring that the diverse needs of this group are considered vital for the promotion of inclusive communities and the improvement of older people's wellbeing.

Priority area one: Access

Some actions that Council is currently undertaking to address the issue of accessibility are:

- Footpaths and street upgrades. An additional \$83 million has been allocated to this project over the next ten years.
- Facilitating a regional forum on physical accessibility and the built environment.
- Communicating the concept of universal design. Some examples are large print of Auckland City's long term Plan 2006-2016, The Auckland access map, and good design guide.
- Continuing to improve physical access to all Council owned community facilities.
- Advocating for more accessible public transport such as kneeling buses, integrated ticketing and better route planning.
- Adoption of Language Line, which will benefit older migrants and refugees.
- Subsidising entertainment entrance fees for those 65+ such as the Art Gallery and Zoo as well as a library concession for this age group.
- Offering an income-based rates assistance scheme (e.g. rates rebate and rates postponement scheme) to

make it easier for low income households, including older people on limited income, to pay their rates.

- Funding community groups that cater for or are inclusive of older people's needs and interests. Some groups currently funded are: Age Concern, Waiheke Senior Citizens Association, Seniorsnet Eastern Bays, and NZ Tamil Senior Citizen's Association.
- Developing a CBD (Central Business District) public open space Plan setting out how open space in the CBD will be created and managed so that it caters for a wide range of ages including older population. Some of forms that open space takes are parks, plazas, streets, waterfront promenades, trees and spaces between buildings. The CBD public open space Plan will ensure that CBD open space caters for a wide range of ages including older people.

New Actions

Goal one: Auckland city becomes more physically accessible

Rationale: Ensuring that buildings, open spaces, streetscapes and transportation are more physically accessible and older person friendly is necessary to enable older people to participate in Auckland city life as disability increases with age.

Performance measure: The level of physical accessibility to community facilities and open space will be evaluated through a variety of measures including: annual customer satisfaction surveys for community facilities and the completion of works identified by disability audits.

1.1.1. Explore ways to increase transportation options for older and disabled people (2007/2008)

Identify ways through which Council in partnership with other agencies like Auckland Regional Transport Authority and community stakeholders can increase accessibility to transportation for older as well as people with disabilities. This will include exploring the feasibility of a Council sponsored taxi scheme for older people.

1.1.2. Mobility scooters pilot project (2007/2008)

Explore the feasibility of a mobility scooter scheme as per Disability Framework for Action

1.1.3. Intergenerational play spaces project (2006/2007-Scoping and 2008/2009 project completion)

Explore and implement the concept of intergenerational play via two flagship citywide playground projects. These are play spaces designed so that children, grandparents and parents can play together.

1.1.4. Parks access audits (2007/2008)

Undertake access audits of 20 city wide parks to ensure that they are accessible.

1.1.5. Streetscape upgrades (phased over the next 10 years)

Incorporate universal design principles into planned streetscape and town centre upgrades.

Goal two: Older people have easy access to all Council information

Rationale: To participate fully in Auckland city, people need to be able to access public information. Effective distribution of information to older people is vital to this group's involvement in Auckland city.

Performance measure: To be developed as part of the accessible information policy.

1.2.1. Accessible information policy and action plan (2006/2007 and 2007/2008)

Develop consultation and communication guidelines that ensure information is accessible for all (**As per Auckland City Settlement Strategy and Disability Framework for Action**)

1.2.2. Council's online information for 55s and over (2006/2007)

Explore options that will provide increased usability on the Auckland City website for older people. These may include, but are not limited to, an older persons' portal on the Auckland City website, e-newsletters, RSS feeds (bloggs) or another solution.

Priority area two: Safety

The area of safety is concerned with safety from injuries, actual and perceived safety from crime. Council is already conducting a number of actions to address issues around safety such as:

- Ensuring an injury safe physical environment by placing appropriate restrictions on the physical location of signs placed on footpaths, roads and reserves as per **Signs and Trading in Streets and Public Places bylaws** (e.g. sandwich boards)
- Supporting the implementation of a range of injury and safety initiatives such as initiative preventing falls by older people through the **Communities living injury free programme**
- Funding ‘Safe with age’ programme for older drivers run by Age Concern
- Promoting existing community support networks

The majority of new actions around safety from crime will be addressed in the City Safe Plan and through the Communities Living Injuries Free programme.

New Actions

Goal one: Safety of neighbourhoods and the home are improved through working with local communities and stakeholders

Rationale: Committing to address older people's concerns about safety from crime and injuries will enhance the extent to which they are able to partake in Auckland city life and it may influence whether or not they chose to age in their local communities and homes.

Performance measure: There is reported improvement from the Perception of Safety Survey for the identified groups, including older people.

2.1.1. Understand safety needs and issues for identified groups, including older people (2006/2007 and ongoing)

Investigate ways to increase engagement of identified groups, including older people around safety issues. This could include: an annual safety forum, questions around pedestrian lighting, specific questions in the Safety research, more in-depth research with the groups as appropriate, work through Recreation and Community Services (RACS) Community Advisors and community partnerships. **This is an action of City Safe Plan**

2.1.2. Develop effective responses to safety needs including older people in partnership with community

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agencies and other organisations (2006/2007 and ongoing). This is an action of the City Safe Strategy

2.1.3. Assess the injury prevention needs and costs of extending Council's injury prevention programme to older people on Great Barrier Island (2007/2008)

Priority area three: Participation and socialising

Participation and socialising are key factors in the wellbeing of older people. Opportunities for participation can take many forms, including learning and developing, sharing skills and knowledge and civic engagement.

Some of the actions that Auckland City Council is already doing to address these issues are:

- Continuing to provide community-focused library services that are inclusive of and responsive to the reading and information needs of older people.
- Facilitating opportunities for intergenerational interactions.
- Offering a range of programmes that are inclusive of older people through our community facilities.

New actions

Goal one: There is a wide range of opportunities for older people to participate in Auckland city

Rationale: Opportunities for participation and socialising by older people are essential for the empowerment of older people and are an assurance of the active inclusion of older people in Auckland city's life.

Performance measure: Annual surveys indicate an increase annually in older people's participation in activities like events and community facility usage

3.1.1. Positive ageing forum (2007/2008 and ongoing)

Establish, facilitate and support a positive ageing forum. This forum would be action based and could undertake projects like:

- Developing appropriate training modules to raise awareness around and responsiveness to older people's diversity, needs, issues and aspirations.
- Facilitating larger forums for older people where they have an opportunity to discuss issues.
- Establishing guidelines around appropriate terms when describing or writing about older people.
- Explore initiatives through which older isolated migrants and refugees could be engaged or supported.
- Explore opportunities to promote activities to maintain mental agility and activity.

3.1.2. Encourage civic engagement of older people (2006/2007 and ongoing)

Actively encourage older people's civic participation when developing and reviewing Council's plans and initiatives.

This will also include involving older people's representatives in working groups, where appropriate.

3.1.3. Lifelong libraries learning opportunities (ongoing)

Extend the accessibility and appeal of library facilities, collections, services and events to older people, encouraging more older Aucklanders to participate in the intergenerational experiences and learning opportunities libraries offer.

3.1.4. Library outreach programmes (2007/2008 and 2008/2009)

Extend outreach programmes to encourage more older people to enjoy reading, discover information, keep learning, and share these interests with others.

3.1.5. Increase opportunities for physical activity for older people (2006/2007)

Introduce **Never 2 Old programme** in eight YMCA facilities within Auckland City. Never 2 Old programme is a new exercise programme that focuses on improving fitness and wellbeing for the more mature aged New Zealanders.

3.1.6. Explore expanding the physical activity opportunities in Auckland City that will enable inactive Aucklanders, including older people to get active (2007/2008)

Explore expanding the AkActive programme to areas within Auckland City to community venues such as halls, centres, marae and other partnered facilities.

3.1.7. Research factors affecting older people's use of swimming pools (2006/2007 and 2007/2008)

Identify opportunities to increase older people's use of swimming pools. The data would be used to pilot a programme with Council owned swimming pools

3.1.8. Provide music events that reflect the diverse music interests of older people (January to March, 2007 and ongoing)

Hold eleven concerts in a variety of locations throughout Auckland city.

The project will also explore holding one of the concerts at a marae in 2007/2008.

3.1.9. Auckland Heritage Festival (ongoing)

Ensure future festivals are inclusive of older people's interests and provide opportunities for a number of older people to actively contribute to the event.

3.1.10. Artstation research and implementation (2006/2007 and 2007/2008)

Identify opportunities through the Artstation Toi Tu review to increase its relevance to targeted sectors of the community including older people.

3.1.11. Explore the opportunities for providing arts and cultural programmes that are inclusive of the diverse interests of older people (2006/2007)

Continue to support existing and explore the opportunities for new arts and cultural programmes at Council's owned facilities or partner organisations such as the Edge and Auckland Arts festival.

3.1.12. Event accessibility guidelines (2006/2007 and ongoing)

Attract more people with disabilities, including older people with disabilities by promoting the Event accessibility guidelines as per Disability Framework for Action; e.g. accessible toilets, sign language interpreters.

3.1.13. Community singing project (2008/2009)

Explore the feasibility of piloting "community" singing in one facility.

Priority area four: A culture which values older people and the important role they play in society

Currently, Council supports organising an event on a yearly basis to celebrate the International day for older people. Through the implementation of the new actions outlined below, Council will further its commitment to ensuring that older people are enabled to partake in Auckland city life by fostering an older people-friendly culture.

New Actions

Goal one: Raise the awareness of the varied needs and aspirations of older people among the public, Council, community agencies and businesses.

Rationale: Promoting positive attitudes and dispelling negative stereotypes of older people is essential for the promotion of inclusive communities and the improvement of older people's wellbeing.

Performance measure: The responsiveness to the varied needs and aspirations of older people is increased and reflected in the way Council and other varied agencies do their work.

4.1.1. Positive media (2006/2007 and ongoing)

Ensure that Council's current publications such as City Scene and Citywire promote positive and diverse images of older people. A part of the project will include investigating the feasibility of potential story ideas around older people as a part of the mix to be placed on a regular basis in City Scene.

4.1.2. Establish Council's internal older people's champion network (2006/2007 and ongoing)

Establish an internal champions' network within Council to encourage more collaboration and knowledge sharing in the implementation of this Plan.

4.1.3. Research on intergenerational perceptions (2006/2007)

Research younger people's perceptions of older people and older people's perception of younger people. This would be used to explore the feasibility of a pilot project dispelling negative stereotypes and promoting understanding and interaction between the generations.

4.1.4. Generations programme (2006/2007 and ongoing)

Facilitate new opportunities for intergenerational interactions. This could involve young people interviewing older people in the community or the other way.

Goal two: Celebrating diversity of ageing experiences

Rationale: Celebrating ageing creates an older people's friendly culture as it supports and enhances the sense of worth in older people. It also contributes to more older people participating fully in Auckland's social and cultural life.

Performance measure: Surveys indicate an increase in people's awareness of and participation in the events that celebrate the diversity of ageing experiences.

4.2.1. Celebrating Kaumatua and Kuia (2006/2007 and ongoing)

Facilitate a yearly opportunity for the interaction and sharing of knowledge of older people from a number of different cultures. The event would be led by Tangata Whenua, but would include other cultures as well. The event intends to celebrate ageing whilst reflecting the diversity of Auckland's older population and the unique role of kaumatua and kuia in the New Zealand context.

4.2.2. Supporting events that celebrate ageing (ongoing)

Where appropriate, support events that celebrate older people and their experiences such as "Growing older and bolder" symposium.

Monitoring and Evaluation

The Positive Ageing in Auckland Plan will be assessed through the adoption of an evaluation framework. This framework will include those measures listed above as well as the following:

- Annual audit of projects identified in the Plan that have been achieved and those that need to be completed or initiated.
- Formal and informal discussions with internal and external stakeholders and community representatives (workshops, forums, meetings, questionnaires) to look at the extent to which the desired outcomes of the Plan have been achieved as well as whether other outcomes need to be included.
- Through the positive ageing forum identify and reassess on an ongoing basis the Council's roles and Council's partnerships with other government agencies and community services to achieve the best possible outcomes for the ageing population in Auckland. Conduct project process evaluation at a midpoint of each project to evaluate how the project outcomes could be improved.
- A number of other evaluation measures like the First City of the Pacific survey and Annual perceptions of safety research will be used to look at change in relation to specific outcomes.
- Annual progress of the action plan will be reported.

Appendix A: Other relevant Auckland City Council policies, strategies and initiatives

The Positive Ageing in Auckland Plan aligns with other Auckland City Council policies and initiatives including:

- The local government act 2002
- Long Term Council Community Plan (2006-2016)
- Building Strong and Healthy Communities (being developed)
- Disability Framework for Action (2003)
- Auckland City Settlement Strategy (2006)
- Connecting People and Places-Auckland City's transport strategy (2005)
- Open Space Strategy (being developed)
- City Safe Plan (2007)
- Active Auckland Plan (being developed)
- Opportunities for a lifetime: Lifelong learning strategy 2006-2010
- Communities Living Injury Free initiative (2002)
- Never Too Old initiative (2006)