

SPORT AND COMMUNITY SERVICES COMMITTEE**18 JULY 2018****2****ADVANCING QUEENSLAND: AN AGE-FRIENDLY COMMUNITY GRANT – FOREVER YOUNG PROGRAM**

Joan Crawford | 8/23/9 | #5789395v2

RECOMMENDATION:**It is recommended that Council:**

- 1. Endorses the application to the State Government’s Advancing Queensland: an age-friendly community grants program for \$100,000 to deliver the ‘Forever Young’ program; and**
- 2. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to negotiate and finalise all matters relating to the funding application.**

EXECUTIVE SUMMARY:

This report seeks endorsement of an application to the Queensland Government’s Advancing Queensland: an age-friendly community grants program. An age-friendly community is “one that enables people of all ages to actively participate in community life. In particular, an age-friendly community ensures older people are free from age-related barriers that prevent community participation”. Officers propose the name of this initiative be known as the “Forever Young” project. This initiative is an age-friendly approach to healthy, active, socially connected communities, recognised globally as improving the lives of older people.

The funding round closed on 25 June 2018 and given the small window of opportunity, it was determined that an application be lodged and report presented to the next available Council committee for endorsement. The application may be withdrawn if Council chooses not to endorse this initiative. The successful applicants will be announced in August 2018, which will hopefully enable a launch of the program at the 2018 Cairns Seniors Week.

Council’s proposed ‘Forever Young’ project is aimed at keeping seniors active, independent, socialised and healthy. Central Queensland University (CQU), specifically the Fitness, Sport and Recreation section of the School of Health, Medical and Applied Sciences will partner with Council to deliver this project. The university has recently opened a campus in Cairns and will provide professional expertise and student volunteers will assist in the program delivery while gaining first-hand experience. The university will also provide research capability to undertake a comprehensive evaluation of the project prior to, during and after the conclusion of activities.

BACKGROUND:

The Queensland Government through the Department of Communities, Disability Services and Seniors, provides \$1M in funding and invited eligible organisations to submit projects between \$25,000 and \$100,000 (excluding GST). The grant will be for one-off, non-recurrent seed funding to co-develop, implement and promote new innovative age-friendly community projects that meet the goals of the Advancing Queensland: an age-friendly community strategic direction statement and action plan. The eligible categories for 2018/19 are:

- Civic participation and employment
- Community support and health services
- Respect and social inclusion

This funding supports the high priority Council places on the well-being of its residents, especially its seniors, and if successful the 'Forever Young' project will keep seniors active, independent, socialised and healthy. The rationale for this type of project is supported by the results of the Our Cairns survey where over 50% of respondents were aged over 45 and 13% were aged 65 – 74, indicating our seniors are very focused on what is happening in their community. When asked 'If I was Mayor for a Day', the predominant response from seniors were categorised as 'focus on community inclusion, liveability, social connection, arts and the environment'. The proposed program will deliver on the inclusion, liveability and social connection aspects of this desire.

In April 2018 Council officers met with Central Queensland University to discuss a potential partnership to deliver community health programs. The university identified a broad range of expertise they could offer including behavioural change and research abilities to enhance the outcomes of delivering programs based on the well-being of the community. The Advancing Queensland: an age-friendly community grants program has provided the perfect opportunity to develop this partnership potential.

COMMENT:

'Forever Young' is a proposed project aimed at keeping seniors active, independent, socialised and healthy. The age-friendly approach to healthy, active, socially connected communities is recognised globally as improving the lives of older people. The project will provide various free activities to be run over a four or eight week period and run four times over the proposed 12 month timeframe.

Activities include walking, bush hiking, cycling, strength training and Tai Chi, as well as water-based activities in collaboration with the local swimming pools. The selected activities were chosen specifically for their low cost and sustainability, as it is expected that it will be possible for participants to continue these activities as a social outing with their fellow participants. An added bonus will be that the participants are exposed to the variety of Council's public assets such as parks and the many recently developed cycle ways.

The project will provide six choices of activities which will be run over either a four or eight week period and run four times over the proposed 12 month timeframe. Each class is expected to attract 10 to 20 participants. It is acknowledged and anticipated that some attendees will wish to repeat activities or try alternative activities, but the project

will cater in total for this number of attendees. The draft project content is outlined below in Table 1.

Table 1: Draft Project Program

Title	Activity	Number of classes
The Pace Makers	Walking, Balance and Stretching Groups inclusive of screening and monitoring of participants and social interaction at completion of activity	2 hours session over 8 weeks repeated 4 times per year (32 classes/weeks)
Making Strides	Walking and body weight strength group inclusive of screening and monitoring of participants and social interaction at completion of activity	1 hour session over 8 weeks repeated 4 time per year (32 classes/weeks)
Seniors take a hike (over the Hill)	Bush Walking – exploring the walking tracks at various locations around Cairns and social interaction at completion of activity	3 hour session over 4 weeks, repeated 4 times per year (16 classes)
Seniors make a Splash	Water Based Movement and relaxation and social interaction at completion of activity	2 hour session over 8 weeks, repeated 4 times per year (32 classes/weeks)
Balance Beyond 50	Tai Chi	1 hour session over 8 weeks repeated 4 times per year (32 classes/weeks)
Seniors Saddle up	Starting with beginners course to more advanced or getting rusty riders back in the saddle to enjoy cycling on the many bike paths in the Cairns area and finishing at a coffee shop	2 hour session over 4 weeks repeated 8 times per year (32 classes/weeks)

OPTIONS:

Option 1: (recommended)

It is recommended that Council:

1. Endorses the application to the State Government’s Advancing Queensland: an age-friendly community grants program for the value of \$100,000 for the delivery of the “Forever Young” project; and
2. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to negotiate and finalise all matters relating to the funding application.

Option 2:

Withdraw this funding application for the current year.

CONSIDERATIONS:

Risk Management

The risk that the actual costs of delivering this program will differ from the budgeted costs can be mitigated in various ways including a change to the scope, with approval from the funding provider.

Council Finance and the Local Economy:

The project is funded up to \$100,000 by the State, with Council and CQU providing in-kind funding as detailed in Table 2 below.

Budget Breakdown of ‘Forever Young’ program

Table 2: Budget Income

Income Type	Amount	Note
Qld Government Grant	\$100,000	Grant funding application submitted
CRC In- kind support	\$2,000	Fees for venues
CQU In- kind Support	\$5,000	Research component
CQU In- kind support	\$7,821	Design and implement research of project
CQU In- kind support	\$10,000	Student time at activities
Total:	\$124,821	

The forecast expenditure to deliver this program is detailed below in Table 3.

Table 3: Budget Expenditure

Expenditure Description	Amount	Note
Program Coordination	\$43,000	Part- time program coordinator.
Trainers	\$37,000	Engagement of qualified trainers
Promotional Materials	\$6,000	Caps, water bottles, hi-vis vests.
Advertising	\$10,000	As advised by consultation plan – newspapers, social media, online and radio.
Equipment and venue hire	\$4,000	Provision of bicycles for those who do not currently own one and venue hire.
Research component	\$4,836	Research assistant.
CQ University	\$19,985	In-kind support detailed in budget income.
Total:	\$124,821	

There is no identified additional Council funding required to undertake this project. There will be minimal officer time to oversee the project.

Corporate and Operational Plans:

This report was prepared in accordance with Council’s Corporate Plan Strategic Goals: Liveability; and Community and Culture.

CONSULTATION:

Consultation relating to the selection of the nominated program has occurred within the Community Development branch and other Council departments. Extensive consultation has occurred with CQU including assistance with the application and project development phase.



Brett Spencer
Manager Community Development



Linda Kirchner
General Manager - Community, Sport and Cultural Services