



# Better Later Living in the Manawatū District

Supporting Information

December 2020 - June 2022

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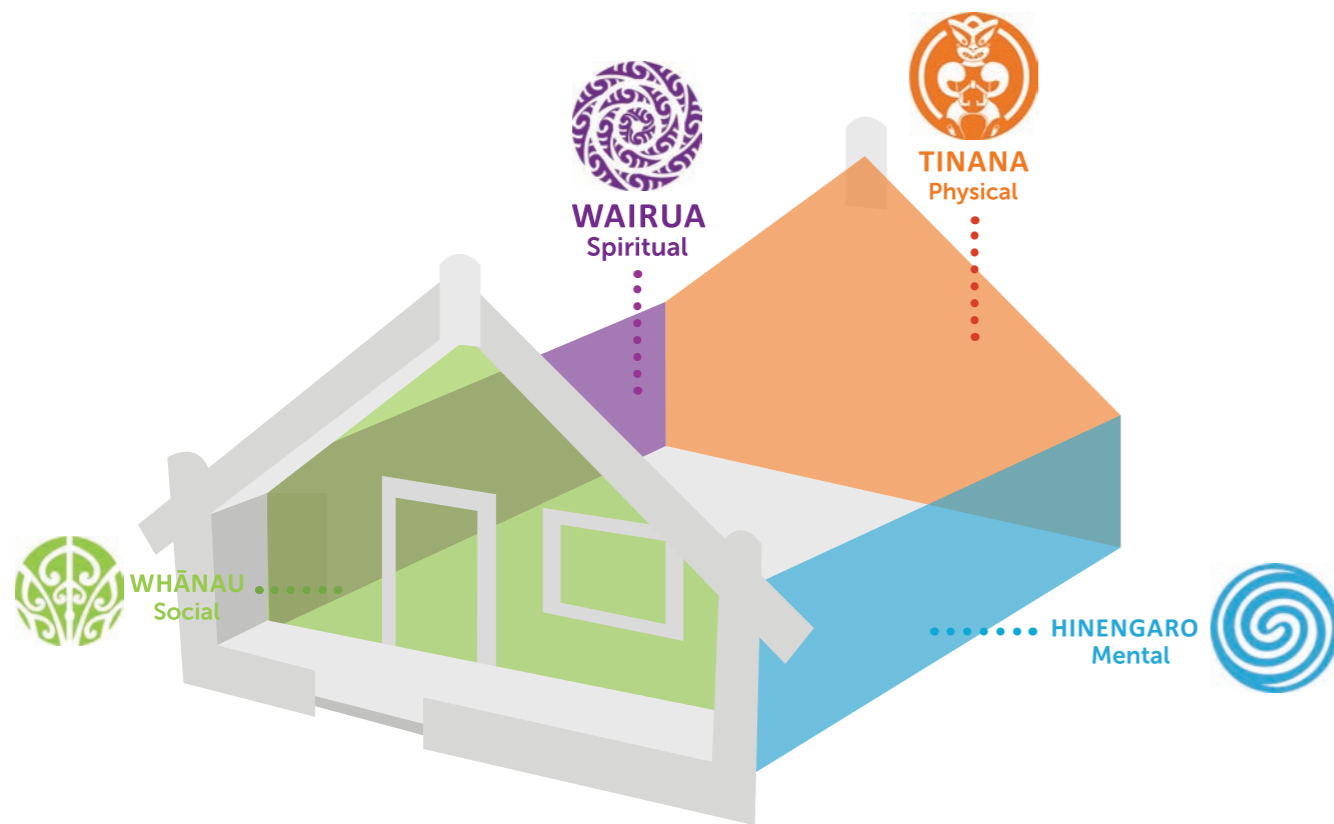
## Introduction

The population of the Manawatū District is aging and it is more important than ever to support the wellbeing of our older residents. This plan flows out of the Manawatū District Council (MDC) Community Development Strategy 2020, with an action listed to “Develop a local action plan for seniors that links to the NZ Better Later Life Strategy”.

## MDC’s Community Development Strategy

The Community Development Strategy uses the Te Whare Tapa Whā model of health, which was developed by Mason H Durie (Ngāti Kauwhata). This is a holistic way of viewing health and wellbeing by using four key perspectives:

- Te taha wairua (spiritual wellbeing)
- Te taha tinana (physical wellbeing)
- Te taha whanau (social wellbeing)
- Te taha hinengaro (mental wellbeing)



This seniors approach will support all tapa, or walls, of wellbeing for our seniors.

Council funds service providers whose work aligns with the Community Development Strategy. This plan will be renewed in line with these three-yearly funding rounds, in June 2022, as well as desktop reviews when required.

## Better Later Life Strategy

The Office for Seniors He Oranga Kaumātua has developed the strategy Better Later Life He Oranga Kaumātua 2019-2034, with the vision that **older New Zealanders lead valued, connected and fulfilling lives**. MDC’s approach aligns with this strategy.

The strategy identifies values and issues to focus on and outlines the need for preparation for the continued increase in the number of older people in New Zealand. This preparation will require actions from central and local government, community groups, and private sector organisations, as well as whānau and individuals.

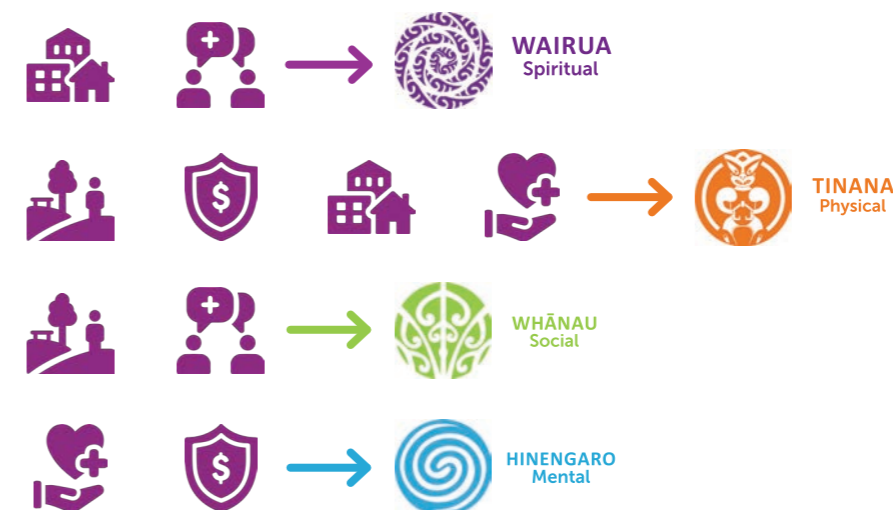
There are five key areas in the Better Later Life Strategy:

1. **Financial security and economic participation.** This includes combating stereotypes that limit work opportunities for older people, helping aging people plan their finances, and providing supplementary assistance when required.
2. **Health, both mental and physical.** Addressing health issues throughout New Zealanders’ lives will improve individuals’ wellbeing when they reach later life. It is important to make sure health care for older people is respectful of diverse cultural backgrounds. It is also important to improve access for vulnerable groups.
3. **Suitable housing choices.** Diverse options need to be available and affordable for older people. Tools and services will be needed to ensure older people can find adequate housing. Support is necessary for seniors in rental or homeless situations as the number of older people who do not own their own home increases.
4. **Social connection and inclusion.** Opportunities include work, volunteering, or community groups. As well as creating opportunities for older people to connect to their community, work can also be done to ensure younger people connect with, and respect, older members of their communities. Keeping older people connected and included will also involve making sure they are able to overcome the barriers that new technology and lack of digital literacy may provide. Accessibility. Physical environments, facilities and public spaces should reflect older people’s mobility and needs, and not be a barrier to their use or enjoyment.
5. **Accessibility.** Physical environments, facilities and public spaces should reflect older people’s mobility and needs, and not be a barrier to their use or enjoyment.

## Bringing the Better Later Life Strategy and the Community Development Strategy Together

The key areas in the Better Later Life Strategy are like building blocks for the four walls of wellbeing, for example:

1. Financial stability and economic participation contributes to physical wellbeing by supporting our seniors to provide for their wants and needs, and spiritual wellbeing by giving older people a sense of worth and identity.
2. Improving lifelong health outcomes contributes to physical and mental wellbeing.
3. Suitable housing contributes to physical wellbeing and spiritual wellbeing.
4. Social connection and inclusion contributes to social wellbeing and spiritual wellbeing.
5. Accessibility contributes to physical wellbeing, cognitive wellbeing, and social wellbeing.



## International Goals:

Promoting the wellbeing of our growing number of seniors also reflects some international goals:

- United Nations (UN) Sustainable Development Goal 3 – Good health and wellbeing by promoting health for seniors and promoting inclusive life time health initiatives and outcomes.
- UN Sustainable Development Goal 8 – Decent work and economic growth by promoting civic participation, employment, and financial stability for seniors. (United Nations, 2020).

Some cities in New Zealand are aligned with the World Health Organisation (WHO) Strategy and Action Plan on Aging and Health. A key concept from this is that “healthy aging” should not be correlated with absence of disease – there is much more to health than this. Further, many seniors do have health conditions but this does not preclude them from a happy and healthy later life (World Health Organisation, 2020). The WHO has an accreditation system for “Age Friendly Cities”, but it is still useful to acknowledge these principles even if not currently seeking accreditation.

## 10 Year Plan 2021-31

Manawatū District Council is in the process of developing our 10 Year Plan 2021-2031. This plan will be adopted in June 2021 and will be the basis for our service delivery for the next ten years. The 10 Year Plan includes six strategic priorities that guide Council decision making. These priorities are:

1. A place to belong and grow
2. A future planned together
3. An environment to be proud of
4. Infrastructure fit for the future
5. A prosperous, resilient economy
6. Value for money and excellence in local government

Actions described in this plan will help contribute to a **place to belong and grow, a future planned together, and a prosperous, resilient economy.**

## Manawatū District - Demographic Context

The estimated resident population of the Manawatū District in 2020 was 32,693. (Infometrics, 2020) and 18% of the district’s population was over 65. By 2051 the number of people aged 65+ in the district is forecast to be 21.0% of the total resident population. The projected increase in the percentage of residents aged 85+ is from 2% of residents in 2021 to 5.7% of residents by 2051. The 65+ population is higher in Feilding than the district average, at 21.2% of residents.

The Manawatū District is predominantly bi-cultural. Most people in the district identify as European or Māori. In the 2018 Census, 14.1% of people in the district identified as Māori. 91.4% of people in the district identified as European, a higher proportion than the 70.2% of people who identify as European nationally. (Stats NZ, 2020)

Nationally, nearly one in four people aged 65+ are continuing to work, out of preference or economic necessity (He Oranga Kaumātua, 2020), while in the Manawatū District this is closer to one in ten (Stats NZ, 2020). Others over 65 live off the fixed income of NZ Super, investments or other retirement funds.

It is always a challenge for Council to balance affordable rates with desired levels of service, and as the number of retirees in the district grows, this will remain a challenge for Manawatū District Council.

## Recent engagement on matters of concern to seniors

Manawatū District Council has already collected some feedback from our community on what older people appreciate about the district and what they would like to see improved. From feedback on the Senior Strategy Workshop (20 August 2018) and the seniors workshop from the Town Centre Vision project (November 2018) we already know that our seniors appreciate aspects of life in the Manawatū District such as having a friendly, fun community, and feeling confident driving in the district. Areas that may need improvement include rates affordability, affordable recreation options, improved health initiatives, more social inclusion, and improved accessibility for those who do not travel by car.

Seniors were consulted for the Community Development Strategy at a workshop on 20 February 2019. Their responses included acknowledging the existing identity and friendly feeling, but also showed that there is more to be done to include and support diversity, including refugees, vulnerable people, and seniors. While some older people are connected, others continue to feel isolated. Mobility was pointed out as an issue, including accessibility of footpaths and public transport. Some participants also noted that they sometimes struggle with the distance from parking to recreational areas. There is interest in smaller but more frequent green spaces and free leisure areas, including parks and reserves. There were concerns about the lack of housing, and different types of housing, for seniors.

A report written for the Manawatū Community Trust (Elliott, 2017) found that older people feel Feilding is a safe and friendly place to retire, with a high quality of life and a variety of services available. There were areas in which seniors would like to see improvement, including the safety of walking in the town centre, and lack of transport including to social activities and grocery shops. There was also concern about the cost of medical appointments, which meant many older people avoided seeing the doctor. Lastly, older people in Feilding may need support when downsizing their homes.

## Seniors Action Plan Hui

A hui was held with Council staff, elected members, and service providers on 24 September 2020. Council sought feedback on the needs of seniors in our district in the context of the Better Later Life Strategy, and with awareness of the impact of the COVID-19 lockdown.

Many of the issues faced by seniors and support organisations in early 2020 were not unique “lockdown” challenges, but exacerbations of ongoing concerns.

Some seniors struggle with communication, especially those with limited internet access or digital literacy. This can mean seniors struggle to access or understand the resources available to them. Making these resources more known and used requires respect for the independence of seniors, as attendees agreed that many seniors prefer not to ask for help.

A success that many services noted from lockdown was the communication and collaboration established through frequent virtual meetings between organisations. While daily meetings were an emergency response measure, Council seeks to support continued collaboration between services.

Several other common themes emerged during the hui:

Financial Stability	Health	Suitable Housing	Social Inclusion	Accessibility
<ul style="list-style-type: none"> <li>• Cost of living vs. superannuation</li> <li>• Difficulty navigating systems</li> <li>• Reluctance or lack of knowledge when accessing support</li> <li>• Need for education and support</li> </ul>	<ul style="list-style-type: none"> <li>• Access to Clinics</li> <li>• Cost</li> <li>• Navigation of health system</li> </ul>	<ul style="list-style-type: none"> <li>• Education and support in transitioning and understanding options</li> <li>• Support for families as well as seniors</li> <li>• Cost, lack of availability</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-up or permanent space for seniors</li> <li>• Accessible communications</li> </ul>	<ul style="list-style-type: none"> <li>• Footpaths</li> <li>• Shuttle bus</li> <li>• Access, training for technology</li> </ul>

Across all topics, there was discussion of rural transport options for seniors, which would help with access for spaces and services that support all of the key areas. Another concept raised was providing a space for seniors that was enjoyable and welcoming (such as a library or café space) which provides older adult education, community programmes, and social worker or other support. It was envisioned that this space and service could connect seniors with other services and support across all key issues.

### Current Services

Council is aware of the many services and organisations working with seniors in our community, but have limited this table to services Council provides, and services that Council is currently funding to deliver services for seniors. We also have noted some of the regional and national government services in which Council can play an advocacy role.

	Financial Stability	Health	Housing	Social	Accessibility
Manawatū District Council					<ul style="list-style-type: none"> <li>Built environment (parks, footpaths)</li> </ul>
Age Concern		<ul style="list-style-type: none"> <li>Health promotion</li> <li>Exercise programmes</li> </ul>		<ul style="list-style-type: none"> <li>Accredited visiting service</li> </ul>	<ul style="list-style-type: none"> <li>Life without a car workshops</li> <li>Driving lessons</li> </ul>
Makino Aquatic Centre	<ul style="list-style-type: none"> <li>Senior rates</li> </ul>	<ul style="list-style-type: none"> <li>Aquatic Fitness programme</li> </ul>			
Manawatū Community Trust		<ul style="list-style-type: none"> <li>Built and owns Feilding Health Centre</li> </ul>	<ul style="list-style-type: none"> <li>205 housing units, rented to elderly and the disabled</li> </ul>		
Manawatū District Libraries	<ul style="list-style-type: none"> <li>Programmes that can help with employment</li> </ul>			<ul style="list-style-type: none"> <li>Programmes eg Board games for seniors</li> </ul>	
Manchester House Senior Leisure Centre	<ul style="list-style-type: none"> <li>Advocacy</li> <li>Budget advice</li> </ul>	<ul style="list-style-type: none"> <li>Exercise programmes</li> <li>Counselling</li> </ul>		<ul style="list-style-type: none"> <li>Hosting Meetings e.g. Heart Foundation, Alzheimer's, RSA</li> </ul>	<ul style="list-style-type: none"> <li>Assistance obtaining mobility scooter</li> <li>Information and connection to other services</li> </ul>
Neighbourhood Support				<ul style="list-style-type: none"> <li>Helping neighbours connect</li> <li>organising social events</li> </ul>	<ul style="list-style-type: none"> <li>Answering cries for help</li> <li>Practical advice on safety</li> </ul>
Sport Manawatū*		<ul style="list-style-type: none"> <li>Lead agency for Live Stronger for Longer - promotes exercise programmes and refers clients</li> </ul>			
Horizons					<ul style="list-style-type: none"> <li>Bus services</li> <li>Transport service and subsidy for people with disabilities</li> </ul>
Central Government	<ul style="list-style-type: none"> <li>NZ Super</li> <li>SuperGold Card - free off-peak transport</li> </ul>		<ul style="list-style-type: none"> <li>Social housing</li> </ul>		
Strategies, plans, regulations and advice intended to support all aspects of wellbeing					

\*Sport Manawatū is partially funded by MDC, in collaboration with other Councils.



# Better Later Living in the Manawatū District

## Our approach to an aging population

Manawatū District Council's approach to Better Later Living flows out of Council's Community Development Strategy. The Strategy outlines how Council and our community can work together to make our district a fantastic place to grow up, grow old, and everything in between.

The Community Development Strategy uses the Te Whare Tapa Whā model of health, which was developed by Mason H Durie (Ngāti Kauwhata). This is a holistic way of viewing health and wellbeing by using four key perspectives:

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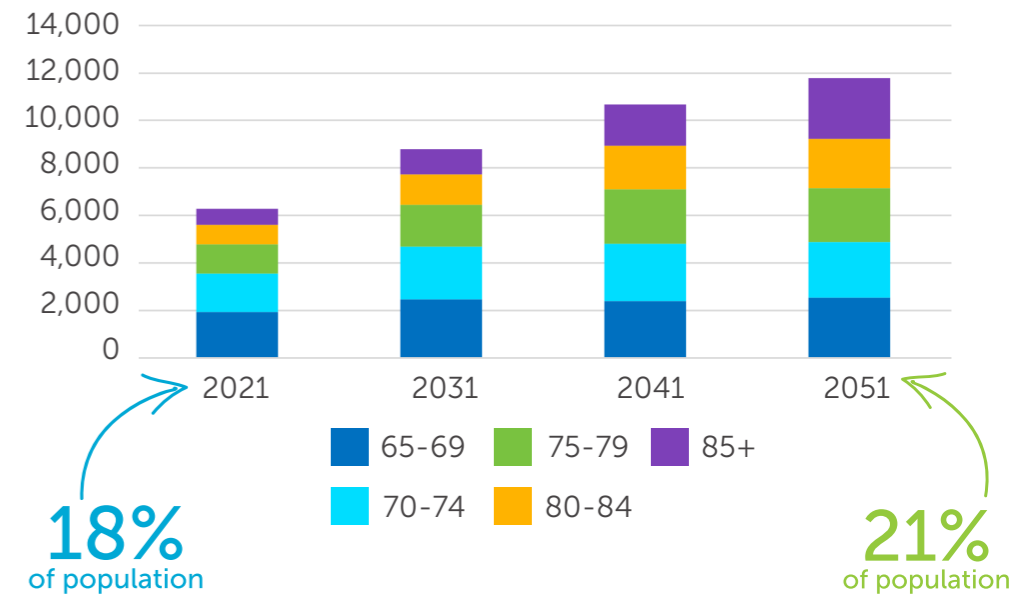
This seniors approach will support all tapa, or walls, of wellbeing for our seniors.

This approach aligns with Better Later Life He Oranga Kaumātua 2019 to 2034, the Ministry of Social Development's strategy for making the future better for New Zealanders as we age.

The key areas for action in this strategy are:



## Projected Population of the Manawatū District Over 65



## Planning & Design

Our work at Council involves:

- Lifestyle and recreation options such as
  - Accessible community venues, parks, walking and cycling tracks, roads and footpaths
  - District libraries
  - Makino Aquatic Centre
- Affordable housing options (MDC is currently developing a housing strategy)
- Actions and considerations for seniors included in Council's key strategic documents
- A culture that reflects diversity and inclusion - including age diversity

## Funding

Council supports four community organisations who provide services for seniors in the District:

- **Manchester House Social Services**
  - Exercise programmes
  - Budget support
  - Social workers
  - Senior Leisure Centre
- **Age Concern Palmerston North and Districts**
  - Driving courses
  - Life Without a Car courses
  - Exercise programmes
  - Elder abuse response
- **Neighbourhood Support**
  - Intergenerational buddy reading
  - Music and movement
- **Manawatū Community Trust**
  - Housing for seniors and the disabled

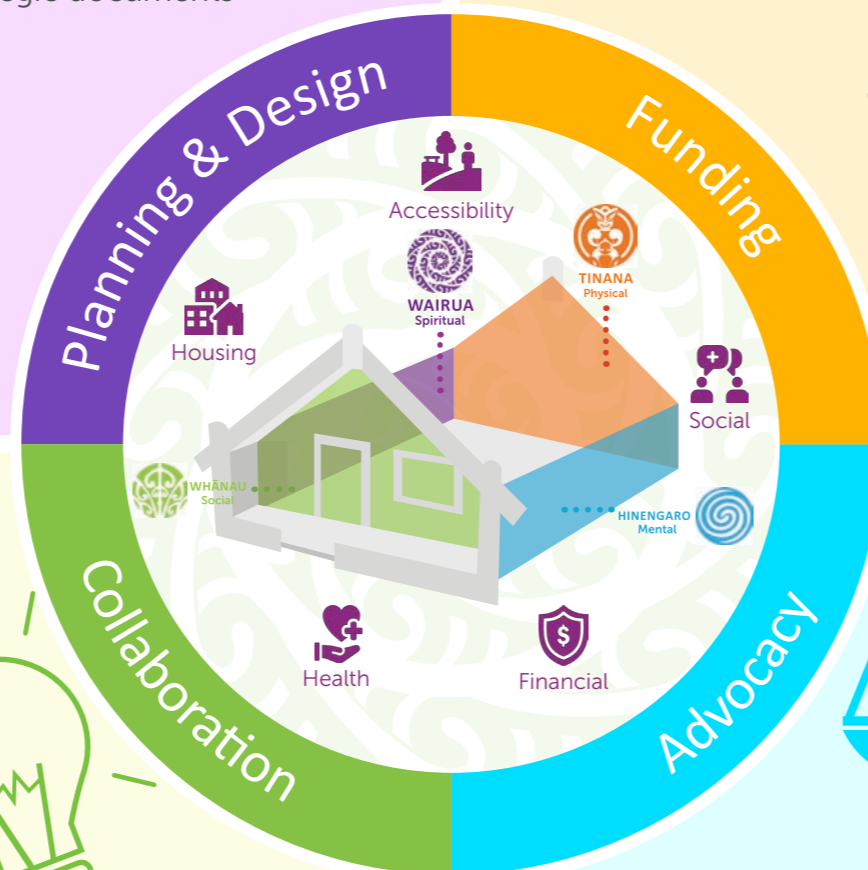
## Collaboration

There are many organisations in our district, including iwi, working hard to support our seniors. Council will help these services connect and collaborate on ideas and projects to support our residents in their senior years.

- Council will co-ordinate regular hui with these organisations to improve collaboration

## Advocacy

- Council responds to regional and central government initiatives, representing the views and needs of our seniors
- Active member of Manawatū District Health and Wellbeing Group



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This approach aligns with Better Later Life He Oranga Kaumātua 2019 to 2034, the Ministry of Social Development's strategy for making the future better for New Zealanders as we age.

The key areas for action in the Better Later Life Strategy are financial stability, health, suitable housing, social inclusion and accessibility.

Better Later Life information can be found here:

<http://superseniors.msd.govt.nz/about-superseniors/ageing-population/index.html>

With the Community Development Strategy, Better Later Life Strategy and feedback from our community in mind, Council has identified four key roles we play in supporting our seniors.

These are:

- Planning and design
- Funding
- Collaboration
- Advocacy

### Planning and Design

Our work at Council involves:

- Lifestyle and recreation options such as
  - Accessible community venues, parks walking and cycling trails, roads and footpaths
  - District libraries
  - Makino Aquatic Centre
- Affordable housing options (MDC is currently developing Housing Strategy)
- Actions and considerations for seniors included in Council's key strategic documents
- MDC's work culture reflects diversity and inclusion, such as age diversity

## Funding

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  - Life Without a Car courses
  - Exercise programmes
  - Elder abuse response
- Manawatū Community Trust
  - Housing for seniors and the disabled



## Collaboration

There are many organisations in our district, including iwi, who work hard to support our seniors. Council will help these services connect and collaborate on ideas and projects to support our residents in their senior years. This may include expanding on and pursuing ideas raised in previous hui that are not yet being addressed.

- Council will co-ordinate regular hui with these organisations to improve collaboration

## Advocacy

- Council responds to regional and central government initiatives, representing the views and needs of our seniors
- Active member of Manawatū District Health and Wellbeing Group

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Better Later Life icons credit: Office for Seniors 2019







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