

PROSPECTUS - NOVEMBER 2020

ATTITUDE

• AGEING WELL IN CLUNES •

NEW APPROACH FOR SENIOR CITIZENS

A COMMUNITY-LED
SOLUTION FOCUSING ON
23.9% OF THE CLUNES
POPULATION

PROJECT READY

SUPPORTED BY CLUNES
NEIGHBOURHOOD HOUSE
AND U3A. LINKING TO
MULTIPLE MUNICIPAL
AND HEALTH SERVICES

In collaboration with





03 Why Clunes?

Rich in social capital and home to an older population, Clunes has the shared assets, experience and skill sets to reinvent place-based health and wellbeing options for older people.

04 Legacy to Lead the Way

Built in 1971, the Clunes Senior Citizens' Club is the foundation for a new ageing well model in Hepburn Shire.

06 Our Centre

A purpose built facility now vacant.

07 Accessible Facility

Dedicated centre for Attitude.

08 What we'll Deliver?

Use of an accessible facility and sustainable governance proto-type to respond to the social, physical, emotional and cultural wellbeing of older people in Clunes.

09 Governance Proto-type

A human-centred approach to the governance and management of Attitude: Ageing Well that has self-determination at its core.

10 The Way Forward

Project ready to go.



SELF-DETERMINATION

Why Clunes?

Reducing preventable disease
and higher death rates.

Since the Gold Rush, Clunes has had a history of innovation and a 'Let's just get on with It' approach to addressing local needs. This has resulted in a community rich in social capital and shared assets, as well as a culture of self-determination.

Experience has shown us that addressing the needs of *all* in our community is a complex business - but it's a challenge we are up for. Many of our 60+ residents (representing more than 23.9% of our population) are both independent and active, COVID-19 has highlighted the importance of maintaining health and wellbeing.

Lack of equitable access to primary and preventative health care in rural areas means that people living outside of major cities are twice as likely to develop preventable diseases and die early (www.aihw.gov.au). Yet social prescription pathways (offered through senior citizen models) are difficult to sustain. **Or at least, they were until we put our heads together!**





LEGACY TO

Lead the way

A community-led response/directly aligned with priorities in the 2017 - 2021 Municipal Public Health & Wellbeing Plan

With the recent closure of the Clunes Senior Citizens' Club which catered for the Silent Generation (1925-1945), there has been significant interest from Clunes residents in possible options for dedicated facilities and programs for the current 60+ group, the Baby Boomer Generation.

As the Baby Boomers (1945-64) age their expectations are bringing about significant changes in the ageing social and service industries. These changes not only affect what is expected but also how those services are to be delivered. This generation seeks to use their retirement and ageing years to explore new skills, new social connections, new ideas and new experiences. At the same time, they are exploring healthy options and a variety of methods which assist and maintain independent living. **Attitude: Ageing Well in Clunes embraces these expectations.**



Attitude: Ageing Well in Clunes is an exciting and vibrant centre located in the old Clunes Senior Citizens' building on Fraser Street, Clunes. It will house a range of services and activities focussing on the 60+ years population that provide social interaction, mental stimulation, health and wellbeing programs.

OUR COMMUNITY VISION, NOVEMBER 2020

LINKS DIRECTLY TO 2017 - 2021 MUNICIPAL PUBLIC HEALTH AND WELLBEING PLAN. PRIORITY 3: SOCIAL INCLUSION & COMMUNITY RESILIENCE. 3.3 DEVELOP AND IMPLEMENT A POSITIVE AGEING STRATEGY; 3.8 PROVIDE QUALITY INFRASTRUCTURE THAT ENCOURAGES COMMUNITY PARTICIPATION ACROSS ALL AGES, GENDER AND ABILITIES.



HISTORY OF

Our Centre

From the Clunes Museum Archives

The now defunct Senior Citizens organisation was formed in 1966 with local citizens leading the way. In typical Clunes fashion a need was identified and met with the first Meals on Wheels service in the district. This service commenced in 1967. This service continued to be provided until at least 1976 by senior citizens members.

While the organisation was continually active, a need was identified for an appropriate space in which to operate. They sought a dedicated building that would ensure services offered by them could be delivered productively and accessibly. Motivated by a need for a dedicated space they set about the challenging task of raising funds to achieve this aim.

Despite many setbacks with stakeholders this aim was achieved by regular consultation between the Club, it's Welfare Sub committee, and Council. In 1971 land for the current building in Fraser Street was donated to the community by Mr. R. Dolan and Cr. C. J. Drife B.R.M., J.P., for the specific purpose of meeting the needs of Clunes ageing population.

Works commenced and were completed on the building in 1975.

In recognition of the work undertaken by older generations to provide Clunes people with a purpose built facility for ageing people; **Attitude: Ageing Well in Clunes explores a self-determined and sustainable approach to activities that offers a new lease of life to our Senior Citizens Centre.**



Accessible Facility

There are currently well over 40 small groups functioning in Clunes. Many are populated by the 60+ age range and many meet either in private homes or rooms that provide physical challenges such as steps, inaccessible toilets, inadequate seating, lack of kitchen facilities, inadequate heating, cooling and ventilation.

The Clunes Senior Citizen building on Fraser Street, Clunes, has been built with an ageing clientele in mind. It is without steps, has easy walking passages, grab bars where needed, accessible and indoor toilets and easy parking.

It's combination of a large and smaller meeting room make it ideal for a range of activities from yoga and exhibitions to those wanting a more intimate space such as a book club or a mah-jong group. The small consultation room would be ideal for one-on-one information sessions (such as signing up for a My Aged Plan) or other clinics.

The main modernisations required are technological, allowing computer connection to courses and a modern microphone system, so important for those with hearing loss. **Attitude seeks to utilise this building as a dedicated centre - just as it was intended when the community first raised the funds and built the centre in 1971.**





WHAT WE'LL DELIVER?

Attitude

Ageing Well in Clunes (Project Ready)

The programs we are seeking to offer include:

- new skills/new ideas
- physical, social, cultural, and emotional well being information on specific 60+ issues
- social justice/community activities.

We will tap into existing programs run by various services such as Hepburn Health, Clunes Neighbourhood House, Hepburn Shire etc and organisations such as U3A, Ballarat[SN1] . Some programs will be conducted remotely while others will be delivered on site.

Partnership discussions with Clunes Neighbourhood House (as the auspicing body) and U3A (as the core activity partner) have already progressed.

Clunes has a significant history of tapping into state-wide, and at times international agricultural and cultural activities. There is an active network which reaches between local residents and major national and international organisations, and for some years now Clunes has punched way above its weight in cultural, agricultural and tourism pursuits. This network which significantly exists in the 60+ age group will form the backbone of the new organisation allowing it to source an outstanding yearly program.

The number and variety of programs will be limited only by the members' imagination and the availability of space.



GOVERNANCE

Proto-type

Self-determination and sustainability

During COVID, sadly the Clunes Senior Citizens formally folded. It was a stark reminder that groups with a focus on meeting the needs of older people in our community are often burdened with governance responsibilities that ultimately impact on the sustainability of the group. It's not a problem unique to Clunes, but with a town full of people who want to age well, it is an issue that concerns many. It is important that the ex-members of Clunes Senior Citizens feel welcome to join the new club and that their needs are met. It is also important that we learn from their challenges, adopting a different approach to governance that provides us with the self-determination we seek, but without the administrative burdens directly on our shoulders.

For these reasons **the governance proto-type we seek to adopt is one that is commonly seen in Mens' Sheds**. We will be fully auspiced by our local Neighbourhood House who will provide us with:

- Economic planning, accounting, insurance, record keeping and governance advice.

In accordance with the Clunes Neighbourhood House policy, membership will be free. The centre will be run by its user groups i.e. the trekkers, stiches, garden club, film night, golfers, Indonesian conversation, Japanese Opera appreciation, band practice etc.... These groups will be coordinated by a part-time co-ordinator (similiar to our local Men's Shed model) to facilitate a harmonious use of the building and shared facilities, financial resources and reporting. From time to time, and as required, members will come together to adjust and or allocate resources.



The Way Forward

The time is ripe for the next generation of older residents, the Baby Boomers, to step forward and shape a new facility dedicated to the social, physical, emotional and cultural wellbeing of 60+ year-old residents.

Attitude: Ageing Well in Clunes is a human-centred, community led response to the health and wellbeing needs of 60+ people in Clunes. Working with COVID-19 restrictions over 21 people in the target demographic have expressed interest in being involved. 12 people have raised their hand to be part of a steering committee to explore options. A part-time co-ordinator has been identified and as a result of work done so far, this prospectus has been drafted.

We seek to do so as soon as possible - launching prior to the New Year in order to deliver a COVIDsafe program in January 2021. **Interested in finding out more: contact Lois Nichols, Attitude Coordinator on 0467 331 136**

In developing this we have worked collaboratively with the following stakeholders: The 60+ years people of Clunes and the region, Clunes Neighbourhood House, Hepburn Shire Council, U3A, Ballarat and Central Highlands Rural Health.