

Napier Positive Ageing Strategy Communication Plan

Version 1.0

FINAL DRAFT

Contents

	Page
1.0 Purpose	3
2.0 Audiences	3
3.0 Key Stakeholders	3
4.0 Key Messages	4
5.0 Risks	4
6.0 Tools and Tactics	5
7.0 Action Plan 2022	6

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1.0 Purpose

The Napier Positive Ageing Strategy 2020 – 2024 vision of ‘Living Well, Ageing Well’ recognises that ageing affects everyone in our community.

The Strategy has been agreed and approved by Napier City Council. It identifies seven priority areas. Each of these is overseen by a lead organisation. Council has brought these organisations together and has appointed independent Co-Chairs, to form a Positive Ageing Strategy Advisory Group. Council has asked this Group to develop an action plan for the Strategy and to monitor progress towards its implementation.

This communication plan aims to increase awareness amongst key stakeholders and the community about the Strategy and progress towards implementation of the actions. It also aims to increase general awareness about the concepts of positive ageing and Napier being an age friendly city.

2.0 Audiences

- General public, including older people and other age groups
- Agencies, organisations, and community groups involved in providing services or advocating for older people in Napier
- Organisations directly contributing to guiding the Positive Ageing Strategy’s implementation (eg, PASAG members)
- National Age Friendly Network coordinated by the Office for Seniors (Ministry of Social Development)
- Other organisations (eg, businesses) who may wish to link up with the Strategy’s implementation
- Napier City Council
- Media

3.0 Key Stakeholders

Stakeholder	Their Interest	Our Interest
Mayor and Councillors	<ul style="list-style-type: none">• Expected outcomes achieved	<ul style="list-style-type: none">• Maintain their support for the Strategy• Provide regular updates through progress reports
Positive Ageing Strategy Advisory Group	<ul style="list-style-type: none">• Increased opportunities to contribute to the achievement of their agency’s outcomes• Increased opportunity for collaborative effort• Opportunity for members to keep their	<ul style="list-style-type: none">• Provide practical support and advice on the implementation of the Strategy• Contribution to implementation through individual and collaborative projects

Stakeholder	Their Interest	Our Interest
	organisations informed and to provide them with opportunities for input and feedback	<ul style="list-style-type: none"> Champions of the Strategy and its objectives Information about these projects captured
Other community groups and agencies	<ul style="list-style-type: none"> Increased awareness of the Strategy and actions arising from it Ability to contribute to implementation where appropriate Ability to link their work to the Strategy 	<ul style="list-style-type: none"> Groups and agencies more aware of the Strategy and implementation and able to become involved where relevant
Wider community	<ul style="list-style-type: none"> Increased awareness and understanding of the Age Friendly kaupapa 	<ul style="list-style-type: none"> Residents support the Strategy and recognise its value and the importance of working collaboratively for the benefit of Napier
Businesses and other entities	<ul style="list-style-type: none"> Opportunity to contribute to community good and thereby increase their organisation profile 	<ul style="list-style-type: none"> Wider support for implementation activities including potential social enterprise and other innovative initiatives
Napier City Council staff	<ul style="list-style-type: none"> Increased awareness of the Strategy and how their work links to priority areas and implementation plan 	<ul style="list-style-type: none"> Support for implementation activities Champions of the Strategy and its objectives
Hawke's Bay network	<ul style="list-style-type: none"> Awareness of Napier's implementation and linkages with similar regional action 	<ul style="list-style-type: none"> Synergy and shared resources across region
National Age Friendly Network	<ul style="list-style-type: none"> Awareness of Napier's roll-out of implementation plan 	<ul style="list-style-type: none"> Source of ongoing support and potential project-specific funding

4.0 Key Messages

- Napier is ageing. By 2030, over one in four residents will be 65+ and for the first time older people will outnumber children.
- We all have a part to play to ensure an age friendly Napier.
- Agencies and community groups are working together to coordinate action across seven priority areas.
- This work is being overseen by the Positive Ageing Strategy Advisory Group.
- A range of projects and activities contribute to the Positive Ageing Strategy.

- The Strategy builds on individual agency strengths and reach.
- The Positive Ageing Strategy Advisory Group welcomes input and suggestions from any source interested in making Napier more age friendly, which will be considered by the Group.

5.0 Risks

Risk	Mitigation
Outcomes of the Strategy are not clearly defined or recognised	Ensure PASAG members are supporting and promoting the key messages and progress against outcomes is communicated, including to Council.
Lack of community awareness	Utilise a variety of tools to ensure wider understanding (see Section 6.0).
Lack of support for the Strategy	Provide opportunities for key stakeholders and the community to be actively engaged in and given opportunity to provide feedback on projects/initiatives. Provide clear information about the Strategy and its purpose to PASAG members so they are able to explain to others including management, members and the community.
Misinterpretation by the media	Consistent key messages and clear information.
Language barriers	Appropriate translations of key messages, including accessible formats where relevant.

6.0 Tools and Tactics

Activities	
Meetings/presentations	Formal, informal and opportunities to profile progress and projects.
Events	Flag and other promotional material used. Promote key messages of event well in advance to media.
Annual report	Presented to Council, published in local media and/or newsletter, posted on website.
Channels	
Networks	Napier Community Network, Safer Napier Strategic Group, Napier Disability Advisory Group, Napier City Council People and Places Committee, Napier Youth Council, Hawke's Bay Settlement Forum, Hawke's Bay MultiCultural Association.

Media releases	Use of NCC media distribution list. Use local stories to gain targeted media interest.
Website	Develop web page, maintain and update. All suggestions, feedback and community input acknowledged and responded to.
Newsletters	Provide content for other newsletters, including: Age Concern Napier, Grey Power Napier, Office for Seniors, Tihei Kahungunu, Council Housing newsletter
Social media	Use of NCC and PASAG member Facebook pages.
Print media	Consider unique logo/name for use on website, publications, posters, etc.
Advertising / articles	Focus on specific achievements and milestones including an annual summary of progress.

7.0 Action Plan 2022

Date/Timing	Action	Responsibility
Meetings/Presentations		
Bimonthly	PASAG	Co-Chairs, NCC staff
Annual and as requested	Progress report to Council	Co-Chairs, Cllr Greg Mawson, NCC staff
As required	Sub-groups / project groups	PASAG members
As required	National Age Friendly Network	NCC staff
Publications		
Annual	? Newsletter	PASAG / NCC staff
Ongoing	Information / updates for other newsletters (eg, Grey Power, Age Concern, Office for Seniors, Tihei Kahungunu, Council Housing newsletter)	PASAG members liaising with NCC staff and Co-Chairs
April 2022	Induction / information sheet for new PASAG members	NCC staff
Media		
Ongoing	Media releases	Co-Chairs, NCC staff
As required	Articles	All
Annual	Summary in local free newspaper	PASAG / NCC staff

Date/Timing	Action	Responsibility
	Other avenues – existing, new	
Events		
1 Oct	International Day of Older Persons	PASAG
3 Dec	International Day of People with Disabilities	Napier Disability Advisory Group
	Add other events, including any identified in action plan	
Website		
Feb/Mar 2022	PASAG page on NCC website	NCC staff / PASAG
Ongoing	Updates about projects, activities	NCC staff, Co-Chairs
Ongoing	Upload relevant documents including final implementation plan	NCC staff
Other		
Ongoing	Social media posts – general and events	NCC staff, PASAG
Mar/Apr 2022	Unique logo/name for Strategy	PASAG

Document Control

Document Information

Project Name:	Positive Ageing Strategy
Author:	Michele Grigg
Position, Organisation:	Senior Advisor Policy, Community Strategies Team Napier City Council

Revision History

Version	Date	Author	Description of changes
1.0	07/01/2022	Michele Grigg	Draft Plan

Distribution List

Name	Role	Group/Organisation
Peter Grant	Co-Chair	PASAG ¹
Piri Prentice	Co-Chair	PASAG
Michele Grigg	Senior Advisor Policy	PASAG/NCC
Tiffany Mackenzie	Community Advisor	PASAG/NCC
Ann Clarke	Community representative	PASAG
Carol Brunton	Community representative	PASAG
Morag Hill	Manager	PASAG/Age Concern Napier
Mary Wills	General Manager Social Services	PASAG/Enliven HB
Richard Nathan	Older People Service Manager	PASAG/Enliven HB
Bruce Carnegie	President Grey Power Napier	PASAG/Grey Power Napier/HB Positive Ageing Trust
Jacquie Hurst	Committee Member	PASAG/Grey Power Napier
Suzanne Parkinson	Portfolio Manager, Planning, Funding and Performance Directorate	PASAG/HBDHB
Katie Nimon	Transport Manager	PASAG/HBRC
Kate Karaka	Advisor Wellbeing Support	PASAG/Kāinga Ora
Calvin Robinson	Community Liaison Advisor	PASAG/MSD
Rhoda Rongotoa		PASAG/MWWL
Lorraine Gray		PASAG/MWWL
Tom Hammond		PASAG/Napier RSA
Emma Morgan	Team Leader Community Strategies	PASAG/NCC
Hilary Prentice	Māori Partnership Manager, Te Waka Rangapū - Māori Directorate	PASAG/NCC

¹ Napier Positive Ageing Strategy Advisory Group

Name	Role	Group/Organisation
Councillor Greg Mawson	Elected member	PASAG/NCC
Greg Pritchard	Manager, Bryant House	PASAG/Retirement Villages Association
Rebecca Peterson	Chairperson	PASAG/Safer Napier Strategic Group
Eana Young	Active Recreation Team Leader	PASAG/Sport HB
Ruth Wheatley	Registered Nurse	PASAG/Te Kupenga Hauora – Ahuriri
Angela Garnham	Executive Assistant	PASAG/Te Taiwhenua o Whanganui ā Orotu
Marewa Reti		PASAG/Te Taiwhenua o Whanganui ā Orotu
Natasha Mackie	Manager, Community Strategies Team	NCC
Monique Jeffares	Communications and Marketing Team	NCC