



14. NOTICES OF MOTION

14.1 Notice of Motion – Councillor Peter Martin – EveryAGE Counts

I, Councillor Peter Martin, give notice that I intend to move the Motion outlined below at the Ordinary Meeting of Council on 15 September 2021:

That Council:-

- 1.1 States its deep concern about the profound impact of ageism on our communities. We recognise that ageism can negatively impact the job prospects, confidence, health, quality of life and control over life decisions of our constituents. Ageism can limit people from participating in our communities as full citizens. Ageism also has proven negative impacts on the physical health, mental health and longevity of our constituents.
- 1.2 Support the EveryAGE Counts campaign to end ageism and join with others in our communities to create a society where every person is valued, connected, and respected, regardless of age.
- 1.3 Take the pledge to stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged. We commit to speak out and take action to ensure older people can participate on equal terms with others in all aspects of life.
- 1.4 Authorise the Mayor to sign the pledge to raise awareness of the impacts of ageism, by 1 October 2021 to align with EveryAGE Counts awareness day and the commencement of the Port Phillip Senior's Festival.
- 1.5 Inform relevant Federal and State parliamentarians of our support for the EveryAGE Counts campaign and that we have taken the pledge to end ageism.

Supporting Information

Background:

- On 5 July 2021 EveryAge Count (EAC) sent an email to Mayor Cr Crawford titled 'Local Government leading the way to end ageism in Australia'. The email was inviting Council to demonstrate its commitment to being part of the movement to end ageism. The first step in this would be for Council to pass a motion in support of the EAC campaign to end ageism.
- At the 2 August Older Persons Advisory Committee (OPAC) meeting, Cr Martin sought advice from the members as to whether they would like Council to be part of the campaign, and whether the EAC campaign should be taken to Council for consideration. The Committee unanimously agreed for Cr Martin to progress these actions.
- As part OPAC Action Plan, January to December 2021, Ageism is a key focus area. The Committee's strategic Action includes:
 - Raise awareness of ageism and advocate against the discrimination of older people, including in the context of the COVID-19 pandemic.
- Seven councils across Victoria have already expressed their support and have become a member of EveryAGE Counts, as follows:

MEETING OF THE PORT PHILLIP CITY COUNCIL

15 SEPTEMBER 2021



- City of Knox
- City of Boroondara
- City of Monash
- City of Manningham
- City of Maroondah
- City of Whitehorse
- Yarra Ranges Shire Council

Possible actions to support the EveryAge Counts campaign

In Council supporting the EveryAge Counts campaign to end ageism, the OPAC have requested that Council progress the following actions:

- Invite the Mayor Cr Louise Crawford to sign the EveryAge Counts Pledge by 1 October 2021 as part of the Campaign's Ageism Awareness Day. This is also the first day of the City of Port Phillip's Seniors Festival and can be included in the Launch (refer Attachment 1 - EveryAge Counts Pledge).
- Council sign up to be a member of EveryAge Counts (refer Attachment 2 – EAC Membership Agreement).
- Display EveryAge Counts posters at Council buildings, including ASSIT, Libraries and appropriate Community Facilities.
- Conduct ageism awareness information sessions for Councillors, Council staff and Council's Advisory Committees. A tool has been developed by Maroondah City Council to assist this presentation.
- Provide older residents access EveryAge Counts tools that support them to raise awareness and address ageism.
- Develop an Ageism Awareness page on Council's webpage and include an update in Divercity, social media and other relevant Council communications. Similar actions have been delivered by Councils who are currently EAC members.

Budget Implications

There are no budget implications to deliver actions outlined under Future Actions, excepting staff time. All actions can be implemented by existing staff resources within Council's Community Building program.

ATTACHMENTS

- 1 EveryAge Counts Pledge**
- 2 EveryAge Counts Membership Form**