



HAVE
YOUR
SAY!

Hurunui Age Friendly Survey

Hurunui District Council
Case Story #19

Background

The Age-Friendly initiative, previously managed by the Together Hurunui Facilitator, known as Older Persons, shifted to the Council's Community Partnerships Team in mid-2020. By 2023, the team was fully equipped to handle this responsibility efficiently.

September 2023 the Community Development Facilitator took a report to the Strategy & Community Committee to recommend that the council undertakes a fresh age friendly survey due to Covid, lockdowns and current issues being faced by this age group.

After bringing a small group of locals together to develop it, in August 2024 the approved Hurunui Age Friendly Survey was available. Hurunui residents aged 60 years and older were invited to complete the survey online or via the paper copy version.



Survey Branding

Challenges

- How do we reach people in this demographic?
- How do we connect to our more vulnerable residents?
- How do we make this an enticing opportunity for people to have their say?
- After reviewing the results part way through and noting that the results indicated that 'life is good' but knowing that isn't quite true for everyone.

Solutions

- Soft launch the survey with social media posts - directing people to the survey location.
- Paper copies were available at key libraries/service centres around the district.
- Utilised community group contacts - asked them to share with their members.
- Promote at key locations e.g. local retirement village.
- A timeslot on CompassFM radio.
- Shared with council property team to forward to our social housing tenants.
- Extending the survey a month to enable specific connection with our vulnerable residents.

Outcomes

- 1 Extending the survey doubled the rate of returns. The final number received were 213.
- 2 It was almost a 50/50 split between paper returns and online replies. There were 120 paper copies returned which equals 56% of the overall number.
- 3 A display at the Amberley library that included more than just a box to return your survey. Books on display were reflective to the age friendly space.
- 4 Working with council's service centres/libraries to be a point of contact for the survey. It gave people an easy option for returning the survey.



Amberley Library Display

The Future...



- The results will be shared with the Strategy & Community Committee at their November 2024 meeting. It will include recommendations for the next steps.
- Follow-up timeslot with Compass FM Radio to let listeners know some key points from the survey.
- The Community Development Facilitator has been asked to present to the Age friendly Aotearoa Network when the results are publicly available.
- Development the Hurunui Age Friendly Plan and associated Action Plan/s.
- Likely to repeat the survey in two years time.

Our Memberships:



Image from our Facebook video



Our over 60's residents now account for 31.2% of the Hurunui population (Census 2023 data) and it was key for us to hear from them so we had no hesitation in extending the survey deadline. It was humbling to receive 213 replies shedding light on what life is currently like. We've got fantastic data now to help shape an action plan that will feed into a overarching Hurunui Age Friendly Plan.

Vanessa Nelmes - Community Development Facilitator