



MEDIA RELEASE

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WHOLE OF GOVERNMENT ACTION NEEDED TO MEET THE NEEDS OF OLDER PEOPLE

“Forty three per cent of the voting population in NSW is aged over 50,” observes Ian Day, CEO of Council on the Ageing NSW (COTA NSW). “Our issues aren’t marginal, they’re mainstream. These days it’s only possible to describe something as ‘good policy’ if it addresses the needs and concerns of people over 50, so I welcome the fact that the State Government is taking a whole-of-government focus in its Ageing Strategy.”

Announced today, the NSW Government’s Ageing Strategy will be implemented over the next three years. “The real test of the Strategy will be in its implementation,” says Mr Day.

“By their nature, whole-of-government strategies rely on government departments working successfully with each other. Individual Ministers and MPs will play a critical role in ensuring that the Strategy delivers.”

“In nearly a quarter of electorates in NSW, more than half of the constituents are over 50 years of age and they will want to see that their local member is behind the Strategy.”

Mr Day said that a number of valuable measures were announced in the Strategy. “Measures to strengthen older peoples’ participation in the workforce are particularly important and the proposal to develop the NSW public service as employer of choice for mature-aged workers is laudable. New funding opportunities to bolster seniors’ IT skills are sound and measures to increase older peoples’ participation in sport and recreation – and so improve their health – are positive. Additional funding to assist local government to deliver age-relevant policies and services are welcome, as is the investment of \$12 million in the NSW Community Transport Program.”

“COTA NSW knows people over 50. We do a lot to engage older people and we know what their key issues are. Given this, we know that they are extremely keen to see that the Government keeps them top-of-mind whenever a policy or program is announced in any portfolio. We are very pleased to have a role on the Implementation Committee that will be overseeing the Ageing Strategy’s roll-out. After all, we know how much interest older people have in seeing their rights to live full, productive lives protected and promoted.”

END - FURTHER INFORMATION ON AGE RATES IN NSW ELECTORATES OVERLEAF

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More than the NSW Average of people over 50 years of age	Of all of voting age
	% 50+
Bega	62.3%
Myall Lakes	61.1%
Port Macquarie	60.0%
Oxley	58.5%
South Coast	58.1%
Clarence	56.7%
Tweed	56.3%
Murray-Darling	55.0%
Burrinjuck	54.2%
Swansea	54.0%
Goulburn	53.6%
Ballina	53.5%
Port Stephens	53.3%
Lake Macquarie	52.9%
Coffs Harbour	52.9%
Terrigal	52.4%
Lismore	51.5%
Blue Mountains	51.2%
Kiama	51.1%
Davidson	50.9%
Northern Tablelands	50.9%
Gosford	50.5%
Pittwater	50.3%
Tamworth	49.5%

Barwon	48.8%
Albury	48.7%
The Entrance	48.4%
Murrumbidgee	48.3%
Dubbo	47.9%
Charlestown	47.3%
Bathurst	47.2%
Wyong	47.0%
Orange	46.8%
Ku-ring-gai	46.8%
Keira	46.4%
Shellharbour	45.9%
Upper Hunter	45.8%
Miranda	45.6%
Cronulla	45.5%
Castle Hill	45.4%
Cessnock	44.6%
Epping	44.6%
East Hills	44.4%
Lane Cove	44.1%
Baulkham Hills	43.3%
Average NSW	43.2%