



Seniors Local Democracy Group

17th August 2023

Ashfield

Minutes

Meeting commenced at 6pm and concluded 8pm

1. Present

Community members	Staff	Councillors
Rachael Wass	Karena Alexander	
Susan Fitzgerald	Mary Ciantar	
Glenda Gartrell		
Roseanne Hunt		
Gretchen Gamble		
Michael Carney		

2. Chairperson: Rachael

3. Acknowledgment of Country

4. Apologies:

Craig McMahn

Jeff Furolo

Jill Ellen



Yash Sodhi

Shraddha Banthia

5. Disclosures of Interest: N/A

None

6. Quorum:

7. Endorse previous meeting minutes:

Roseanne Hunt

Glenda Gartrell

8. Report on previous meeting actions (if required):

Discussion items

Agenda Item	Discussion summary	Proposed action (if required)	Action owner*	Date for action to be finalised
	<p>Presentation to LDG Group by the IWC Communication team Margaret Merten and Brett Clancy</p> <p>Power point presentation provided overview about diversity of communication channels Council uses to communicate with residents.</p> <p>Discussion was had. Notes on Q&A below:</p> <ul style="list-style-type: none"> - ENews : to receive people need to subscribe via portal on website - To reach community members, the team use multiple channels: Social Media, mail outs, enews, flyers, YouTube, LinkedIn, 	<p>No actions</p>		

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	<p>stories in Newsletter, Local community radio E.g Radio Skid Row</p> <ul style="list-style-type: none"> - It's important to create fit for purpose campaigns to maximise all platforms - Facebook an effective platform and popular with Seniors - Local radio and print media important way to connect with local community - Q: Are there audio options for reading out the Newspaper? Yes. This option is popular with drivers, older people, people who don't read. <p>Communication and Marketing Strategy:</p> <ul style="list-style-type: none"> - The audience determines the platform and the channels used to communicate. - Need to meet the needs of different community members - Need to consider use of imagery when marketing and who it appeals to - we all need to see ourselves reflected to provide a sense of belonging, inclusion. Real and relatable images are important <p>Website:</p> <ul style="list-style-type: none"> - LDG members discussed the website and challenges navigating the site. 			

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	<p>Challenges include : headings obscure, search engine not very helpful, and layout not compatible on some phones.</p> <p>Council staff are working on updating the outdated information to improve search and navigation.</p>			
	<p>Communications Feedback Activity</p> <p>LDG Members were asked to road test website and provide recommendations on how to improve communication with Seniors:</p> <ul style="list-style-type: none"> - Improve website layout and design. - Accessibility features to be expanded - Use print media for older people - Include communication with younger people caring for parents. - Increase inclusion for people who are linguistically diverse - Important to have contact names and numbers on website and flyers. Not everyone is able to use internet - Recommended looking at other websites that are user friendly - Larger print button is not obvious - List of activities and events are exceptional - Layout of the pages to be effective 	<p>Collate feedback from discussion and provide to the working group</p> <p>It is recommended that a communication strategy incorporates inclusion and diversity of community, to improve communication with older people</p>	<p>Karena / Mary</p>	

Agenda Item	Discussion summary	Proposed action (if required)	Action owner*	Date for action to be finalised
	<ul style="list-style-type: none"> - Include residential care places in communication - Multicultural focus / tile needs to be prominent, promote diversity and information and activities. 			
	Next meeting : agenda item :isolation and loneliness (connection and compassion).			
	Next meeting date: 19 th October , 2023			

*Person who is responsible for the action