



An Age-Friendly WA

Seniors Strategy 2023–2033
Reporting 30 June 2025

Second Year Progress Report
(2024–25 Financial Year)

On 19 April 2023 'An Age-Friendly WA: State Seniors Strategy 2023–2033' and 'Action Plan 2023–2027' were launched.



A Message from the Minister

I am delighted to present the Second Year Progress Report for An Age-friendly WA: State Seniors Strategy 2023–2033, Action Plan (2023–2027).

An Age-Friendly WA: State Seniors Strategy 2023–2033, is a 10-year strategy implemented by the Cook Government to support and empower older people in WA to thrive in safe, supportive and inclusive communities.

The report demonstrates the Cook Government's commitment to:

- ensuring Western Australian seniors are safe at home and in the community
- have access to the information they need to make decisions about their lives, and
- are connected in their communities.

I would like to acknowledge the contributions of government agencies and thank them for their ongoing work delivering on the Seniors Strategy Action Plan, supporting older people across Western Australia.

As we release this 2024–25 progress report, it is important to note the March 2025 addition of Aged Care to the Seniors portfolio. The Cook Government has introduced a dedicated ministry to support older Western Australians by driving more aged care places and expanding WA's hospital capacity.

Hon Simone McGurk MLA

Minister for Aged Care and Seniors



The Action Plan outlines a whole-of-government approach to guide how we will support and empower all older people across WA over the next 10 years.

Initiatives which reflect features of age-friendly communities are set under four pillars:

Pillar **1** **Thriving physically, mentally, and spiritually**

Pillar **2** **Safe and friendly communities**

Pillar **3** **Staying connected and engaged**

Pillar **4** **Having views that are heard**

The Action Plan 2023–2027 outlines the actions for State Government to enhance support for older Western Australians, and features the work of 10 State Government agencies.

1. Department of Communities, including Strategy and Partnerships (Seniors), the WA Seniors Card Centre and Housing and Homelessness
2. Department of Mines, Industry Regulation and Safety
3. Department of Health, including Intergovernmental Relations and Community Programs
4. Department of Local Government, Sport and Cultural Industries including Local Government Authorities and State Library of WA
5. Mental Health Commission
6. Department of Training and Workforce Development
7. Department of Biodiversity, Conservation and Attractions
8. Department of Transport including Public Transport Authority
9. Department of Primary Industries and Regional Development
10. Legal Aid Commission of WA (Legal Aid), including the Elder Rights WA (ERWA) legal service

Note: On 1 July 2025, machinery of government changes impacted a number of agencies. This 2024–25 Progress Report reflects the names of agencies as they were prior to 1 July 2025. Subsequent progress reports will reflect the new agency names and responsibilities.

Overview of pillars and outcomes

On 19 April 2023 'An Age-Friendly WA: State Seniors Strategy 2023–2033' and Action Plan 2023–2027 were launched.

The Action Plan outlines a whole-of-government approach to guide how we will support and empower all older Western Australians over the first five years of the Strategy to 2027.

Initiatives which reflect features of age-friendly communities are set under four pillars:

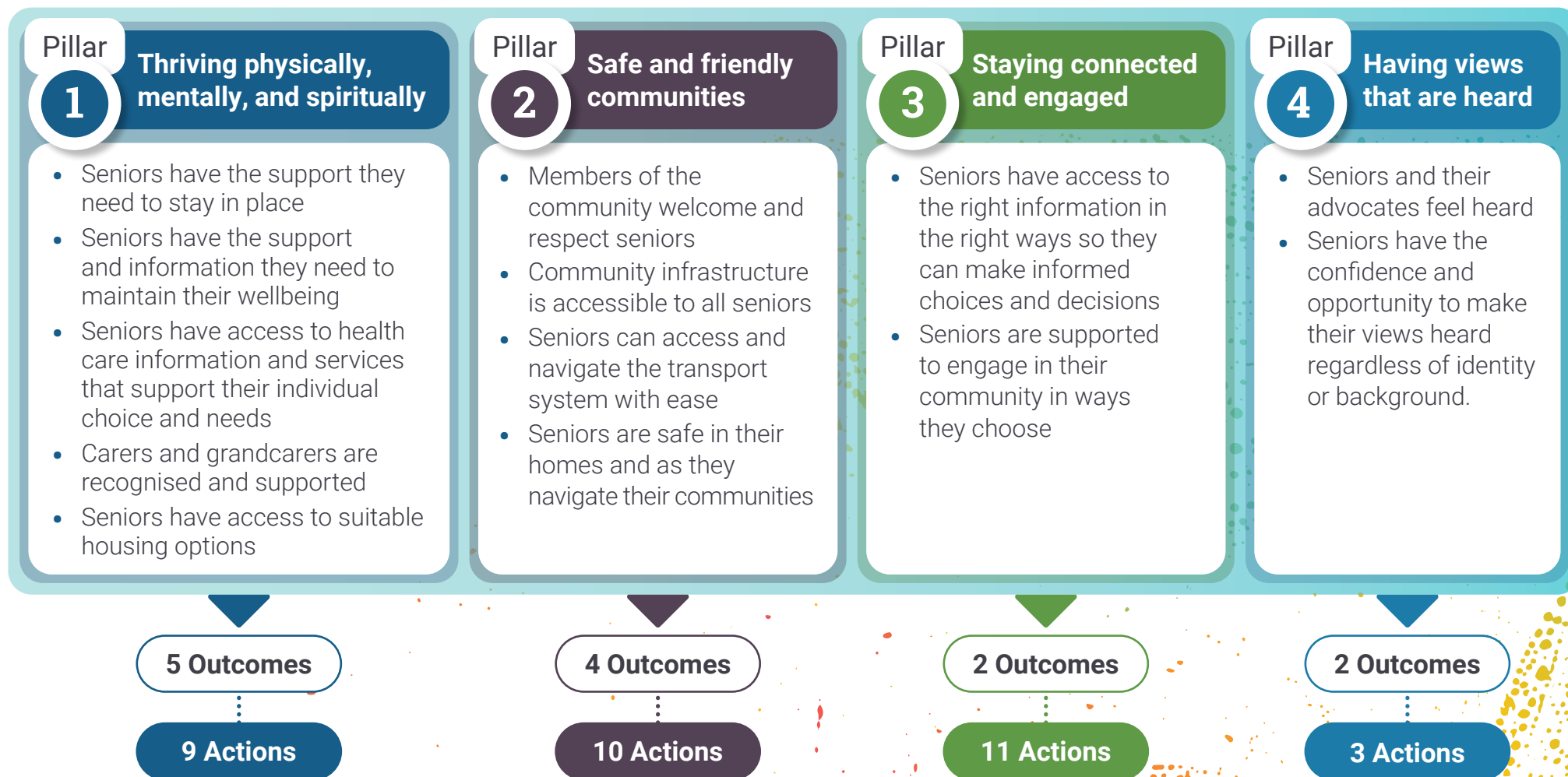


Diagram 1: Breakdown of Outcome areas and Actions

Overview of second year progress report (the Report)

The Report provides an update on activities undertaken as part of Action Plan between 1 July 2024 and 30 June 2025.

An overview of the status of actions is provided in Diagram 2 and Table 1. Action statuses fall within four categories:

- **Completed:** Initiatives that have reached its specified end date.
- **Completed and ongoing:** Indicates initiatives that are completed and are continuing. This includes business as usual activities that do not have a specified end date.
- **On track:** Initiatives that are scheduled to commence in the next financial year.

Most actions represent the ongoing work of lead agencies that was completed in 2024–25 and will continue. To reflect the nature of these initiatives, they have been marked as completed and ongoing.



Pillar 1	Pillar 2	Pillar 3	Pillar 4	Total
✓ 1 Completed ✓ 3 Completed and ongoing ⚙ 5 On track Total 9	✓ 0 Completed ✓ 8 Completed and ongoing ⚙ 2 On track Total 10	✓ 3 Completed ✓ 5 Completed and ongoing ⚙ 3 On track Total 11	✓ 0 Completed ✓ 3 Completed and ongoing ⚙ 0 On track Total 3	✓ 4 Completed ✓ 19 Completed and ongoing ⚙ 10 On track Total 33

Table 1: Status of all Action Plan Actions by Pillar

Pillar 1:

Thriving physically, mentally, and spiritually

Outcome 1.1: Seniors have access to suitable housing options

Lead Agency	Action	Update
Department of Communities (Communities)	1.1.1: Identify current and future housing needs of seniors at home to inform updates to policy and commissioning practices.	Provided below is a summary of activities to support WA seniors housing needs. Public housing provision* At the end of June 2025: • A total of 10,301 dwellings were rented to seniors, 35 more than the same period last year. • A total 4,456 seniors’ households were on the wait list for public housing, an increase of 14.7 percent since 30 June 2024. Of these: ▶ single seniors made up 90 percent of the seniors households on the waiting list ▶ priority applicants made up 25.8 percent of those waiting. • There were 710 new occupations by seniors and 68% of these were priority wait list. Housing initiatives • Between 1 July 2021 and 1 July 2025: ▶ 1,439 public housing dwellings were built to the National Liveable Design Standards. Specialist Homelessness Services • In 2023-24, Specialist Homelessness Services (SHS) assisted 2,779 clients aged 55 years or over in WA. This is 11.11% of the 25,000 clients assisted by SHS in WA. • According to monthly SHS data, in June 2025, 293 people aged 65 or older were assisted. Of these, 172 (58.7%) were female and 121 (41.3%) were male. Commonwealth Home Support Program (CHSP)[†] • At end of June 2023–24, a total 61,436 older Western Australians were receiving CHSP support.



* On 1 July 2025, the provision of public housing became the responsibility of the newly formed Department of Housing and Works.

† Communities consults with the Department of Health in relation to health services and in-home supports for older people. The associated data acquired for this report was provided by the Commonwealth.

Lead Agency	Action	Update
		Commonwealth Home Care Packages (HCP)[‡] At the end of March 2025: • 22,226 older Western Australians were receiving HCP an increase of 1,370 on the same period in 2024. Of these, 39% were receiving Level 4 packages (highest level care). • 7,277 older Western Australians were waiting to access an HCP either for the first time or at their approved level an increase of 1,860 on the same period in 2024. • The average time between being assessed by the Aged Care Assessment Team (ACAT) and service commencement for all priority levels was 7 months.
Department of Mines, Industry Regulation and Safety (DMIRS)	1.1.2: Provide information and advice on housing options for seniors in WA	Contact Centre During 2024–25, the Contact Centre received 116 enquiries regarding housing issues impacting older people. Consumer Protection WA's seniors housing website received 1,980 visitors.  Completed and ongoing

[‡] Communities consults with the Department of Health in relation to health services and in-home supports for older people. The associated data acquired for this report was provided by the Commonwealth.

Outcome 1.2: Seniors have the support they need to stay in place

Lead Agency	Action	Update	
Department of Health (Health)	1.2.1: Continue to scope and implement models of care to support independence at home and other appropriate settings, in line with Sustainable Health Review recommendations	Medium term action commencing in July 2025, to be reported in the next period.	 On track

Outcome 1.3: Seniors have the support and information they need to maintain their wellbeing

Lead Agency	Action	Update	
Department of Health	1.3.1: Provide information and programs on falls prevention for older people in WA	Medium term action commencing in second half of 2025, to be reported in the next period.	 On track
Department of Health	1.3.2: Ensure health literacy is a core component of WA health system policies, programs and services intended to support the health and wellbeing of WA seniors	Medium term action commencing in second half of 2025, to be reported in the next period.	 On track

Lead Agency	Action	Update
Department of Local Government, Sport & Cultural Industries (DLGSC)	1.3.3: Physical activity programs for seniors	Programs in progress Seniors Recreation Council of WA Inc. The Department of Creative Industries, Tourism and Sport (CITS) (formerly DLGSC) continues to support the Seniors Recreation Council of WA Inc. in delivering a diverse range of programs for the senior community across Western Australia. In 2024–25, CITS provided \$189,000 in funding to the Seniors Recreation Council to develop and deliver recreational activities that promote health, wellbeing, and active lifestyles among older adults. These programs engaged approximately 39,000 participants through a regional network of 11 branches. Grant programs CITS allocated \$408,137 to support 19 senior-focused projects through the Active Regional Communities Grants, the Inclusive Participation program and the Hiking Participation grants including: • Dancing for people with disability and seniors • Clay target shooting • Road cycling • A regional fun run for women • A Sports Fusion Festival featuring a variety of sports tailored to all ages and skill levels. • Mandurah Bowling Club – Everest of Bowls 2025 • City of Mandurah, Women on Wheels Program • Shire of Nannup, Women on Wheels Program • Denmark Table Tennis Club, Entry Level Coaching Clinic for Albany and Denmark Clubs • Albany Clay Target Club, All Inclusive Come and Try Day incorporating Coaching Courses delivered by State Sporting Associations (SSA) representatives • Trailblazers: Advancing Adaptive Hiking • Perth Hills Trails Festival • Spring Steps 2024 • Reflecting and Respecting our Community (Bowls WA) • Rowing Radiance • Hockey for All • Perth Hills Travelling Trails Festival • Month of Hiking • Wadjemup Bidi Trail Discovery Program.

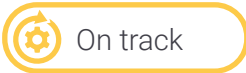


Lead Agency	Action	Update
		Wheatbelt - Engage Seniors Program - The CITS Wheatbelt office in partnership with the Shire of Moora, delivered an 8-week program designed to improve functional movement skills among seniors living in Wheatbelt Residential Aged Care or assisted living environments or for any seniors in the 'low activity' category. The program was facilitated by a qualified Physiotherapist and utilised games to increase mobility, strength, and confidence, enabling seniors to engage in active recreation and social participation. Peel Regional Support - The Peel Branch of Seniors Recreation Council of WA have access to the CITS Peel office meeting room for monthly meetings. Indian Ocean Territory - CITS Great Southern Office coordinates services to Indian Ocean Territory (IOT) and in the past 12 months, there have been 8 visits with coaches involved through the State Sporting Associations engaging with the senior's groups on Cocos (Keeling) Island and Christmas Island. Sessions delivered adaptable models of their sport e.g. seated volleyball, walking soccer and rugby's seated spiral passing.

Outcome 1.4: Seniors have access to health care information and services that support their individual choice and needs

Lead Agency	Action	Update	
Mental Health Commission (MHC)	1.4.1: Investigate a State-Wide Model of Service for Older Adult Mental Health	Medium term action commencing in second half of 2025, to be reported in the next period.	 On track
Department of Communities	1.4.2: Explore how to measure and respond to happiness and wellbeing among seniors in WA	A desktop review has been completed; no further action is being undertaken.	 Completed

Outcome 1.5: Carers and grandcarers are recognised and supported		
Lead Agency	Action	Update
Department of Communities & Department of Training & Workforce Development (DTWD)	1.5.1: Investigate training support services pilot program for regional in-home care	Medium term action commencing in second half of 2025, to be reported in the next period.



Action 1.3.3 Physical activity programs for seniors

Case Study: Engage Seniors Program Boosts Activity and Community Connections

In April 2025, the Shire of Moora, supported by the Department of Creative Industries, Tourism and Sport (CITS) launched the EngAge Seniors Program. This eight-week initiative targeted seniors in Wheatbelt Residential Aged Care, assisted living environments, and those with low activity levels, aiming to enhance functional movement skills and improve overall wellbeing. Led by a qualified physiotherapist, the program used engaging, game-based activities to boost mobility, strength, and confidence while encouraging active recreation and social connection.

Drawing on the Aged Care Games framework, the sessions incorporated falls prevention strategies from the Stay on Your Feet program and included activities such as Bean Bag Toss to improve hand-eye coordination, modified Ten-Pin Bowling to enhance balance, Pool Noodle Hockey to foster teamwork, and gentle stretching and breathing exercises to promote flexibility and relaxation.

Despite early challenges and initial perceptions of the program as a standard physiotherapy session, participation grew from two to 27 individuals during the pilot phase. Over 30 seniors now attend weekly sessions, facilitated by community champions with visits from the physiotherapist.

Participants have reported significant benefits, including greater ease with daily tasks, increased confidence, and joy from the social bonds formed through team-based games. A regular attendee shared “I really enjoy coming to the Senior Games on Thursdays. It’s a lot of fun, and it gets me moving. I always leave feeling happier and healthier.”

Success of the program will see it expand to other local government areas in the Wheatbelt, its model of blending physical activity with social inclusion will continue to enrich the lives of seniors across regional communities.

Image: Participants playing quoits



Pillar 2:

Safe and friendly communities

Outcome 2.1: Members of the community welcome and respect seniors

Lead Agency	Action	Update	
Department of Communities	2.1.1: Support a grants program supporting local governments to become members of the WHO Global Network of Age-friendly Cities and Communities	Age-friendly Community Grants - For the first time, a second funding stream was available through the Age-friendly Communities Connectivity Grants Program to help local governments to progress work to join the World Health Organisation’s (WHO’s) Global Network for Age-friendly Cities and Communities. - In 2024, \$220,000 was distributed to 16 organisations (refer to 2.1.4). This included funding for two local governments to progressing work to join the Global Network – the Cities of Vincent and Mandurah. - In 2024, the City of Albany became the first regional local government in Western Australia to join the WHO Global Network of Age-friendly Cities and Communities. This brings the total number of Western Australian local government members of the WHO Global Network to six.	 Completed and ongoing
Department of Communities	2.1.2: Develop a WA charter of rights for the older person	Charter of rights Charter of rights will be developed through aligning Western Australia with the forthcoming legally binding instrument on the human rights of older persons being developed by the United Nations Human Rights Council.	 On track

Lead Agency	Action	Update	
Department of Communities	2.1.3: Deliver a public campaign to address ageism in WA	Addressing ageism campaign The State Government committed \$400,000 over 2023–2024 to 2024–2025 for the Ageism Campaign which has four components: • Life in Pictures Short Film Competition – delivered in partnership with Revelation Perth International Film Festival, the competition aimed to promote positive ageing. Fifteen shortlisted films across three categories (17 years and under; 18–59 years; 60 years and over) were screened and winners announced on 14 July 2024 as part of the Revelation Film Festival. • ‘Challenge Your Bias’ statewide media campaign – the campaign ran from 8 October 2024 through to the end of January 2025. It aimed to raise awareness about ageism, including self-directed ageism, promote age-positive language and messages, reduce ageist language and attitudes. The campaign ran across television, radio, print and social media. • Embracing age diversity: A guide to inclusive language and images – The guide was released during the Challenge Your Bias campaign to raise awareness about ageism and how strength-based language and behaviours can reduce the occurrence of ageism was based on similar guidelines from Australia and internationally https://www.wa.gov.au/organisation/departments-of-communities/challenge-your-bias-reducing-ageism-western-australia • The final component, a grants program that aims to reduce ageism towards older Aboriginal people, will be delivered in 2025–26.	 Completed and ongoing
Department of Communities	2.1.4: Champion the Age-friendly Communities Grants Program	Age-friendly community grants • Grants of up to \$15,000 were made available through the Age-friendly Communities Connectivity Grants Program to local governments and not-for profit organisations to undertake initiatives that build older peoples’ connection to community. • As referenced in 2.1.1 a second funding stream was available to help local governments progress work to join the World Health Organisation’s Global Network for Age-friendly Cities and Communities (WHO GNAFCC). • In 2024, \$220,000 was distributed to 16 organisations. • Grants were distributed across the Great Southern, Peel, Goldfields, Kimberley, South West, Mid-West, Wheatbelt and Metropolitan regions.	 Completed and ongoing

Outcome 2.2: Community infrastructure is accessible to all seniors

Lead Agency	Action	Update
Department of Biodiversity, Conservation & Attractions (DBCA)	2.2.1: Improve accessibility of parks in WA for seniors	Improving accessibility of parks in Western Australia The Parks and Wildlife Service within the Department of Biodiversity, Conservation and Attractions (DBCA) design all new recreation sites and renovate existing places to provide access for people with disability wherever possible. It plans and manages for a range of experiences and access levels from highly developed and accessible, to remote areas with minimal visitor facilities and access modifications. DBCA designers and land managers weigh up the level of accessibility against protection of the area and provide as much accessibility as possible without compromising the experience of the place or its natural or cultural values. DBCA undertook planning and design through to construction of many projects in 2024–25 under various initiatives, including Election Commitments and WA Recovery Plan projects. During 2024–25 planning for accessible visitor infrastructure progressed on: • a Visitor plan, including new visitor infrastructure, at Serpentine Falls in Serpentine National Park. • Wagyl's Noorook Thrombolites recreation site and boardwalk redesign • finalisation of designs for John Forrest Park Hub building and landscape, including accessible landscape spaces, buildings and toilets • an upgrade to Moses Rock in Leeuwin Naturaliste National Park with improved car park and accessible gathering area with views over Ngari Capes Marine Park • accessible trailheads at Cape Naturaliste and Cape Leeuwin for the Cape to Cape Track, providing information for visitors and encouraging the use of the all access section of the Cape to Cape Track from Cape Naturaliste lighthouse to Sugarloaf Rock • an accessible lookout at Minyirr (Gantheaume) Point in Broome • a replacement of the Hamelin Pool boardwalk in Shark Bay, damaged by cyclone Seroja. Construction work commenced or continued in 2024–25 on the following projects: • Luisini Boardwalk in Yellagonga Regional Park • The Gap in Torndirrup National Park, including improved parking, gathering spaces and an accessible toilet • a 300m long accessible bridge in John Forrest National Park linking the newly constructed car park to the proposed Park Hub has commenced • new paths, interpretation and shelters on Penguin Island providing access through the existing recreation site. Assisted access on and off the ferry is required to gain access to Penguin Island.

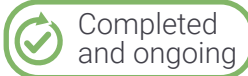


Lead Agency	Action	Update
		The following projects were completed in 2024–25: • Mangrove Cove boardwalk in Kalbar National Park, a 200m accessible board walk through the mangroves and linking to the accessible playground, Koombana Bay Lookout and car park • Rabbit Hill lookout and car park in Leeuwin Naturaliste National Park • Yalbunullup mountain bike park visitor infrastructure, including end of ride visitor facilities like accessible toilets and shelter • visitor infrastructure at Weano Gorge and Knox Gorge in Karijini National Park, including accessible toilets, accessible paths and a new lookout • visitor infrastructure at Misery Beach with staircase access to the beach via a link path from the car park, an accessible pathway to lookout with 360 degree views of the park at Stony Hill and a new accessible toilet at Bald Head • day use facilities, accessible toilet and trail to the Tree in the Rock in Porongurup National Park • improvements to access pathways in and around Milyering Visitor Centre in Cape Range National Park • development of an eBook for Kalbar National Park which uses photos, audiovisual content, and interactive timelines to explore the park's natural and cultural values, serving as both a visitor guide and an educational resource to inspire connection with the land and its heritage. The eBook provides a resource to view and understand the regional park for those with limited mobility or limited access to the park. Public information on accessibility within Western Australia's national parks and reserves is available on the Explore Parks WA website (For more information visit https://exploreparks.dbca.wa.gov.au/).

Outcome 2.3: Seniors can access and navigate the transport system with ease

Lead Agency	Action	Update
Public Transport Authority (PTA)	2.3.1: Ensure all future Metronet infrastructure (including all new train stations) are accessible and user-friendly for seniors	Improving public transport accessibility In 2024–25 the Public Transport Authority (PTA) continued to implement strategies to improve public transport for all customers. These include: • distributing 172,870 accessibility bulletins to subscribers of Transperth Accessible Services, providing timely updates on system changes, upgrades, and accessibility-related issues • providing access to 167 callers in 31 languages to Translating or Interpreting Services (TIS) for hearing impaired passengers who needed language assistance and those who were unable to adequately communicate in English • members of the METRONET Access and Inclusion Reference Group (AIRG) as VIP guests at METRONET opening events, celebrating their contribution to universal design of program infrastructure. Drawing on their lived experience of disability or experience in access and inclusion, this group provides advice to the PTA on universal design for new or upgraded infrastructure or public transport operations • continuing the PTA's Bus Stop Accessibility Works Program, with over 9,600 of 14,275 public bus stops on WA's network now upgraded • installing flange gap filler, which reduces the gap between the rail tracks and the pedestrian pathway at pedestrian level crossings at seven stations (Kenwick, Maddington, Gosnells, Seaforth, Kelmscott, Challis and Sherwood) as part of a rail revitalisation program on the Armadale Line, resulting in improved safety and accessibility for wheelchair passengers • completing minor Disability Discrimination Act (DDA) works at Claisebrook, Mount Lawley, Maylands, Meltham, Ashfield, and Guildford stations to improve accessibility • completing METRONET Morley – Ellenbrook Line Project Line in December 2024. Five new accessible stations were activated with free community activities. The Metronet AIRG was invited as VIP guests to the opening event • completing METRONET Thornlie-Cockburn Line completion in June 2025. Two new accessible stations activated at Nicholson Road and Ranford Road, and Thornlie and Cockburn Central stations upgraded. The Metronet AIRG was invited as VIP guests to the opening event.



Lead Agency	Action	Update
Department of Primary Industries & Regional Development (DPIRD)	2.3.2: Review policies and procedures for the Regional Pensioner Travel Card previously known as the Country Age Pension Fuel Card	Regional Pensioner Travel Card  • 60,157 Regional Pensioner Travel Cards were issued in 2024–25. This is up from 60,008 cards issued in 2023–24 and 57,676 issued in 2022–23. • A regional advertising campaign for the Travel Card was undertaken by the Department of the Premier and Cabinet in late June 2025 to encourage take up. • New card features for 2025–26 include: ▶ introduction of Personal Identification Numbers (PINs providing additional security for card holders who do not want to provide identification at the point of sale) ▶ the ability for cards to be used at unmanned fuel outlets (on the rise in regional areas triggered by staffing issues and advancement in technology).
Department of Transport (DoT)	2.3.3: Taxi Users Subsidy Scheme (TUSS) reform Program	Passenger Transport Subsidy Scheme (formerly Taxi Users Subsidy Scheme)  • On 1 March 2025, the Taxi User Subsidy Scheme (TUSS) became the Passenger Transport Subsidy Scheme (PTSS). The new, digital PTSS system replaces paper TUSS vouchers with a new participant smart card and mobile app and an application programming interface (API) for industry to capture PTSS journey details. • There is a transition period between 1 March and 30 September 2025 where both TUSS vouchers and PTSS cards can be accepted by taxi drivers, to support industry and participants to transition to the new system. • Ongoing communications with industry, participants and community organisations have been provided via email newsletter, letters, website content, social media posts, videos and Easy Read resources available in different formats to suit a range of accessibility needs.

Outcome 2.4: Seniors are safe in their homes and as they navigate their communities

Lead Agency	Action	Update	
Department of Communities and Legal Aid WA	2.4.1: Deliver the Elder Rights WA (ERWA) wrap-around service and measure impact	Elder Rights WA • Communities provides \$1 million annually (recurrent funding) to Legal Aid WA to establish and deliver 'Elder Rights WA' to support seniors and combat elder abuse. • From 1 July 2024 to 30 June 2025, ERWA delivered 2,454 services to 411 clients. • The most common client concerns were guardianship and administration matters, financial abuse, and other property claims. • A significant proportion of ERWA clients disclosed living with disability, consistent with previous years and higher than the general older population. Accessibility measures included portable hearing loops, large-print correspondence, home visits for clients with reduced mobility, and use of written or visual aids for deaf clients. • Clients from culturally and linguistically diverse backgrounds were supported through professional interpreters, including Spanish, Mandarin, Italian and Cantonese.	 Completed and ongoing
Department of Communities	2.4.2: Establish a peak advocacy group for seniors to maximise impact and reach	Seniors peak body • Advocare is WA's independent peak and active advocate for older people in Western Australia. • Representation at community events enables Advocare staff to hear firsthand the experiences of older people in locations close to where they live, providing valuable insights into local perspectives and daily realities while helping to build a picture of emerging themes and trends across the State. • In 2024–25, Advocare participated in 126 different events or activities reaching over 11,000 participants. • The Advocacy Line received 1,026 calls from people seeking information regarding a variety of topics, including: wellbeing and lifestyle, service referrals, ageing and elder abuse, carer support, health and medical rights, housing stability and support, legal and end-of-life planning.	 Completed and ongoing

Action 2.4.1 Deliver the Elder Rights WA (ERWA) wrap-around service and measure impact

Case Study: Elder Rights WA (ERWA) and Umbrella Awareness Project

The Elder Rights Awareness Project (Project) was funded by the Department of Communities. The Project was a pivotal partnership between Elders Rights WA and Umbrella Multicultural Community Care Services Inc., focused on combating elder abuse in culturally and linguistically diverse (CaLD) communities.

This initiative aimed to create safer and more inclusive environments for older people from diverse cultural backgrounds. The project began with two focus groups including CaLD community leaders, followed by 11 tailored workshops that were comprised of individuals from varied backgrounds including Japanese, Tamil, Iranian, Singaporean, Malaysian, Chinese, Burmese, Italian, Hungarian, Hazara, and Eritrean. Each workshop was designed to break down cultural barriers, raise awareness of elder rights and abuse, and highlight available support services.

Outcomes

The workshops achieved notable results, including improved understanding of elder rights and recognition of elder abuse among participants. They also sparked important conversations about family relationships, cultural sensitivities, and the need for education across generations – elements vital for tackling elder abuse in these communities. Analysis of participant feedback revealed marked improvements from pre- to post-workshop knowledge:

- Understanding of elder rights rose from 60% to 90%
- Awareness of elder abuse increased from 62.5% to 94%
- Knowledge of available services grew from 49% to 91%

These findings underscore the importance of ongoing, multicultural workshops to sustain progress and promote education around elder rights and abuse. The project further demonstrated that involving and training respected community members, along with using storytelling as a method of engagement, made the workshops more impactful.

Image: Elder Rights WA and Umbrella staff with Awareness raising workshop participants



Pillar 3:

Staying connected and engaged

Outcome 3.1: Seniors have access to the right information in the right ways so they can make informed choices and decisions

Lead Agency	Action	Update
Department of Communities (WA Seniors Card)	3.1.1: Establish a streamlined seniors information service through expansion of existing services	WA Seniors Card • The WA Seniors Card program has approximately 420,000 members (30 June 2025) and helps members save an average of \$650 in total value each year (more if they also hold a Commonwealth Seniors Health Card or Pensioner Concession Card). Members have access to a range of exclusive benefits and discounts from over 800 businesses state-wide. • In the 2024–25 financial year, singles received a Cost-of-Living Rebate payment of \$107.12 and couples received \$160.68. • Members also have access to the Safety and Security Rebate (up to \$400 per household towards the purchase of an eligible home security or safety item). • The WA Seniors Card program visited regional WA throughout 2024–25 to provide services in selected country areas. • The 2024–25 WA Seniors Card Discount Directory for seniors was released in July 2024 to support seniors to access discounts from participating businesses. Completed and ongoing
Department of Communities	3.1.2: Advocate and lead practice in supporting government and industry efforts to make digital spaces more inclusive and age friendly	Making digital spaces more inclusive • Work has commenced on making digital spaces inclusive. On track

Lead Agency	Action	Update	
Department of Communities	3.1.3: Establish a seniors information package to increase awareness and uptake of existing services and concessions	Seniors Information Resource In November 2024, the Seniors Information Resource was published and distributed across the State, helping WA seniors navigate a wide range of state-wide services and concessions. The resource was made available in hardcopy and online as a printable PDF on Communities website. Almost 60,000 copies of the hardcopy resource were distributed to 30 June 2025.	 Completed and ongoing
Department of Communities	3.1.4: Redesign Digital Literacy programs to target seniors in regional areas and improve impact	Digital Literacy Programs - Funding was provided to two Aboriginal organisations – Indigenous Professional Services and Jungarni-Jutiya Indigenous Corporation – to deliver education sessions to up to 600 Aboriginal people in the Kimberley and South West. - The program taught older Aboriginal people how to better use their own handheld devices, such as mobile phones, with a focus on how to access online government services, seek information on elder abuse, increase scam awareness, find out what is happening in their community and stay in touch with family and friends.	 Completed
Department of Local Government, Sport and Cultural Industries (DLGSC)	3.1.5: WA Multicultural Policy Framework (WAMPF) and Language Services Policy 2020	WA Multicultural Policy Framework 100% of WA public sector agencies are implementing the Western Australian Multicultural Framework (WAMPF). - The Language Services Policy 2020 guides public sector agencies' use of language services for CaLD, Indigenous, Deaf and hard of hearing communities, ensuring equitable access to information and services.	 Completed
Department of Communities	3.1.6: Support the development of decision-making information for older Aboriginal people	Decision making information Action to commence in 2026.	 On track

Outcome 3.2: Seniors are supported to engage in their community in ways they choose

Lead Agency	Action	Update	
Department of Communities	3.2.1: Highlight the valuable contributions of seniors to the community	Valuable contributions of older people - Ongoing work to promote the recognition of and appreciation for older people's contributions to the community, including at the 2024 WA Seniors Awards delivered by Council on the Ageing WA in partnership with Communities and Lotterywest. This dedicated event acknowledged and celebrated the remarkable contributions of exceptional seniors and people, businesses and local governments supporting older people across regional and metropolitan Western Australia. - Seniors were recognised under the following categories: - WA Seniors Advocate of the Year – Regional - WA Seniors Advocate of the Year – Metropolitan - WA Seniors Advocate of the Year - WA Aged-Friendly Business of the Year - WA Age-Friendly Local Government of the Year	 Completed and ongoing
Department of Communities	3.2.2: Work with Community Resource Centres and libraries to design intergenerational programs for local communities	Intergenerational programs Initial planning has commenced with action to be progressed in 2026.	 On track
Department of Communities	3.2.3: Ensure the successful delivery of the intergenerational LGBTQIA+ Program	Intergenerational LGBTQIA+ Program This action was reported in the First Year Progress Report (2023–24).	 Completed

Lead Agency	Action	Update	
Department of Local Government, Sport and Cultural Industries	3.2.4: Inclusive Policies and programs	Inclusive policies and programs ▶ In 2024–25 Umbrella Multicultural Community Care Services Inc was awarded \$100,000 towards the Building Capacity in Palliative Care and Cancer Prevention for CaLD and Rainbow Migrants Communities Project. The project reduces barriers faced by CaLD communities in accessing healthcare services, in particular, palliative care and cancer prevention and aligns with the federal Aged Care Act 2024 which emphasises the need for culturally sensitive end-of-life care. ▶ In 2024–25, through the Annual Organisation Performance Assessment, CITS identified 35 State Sporting Association's with no inclusion policy and required support to develop these. An Inclusion Policy template is currently in development and will include low participation groups (including Seniors). An interactive policy development session has been completed with delivery of a workshop to assist with policy development and implementation to occur in 2025–26.	 Completed and ongoing
State Library	3.2.5: Deliver activities and programs to improve seniors' wellbeing and participation	Older people's wellbeing and participation State Library of WA • The State Library of WA partnered with local governments to provide almost 5 million physical and online public library resources many of which are in accessible formats. • 4,894 volunteer hours were contributed by seniors to support the State Library programs, collections and services. • Overall satisfaction with the State Library's services, collections and facilities remained very high at 93%. Clients visited the State Library for various reasons, mainly for research, family history, browsing, reading or borrowing materials and for using online services such as resources. Most respondents were aged 55–64 years, followed by those aged 65–74 and 35–44 years. Almost 3% identified as being Aboriginal or Torres Strait Islander. • In 2024–25, the State Library administered 10 Technology and Digital Inclusion Grants to public libraries across WA. These grants are designed to enable local governments to respond to digital disadvantage within their communities.	 Completed and ongoing

Lead Agency	Action	Update
		WA Museum seniors’ initiatives • The WA Museum supports seniors in staying meaningfully connected and engaged in the community through shared experiences and tailored programming, including: ▶ The WA Maritime and Shipwrecks Museums ‘Objects and Memories’ tours, specifically designed for people living with dementia and their carers. Through storytelling with objects, encouraging conversations and help evoke memories. The tours are available on request. • The WA Museum Boola Bardip offers two facilitated programs for seniors: ▶ ‘Footsteps’ is a community-focused initiative that welcomes older Australians and their support workers for a relaxed, social experience at WA Museum Boola Bardip. The program is designed to offer a gentle, person-centred experience that encourages memory sharing and meaningful connection in a calm and welcoming environment. Current partners include the Chung Wah Community Care and Curtin Heritage Living. ▶ ‘Making Memories’ is a dementia-friendly initiative developed in partnership with Alzheimer’s WA. The program supports individuals living with dementia and their caregivers through inclusive and engaging experiences at the WA Museum Boola Bardip. The pilot program launched in May 2025. • The WA Museum continues to support Seniors Week through programming and initiatives. In 2024–25 this included: ▶ the WA Shipwrecks Museum continued to partner with the Fremantle Fishing Boat Harbour as part of annual Grandies Big Day Out! Celebrations. ▶ the WA Museum Boola Bardip offered Seniors Week Conversations on Collections drop-in sessions ▶ the Museum of Geraldton continues its ongoing partnership with Juniper Aged Care. The Museum loans themed handling kits. Each kit contains objects that invite tactile interaction, sparking curiosity and meaningful engagement. ▶ ‘Yarning Circles’ hosted by Aboriginal Elders, at the Gwoonwardu Mia: Gascoyne Aboriginal Heritage and Cultural Centre, ‘providing an opportunity for people to converse in a culturally safe environment. Participants shared stories, knowledge, and experiences, strengthening cultural bonds. • All paid WA Museum sites offer concession rates to seniors.

Action 3.2.5 Deliver activities and programs to improve seniors' wellbeing and participation

Case Study: Footsteps: Strengthening Community and Cultural Connection for Older Australians

The Western Australian Museum is committed to creating programs that support inclusion, connection, and accessibility for people of all ages. At WA Museum Boola Bardip, this commitment led to the creation of Footsteps, a program designed to welcome older Australians through supported and meaningful visits to the Museum's galleries.

Established as a pilot in 2023, Footsteps has expanded significantly, doubling the number of sessions delivered in 2025. At the heart of the program is an Expression of Interest (EOI) process, enabling providers to communicate the priorities and interests of their clients. This approach ensures that each visit is carefully co-designed — from gallery selection to session pacing — resulting in experiences that are inclusive, relevant, and responsive to participant needs.

Sessions are facilitated by trained volunteers, who create a welcoming environment that encourages reflection, conversation, and shared discovery.

Feedback from providers highlights the program's impact across communities. One shared, 'Our clients have been asking about their next museum outing for the last month — they are loving it, and we are so happy to see it has become a highlight for them and part of their routine'. Another reflected, 'Everyone had a fantastic time, and the seniors expressed their sincere gratitude...The Touch Box was a particular highlight and its interactive nature very engaging.'

Through its growth and collaborative design, Footsteps has become a valued bridge between WA Museum Boola Bardip and the community, demonstrating how cultural institutions can promote wellbeing, social inclusion, and positive ageing across Western Australia.

Image: Footsteps participants enjoying The Touch Box experience



Pillar 4:

Having views that are heard

Outcome 4.1: Seniors and their advocates feel heard

Lead Agency	Action	Update	
Department of Communities	4.1.1: Establish a grant fund to support relevant peak bodies and community organisations to promote and advocate for all seniors in WA	Seniors peak body Advocare was appointed as WA seniors peak commencing 1 July 2024 following a competitive tender process.	 Completed and ongoing
Department of Communities	4.1.2: Ensure that there is capacity for seniors' views to be heard	Older peoples voices are heard - Achieved through establishment of the Seniors Peak Body, Seniors Strategy Implementation Group and Planning for Life in Your Senior Years meetings. - As the Seniors Peak Body, Advocare has actively participated in a wide range of stakeholder forums, conferences, and consultations to ensure the voices of seniors are considered in decision-making processes that shape policies, initiatives, and activities affecting their lives. - The Advocacy Line received 1,717 calls and 1,026 were directed to the Seniors Peak. Callers were provided with information including ageing and elder abuse information, carer support, health and medical rights, housing stability and support, legal end of life planning, service referrals, systemic issues reporting and wellbeing and lifestyle. - Advocare delivered 61 information sessions and attended 57 community-based events, significantly expanding opportunities to connect with seniors directly. - The inaugural Seniors Peak Sector Forum, facilitated by Advocare, brought together seniors, local governments, community organisations, and academics (see case study below). - Advocare participated in the Regional Workforce Planning Summit in Karratha, which brought together health and aged care providers, government, and local leaders to discuss workforce planning in the Pilbara. - Advocare is establishing a Seniors Reference Group to provide structured and ongoing input from seniors, including those from under-represented groups such as older Aboriginal people and seniors from culturally and linguistically diverse backgrounds.	 Completed and ongoing

Outcome 4.2: Seniors have the confidence and opportunity to make their views heard regardless of identity or background		
Lead Agency	Action	Update
Department of Communities	4.2.1: Review policy design processes to ensure a consistent and meaningful approach to elevating the diverse views of seniors	Review policy design • Work has been undertaken to establish a policy design feedback process with key seniors’ stakeholders’ groups. Completed and ongoing

4.1.2: Ensure that there is capacity for seniors' views to be heard

Case Study: WA Seniors Peak Body Case Study: Sector Forum

In June 2025, Advocare brought together representatives from across Perth's community services, seniors' organisations, local governments and research sectors for the inaugural WA Seniors Peak Body Sector Forum. This event marked an important milestone in shaping a coordinated voice for older Western Australians and ensuring the priorities guiding the work of the new Peak Body align with sector insights.

The conversation reflected a strong sense of shared purpose and optimism. Participants recognised that while many older people experience positive ageing, others still face barriers that limit their participation, access to services and sense of belonging. The discussions focused on what needs to be strengthened to ensure that older people are informed, respected and supported to make choices about their own lives.

Four key priorities emerged:

- **Collaboration and connection**

Participants identified collaboration as the foundation for progress. Stronger relationships between organisations were seen as vital to addressing gaps and avoiding duplication. There was clear support for a central point of coordination to share information, connect people and strengthen collective influence. Working more cohesively was viewed as a practical way to improve outcomes and reach more people.

Image: Sector Forum participants workshoping ideas



- **Policy leadership and advocacy**

There was strong agreement on the importance of a confident and consistent voice in public policy. Participants spoke about the ongoing presence of ageism and the need for older people to be visible in decision-making spaces. The Peak Body was seen as well placed to lead advocacy that promotes positive ageing and ensures the views of older people are heard and respected.

- **Systems navigation**

Many older people and their families find the service system difficult to navigate. Participants emphasised the value of clearer pathways to information and supports. By connecting organisations and building shared understanding, the Peak Body can help older people access what they need with confidence and clarity.

- **Safe and age-friendly communities**

Creating inclusive and age-friendly communities was seen as essential to wellbeing. Participants spoke about the importance of belonging, safety and social connection, not only in physical environments but also in attitudes and community culture.

The forum reflected a shared belief that ageing well is about more than services or programs. It is about creating communities where older people are visible, valued and heard. The insights gathered through this process are helping to inform the continued strategic development of the WA Seniors Peak Body and its future direction.





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