



Supporting active lives at any age.

118 Richmond Road  
Marleston 5033  
admin@activeageing.org.au  
(08) 8423 0960

# Active Ageing Australia

# Strategic Plan 2017- 19

## Our Purpose

*We lead, enable and connect organisations and sectors to support all Australians to live active, healthy and engaged lives at every age*

### Lead.

**We lead active ageing change across sectors and settings.**

We are the peak body supporting increased participation in recreation and sport for older adults.

We lead change to create a new active ageing workforce.

We aim to be the go to organisation for high quality active ageing information, programs, training and resources.

We work with others to create, deliver and evaluate new workforce development models that connect active ageing principles, knowledge, skills and competencies.

We offer programs and resources to support our members our members and stakeholders.

Our programs and services are based on sound principles and informed by evidence and quality improvement systems.

We are committed to integrity, ethical approaches and to addressing inequity.

### Enable.

**We enable organisations and sectors to advocate for and create positive ageing cultures, policies and practices.**

We work with our members and stakeholders to identify, create and celebrate Active Ageing Friendly practices, cultures and service offerings.

We communicate with members, industry stakeholders and the community to share knowledge and ideas that create age friendly cultures and address inequities.

We collaborate with education and training providers to support the sport, recreation, aged care, health, fitness and community development sectors.

We recognise that social values are dynamic, and that changing beliefs and values takes time.

We acknowledge and celebrate good practice.

### Connect.

**We bring communities, organisations and sectors together to share ideas, inspiration and collective action for greater reach, impact and legacy.**

We consult with, listen to and respond to the needs of our members, funders, sponsors and partners.

We support people to stay active, well and connected with others whether at home, at work, in the community or in residential and care settings

We support the sectors that support older people to keep well including aged care, sport and recreation, health, fitness, community care and education and training organisations and services.