



South Australian Public Transport

Older People Action Plan (2021-2022)





Acknowledgement



The Department for Infrastructure and Transport (DIT) would like to acknowledge that the land Adelaide Metro operates on are the traditional lands of the Kaurna Peoples (Adelaide Plains Region) and the Peramangk Peoples (Adelaide Hills Region).

DIT would like to acknowledge the Kaurna People as the traditional owners and custodians of the Adelaide Plains Region and the Peramangk People as the traditional owners and custodians of the Adelaide Hills Region, and that their cultural practices and heritage beliefs are still as important to the living Kaurna and Peramangk Peoples today.

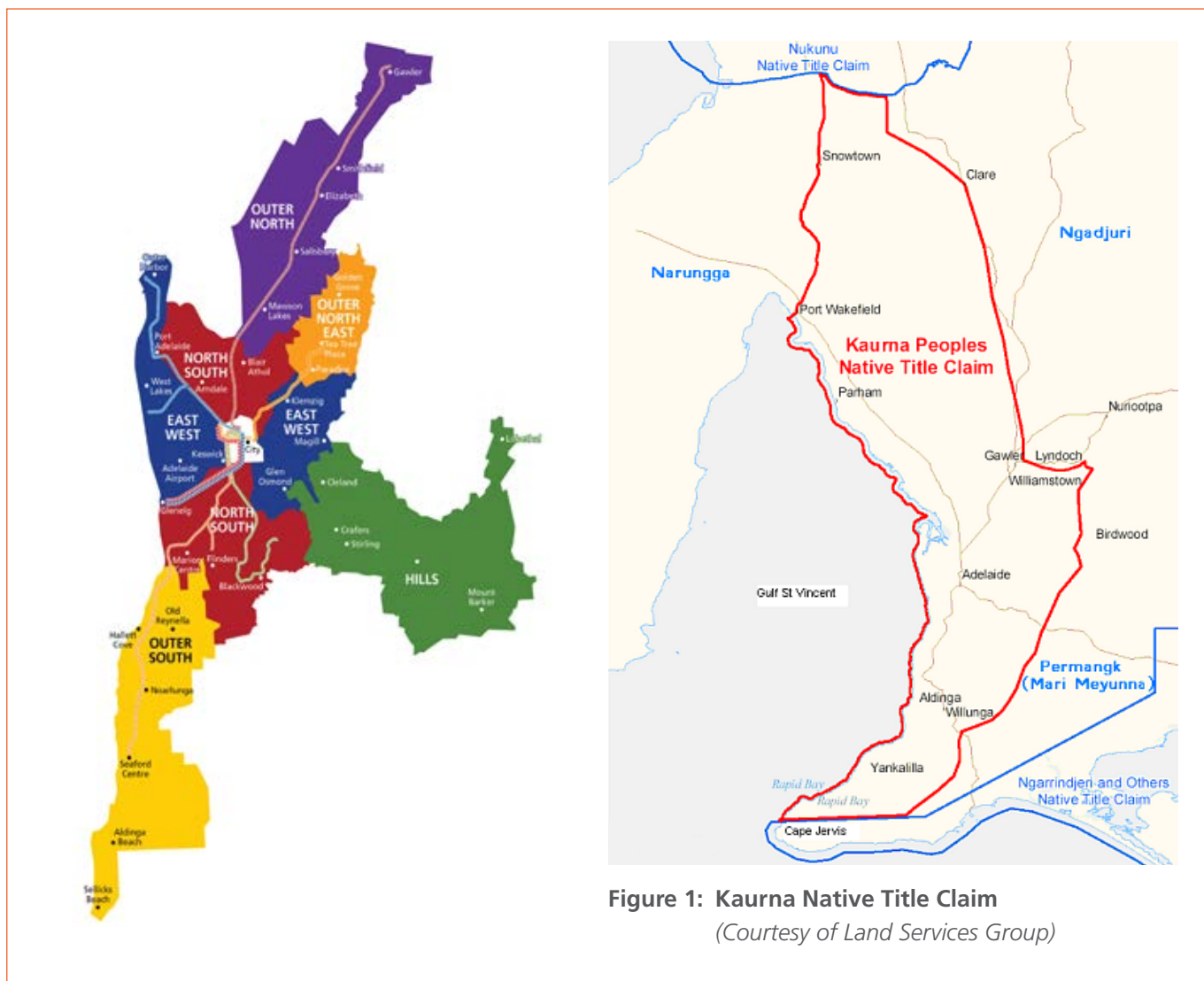


Figure 1: Kaurna Native Title Claim
(Courtesy of Land Services Group)

Action Plans

Under the South Australian Public Transport Diversity and Inclusion Framework (the Framework) this action plan has been developed to drive progress for older people as a priority group.

Targeted action plans for this group are the first of their kind for transport in South Australia and have a strong focus on establishing two-way relationships with each of the identified priority groups. Planned research and engagement is the focus of this first year, with learnings informing further actions in the next five year plans.

The next five year action plans will have more specific actions and projects to address issues identified during this first year. These actions and projects will have a strong customer focus generated from grass roots engagement with the community.

Introduction

South Australia's first railway opened between Goolwa and Port Elliot on 18 May 1854, but it wasn't until these lines became a unified network with a focus on Adelaide, that rail dominated land transport until the mid-twentieth centuryⁱ. Since then, the network has expanded and evolved to include buses, trains and trams. The network now connects people on a daily basis, providing more than 76 million trips annually.

South Australia is a great place to work, live and grow and for continued success it must have the right economic and social infrastructure in the right places at the right time. This includes a public transport system that supports the needs of its diverse community.

As part of the broader Public Transport Diversity and Inclusion Framework (the Framework), Adelaide Metro has established a series of action plans to make headway in achieving outcomes in specific areas. These action plans are strategically positioned to make real progress on improving user experience for all, with a strong focus on priority groups including older people.

This plan outlines key actions that Adelaide Metro will undertake and identifies areas where improvements can be made. The specific actions in this plan will deliver specific outcomes for older people in 2021 - 2022.

Other documents associated with this action plan include:

- *The South Australian Public Transport Diversity and Inclusion Framework*

Documents and legislation that have informed this plan include:

- *Age Discrimination Act 2004*
- *Passenger Transport Act 1994*
- *South Australia's Plan for Ageing Well 2020 – 2025*
- *State-wide Conversations – Vision for Ageing Well in South Australia – 2019*
- *Future Directions to Support Ageing Well – 2018*
- *Age Friendly SA Strategy*
- *South Australia's Road Safety Strategy to 2031 Consultation Draft, July 2021.*

Current Situation

According to *South Australia's Plan for Ageing Well 2020 – 2025*, people are living, on average, 30 years longer than they did a century ago, with several generations, living, playing, learning and working alongside each other.

We want for our workforce to be reflective of the community it serves and to be responsive to the diversity of needs within the South Australian community. Adelaide Metro is dedicated to creating and maintaining a thriving, inclusive and high performing culture that is supportive of older people.

As at 2020, there were approx. 400,000 people registered for Seniors Cards; this is significant because Seniors Card members make up approx. 10% of all trips annually.

Whilst there are government programs in place to assist older people to use the public transport system, such as seniors free travel (off peak) and subsidised travel (peak) through the Senior's Card program, more can be done to improve access and age friendliness¹ of the system.

Recently, Adelaide Metro has undertaken several research initiatives to better understand why people choose public transport as their mode of transportation. Importantly, as part of the proposed South Australia's Road Safety Strategy to 2031 Consultation Draft, increasing public transport patronage is listed as a focus area in *South Australia's Road Safety Strategy to 2031 Consultation Draft, July 2021*.

Moving Forward

For the purpose of this plan, older people have been defined as anyone aged 50 and over. According to the *South Australia's Plan for Ageing Well 2020 – 2025* (the plan for ageing well), 37% of South Australians are aged 50 and over, and the *Age Friendly SA Strategy* suggests that by 2064 this proportion is expected to increase to over 42%ⁱⁱ.

The plan for ageing well also outlines that one of the biggest determinants for people ageing well in a society is the quality of the connections that they have, and are able to maintain, with research indicating that being socially connected can halve the risk of premature death. Three quarters of South Australia's older persons live within Metro areasⁱⁱⁱ and, of those living in South Australia, 95% live independently at home.

An enormous challenge facing older people in society today is ageism^{iv}, which can be described as 'a process of systematic stereotyping of, and discrimination against people' simply because they are older.

Ageism is not always intentional or direct, but can play out in many different ways, with the impact of ageism on older persons being profound. For this reason tackling ageism is a central tenet of this action plan.

Adelaide Metro is committed to building a workforce skilled in age friendly services, and providing an accessible public transport system with appropriate information (including optimising accessibility to digital systems) to enable older people to effectively navigate and use the public transport system across the Adelaide Metro Network and maintain their meaningful connections.

¹ The World Health Organisation (WHO) defines age friendliness as accessible environments that promote active ageing by optimising opportunities for health, participation, security and lifelong learning in order to enhance the quality of life as people age.

Engagement

Adelaide Metro is committed to capturing the voice of older people to iteratively improve connections and service delivery. We are working collaboratively with stakeholders including; the Council on the Ageing SA (COTA SA), and the Office for Ageing Well, SA Health that have significant far reaching networks.

The first action of this Plan is the establishment of an Adelaide Metro Network of older people who will be part of a co-design and consultation process on matters that are important to them.

Key Outcomes and Objectives

This action plan is designed to drive progress under the Adelaide Metro Diversity and Inclusion Framework.

These actions aim to ensure services that support older people to feel empowered, seen and heard, included and valued, equal and welcome when engaging with the Adelaide Metro public transport system.

The actions listed under each objective have a strong focus on changing attitudes towards older people and ensuring that older people are encouraged and able to use the Adelaide Metro public transport system. They also have a strong focus on the Adelaide Metro principles, engagement, empowerment, celebration, and learning.

This action plan has the following objectives to eliminate barriers and support empowerment and inclusion:

1 Enabling meaningful connections

- a. Ensure access to transport is not a barrier to connection and contribution.
- b. Ensure access to information (including digital) is not a barrier to connection and contribution.

2 Tackling ageism / Empowerment / Reducing Barriers

- a. Support inclusion of older people in society through greater awareness and understanding of barriers for older people.
- b. Ensure older people feel empowered, seen, heard, included, valued, equal and welcome when engaging with the Adelaide Metro public transport system.

Monitoring and Reporting

A high-level progress report on the status of all action plans will be developed and internally published bi-annually for measurement and benchmarking purposes. A holistic action plan progress report, inclusive of all action plans, will report on an annual financial year basis.

Actions

Objective	Holistic Domain(s)	Person Centred Outcome	Action	Timeline
Empower Older People Reduce barriers	Satisfaction Empowerment Accessibility	<i>"I feel heard, I can have an input into decisions that affect me"</i>	1 Enable the opportunity for older persons to co-design and contribute on matters that are important to them. a. Establish a network of older person stakeholders / community groups (including people with disability) to consult, co-design, and refine policies, practices and procedures within Adelaide Metro and identify barriers or concerns for older persons using public transport. b. Conduct regular stakeholder meetings to generate ideas, gather feedback and ensure older person's views are being captured and included in consultation processes. c. Hire a Community and Stakeholder Officer to engage and manage the co-design consultation process d. Offer opportunity to collect more specific demographic information on the Adelaide Metro website when providing feedback (optional) e. Co-develop a 5 year action plan with the older person community of South Australia	a. Late 2021 b. Ongoing c. Mid 2021 d. Late 2022 e. Late 2022

Objective	Holistic Domain(s)	Person Centred Outcome	Action	Timeline
Reduce Barriers	Satisfaction Empowerment Accessibility Convenience	<i>"I feel connected to my support network and can easily maintain those connections"</i>	2 Enabling meaningful connections by ensuring access to information (including digital) is not a barrier to connection and contribution. a. Engage the Council on The Ageing SA (COTA SA) to design and trial a 1 hour peer-education training module (getting seniors on board) for older persons, delivered by peers, across the Adelaide Metropolitan area. This module will aim at educating older people in engaging public transport, but will also provide an opportunity to collect feedback for a key demographic. b. Offer simple to follow videos / easy read infographics on how to use / navigate common pain points in both the digital space and utilising our services c. Explore options to adjust font / text sizing and text to voice functionality in later iterations of the Adelaide Metro Website	a. Mid 2022 b. Mid 2022 c. Late 2022

Objective	Holistic Domain(s)	Person Centred Outcome	Action	Timeline
Tackling Ageism	Satisfaction Accessibility Comfort	<i>"I'm not discriminated against because of my age"</i>	3 Influence awareness and understanding to reduce barriers a. Engage COTA SA to develop an E-learning module to raise awareness and understanding of ageism, expand staff skills for age friendly customer service, and development of tools to evaluate staff attitudes. b. Make E-module part of induction process for all customer facing staff. c. Re-test staff to measure improvement from initial E-module score. d. Utilise the Age friendly services Guidelines and associated toolkits developed by the Office for Ageing Well e. Include older persons in Adelaide Metro marketing material	a. Mid 2021 b. Early 2022 c. Mid 2022 d. Late 2021 Ongoing thereafter e. Late 2021 Ongoing thereafter
Tackling Ageism Empower Older People Reduce barriers	Satisfaction Empowerment Comfort	<i>"I am recognised, and that makes me feel welcome"</i> <i>I feel I can approach any Adelaide Metro worker and get what I need, to get where I'm going"</i>	4 Support inclusion of older persons in society through greater awareness and understanding of barriers for older people. a. Celebrate the International Day of Older Persons as outlined in the South Australian Public Transport Inclusion Authority Events Work Plan. b. Develop a suite of news stories and / or mini interview style videos that celebrate the experiences of older persons and public transport (to be released on international day of older persons).	a. Late 2021 b. Late 2021

Endnotes

- i Peter Donovan, 'Transport', SA History Hub, History Trust of South Australia, <http://sahistoryhub.history.sa.gov.au/subjects/transport>, accessed 27 May 2021
- ii Age Friendly SA Strategy (sahealth.sa.gov.au)
- iii State Plan for Ageing Well 2020-2025 (sahealth.sa.gov.au)
- iv Australian Association of Social Workers - Ageing in Australia (aasw.asn.au)



