



Older Adult Services Strategic Plan 2006 to 2009

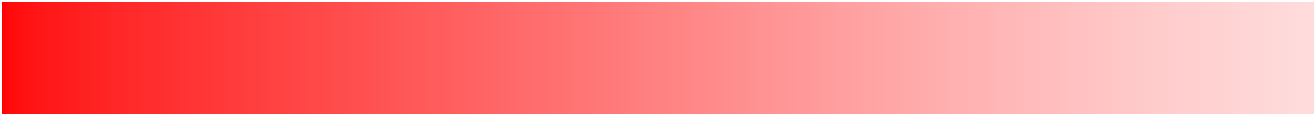




Introduction

The Recreation, Culture and Library Facility Master Plan (1999) and the Older Adult Feasibility Study (1999) provided the research and planning for future older adult service needs. The Parks, Recreation, Culture and Library Master Plan – proposed recommendations 2005 – 2021 identifies older adults as a growth demographic especially from 2005 to 2009.

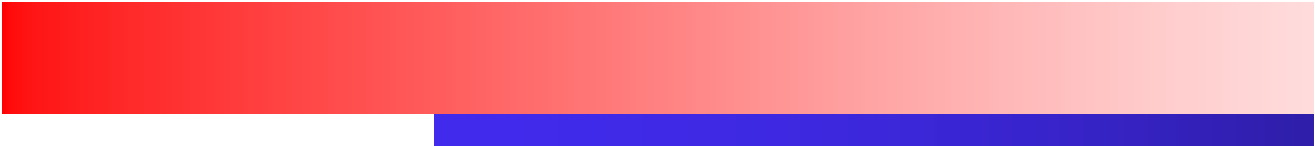
The Older Adult Three Year Strategic will enable the Recreation Services Department to proactively and strategically implement changes to meet older adult service needs.





PURPOSE


The Three Year Strategic Plan will provide the information that was identified in the Recreation Services Department 2005 Business Plan by:

- Collecting data to project the demographic growth of older adults in Markham
 - Identify the older adult cultural diversity
 - Catalogue the existing recreation services targeting the older adult market
 - Identify and prioritize service gaps
 - Review and update the current Older Adult Service Model
 - Establish a mechanism to review cost recovery ratios for older adult services
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STRATEGIC DIRECTIONS



Four Key Strategic Directions

1. Community Accessibility to Older Adult Recreation Services
 2. Balanced Financial Management
 3. Accommodating Multicultural Diversity
 4. Staff Support to foster Volunteer Leadership
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CURRENT STATE AND ENVIRONMENTAL FACTORS


Markham's population 50 and over will increase from 58,680 in 2001 to 92,840 in 2011 an increase of 58.2%. Figures taken from the Statistics Canada 2001 Census and the Hemson Study November 2003 (The Parks, Recreation, Culture and Library Master Plan Draft Report 2005 to 2021.)





Current Club and Group Service Opportunities

Club/Group	Established	Membership	Location
Older Adults in Action	1989	1100 + Members	Markham Seniors Activity Centre
Milliken on the Move	1999	160+ Members	Milliken Mills Community Centre
Thornhill Seniors Club	2003	1100+ Members	Thornhill Community Centre
Angus Glen	2004	200 participants per week	Angus Glen Community Centre






Research and Findings


The research included a review of relevant documents, focus groups, a survey and input from staff.

The findings include:

- The town-wide survey indicates that of the current participants, 47% plan to increase their participation and 52% plan to maintain the same level
 - There is a high satisfaction rate of the current older adult delivery service
 - Volunteer participation ranges from 15% to 20% of the participants, but there is a constant challenge to attract volunteers
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Research and Findings continued...

- Participation relationship between participants and the Town's general older adult population is higher among women and those with lower incomes
 - There is a desire to participate with older adults of different cultures and to maintain some cultural traditions
 - There is a need to have visible staff support to assist with program development and governance
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Strategic Goals

1. **Interclub Memberships:** Research the feasibility of establishing a reciprocal membership system to allow participation in more than one club.
2. **Future Seniors Centres:** Strategically plan for adequate and cost effective space to meet the increasing demand for older adult recreation services.
3. **Financial Contributions to the Town of Markham:** Establish an affordable fee schedule to help offset Senior Centre operating costs.
4. **Memberships and Program Fees:** Assist the Clubs to establish affordable activity and membership fees that will ensure financial stability for the Clubs.



Strategic Goals continued...

- 5. Non-traditional Program Times and Formats:** Develop a mechanism to accommodate non-traditional older adult times for “young seniors”, semi-retirees and culturally diverse activities.
- 6. Older Adult Service Model:** Review and update the Older Adult Service Model to reflect the change to older adult services.
- 7. Staffing Model for Older Adult Programs:** Develop a staff support system that will meet the unique needs of older adult services.



CONCLUSIONS

During the next three to five years demand for space, activities and diverse programs will increase significantly.

There is a desire for a wide ranges of programs to accommodate physical ability, time preferences and cultural interests.

The staff are looking forward to the challenge of maintaining the excellent customer levels Markham provides to older adults.

NEXT STEPS

- Staff will build the Strategic Directions into the Annual Business and Budget process
 - Reports will be brought forward to Council that have financial and policy implications
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Acknowledgements

Staff from the following departments are recognized for the contributions to the research and development of the Older Adult Services Three Year Service Plan 2006 to 2009

- The Recreation Services Department
- The Strategic Services Department
- The Strategic Initiatives Department

