



Age Concern Otago

**strategic
plan
mahere
rautaki**

**2013-2018 (5 years)
Review Due September 2017**

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OUR PURPOSE /MISSION	OUR VISION
Age Concern Otago promotes wellbeing, rights, respect and dignity for older people.	Older people live a valued life in an inclusive society.
<p>We are an organisation that operates in a way that tries to provide for the inclusion of values that we regard highly. We try to make proper provision for older Maori people/kaumatua in ways they will find useful and appropriate.</p>	
OUR CORE VALUES	
<p>Dignity</p> <p>Wellbeing</p> <p>Equity</p> <p>Cultural Respect</p>	<p>To respect the dignity and uniqueness of every person as an individual and as a valuable member of society.</p> <p>To ensure that older people are given the opportunity to achieve physical comfort, engage in satisfying activities and personal development and to feel valued and supported.</p> <p>To ensure that older people have an equal opportunity to achieve wellbeing by directing resources to help those disadvantaged or in greatest need.</p> <p>To respect the values and social structures of Maori and people of all cultural and ethnic backgrounds, demonstrating respect by working together to gain mutual understanding.</p>
OUR PRINCIPLES	
To uphold:	<p>the United Nations Principles of Older People (Appendix 1)</p> <p>the Declaration of Human Rights (Appendix 2)</p> <p>the principles of the Treaty of Waitangi. (Appendix 3)</p>
OUR STAKEHOLDERS	
<p>Older people</p> <p>General public</p> <p>Local and Central Government and their agents</p> <p>Non-governmental organisations, not-for profit organisations, charities with related interests or services</p> <p>Age Concern staff and volunteers</p> <p>Age Concern partners, contractors, sponsors and donors.</p>	

OUR STRATEGIC OUTCOMES

1 Age Concern Otago is a robust, viable, charitable organisation for older people.	
GOALS	<p>Secure new funding streams</p> <p>Maintain contract income</p> <p>Comply with membership standards</p> <p>Support and increase governors, staff, members, volunteers and donors</p> <p>Increase and improve communication between Age Concerns, members and other agencies</p> <p>Undertake collaborative ventures and projects with like minded organisations.</p>
2 Age Concern Otago has a positive public profile and is a household name.	
GOALS	<p>Be active, visible and vocal in public</p> <p>Be active, visible and vocal in local/ central Government and NGO activities affecting older people</p>
3 Age Concern Otago promotes positive ageing and wellbeing and represents the interests of its constituents so that older people are connected, supported, empowered, celebrated, and respected.	
GOALS	<p>Provide Information and assistance to more older people</p> <p>Proactively engage with New Zealand's cultural groups</p> <p>Represent the rights and interests of older people</p> <p>Compile statistics, develop and disseminate resources and encourage research</p>
4 Age Concern Otago provides an agreed range of core services with the ability to respond in ways which connect, support, empower, celebrate, and respect older people	
GOALS	<p>Age Concern Otago provides coverage to all of Otago</p> <p>Provide core services to older people</p> <p>Identify and respond to service needs and gaps.</p>

Appendix 1	
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INTERNATIONAL FEDERATION OF AGEING DECLARATION ON THE RIGHTS AND RESPONSIBILITIES OF OLDER PERSONS

Rights of Older Persons

Independence – Older persons have the right:

1. to access adequate food, water, shelter, clothing and health care through the provision of income, family and community support and self-help;
2. to work and to pursue other income-generating opportunities with no barriers based on age;
3. to retire and participate in determining when and at what pace withdrawal from the labour force takes place;
4. to access educational and training programmes to enhance literacy, facilitate employment, and permit informed planning and decision making;
5. to live in environments that are safe and adaptable to personal preferences and changing capacities;
6. to reside at home for as long as possible.

Participation – Older persons have the right:

7. to remain integrated and participate actively in society, including the process of development and the formulation and implementation of policies which directly affect their wellbeing;
8. to share their knowledge, skills, values and life experience with younger generations;
9. to seek and develop opportunities for service to the community and to serve as volunteers in positions appropriate to their interests and capabilities;
10. to form movements or associations of the elderly.

Care – Older persons have the right:

11. to benefit from family support and care consistent with the wellbeing of the family;
12. to access health care to help them maintain or regain the optimum level of physical, mental and emotional wellbeing and to prevent or delay the onset of illness;
13. to access social and legal services to enhance capacity for autonomy and provide protection and care;

14. to utilise appropriate levels of institutional care which provide protection, rehabilitation and social and mental stimulation in a humane and secure environment;
15. to exercise human rights and fundamental freedoms when residing in any shelter, care and treatment facility including full respect for their dignity, beliefs, needs and privacy and for the right to make decisions about their care and quality of life.

Self-fulfilment – Older persons have the right:

16. to pursue opportunities for the full development of their potential;
17. to access the educational, cultural, spiritual and recreational resources of society.

Dignity – Older persons have the right:

18. to be treated fairly regardless of age, gender, racial or ethnic background, disability or other status, and to be valued independently of their economic contributions;
19. to live in dignity and security and to be free of exploitation and physical or mental abuse;
20. to exercise personal autonomy in health care decision-making, including the right to die with dignity by assenting to or rejecting treatments designed solely to prolong life

Consistent with individual values and as long as health and personal circumstances permit, older persons should try:

1. to remain active, capable, self-reliant and useful;
2. to learn and apply sound principles of physical and mental health to their own lives;
3. to take advantage of literacy training;
4. to plan and prepare for old age and retirement;
5. to update their knowledge and skills, as needed, to enhance their employability if labour force participation is desired;
6. to be flexible, together with other family members, in adjusting to the demands of changing relationships;
7. to share knowledge, skills, experience and values with younger generations;
8. to participate in the civic life of their society;
9. to seek and develop potential avenues of service to the community;
10. to make informed decisions about their health care and to make decisions about terminal care known to their physician and family.

Appendix 2	
DECLARATION OF HUMAN RIGHTS	

- Article 1** All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.
- Article 2** Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.
- Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty.
- Article 3** Everyone has the right to life, liberty and security of person.
- Article 4** No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.
- Article 5** No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment.
- Article 6** Everyone has the right to recognition everywhere as a person before the law.
- Article 7** All are equal before the law and are entitled without any discrimination to equal protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination.
- Article 8** Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted him by the constitution or by law.
- Article 9** No one shall be subjected to arbitrary arrest, detention or exile.
- Article 10** Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.
- Article 11** 1. Everyone charged with a penal offence has the right to be presumed innocent until proved guilty according to law in a public trial at which he has had all the guarantees necessary for his defence.
2. No one shall be held guilty of any penal offence on account of any act or omission which did not constitute a penal offence, under national or international law, at the time when it was committed. Nor shall a heavier penalty be imposed than the one that was applicable at the time the penal offence was committed.
- Article 12** No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

- Article 13**
1. Everyone has the right to freedom of movement and residence within the borders of each state.
 2. Everyone has the right to leave any country, including his own, and to return to his country.
- Article 14**
1. Everyone has the right to seek and to enjoy in other countries asylum from persecution.
 2. This right may not be invoked in the case of prosecutions genuinely arising from non-political crimes or from acts contrary to the purposes and principles of the United Nations.
- Article 15**
1. Everyone has the right to a nationality.
 2. No one shall be arbitrarily deprived of his nationality nor denied the right to change his nationality.
- Article 16**
1. Men and women of full age, without any limitation due to race, nationality or religion, have the right to marry and to found a family. They are entitled to equal rights as to marriage, during marriage and at its dissolution.
 2. Marriage shall be entered into only with the free and full consent of the intending spouses.
 3. The family is the natural and fundamental group unit of society and is entitled to protection by society and the State.
- Article 17**
1. Everyone has the right to own property alone as well as in association with others.
 2. No one shall be arbitrarily deprived of his property.
- Article 18**
- Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance.
- Article 19**
- Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.
- Article 20**
1. Everyone has the right to freedom of peaceful assembly and association.
 2. No one may be compelled to belong to an association.
- Article 21**
1. Everyone has the right to take part in the government of his country, directly or through freely chosen representatives.
 2. Everyone has the right of equal access to public service in his country.
 3. The will of the people shall be the basis of the authority of government; this will shall be expressed in periodic and genuine elections which shall be by universal and equal suffrage and shall be held by secret vote or by equivalent free voting procedures.

- Article 22** Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international co-operation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality.
- Article 23**
1. Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment.
 2. Everyone, without any discrimination, has the right to equal pay for equal work.
 3. Everyone who works has the right to just and favourable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection.
 4. Everyone has the right to form and to join trade unions for the protection of his interests.
- Article 24** Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.
- Article 25**
1. Everyone has the right to a standard of living adequate for the health and wellbeing of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.
 2. Motherhood and childhood are entitled to special care and assistance. All children, whether born in or out of wedlock, shall enjoy the same social protection.
- Article 26**
1. Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory. Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.
 2. Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.
 3. Parents have a prior right to choose the kind of education that shall be given to their children.
- Article 27**
1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.
 2. Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.
- Article 28** Everyone is entitled to a social and international order in which the rights and freedoms set forth in this Declaration can be fully realized.

- Article 29**
- 1. Everyone has duties to the community in which alone the free and full development of his personality is possible.**
 - 2. In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society.**
 - 3. These rights and freedoms may in no case be exercised contrary to the purposes and principles of the United Nations.**
- Article 30** Nothing in this Declaration may be interpreted as implying for any State, group or person any right to engage in any activity or to perform any act aimed at the destruction of any of the rights and freedoms set forth herein

Appendix 3	
PRINCIPLES OF THE TREATY OF WAITANGI	

1. Partnership

- The Treaty established a partnership, and imposes on both partners the duty to act reasonably, honestly and in the utmost good faith.
- The needs of both Māori and the wider community must be met, which will require compromise on both sides
- The principle of mutual benefit or mutual advantage is a cornerstone of the Treaty partnership.

2. Participation

- Enabling Māori communities to identify and provide for their own needs
- Ensuring accessible and appropriate services for Māori
- Fostering and supporting Māori development

3. Self Determination/Tino Rangatiratanga

- Tino rangatiratanga includes management of resources and other taonga according to Māori cultural preferences
- Tino rangatiratanga includes the tribal right of self-regulation
- The principle of choice/options: Māori, Pākehā and bicultural options