

**Tamara Hooper**

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**From:** Louise <louiseds@wholewoman.com>  
**Sent:** Wednesday, 4 October 2017 1:27 PM  
**To:** Records  
**Subject:** I162566 - OR.CMA.2.6 - York Age Friendly Community Plan submission

To whom it may concern.

I am 63 years old, and a digital veteran, as are many in my age group and older.

I am dismayed that I only received this report today via York Information Services email list, when there is only 9 days left to respond to it. This is not long enough for people to become aware of it and respond.

Re Communication and information.

64% of respondents were satisfied with this, and 16% dissatisfied. It was noted in the report that there is a need for easy to read, well-delivered, paper-based communication, with less reliance on websites and social media. I have sympathy for older people trying to learn to use digital media. I have taught Introduction to Computers courses at the CRC. I do understand the challenges of this. However, digital veterans like me are going to increase in number, not decrease, as we are all growing older. I am concerned that there is no mention in the report of the Shire's role in using digital media more effectively, as a part of "Facilitation". Rather, there is emphasis is placed only on better computer training for Seniors by the CRC.

I am repeatedly appalled at the Shire's failure to engage effectively with the community in the interactive digital realm. It all seems to be handballed to the CRC. Like it or not, websites and social media are ubiquitous for getting word around any community. The Shire of York does not have a social media presence. Therefore it cannot use this medium for timely publicity of Events and Requests for Response to documents like this one, or for people to make enquiries or have conversations about Shire-based Events and programs. There is no News Tab on the Shire's website, so there is no way of finding time sensitive information that the Shire publishes digitally. The website is static and the content is not current enough to be useful for live issues and Events.

York Information Services is not on Facebook. It can only email flyers. The receiver has to save the .pdf file to their computer, and somehow save it as a .jpg before it can be Shared on Facebook. If the Shire of York or Visitors Centre could just post it on Facebook, it could be easily Shared around York in about half a day at almost no cost. I am not saying that the Shire should use the digital world exclusively to communicate with Seniors, but that its advantages, as a now mainstream method of communication, cannot be overlooked in terms of access and timeliness or people of any age, particularly those who do not visit The Shire Office, or its noticeboards, for whatever reason. By all means, if people want large print paper posters, then that is what they want, but it is a very expensive and increasingly irrelevant way of getting information out into the community.

- Please get with the times, Shire of York, and do your bit for 'facilitation'.
- Establish a Facebook presence for the Shire of York and/or the York Visitors Centre,
- and breathe some life into the website as a valuable resource for disseminating large, or time sensitive, current documents.

Other than that, hats off to the people who compiled the report. It has some very interesting Census data about our community and is probably a pretty good thumbnail of York Thankyou.

Regards

Louise Draper-Sevenson.

