

## What is an Age Friendly Establishment?

An Age Friendly Establishment is a business that considers the needs of older adults and creates a barrier-free environment so that persons of all ages and abilities can visit, shop, and participate fully. If a business is comfortable and accessible for older people, it will also be comfortable for others. Creating an Age Friendly Business is appealing to everyone. Older adults tend to be loyal customers with strong purchasing power. Making your business Age Friendly can help you attract and retain customers and appeal to all.

The key elements of an Age Friendly Environment will provide a sense of amenity, safety and wellbeing for patrons that supports social inclusion. To provide these elements, you will need to consider all aspects of the customer experience and include all the senses. Consultation with your customers or patrons is also an easy and helpful way to identify areas of opportunity.

Most local and state governments have Ageing plans or strategies which can be a good source of information and support to backup any requests to your local precinct that are outside the immediate control of your establishment (eg parking and public toilets).

**This simple toolkit consists of a Self Assessment Checklist and instructions as a simple way to audit your establishment and identify simple changes that will make your establishment more Age Friendly.**

*“Age Friendly Illawarra is an alliance that aims to create opportunities for older people to lead active, engaged lives and contribute positively to Illawarra communities.”*

The Age Friendly Illawarra Self Assessment Checklist is an easy way to identify opportunities to make your establishment more welcoming to seniors.

The Checklist was developed in consultation with best practice resources from across the globe and is based on the World Health Organisation's Eight Domains of an Age Friendly City.

## How to complete the checklist

- 1) Consider your business with a fresh set of eyes. If possible, you may be able to complete the assessment with an elderly patron or customer to view it through an Age Friendly Lens.
- 2) Think about the end to end experience for your customers. Consider the barriers and needs in relation to each of the Checklist items. Talk to your customers and ask them what they think.
- 3) Many solutions or modifications may be zero or low-cost (eg; music volume) while others could be adjusted with assistance from a third party (eg; delivery service).
- 4) Tell your customers about what you're doing. Older adults often share information through word of mouth and many will be delighted to share how your business is considering their distinct needs.
- 5) Review your assessment on a regular basis. Consider making the Self Assessment a part of your regular operational processes.

**Remember: Age Friendly is Customer Friendly. An Age Friendly environment benefits people of all ages and abilities and makes your establishment more appealing to all patrons.**

We would like to hear from you about your experience and welcome any feedback. Any photos, testimonials or requests would be warmly received.

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