

Age-friendly business Checklist

This handout provides insight into age-friendly business practices with no-cost and low-cost tips to assist in engaging with this growing market. Refer to them when putting together your Age-Friendly Action Plan. Don't worry if you're not doing everything yet – that's where the action plan comes in. Take on a few new actions to start and create age-friendly changes to your business environment.

Some statistics for the City of Joondalup from ABS to keep in mind:

	2011 census	2016 census	2026 forecast	2036 forecast
Retirees (60 – 69 years)	15,325	18,403	18,824	18,108
Seniors (70 – 84 years)	8,765	11,000	18,745	20,951
Elderly (85+ years)	2,000	2,400	2,505	3,928

The increase in the older brackets will be by far the largest change in Joondalup at over 10,000 in the coming 20 years; with other age groups, by comparison, in the hundreds or low thousands.

The following checklist has been compiled to be age-friendly in general, but also includes some guidelines for people living with dementia. There are approximately 1,700 people living with dementia in Joondalup which is predicted to increase to 5,800 by 2050. Shopping centres report there are more lost people living with dementia than lost children.

The changes to the brain function of people with dementia result in challenges to memory, communication, perception and everyday tasks (like handling money). Two useful websites to read are isitdementia.com.au which provides information on how to respond and assist people with dementia and dementia.org.au has a Dementia Friendly Business Action Plan template.

Age-friendly business: building relationships			
Age-friendly practice	N/A	Not now	Will consider by doing...
Marketing			
Inclusive marketing materials: <ul style="list-style-type: none"> Including older people in images promoting products or services (without stereotyping them) Design easy-to-read materials with key information prominent and in bold, a clean design including plenty of space, high contrast colours Use simple language to ensure your message is clear to a broad audience Use sans serif type fonts, 12 point font or higher Ensure marketing is in a range of mediums including newspapers, newsletters, online (website and social media), radio etc. 			
Promote your business as age-friendly.			
Seniors discounts including honouring the WA Seniors Card.			

Age-friendly business: building relationships

Age-friendly practice	N/A	Not now	Will consider by doing...
Customer Service			
Recognise excellent customer service by staff, including for older customers.			
Staff training – ensure staff: <ul style="list-style-type: none"> • Include older people in images promoting products or services (without stereotyping them) • Design easy-to-read materials with key information prominent and in bold, using a clean design including plenty of space and high contrast colours • Use simple language to ensure your message is clear to a broad audience • Use sans serif type fonts, 12 point font or higher • Ensure marketing is in a range of mediums including newspapers, newsletters, online (website and social media), radio etc. 			
Consider offering a delivery service, even on a case by case basis, this could be done in partnership with a courier service.			
Where possible, ensure all communication, bookings etc are available via telephone or in person, not just online.			
Ensure the service desk is clearly visible so people can ask for help.			
Ask for feedback – What do they like about your business? Do they experience any issues or barriers with staff, products or environment?			
Ambience			
Premises are well and evenly lit, especially entrances, exits and hallways.			
Reduce glare through shades on lighting.			
Quiet environment – help reduce outside noise to a minimum: heavy walls, thick windows and sound reducing materials (carpets, rugs, tapestries, sound board walls, partitions).			
Refrain if possible from playing music or minimise volume and noise. If played, ensure music is from different eras and styles.			
Install audio loops to assist those with hearing aids at customer service counters.			

Age-friendly business: physical space and ambience

Age-friendly practice	N/A	Not now	Will consider by doing...
Safety, comfort and visibility			
<p>Access</p> <ul style="list-style-type: none"> • Clear directional signage in and around business • Ensure sidewalks and car parks are clearly lit and physically accessible • Keep external entrances and pathways free of leaves and other debris • Seniors bays and ACROD bays; if these are frequently all full, increase (or advocate to centre management for an increase in) the number of bays • Keep customer safety in mind by clearly marking stairs, inclines, or drops • Ensure doors aren't heavy, install electronic doors where possible, allowing time for those with walkers • Automatic doors with accessible buttons that are open long enough to allow people with wheelchairs and walkers to safely enter and exit • Ensure sturdy handrails in staircases, elevators and available ramps. 			
<p>Floors</p> <ul style="list-style-type: none"> • Smooth any uneven flooring. Edges of rugs can be secured with glue or tape • Ensure carpets are low pile • Ensure flooring is non-slip and non-shiny • Mats are level with the floor and door thresholds are bevelled so they do not create a tripping hazard • Clean up puddles and spills immediately to prevent slips, especially in toilet areas. 			
<p>Seating</p> <ul style="list-style-type: none"> • Provide rest areas throughout large shops or spaces and where there are frequent/long queues • Seating is important for seniors in change rooms • Chairs need to be sturdy and stable, not too low or too soft, with arms for individuals who need to push themselves up. 			
<p>Service counters</p> <ul style="list-style-type: none"> • Ensure at least one counter is accessible for customers using wheelchairs and scooters, label it • Ensure service counters have a place on which to hook a walking stick so it doesn't fall. 			
<p>Toilets</p> <ul style="list-style-type: none"> • Easy access to toilets can determine if seniors will visit a business • Toilets with hand rails are easier for many older people to use • Ensure ambulant and accessible toilets any adjoining hallways are free from the storage of supplies or cleaning items and equipment. 			

Age-friendly business: physical space and ambience

Age-friendly practice	N/A	Not now	Will consider by doing...
Dementia Friendly			
<ul style="list-style-type: none"> • Colour contrast in interior design to enable people living with dementia to navigate the business • Steps, shadows and shiny/reflective/patterned objects or surfaces can cause people to mistake what they are seeing • Staff are aware of dementia and alzheimer's and how it effects people • Offer understanding and reassurance • Let the customer take their time • Respond to the emotions they are displaying, if they are clearly distressed or having difficulty ask them what they would like you to do or if there is someone you can call. • Maintain eye contact and personal space • Speak clearly and calmly • Don't be demeaning • If possible, use visual cues for example pictures of product options • Additional assistance if someone seems unable to read signs or written information • If someone isn't sure or can't remember how to do something, offer to do it with them rather than doing it for them • If someone forgets what you've said, repeat it as if you were saying it for the first time • Staff are alert for signs of distress or confusion and ask what the person would like them to do or if there is someone they can call • If possible, use visual cues for example pictures of product options 			

Age-friendly business: action planning

Action:	Short term <input type="checkbox"/> Long term <input type="checkbox"/>
How will I achieve this?	Who will assist?
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