

# Age-friendly Businesses Joondalup

## Checklist and Action Plan Template

Older people are often loyal customers, rewarding a good customer experience with repeat business. This document provides insight into age-friendly business practices with no-cost and low-cost tips to assist with engaging with the senior community, which is a growing market for many businesses.

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 the Australian Bureau of Statistics to keep in mind:

	2016 census	2031 forecast	2041 forecast
Retirees (60 – 69 years)	18,672	18,212	18,395
Seniors (70 – 84 years)	11,047	19,512	20,565
Elderly (85+ years)	2,400	3,893	5,156
Total	32,119	41,617	44,116

The increase in the older age population is by far the largest demographic change in Joondalup over the coming 20 years; most other age group changes (including children) are in the hundreds, while for seniors alone, the increase is nearly 10,000.

An age-friendly business will also be more attractive and accessible for pregnant women, people using prams or trolleys, people with disabilities, limited English speaking skills, mental health challenges and injuries.

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. The City has the second highest population of people living with dementia in the metropolitan area. Shopping centres report that more people living with dementia are reported lost than children.

The changes to the brain function of people with dementia result in challenges to memory, communication, perception and everyday tasks like handling money. The website [dementia.org](http://dementia.org) provides information on how to respond and assist people with dementia and has a Dementia Friendly Business Action Plan template.

If you are concerned an older person may be experiencing financial or physical abuse, you can confidentially call the Advocare Elder Abuse Hotline on **1300 724 679**.

This Age-Friendly Business Checklist and Action Plan Template will help you consider the age-friendliness of your business in the areas of respect, accessibility, comfort, customer services and marketing.

## Building Relationships

Age-friendly Practice	In Place	NA	To Develop	Action Plan Will consider by doing ...	Time Frame	Who will be involved
<b>Marketing</b>						
Inclusive marketing materials:						
Positive images of older people (with diversity) are included in images promoting products or services;						
Marketing materials are easy-to-read with key information prominent and in bold, a clean design including plenty of space and high contrast colours;						
Simple language ensuring key messages are clear to a broad audience;						
Sans serif type fonts, 12-point font or higher; and						
A range of mediums including newspapers, newsletters, online (website and social media), radio etc.						
The business is promoted as age-friendly						
Seniors discounts including honouring the WA Seniors Card						
<b>Customer service</b>						
Excellent customer service by staff, including for older customers, is recognised						
Staff training is provided so that all staff:						
Are aware of the needs of those with vision and hearing challenges including being patient and respectful, giving extra service as needed;						
Receive specific dementia-friendly training, offered by Alzheimer's Australia WA at <b>alzheimerswa.org.au</b> or on <b>1300 66 77 88</b> ;						
Refrain from condescending behaviours - e.g. speaking loudly, being familiar, for example calling someone 'dear';						
Speak to the customer directly when they are accompanied by a carer; and						
Know what to do or who to contact in an emergency – e.g. recognising a medical emergency (and what to do). Discuss with staff how best to handle incidents – for example falls and accidents – while preserving customers' dignity.						

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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 and bookings options include telephone, written or in person.						
The service desk is clearly visible so people can ask for help.						
Regular feedback is sought.						
Customers express any positives, issues or barriers they experience with staff, products or the environment.						
Products and services are designed for smaller households, incomes and appetites.						
<b>Ambience</b>						
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 or minimise music volume and noise. If music is played, ensure music is from different eras and styles.						
Install audio loops to assist those with hearing aids at customer service counters.						

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<b>Safety, comfort and visibility</b>						
<b>Access:</b>						
Clear directional signage is visible in and around business.						
Footpaths and car parks are clearly lit and physically accessible.						
External entrances and pathways are free of leaves and other debris.						
If seniors' bays and ACROD bays are frequently all full, increase (or advocate for an increase in) the number of bays.						
Stairs, inclines, or drops are clearly marked.						
Doors aren't heavy, install electronic doors where possible, allowing time for those with walkers and wheelchairs to safely pass.						
Sturdy handrails are installed in staircases lifts and ramps.						
Most popular items are shelved at medium height.						
<b>Floors:</b>						
Smooth and even flooring. Edges of rugs are secure.						
Low pile carpet.						
Non-slip and non-shiny flooring.						
Mats are level with the floor and door thresholds are bevelled so they do not create a tripping hazard.						
Stairs, inclines, or drops are clearly marked.						
<b>Seating:</b>						
Rest areas throughout large shops or spaces are provided 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.						

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At least one service counter is accessible for customers using wheelchairs and scooters and is clearly signed.						
Ensure service counters have a place on which to hook a walking stick so it doesn't fall.						
At least one toilet has hand rails and is signed. Ambulant and accessible toilets adjoining hallways are free from the storage of supplies or cleaning items and equipment.						
<b>Dementia Friendly Practice</b>						
Interior design has colour contrast to assist people living with dementia to navigate the business.						
Shadows and shiny/reflective/patterned objects or surfaces are avoided as they can cause people to mistake what they are seeing.						
Staff are aware of dementia and alzheimer's and how it effects people.						
Staff offer understanding and reassurance.						
Staff let the customer take their time.						
Staff respond to the emotions they are displaying, if they are clearly distressed, confused or having difficulty ask them what they would like done or if there is someone that can be called to assist.						
Eye contact and personal space is maintained.						
Staff speak clearly and calmly.						
Staff aren't demeaning.						
Visual cues are used, for example pictures of product options.						
Additional assistance is provided if someone seems unable to read signs or written information.						
When someone isn't sure or can't remember how to do something, they are offered assistance to do it together rather than doing it for them.						
If someone forgets what has been said, staff repeat it as if saying it for the first time.						