

AGE-FRIENDLY BUSINESS

RESOURCES

Age-Friendly Business Guides

These guides explain the advantages of age-friendly business for both older people and the business itself. They provide information about how to improve services and design to better engage people of any age and ability, and specific examples of changes to create age-friendly businesses.

Age-friendly business, Age UK:

www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/active-communities/rb_feb17_age_friendly_business.pdf

Building Age-Friendly Communities: Creating an Age-Friendly Business in Alberta, Alberta Government:

www.seniors-housing.alberta.ca/documents/AgeFriendly-Business-2012.pdf

Creating an Age-friendly Business in B.C, Seniors' Healthy Living Secretariat:

http://smallbusinessbc.ca/wp-content/uploads/resource_files/SeniorsBC_agefriendly_business_guide.pdf

Other Useful Guides

Design for Access 2, Manchester City Council:

www.manchester.gov.uk/downloads/download/5366/design_for_access_2

Though designed for broader community design, this guide provides design standards to improve accessibility that is applicable for business, including minimum standards for doors and entryways, car parking, ramps, seating, corridors and internal spaces, lifts and toilets.

Guidance on Premises: Directional and Category Signage, Design for Dignity:

<https://designfordignity.com.au/retail-guidelines/dfd-06-06-directional-and-category-signage.html>

The Design for Dignity website provides information about mandatory requirements for access signage in retail stores. This includes appropriate braille and tactile signage, signage design and font standards.

Good Access is Good Business, City of Melbourne:

<https://www.melbourne.vic.gov.au/SiteCollectionDocuments/good-access-good-business-infograph.pdf>

This one-page infographic provides general statistics about the benefits of creating businesses that are accessible to people of all ages and mobility, as well as some general tips to make a business more accessible.

Communicate Clearly, 26TEN:

<https://26ten.tas.gov.au/communicate-clearly/Pages/About-this-guide.aspx>

26TEN is a Tasmanian initiative that aims to improve literacy and numeracy of Tasmanians and create more inclusive communication. This Plain English guide provides information about why plain English is important, how to communicate as clearly as possible, and has some tips about how to accomplish this.

Tips to make your website accessible, Government of Western Australia:

<http://www.disability.wa.gov.au/Global/Publications/Understanding%20disability/Built%20environment/Accessible%20websites%20checklist.pdf>

This guide provides an overview of accessible website design and some tips about how to achieve one. More comprehensive guidelines that the Australian Government use are the Web Content Accessibility Guidelines version 2.0 (at www.australia.gov.au/accessibility) that covers a broad range of recommendations for making Web content more accessible.

Checklists

Age-Friendly Business Checklist, COTA

Tasmania: see Age-Friendly Business Checklist.

Building Age-Friendly Communities: Creating an Age-Friendly Business in Alberta, Alberta Government:

www.seniors-housing.alberta.ca/documents/AgeFriendly-Business-2012.pdf

Pages 11–14 include a comprehensive checklist to assess your business.

Creating an Age-friendly Business in B.C., Seniors' Healthy Living Secretariat:

http://smallbusinessbc.ca/wp-content/uploads/resource_files/SeniorsBC_agefriendly_business_guide.pdf

Pages 7–13 include a checklist to assess your business.

Age-Friendly Business Resource Guide, Age-Friendly NYC:

https://nyam.org/media/filer_public/bf/f7/bff7621c-cac7-4679-9e0f-f5e8bd6d3ae9/agefriendlybusinessguide.pdf

Includes a checklist and tips for marketing, ambiance, design and experience.

Case studies

Age-Friendly Business Case Studies, COTA Tasmania

Ongoing Initiatives, Age-Friendly NYC:
www.nyam.org/age-friendly-nyc/our-work/ongoing-initiatives/

In a Graying Japan, Lower Shelves and Wider Aisles, The New York Times:
www.nytimes.com/2006/09/04/world/asia/04japan.html

Older Customers are the Future, The Times: www.thetimes.co.uk/article/older-customers-are-the-future-7bbg7r8lr

Opinion pieces

The Hon Susan Ryan AO, Age Discrimination Commissioner (2014):
www.onlineopinion.com.au/view.asp?article=16094

Jane Caro: Business needs to start recognising the worth of older women (2017):
www.smh.com.au/lifestyle/life-and-relationships/jane-caro-older-women-are-a-force-business-needs-to-reckon-with-20170517-gw710h.html

Research

Understanding the Needs and Consequences of the Ageing Consumer, AT Kearney:

https://www.atkearney.com.au/paper/-/asset_publisher/dVxv4Hz2h8bS/content/understanding-the-needs-and-consequences-of-the-ageing-consumer/10192

This paper includes data from 3,000 older consumer interviews across seven countries about their shopping experiences. It explains the experiences of older consumers and their shopping preferences, alongside findings from an expert roundtable about how to make older consumer experiences better.