Becoming an Age Friendly Business

Implementation Guide

AGE FRIENDLY
AOTEAROA
NEW ZEALAND

The **Becoming an Age Friendly Business Implementation Guide** was created to support the implementation of the **Becoming an Age Friendly Business Framework and Toolkit**. The Guide has been designed by Partners in Change for the Office for Seniors. Additional resources are available on the **Office for Seniors website.**

Contents

Foreword

He taonga nui te aroha ki te tangata - Goodwill towards others is a precious treasure.

In New Zealand, by 2034, there will be 1.2 million people aged 65+. It's important that we prepare for the diverse needs of older people in New Zealand and embrace the opportunities that an ageing population and longevity brings.

While we care about the wellbeing of older people and want to adapt to better support our ageing population, we often don't know where to start.

The Age friendly Aotearoa New Zealand programme facilitates and encourages the development of communities and cities that empower older people to lead valued, connected and fulfilling lives. The Office for Seniors leads this programme, providing guidance and advice about how to become more age friendly.

As a part of the programme, the Office for Seniors supported the Becoming an Age Friendly Business - Making it Happen Implementation Guide. The guide is a valuable resource for those that are aspiring to be age friendly to get started, develop a plan and continue momentum to deliver long term change. It can also be used in conjunction with a range of our other age friendly resources.

It's in everyone's best interests to support the wellbeing of older people, especially for businesses given the significant contribution that older people make to the economy.

We've made a lot of progress to become a more age friendly country already. I look forward to seeing how this guide will help others to implement age friendly business initiatives, inspire others to committ to making their products and services age inclusive and enable older people to stay connected to their communities.

Diane Turner
Director - Office for Seniors

This Guide

The **Becoming an Age Friendly Business - Implementation Guide** has been prepared for coordinating organisations, professional and business associations as well as national businesses and service organisations who wish to implement the Age Friendly Business initiative in their community, association, business group or organisation.

The companion **Age Friendly Business Framework and Toolkit** is available online for any business or organisation who wishes to get started by undertaking a self-assessment, developing an action plan and becoming recognised as *Aspiring to be Age Friendly*.

The tools included in this **Implementation Guide** have been developed by Partners in Change and were designed and refined when implementing the Age Friendly Business initiative in the Gore District.

They are being provided as resources and can be adapted as needed for specific situations.

Age Friendly Aotearoa New Zealand

The world's population is undergoing a fundamental long-term change. People are living longer and generally healthier lives in both developed and developing countries. The 65+ age group is now the fastest growing primary segment of the world's population. Its growth rate is only outstripped by that of an even older sub group – those aged 80+.

What is Age Friendly

The concept of age friendly communities was developed by the World Health Organization (WHO) and is now a global movement embracing over 1000 cities and communities in 41 countries, covering over 240 million people worldwide.

The mission of the WHO's Global Network of Age-friendly Cities and Communities is to stimulate and enable cities and communities around the world to become increasingly age friendly. The Network seeks to do this by:

✓ **inspiring** change by showing what can be done and how it can be done

✓ **connecting** cities and communities worldwide to facilitate the exchange of information, knowledge and experience

✓ **supporting** cities and communities to find appropriate innovative and evidence-based solutions.

The WHO's Age-friendly model identifies eight domains that contribute to communities becoming more age friendly

In practical terms, age friendly environments are free from physical and social barriers to participation and are supported by policies, systems, services, products and technologies that:

- ✓ promote health and build and maintain physical and mental capacity across the life course

- ✓ enable people, even when experiencing capacity loss, to continue to do the things they value.

In 2018, New Zealand became an affiliate of WHO's Global Network of Age-friendly Cities and Communities. The Office for Seniors leads the Age friendly Aotearoa New Zealand programme, providing advice and support to cities, towns and communities wanting to become more age friendly. Developing initiatives that support seniors to participate fully in community life requires partnering with older people so that solutions are relevant and meet their diverse needs.

"The Age friendly Aotearoa New Zealand programme facilitates and encourages the development of communities and cities that empower older people to lead valued, connected and fulfilling lives."
Diane Turner

What is an Age Friendly Business

Globally an increasing number of cities and communities are recognising that the tenants of the age friendly movement can be extended into business, government agencies, not for profit and professional services organisations.

Age Friendly Business is not just focussed on retail environments. It extends to any settings where people interact with an organisation be it for profit or not for profit.

Age Friendly Business encompasses social and health services, professional practices e.g. legal and accounting practices and central and local Government offices and services etc.

The ageing population presents a significant opportunity for businesses and service providers willing to innovate, enhance existing products and services or develop new product lines suitable for the older consumer and client

An Age Friendly Business or service is person centred. It aspires to create an environment that is accessible and a customer service experience that is inclusive and respectful. It offers products and services and an experience that meet the needs of all of its customers and clients irrespective of age, life stage and ability.

The **Age Friendly Business** programme focusses on people as they age. International research recognises that products and services designed with the older person in mind often provide benefits to people of all ages and life stages.

An Age Friendly business or organisation focuses on continuous self-improvement in four areas.

- Environment and Accessibility
- Communication and Information
- Respect and Inclusion
- Products and Services

"The bottom line is that businesses and service organisations can no longer take their aged 50 plus customers and clients for granted. People have choices and will exercise them purchasing goods and services from those businesses who understand their needs and provide outstanding service and life stage relevant products."

The Age Friendly Business Recognition Framework

The business case

1. Life expectancy is increasing. People are living longer and staying healthier as they age.

2. The number and percentage of the population aged 65+ is rapidly increasing.

3. As the older population grows so will their spending power.

Life expectancy at birth

	Female	Male
1916	71	62
1966	86	81
2016	93	91

"One of the biggest mistakes businesses and service providers can make is to assume that longevity will simply mean many more older people being older longer."
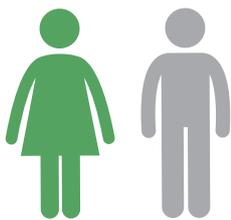
Population over 65

2016	0.7m
2031	1.13m
2041	1.35m
2051	1.47m
2061	1.71m

Spend by 65+

|	
2016	$21b
2031	$41b
2041	$42b
2051	$70b
2061	$94b

The **Age Friendly Business Framework And Toolkit** was developed in conjunction with Gore District in Southland as part of the **Ready for Living** programme. Older community members, along with businesses and service organisations in Gore District contributed to the framework through focus groups, workshops and a survey. The initiative aims to support businesses and service providers to adapt to the changing population and to better meet the needs of their customers and clients.

Age Friendly Businesses is a programme which recognises businesses and organisations that are aspiring to be age friendly. Organisations that participate are saying to their customers, clients and the community that they have committed to a journey of learning, self-assessment and continuous improvement. They know they will not always get it right. The process rewards their commitment to learning and the desire to continuously improve their business or service.

It is a recognition programme, not an accreditation system. No one will be required to go out and audit a business or to police the programme. It is based on a self-assessment, the development of an action plan and is self-monitored. The real accountability will be between business owners, service managers and organisations and their communities, customers and clients. Those who say they are *Aspiring to be Age Friendly* will no doubt get feedback when they don't meet expectations and hopefully also when they exceed the expectations of their community.

For organisations that decide to participate, there is a simple four step process to follow.

1. Undertaking a self-assessment

2. Creating an action plan

3. Submitting their self-assessment and action plan to the local Age Friendly Business Coordinator to receive their *Aspiring to be AGE FRIENDLY* logo

4. Making the changes and then re-assessing every 12 months.

"With growing numbers, older adults represent a dynamic emerging market and human capital resource. As markets evolve to meet their needs and aspirations, opportunities abound."

Implementing the Age Friendly Business Initiative in your Community, Association or Organisation

The Age Friendly Business programme is aimed at individual organisations that aspire to be age friendly. However, it does need to be coordinated by an entity who will act as the bridge between organisations wishing to be recognised as *Aspiring to be Age Friendly* and the Office for Seniors.

Who can implement the programme

The programme can be implemented and coordinated in a number of ways.

Community. The programme can be implemented by a community. For example, the initial work has been undertaken by Gore District, a provincial community in Southland. It is being coordinated by a community entity, Ready for Living. The aim is to involve retail, service, professional, not for profit and Government organisations in embracing the framework and aspiring to be age friendly.

Business, Trade or Professional Association. Equally a trade, business or professional organisation may wish to adopt the Age Friendly Framework and encourage members or affiliates to undertake a self-assessment so that members can position themselves as *aspiring to be age friendly*, better serving their clients, customers or patients.

National company, Not for Profit or Government agency. For-profit organisations are often looking for ways to gain an advantage in a competitive market and to be seen as inclusive of the populations they serve. Likewise, not for profit organisations and Government agencies often promote values of inclusiveness and are required to ensure access for all. What better way than for all branches to undertake an Age Friendly Business self-assessment, develop an action plan and embrace the values of continuous improvement resulting in being recognised as aspiring to be age friendly.

If your community, business or professional association, business, company or organisation, is considering introducing an Age Friendly Business recognition programme we recommend a simple 4 step process.

4 Step Process

1. Getting Started

To get the ball rolling get in touch with the Office for Seniors – they have access to resources and can provide guidance and help you tap into other projects underway in New Zealand and internationally. You do not want to re-invent the wheel. They will also support you on an ongoing basis.

Things you will want to think about at this early stage

- ✔ Test your thinking with a few key people. Be open to feedback and work to build a coalition of interested people.

- ✔ Gain the necessary mandate. This maybe from a CEO, executive committee, board, local coordinating group, association or network. Their initial and ongoing support will be critical for gaining and maintaining the momentum over time

- ✔ Identify your stakeholders – remember a stakeholder is anyone who can make or break your initiative. (Resource 1).

- ✔ Engage a Project Leader – someone who will drive the project and has the time, budget, delegations and credibility to do the job.

- ✔ Set up a Steering Group to guide the project and to get engagement from key stakeholders. (Resource 2). The Age friendly Aotearoa New Zealand toolkit describes some of the critical success factors for an age friendly steering group.

2. Design and Development

The Office for Seniors has a number of resources that can be used and adapted as needed. There is no need to re-invent or redesign what has already been done.

- ✔ If you need or want to adapt the framework or tools in any way please get in touch with the Office for Seniors. It is important to maintain the integrity of the programme across the country. After all, those who complete the programme will be able to place an *Aspiring to be Age Friendly* logo produced by the Office for Seniors in their window.

- ✔ Do some local research. Hold two or three focus groups involving older people, retail businesses, health and social service organisations, government agencies. (Resource 3)

- ✔ Why not undertake a mystery shopper survey. Have people reflect on a recent visit to a shop, professional service or Government agency. (Resource 4)

- ✔ Put in place the processes and structures required to support your Age Friendly Business initiative over time. This may be via a Governance group (Resource 5)

- ✔ Appoint an Age Friendly Business Coordinator who will take the initiative forward, liaise with the Office for Seniors, receive the self-assessments and issue the Aspiring to be Age Friendly decal. (Resource 6)

3. Launch - going public

Every community and organisation has their own way of launching a new initiative. Here are some ideas.

- ✓ Media - cover the launch, tell stories, interview business owners, older people etc.
- ✓ Promote the business case that is well set out in the **Age Friendly Business Framework and Toolkit**. Additional information is available from the Office for Seniors.
- ✓ Profile of a business that is well down the track, maybe in your community or elsewhere.
- ✓ Produce a video that can be used for promotional and education purposes. The Gore District video is available on the Ready for Living and Office for Seniors websites as an example.

4. Sustaining and Celebrating

We have all seen projects start with a lot of enthusiasm but wane over time. With an initiative such as this, it is important to maintain momentum. Here are some practical things you can do.

- ✓ Keep telling your stories through newsletters, articles in the local paper and using social media. Have your customers and clients tell the story for you.
- ✓ Enter business recognition award programmes to profile your initiative
- ✓ As a coordinating entity, support your members or affiliates by finding opportunities to make them look good.
- ✓ Circulate interesting articles and examples.
- ✓ Undertake an evaluation to demonstrate the economic and social benefits.

The Office for Seniors would love to hear your stories and see media coverage or other materials that you develop. This will help to spread the word and showcase your good work.

The Age Friendly Business Framework

The **Age Friendly Business Framework** comprises a toolkit of resources and templates and a process for making it happen. The underlying approach is one of continuous improvement resulting in an enhanced customer experience, customer retention and growth over time.

Businesses and organisations that excel at continuous improvement start with the belief that success comes from three things:

✓ Innovating and improving "how" they do what they do.

✓ Involving their employees and their customers in sharing knowledge and generating improvement ideas.

✓ Exploring better ways to deliver products and services to their customers and clients.

"Core to a continuous improvement mindset is the belief that a steady stream of improvements, diligently executed, will have transformational results."

4 Pillars Framework

Guidelines

• Templates
• Better Practice examples
• Resources

Self Assessment

Action Planning

Recognition

Continuous Improve-ment

✓ Enhanced Customer Experience

✓ Retention

✓ Growth

Toolkit
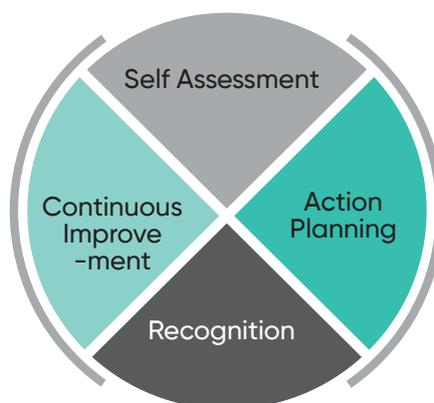
Making it happen

Results

Four steps to success

Step 1
Self Assessment
4 Pillars Framework
20 Indicators

Step 2
Action Planning
12 month
Action Plan
Priority Actions

Four Steps to Success

Step 3
Recognition
Logo Displayed
Telling your story

Step 4
Continuous Improvement
Awareness
Changes
Improvements

Step 1 Self assessment

Make this a participative exercise, involve your staff, invite in customers, link up with another business and undertake a peer review. Why not join up with other business, maybe as a business or professional association, in a shopping centre or a location and undertake the process as a group.

Listen to what people are telling you – this is not a time for defensiveness or finding reasons why you can't do something. It is about learning, improvements and innovation.

Use the **Four Pillars Framework** and collaborate with those you invite to explore the Pillars one at a time. Identify and discuss the changes that could make a difference.

Step 2 Action planning

You don't have to do everything at once, this is a journey, pace yourself, establish your priorities.

One way to identify practical actions is to think about

✓ Things you will **stop doing**

✓ Things you will **start doing**

✓ Things you will **keep doing**

Your Action Plan should also include a description of what success will look like to help you recognise and celebrate your successes..

Step 3 Recognition

When you have undertaken your Self-Assessment and drawn up your Action Plan for the next 12 months contact your local **Age Friendly Business Co-ordinator**. Send them a copy of your plan. They will not be "approving" it, but will be keeping track of the areas people are addressing and the innovations taking place. From time to time, they will also send you up to date information about what others are doing around the world.

The Age Friendly Business Co-ordinator will send you an *"Aspiring to be AGE FRIENDLY"* logo to display. They may also talk with you about publicity opportunities.

ASPIRING TO BE AGE FRIENDLY
AOTEAROA
NEW ZEALAND

Step 4 Continuous improvement

Continuous improvement is a cycle that leads to gradual change over time. Once you've implemented some changes, review what you have done and the impacts. Did they work well or are further adjustments required? What other changes could you implement to make your business even more age friendly?

You may want to have one or two people in your organisation work with you on this initiative. They could support you to make the changes, keep you informed on new developments and discuss possibilities for improving your business or organisation.

.

Four pillars Age Friendly Business framework

As an Age Friendly business or service, you will be committed to creating an environment that is accessible, a customer service experience that is inclusive and respectful, and offering products and services that meet the needs of all your customers and clients irrespective of age, life stage and ability.

An Age Friendly business focuses on continuous self-improvement in four areas

Environment and Accessibility
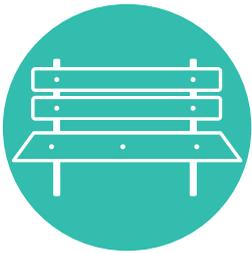
**Communication and Information**
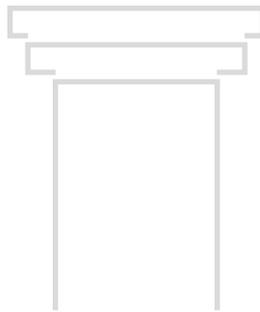
Respect and Inclusion
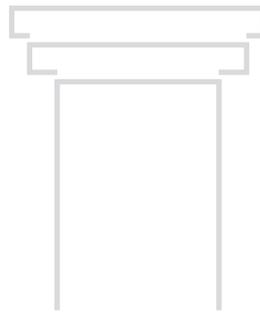
Products and Services
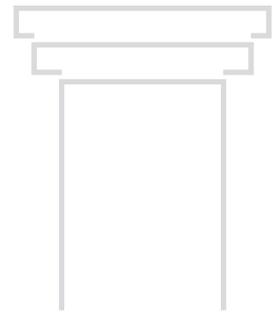
"People have choices and will exercise them purchasing goods and services from those businesses who understand their needs and provide outstanding service and life stage relevant products."

Resources

Resource 1
Identifying and Engaging your Stakeholders

EXERCISE

A stakeholder is anyone who can make or break the project

Part 1 Identifying your stakeholders.

Brainstorm on to sticky notes everyone who could make or break this project. One sticky note per person or group.

Part 2 Sorting your stakeholders

Deciding the level of involvement, you have with each stakeholder will depend on how much influence they have on the success and the level of impact your work will have on them. The greater the level of influence or impact, the more involved your stakeholder will need to be.

Task Place each of your sticky notes in one of the 3 columns.

Communicate	Consult	Co-design/collaborate

Place each sticky note in one of three columns – the 3 Cs.

	Communicate	Consult	Co-design/ collaborate
Key message to stakeholder	We will keep you informed about the project	We will ask you from time to time to tell us what you think about the work we are doing	We will ask you to join us in designing the project
Methods	Newsletters Social media Briefings	Questionnaires Surveys Feedback forums	Workshops Co-design activities

Part 3 Stakeholder Plan

Write a plan that will ensure you have a relationship with all of your stakeholders – remember they can make or break this project

Project Title
Project Coordinator
Key Stakeholders
Stakeholder Engagement Objectives

Actions

Resource 2
Steering Group Terms of References

You may wish to have a steering group to guide and support the project. This is an example of a Terms of Reference for an Age Friendly Business project.

TERMS OF REFERENCE AGE FRIENDLY BUSINESS PROJECT STEERING GROUP

Project Description

This project is tasked with implementing an Age Friendly Business recognition programme for [name of organisation or location]

Project Outcomes

1. Retention and growth in customers/clients
2. Growth in revenue
3. Improved customer/client satisfaction

Project Outputs

By the conclusion of the project

1. The Better Practice Guidelines for Business Owners and Service Providers are agreed
2. The Becoming an Age Friendly Business initiative has been launched and is being implemented
3. A structure is in place to ensure the continuity and sustainability of the programme.

Steering Group Purpose

The Steering Group shall reflect the different stakeholder groups and will

1. Provide advice and guidance in the design and delivery of the project
2. Provide feedback on the project outputs as they develop
3. Provide continuity beyond this project, guiding the implementation of the Age Friendly Business initiative

Involvement

The Steering Group will be convened at key points in the project.

Members maybe consulted along the way for advice and input.

Membership

List members

Resource 3
Holding a Focus Group

HOLDING A FOCUS GROUP

Purpose

Focus groups can be used to gain insights from stakeholders, to test your assumptions and to gain commitment. They can also be educational in that they create awareness amongst those participating and can build engagement in the project.

Who Should Participate

Thought should be given to who is invited to participate. Writing down the objectives of your focus group, what you want to get out of it, will help you identify the different perspectives you need in the room. Diversity of perspectives is important as it is in difference that we gain new insights.

You may have one group for business owners and managers and another with older members of the community, or you may have mixed groups. Think through the type of discussions you want and what you want to gain.

The groups you may want to involve could include

☐ Retail owners and managers – local businesses and national chains. Include cafes and restaurants, convenience stores.

☐ Trades – plumbers, electricians, builders, mechanics etc

☐ Service providers – health, social services, accountants, lawyers, banks, recreation and fitness centres etc

☐ Government – central and local, libraries, information centres

☐ Older people – make sure you have a good spread of ages, gender and ethnicity. Find ways to ensure the perspectives of those who maybe cognitively impaired are heard.

Focus Group Objectives

The exercises you choose to use will be dependent on what you want to achieve. Don't just use a method or exercise because you like it, take a moment and ask *"Is this exercise going to generate the conversation and insights we are looking for?"*

So before deciding on your methods write down two or three objectives. For example:

"In this focus group we want to

1. Introduce participants to the concept of age friendly business

2. Identify the challenges participants experience in the 4 areas of

    a. Environment and Accessibility

    b. Respect and Inclusion

    c. Communication and Information

    d. Products and services

3. Identify opportunities for service improvements, new products and services."

Exercises

Remember in choosing your exercises, ensure they will assist you to achieve your desired outcomes. Also ensure you have the skills to facilitate the session. You may want to consider working with a skilled facilitator, the upside being it will free you to listen and ask questions.

The following exercises are provided as examples.

Word Association

Ask participants to write down the first word that comes to mind when you say a given word. Have them use sticky notes and then put up the notes on the wall and discuss the patterns, frequencies and what people were thinking of when they wrote down their words.

Words you may want to use

- Ageing
- Age friendly
- Old
- Customer
- etc

Hold a group discussion on the words. The words we put down first and without too much thought will often betray our underlying beliefs. Ashton Applewhite an anti-ageism advocate and the author of This Chair Rocks says *"What really matters are the narratives we create, the stories we tell ourselves of how to "be our age as we age"*. You may want to use this quote to start a discussion about how we see age and ageing, how his affects our self image and the ways in which we interact with people as they age.

Discussion Groups

You can write your own discussion starters. Here are a few that have been used

- For business owners and managers *"As a business/service - what would an age friendly world look like?"* List up a set of characteristics.

- For older people *"what would an age friendly world look like?"* List up a set of characteristics

- Use the 4 Pillars of Age Friendly Business Framework and ask groups to identify ways in which they could do better as business owners or managers. If working with a group of older people ask them to list up their ideas under each Pillar. If you have sufficient participants for 4 groups then allocate one pillar per group. Place the 4 lists on the wall and after each group have completed theirs invite people to walk around and read each list, add anything they think is missing and maybe discuss the ideas with others.

- Starter questions, *"Tell me about your experiences as an older person in respect of (any areas ie, retail, professional services, Government, health or social service provider etc)"*. Ask for concrete examples of the good and the not so good. *"This is what I experienced and appreciated/would have liked."* Focus on behaviours.

- Ask participants *"If one thing could change that would make a difference for you and your friends what would it be"*. Ask people to note it down and then share. Getting people to note it down means they are less likely to piggy-back off others' ideas.

Discussion Groups *continued*

- Place on tables or walls, posters with provocative quotes and ask people to select one that resonates for them and if used as part of an introductory round ask them to introduce themselves and identify the quote that resonated.

- Possible quotes

AGE FRIENDLY BUSINESS

FIVE UNIVERSAL TRUTHS

Physiological ageing is the only thing that all consumers have in common

Physiological ageing affects virtually all of the touchpoints in the customer journey

Touchpoints that satisfy the needs of older consumers work for all other ages

An outstanding Customer Experience requires all the touchpoints are age-neutral

Creating an age-neutral Customer Experience costs no more than one that isn't.

Kim Walker

AGE FRIENDLY BUSINESS

Design for the young:

exclude the old

Design for the old:

include everyone

Age Friendly = a better customer experience for all

AGE FRIENDLY BUSINESS

"The bottom line is that businesses and service organisations can no longer take their aged 50 plus customers and clients for granted. People have choices and will exercise them purchasing goods and services from those businesses who understand their needs and provide outstanding service and life stage relevant products. If businesses are able to tap this ageing consumer base in this new phase of their lives, it can create a major business opportunity."

G Pearman

AGE FRIENDLY BUSINESS

WHY BECOME AN AGE FRIENDLY BUSINESS

- **Being age friendly is good for business**
- **Becoming more age friendly isn't just good for older people, it's good for your business**
- **An age friendly business is a people-friendly business**

From Age Friendly Ireland

AGE FRIENDLY BUSINESS

"The economic potential of the older market will not be realised if businesses marketing to the new generation of older people target them as a homogenous group. Mistaken generalisations about the needs and preferences of a new generation of older people could lead to poorly conceived products and services."

Business of Ageing MSD

AGE FRIENDLY BUSINESS

"In a world that's ageing more dramatically than any time in history, and with older consumers holding considerable purchasing power, it makes good sense to ensure that adults of all ages can access your brand."

Kim Walker

Resource 4
Age Friendly Business Mystery Shopper Survey

The objectives for this exercise are twofold; to get feedback on areas that need to be addressed and to build awareness amongst participants as to what Age Friendly is. It is a *learning exercise* not an evaluation of individual businesses. Completed surveys should not identify individual businesses.

AGE FRIENDLY QUESTIONAIRE

We are wanting feedback to inform the development of the age friendly business initiative.

An Age Friendly Business is a business or service provider that considers the needs of older adults and creates an environment and offers products and services so persons of all ages and abilities can participate fully and have their needs met.

Please complete this confidential survey as soon as possible after visiting the business.

Return to .... by.........................

TYPE OF BUSINESS VISITED

☐ Retail local

☐ Retail national

☐ Health service provider

☐ Social Service non-Government

☐ Professional – Law, Accounting, Other

☐ Government

☐ Local Government

☐ Other ....

REASON FOR VISITING THE BUSINESS

☐ Purchase goods

☐ Seek information or advice

☐ Other ....

We would like feedback in 5 areas. Please highlight your positive experiences. If something was not right maybe a suggestion on how it could have been improved.

1. ENVIRONMENT AND ACCESSIBILITY

Was the environment appropriate for people of your age, life stage and ability – access, sufficient space, sound levels, lighting, toilets, seating etc.

Comments and suggestions

_____

_____

_____

_____

2. RESPECT AND INCLUSION

Did you find the staff welcoming and respectful of your age and life stage?

Comments and suggestions

_____

_____

_____

_____

3. COMMUNICATION AND INFORMATION

Were the signs, labels, information and brochures easy to read? Is the website easy to use?

Comments and suggestions

_____

_____

_____

_____

4. SERVICES

Were the services offered appropriate for your age and life stage and did they meet your needs?

Comments and suggestions

_____

_____

_____

5. PRODUCTS

Were the products offered appropriate for your age and life stage and did they meet your needs?

Comments and suggestions

_____

_____

_____

_____

RECOMMENDATION

If there was one thing this business/organisation could do that would make a difference for you what would it be?

_____

_____

_____

_____

_____

OTHER

_____

_____

_____

_____

ABOUT ME

Age   50-59 ☐   60-69 ☐   70-79 ☐   80+ ☐

Gender   Male ☐   Female ☐   Other ☐

Ethnicity   NZ European ☐   Maori ☐   Pacific ☐   Asian ☐   Other..........................

Disability Do you have a disability that currently affects your ability to use business or Government services.   Yes ☐   No ☐

Resource 5

Age Friendly Business Governance

To ensure ownership, continuity and sustainability consideration should be given to having a governance group. This is an example of a Terms of Reference for an Age Friendly Business governance group.

TERMS OF REFERENCE AGE FRIENDLY BUSINESS GOVERNANCE

Role

The Governance group will be responsible for the ongoing oversight of the project and ensuring it achieves its three objectives

1. Retention and growth in customers/clients
2. Growth in revenue
3. Improved customer/client satisfaction

Tasks

- To provide guidance in implementing the programme
- Promote the benefits of the Age Friendly Business initiative to other businesses and organisations

Membership

List

Resource 6
Age Friendly Business Coordinator

It is recommended that a suitably qualified and motivated person is given responsibility for coordinating and leading the Age Friendly Business programme.

ROLE DESCRIPTION AGE FRIENDLY BUSINESS COORDINATOR

Role

To lead the implementation of the Age Friendly Business programme.

Tasks

- Actively promote the programme
- Receive the Self Assessments and Action Plans and issue the **Aspiring to be AGE FRIENDLY** logo
- Keep a database of initiatives
- Seek opportunities for publicity for the businesses and organisations participating as agreed with them
- Produce a newsletter for participating businesses and organisations highlighting better practice locally, elsewhere in New Zealand and overseas
- Liaise with the Office for Seniors

Accountability

The Age Friendly Business Coordinator will be responsible to:

Additional resources

WHO Age-friendly Global Network

https://www.who.int/life-course/partners/agefriendlyworld/en/

Age Friendly Aotearoa New Zealand

Office for Seniors

http://superseniors.msd.govt.nz/age-friendly-communities/index.html

Dementia Friendly New Zealand

https://www.alzheimers.org.nz/get-involved/a-dementia-friendly-nz

Universal Design Principles for Buildings

https://www.building.govt.nz/building-code-compliance/d-access/accessible-buildings/about/practical-application-of-universal-design/

Web Accessibility Guidelines

https://www.w3.org/WAI/standards-guidelines/wcag/

Accessibility Charter NZ

http://msd.govt.nz/about-msd-and-our-work/work-programmes/accessibility/accessibility-guide/about-the-charter.html

Accessible Documents and Websites.

Resources provided by Blind Low Vision NZ

https://blindlowvision.org.nz/how-we-can-help/businesses-and-professionals/accessible-documents-and-websites/

Web Accessibility Tool Undertake an online evaluation

https://wave.webaim.org/

Mature Workers Toolkit

Produced by MBIE

https://www.business.govt.nz/mature-workers-toolkit/