Becoming an Age Friendly Business
Self Assessment

GO DISTRICT READY FOR LIVING

ASPIRING TO BE AGE FRIENDLY AOTEAROA NEW ZEALAND

Toolkit

Age Friendly Self Assessment
Note down gaps, suggestions and actions.

 Environment and Accessibility

Access - ease in finding you, getting in and getting around your premises

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Furniture – suitable seating is available, counter heights and shelving

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Sensory - lighting, sound and heating are at a comfortable level

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Health and Safety - handrails, non-slip floor coverings, an emergency kit and trained staff if needed

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Ease of doing business - flexible opening hours, readable website accessible product placement

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Communication and Information

Staff – friendly, welcoming and genuine. It is easy for people to ask for help or assistance

Signs and labels – well placed, easy to read

Readability - plenty of white space, larger font size, high colour contrast. Website is easy to read and navigate

Language and communication – clear, concise with no jargon or acronyms

Technology – you cater for all people even if they are not technology savvy

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 Respect and Inclusion

Assumptions - not making assumptions about people based on age, gender or ethnicity

Language - inclusive language, spoken and written. Not using labels to categorise or describe people

Awareness - staff are trained in how to engage with people as they age. Staff are aware of how dementia can affect individuals cognitive abilities. Staff are able to anticipate people's needs without making assumptions

Empowerment - engaging with older people in ways that do not diminish them

Culture - ensuring an inclusive work place for staff (paid or voluntary) that respects and celebrates diversity

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 Products and Services

Product choice - you offer a range of products and in ways that appeals to all life stages

Product design - you involve the end user in the design process

Service and programme design - you seek and act on feedback from all your customers and clients

Merchandising - your products and services are well presented and accessible

Innovation - you look out for new products and services that could better meet the needs of all your customers or clients