



## **Age Friendly Business Checklist**

The City of Unley Age Friendly Business Program aims to raise awareness amongst businesses of the potential community and commercial benefits of implementing age friendly practices. An age friendly business is one that is welcoming and accessible, promotes independence, and is responsive to the needs of an older population.

There are many strategies you can implement to become more age friendly. Some strategies are simply good business practice; others might be new considerations for your business. It is important to note that many of these strategies are low cost and can have a big impact.

Completing and submitting this self-assessment checklist demonstrates your commitment to being age friendly. In return, you will be part of the Age Friendly Business Recognition program and will receive an 'Age Friendly Trader' sticker which you can display in your shop windows with pride, potential promotion in Unley Life magazine and other media, and receive offers for free educational workshops to further your understanding.

### **Self- Assessment Checklist**

Complete and submit the checklist to [unleybusiness@unley.sa.gov.au](mailto:unleybusiness@unley.sa.gov.au)

A staff member will then be in contact with you. For any questions please contact:

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- Business Name**
- Business Address**
- Name of Applicant**
- Contact details**
- Brief description of business**

Please tell us how your business is age friendly and provide some examples. Not every item will necessarily be relevant to your business. Do not feel as though all boxes should be ticked.

<b>Customer Service</b>	
Consultation conducted with older people in the City of Unley in 2016 revealed respectful and friendly customer service was valued above all other factors. Everyone appreciates friendly, knowledgeable and thorough customer service.	
Staff are welcoming, friendly, and authentic in their greetings	<input type="checkbox"/>
Staff are attentive and listen to customers' requests	<input type="checkbox"/>
Staff speak clearly and without condescension	<input type="checkbox"/>
Staff are courteous, aware, knowledgeable and offer assistance	<input type="checkbox"/>
Staff are patient and ensure customers don't feel 'hurried along'	<input type="checkbox"/>
Customer feedback is actively sought e.g. suggestion box	<input type="checkbox"/>
Staffing profile includes older people where possible	<input type="checkbox"/>
Where employees speak languages other than English, this is advertised and promoted to customers	<input type="checkbox"/>
Other, please specify	
<b>Marketing</b>	
Ensuring your marketing and communications are age friendly means they are easy to read, understand, and the right information is provided when and where people need it.	
Fonts are large and clear, with a high colour contrast between the text and background of promotional material	<input type="checkbox"/>
Advertisements and materials feature a range of ages, including older people, in materials and advertisements.	<input type="checkbox"/>
Contact details are printed on all materials and are in and easy to find place.	<input type="checkbox"/>
A range of communications methods and channels are used.	<input type="checkbox"/>
Website is easy to navigate and is up to date.	<input type="checkbox"/>
Business is well signed internally and externally	<input type="checkbox"/>
Other, please specify	

<b>Ambience</b>	
As people age, many will experience a reduction in hearing and vision.	
Adequate and even lighting is provided throughout, particularly in entrances and exits.	<input type="checkbox"/>
Excessive noise and loud music is minimised.	<input type="checkbox"/>
Furnishings absorb excess sound and reduce echo.	<input type="checkbox"/>
Other, please specify	
<b>Design and Accessibility</b>	
Ensuring your business is accessible will provide a more welcoming and pleasurable shopping experience for everyone. The factors contributing to the accessibility of a building are not necessarily all in a business owner's control, however there are some strategies most businesses can consider.	
Seating with arm and back rests	<input type="checkbox"/>
Furniture with rounded edges, to reduce possible bumps and grazes.	<input type="checkbox"/>
Adequate space between and around furniture to maneuver.	
Parking area for prams, mobility aids and scooters	<input type="checkbox"/>
Products popular with older people are within reach on shelves	<input type="checkbox"/>
Doors are lightweight or automatic.	<input type="checkbox"/>
Trip/ slip hazards are removed and/or minimised.	<input type="checkbox"/>
Magnifying glass is provided.	<input type="checkbox"/>
Other, please specify	<input type="checkbox"/>
Please provide some examples:	<input type="checkbox"/>

<p><b>Age Friendly Services and Products</b></p> <p>Offering services such as these will go a long way to ensuring your business has a dedicated older customer base.</p>	<input type="checkbox"/>
<p>Home delivery services</p>	<input type="checkbox"/>
<p>Seniors discount, seniors menu, special Seniors Days and/or membership to the Seniors Card Program.</p>	<input type="checkbox"/>
<p>Advertising the availability of Powerpoints so mobility scooters can be charged and/or joining the Recharge Scheme.</p>	<input type="checkbox"/>
<p>Offering smaller quantities at competitive prices.</p>	<input type="checkbox"/>
<p>Personal service is available as an alternative to self-checkouts</p>	
<p>Other, please specify</p>	<input type="checkbox"/>
<p>What is one new strategy you will implement over the next year to make your business more age friendly?</p>	