

Building an Age-friendly Business in the City of Kawartha Lakes

Marketing Package



age
friendly
CITY OF KAWARTHA LAKES



How does the age-friendly business recognition program work?

It's as easy as 1, 2, 3...

Step 1

Review the age-friendly business checklist and determine if your business would like to move forward..

Step 2

Based on the results of your in-store assessment, make a plan to make any necessary improvements to your business.

Step 3

Complete and sign the age-friendly business criteria checklist as a sign of your commitment to the program.

If you meet the criteria, you will receive the following benefits:

- Window decal
- Use of the Age-Friendly Business logo
- Inclusion of your business on the list of age-friendly businesses on the website.

Remember, age-friendly business is good business.

For more information about Age-friendly programs in the City of Kawartha Lakes email:

Barb Condie: bcondie@city.kawarthalakes.on.ca

Age-friendly Business Tweets

January- Age-friendly business: Did you know that Older Adults control 77-80 % of wealth in Canada?

February- Age-friendly business tip: In our survey, we heard that our older residents like Seniors Discounts. Advertise your Seniors Discounts where they are visible.

March- Age-friendly business tip: Reward staff for providing extra customer service to any customer who needs it, including older adults.

April- Age-friendly business tip: Consider providing seating that has arms for people who need to push themselves up.

May- Age-friendly business tip: Make sure your text for print materials are simple and easy to read. Consider using the Arial, Geneva or Verdana in 12 point or larger.

June- Age-friendly business tip: June is Seniors month! Consider having a lunch and learn for your staff on a Seniors issue, eg. Alzheimer's Disease or Elder Abuse.

July- Age-friendly business tip: Consider placing products that are frequently bought by older adults within easy reach on shelves.

August- Age-friendly business tip: Consider being music free or simple reduce the volume during the times older customers are most likely to shop at your store.

September- Age-friendly business tip: Not everyone likes to be called Sweetie or Hun, though staff intentions are good, for some older adults it feels condescending.

October- Age-friendly business tip: Offer your products in smaller portion sizes, this is good for your older customers and students!

November- Age-friendly business tip: Provide staff training on how to handle falls and accidents while preserving customer dignity.

December- Age-friendly business tip: Put a bench at your entrance or the back of your store. Sitting and resting will increase the amount of time older customers stay and spend at your business.

Age-friendly Business Newsletter Content

Why make your business age-friendly?

While many companies focus on wooing the younger cohort, there is significant value in City of Kawartha Lakes to shifting that focus to capturing the older adult market. In Canada, Boomers and older adults controls 77-80% of all the wealth in Canada (CARP), yet this generation has remained largely unaddressed by businesses.

It's not just the numbers that are changing. Older adults today are living longer than ever before and are staying active well into older age. A recent Ipsos Reid poll showed that while Boomers acknowledge their significant spending power, 40% feel ignored by the businesses that serve them. A business that is welcoming and comfortable for older adults will be comfortable for all customers, including parents with children in strollers, expectant mothers and individuals with injuries, disabilities or other limitations (i.e., sight, hearing, mobility).

Entrances with fewer stairs and that are clear of snow or other obstacles will allow customers to safely access your business and **spend money**.

The availability of a place for customers to sit while waiting or rest during shopping **may result in customers spending more time and therefore more money at your business**.

A service or help desk that is clearly visible and accessible will allow customers **to find and purchase all the products they require**.

Staff who are patient and trained to handle incidents (such as a customer fall), while preserving the customer's dignity, **will create positive word of mouth and potentially increase your customer base**.

Age-friendly Business Newsletter Content

It's good business to be an Age-friendly Employer?

Today, more and more people are working well past traditional 'retirement-age'. Employment among people over age 55 is on the rise in the City of Kawartha Lakes and across the country. Older workers represent a highly-skilled and committed segment of the workforce. As older people make the transition into new positions or new careers, they bring with them a wealth of experience and expertise.

If you would like to capitalize on this skilled and dedicated segment of the workforce, you may want to consider the following:

- flexible work arrangements
- part-time positions or job sharing
- snowbird programs
- phased retirement options
- mentorship and training programs

For more information contact Barb Condie: bcondie@city.kawarthalakes.on.ca