

We welcome diverse abilities and ages!

- Staff are equally welcoming and friendly to all, regardless of age/ability.
- Staff are attentive and listen to customers' requests.
- Staff speak clearly and without condescension.
- Staff understand different needs and are confident to offer assistance.
- Staff are patient and ensure customers don't feel 'hurried along'.
- Customer feedback is actively sought, in ways for all ages and abilities.
- We actively consider and pursue employing mature age workers and people with disability.

Make your marketing and communications age and ability inclusive.

- Are fonts large and clear? Is there a high colour contrast between text and background?
- Do images in communication materials feature a range of ages and abilities?
- Is your website easy to navigate and up to date? You could have it tested for accessibility.
- Is the business well signed internally and externally?
- Are contact details printed on materials and easy to find? It's good to offer a range of contact points from telephone, to online and in person.

Ambience

- Excessive noise and loud music should be minimised where possible. Consider developing 'silent sessions'; for example, recreation sessions suitable for families with autism or sensory needs.
- Staff speak clearly and without condescension.

Design and accessibility

- Providing seating (with arm and back rests).
- Furniture with rounded edges to reduce possible bumps.
- Adequate space to maneuver, turn around and avoid knocks.
- Popular products within reach on lower-middle shelves.
- Seniors and carers' discounts, including membership to the seniors and carers' card programs.
- Lightweight, open or automatic doors.
- Home delivery service.
- Regular checks for trip or slip hazards.
- Personal service is available to self-checkouts.

What is one new strategy you will implement over the next year to make your business more disability and/or age friendly? _____