

Age Friendly Businesses in Unley

Tailor your offer for seniors and reap the rewards

Older people represent a large segment of the population that are likely to shop locally and reward businesses that meet their needs by becoming repeat customers.

Improving access and service in a way which meets their unique needs benefits both customers and businesses.

The Numbers Add Up



Are you an Age- Friendly business in the Unley council Area?

Do you currently meet these criteria?

TOP 5 BUSINESS PRACTICES TO SERVICE OLDER PEOPLE IN UNLEY

CUSTOMER SERVICE – Staff demonstrate an awareness and appreciation of the specific needs of older people (Eg)

COMMUNICATIONS AND ENGAGEMENT – Marketing and communications are the right format and distribution for older people (eg easy to read and understand, a range of communication methods and channels are used.)

INTERNAL ENVIRONMENT – the environment is welcoming to the needs of older people (Eg lighting is considered, excessive noise in minimised)

DESIGN AND ACCESSIBILITY – Minimum disability access standards are met (Eg wheelchair and mobility-scooter access and automatic doors.)

NICHE SERVICES AND PRODUCTS ARE OFFERED (Eg seniors discounts, seniors card program)

IF SO, [Register here](#) to be recognised as an Age Friendly Business in Unley and become part of the Age Friendly Business Recognition Program:

- Receive an 'Age Friendly Trader' sticker to display in your shop window
- Potential promotion in Unley Life magazine and other social media, such as City of Unley Facebook page
- Listed on City of Unley web-site as an Age Friendly business.