

All Ages: Business for Everyone Checklist

The following checklist provides a general template to assess your business' age-friendliness and get an idea about what you're doing well, where you can improve, and new ways to improve your customer's experience.

There are five sections, each with sub-sections. Each section includes 'The extra mile' — a sub-section with ideas that go above and beyond standard business practice to create even more positive customer experiences.

Other checklists, guides, and more information for each domain can be found in the *All Ages: Business for Everyone Resources* document.

Customer Service

Respect

Assistance

Communication

Convenience

The extra mile

Environment

Safety

Comfort

Layout

The extra mile

Information

Signage

Printed/written information

Contact information

The extra mile

Marketing

Accessibility

Diversity

Delivery

The extra mile

Set Yourself Apart

Community involvement

Diverse workforce

We are for everyone.

ALL AGES: BUSINESS FOR EVERYONE

COTA
TASMANIA
for older Australians



How to calculate your All Ages Business score

Each item is assessed using the following system:

Rating	Score
Occurs all the time	4
Occurs most of the time	3
Occurs some of the time	2
Rarely occurs	1
Does not apply	N/A

This checklist is comprehensive and some items may not be applicable for your business — mark these as N/A.

For each section, calculate your Domain score by adding together the scores for each item (total score) and dividing this by the number of items that applied to your business:

Total score (*Total*)

÷ **Number of items that applied to your business (*Items*)**

= Your Domain score

Then add all Domain scores together to calculate your All Ages Business score.

Your Customer Service score

+ **Your Environment score**

+ **Your Information score**

+ **Your Marketing score**

+ **Your Set Yourself Apart score**

= All Ages Business score

Where 'Staff' are mentioned, this may be applicable to all or just a few key staff. For instance, mental health first aid training may only be completed by key staff, but it is important that key information, procedures, and ideas are shared with all staff.

While this checklist is useful as a guide to identify what your business is doing well and how it could improve, one of the best ways to determine how to make customer's experiences better is to ask them. This can be through a quick survey, having staff take note of general customer comments or asking customers directly for feedback.





Customer Service

Promoting a staff culture of respect and inclusion for people of all ages, cultures and circumstances will ensure that everyone who uses your business feels valued and that their concerns are taken seriously. Staff who treat customers respectfully, communicate clearly, and handle difficult situations with dignity create positive experiences for customers, and businesses that work hard to provide convenience and efficiency stand out from the crowd.

Customers are greeted in a friendly and authentic way as they enter the business. ☐

Staff take time to get to know regular customers and their preferences. ☐

Staff have good knowledge of the business/service and its products, including where these can be found. ☐

Respect

Staff are polite, attentive, patient and respectful to all customers in person and on the phone. ☐

Staff are trained to recognise and challenge unconscious biases and stereotypes they may have towards people of different ages, cultures, backgrounds and circumstances. ☐

Staff do not assume customer preferences or tastes. ☐

Staff are trained to handle incidents such as accidents, misunderstandings, or outbursts that preserve customers' dignity as much as possible. ☐

At least one customer service area is accessible by wheelchair. ☐

Assistance

Staff are trained to respectfully assist customers living with dementia, or with vision, hearing or mobility challenges. ☐

Staff are encouraged to provide extra customer service where appropriate. ☐

Customers can always find a staff member to ask for help. ☐

Errors and customer concerns are addressed promptly and courteously. ☐

Where possible and appropriate, staff walk with customers to find products rather than using verbal directions. ☐

Communication

Staff speak clearly and at an appropriate speed while looking directly at the customer. ☐

Staff use plain language and avoid jargon, without being overly 'simple'. ☐

Staff do not raise their voices or speak slowly unless asked to by customers. ☐

Staff do not refer to customers using familiar terms like 'dear', 'honey' or 'sweetie', unless they know the customer well. ☐

Staff communicate directly and appropriately with customers with carers or service dogs. ☐

Service dogs are welcome in the business and are treated as working dogs (i.e. not pet, fed or distracted by staff). ☐



Automatic telephone messages and prompts are short, concise, and do not provide too many options ☐

Where employees speak languages other than English, this is advertised and promoted to customers. ☐

A clear customer complaints process is in place and is followed through by staff and management. ☐

Convenience

Home delivery services are offered for people who are homebound or have difficulty carrying items. ☐

Front counter pick-up options are available for customers who have trouble moving around or navigating the business. ☐

Staff counter service is available as an alternative to self-checkouts. ☐

Staff offer to carry and load items to the customer's car without making people uncomfortable about their abilities, and are gracious if someone chooses to refuse this help. ☐

The extra mile

A quiet, private space is provided for discussing private business, such as medical, financial or sensitive concerns. ☐

The business is part of the Tasmanian Seniors Card program, clearly displays Seniors Card promotional material, and staff are aware of discounts offered. ☐

Staff are trained to recognise customers who may be experiencing physical, emotional or financial abuse, or mental health crisis, and are supported to contact relevant support services for advice. ☐

The business displays information or actively supports initiatives that support people experiencing mental illness, trauma or abuse. ☐

Staff are trained in mental health first aid and/or how to respond to trauma or abuse. ☐

..... (Total) ÷ (Items) = Your Customer Service Score





Environment

An environment that supports customer safety, wellbeing, and comfort, and considers how people with different abilities can access services and products, creates positive experiences where customers feel valued and respected regardless of their age, ability, or circumstance.

Safety

Where possible, stairs are replaced with ramps or portable ramps are used. ☐

Stairs have sturdy handrails on both sides that extend to the ground level, rather than the final step. ☐

Edges of stairs and ramps are marked with brightly coloured paint or reflective tape. ☐

Floors are non-slip and clear of trip hazards like spills and store stock. ☐

Staff are trained to manage evacuation of people with dementia and reduced mobility, vision or hearing. ☐

Staff are trained to recognise signs that a customer needs physical or medical assistance and can notify the appropriate service or authority. ☐

Mats are well secured and all edges fastened to the floor with glue or tape, or removed. ☐

Changes in floor elevation or material, obstacles, and hazards are clearly marked (e.g. Step Up, Step Down, Automatic Door, Wet Floor, Low Overhead etc.). ☐

Shelving and furniture have round edges and are clearly defined (no glass shelves or furniture that blends with the background). ☐

Doors are lightweight and easy to open, or automatic. ☐

Comfort

There is a space at the front of the business to securely place packages or shopping, hook a cane so it doesn't fall, and park a scooter or pram. ☐

Toilets are available nearby for customer use, with at least one accessible toilet cubicle and hand washing area. ☐

Sturdy, regular-height seating with back and armrests are available in waiting areas, line-up areas, at the store entrance, and throughout the store (if it's large). ☐

Seating and waiting areas have room for a wheelchair. ☐

Temperature is maintained at a comfortable and appropriate level, considering customer activities while in the business (e.g. sitting vs walking). ☐

Background music volume is low in volume and is a mix from different periods and styles. ☐

Music-free hours are at set times and days for when older people and people who have sensory sensitivities visit the most. ☐



Speaker systems for public announcements are clear, distortion-free, and not over-used. ☐

Noises from loud machinery or activities are controlled by isolating them in other rooms or installing noise-absorbing measures. ☐

The business is well and evenly lit, particularly in entrances/exits and hallways, with flickering lights replaced quickly. ☐

Lighting glare is reduced by installing light shades or filters. ☐

Small, direct 'task' lights and magnifying glasses are installed in areas where reading or other visually demanding tasks are necessary. ☐

Parking is available nearby for customers with prams or disability permits. ☐

A 5-minute drop-off and pick-up area is near the shop entrance for people picking up customers with young children, reduced mobility, or living with a disability. ☐

Layout

Popular items are within easy reach and placed near the front of the shop. ☐

Aisles are at least 1.2m wide so people with walkers, wheelchairs, scooters, or prams can easily pass others. ☐

Store layout remains relatively fixed, and when it is changed, this is done gradually. ☐

The extra mile

Toilets in the business are open for the public, particularly for older people, people living with a disability, parents with young children, and pregnant women (this is an easy way to get people into your store who may not otherwise shop there). ☐

Toilets are auto-flush or have manual controls on the wide side of the toilet. ☐

A small mat and activities or a box of toys for young children is available next to seating for parents to have a quick break. ☐

Furnishings, carpets, tapestries, acoustic ceiling tiles, or partitions are used to absorb sound. ☐

..... (Total) ÷ (Items) = Your Environment Score





Information

Customers appreciate being able to find business information quickly and easily, including where to find items in-store, product or service information, and how to get in contact. The easier this is to find and interpret, the more likely a customer is to act on the information.

Signage

Signage and price labels have:

Font in a sans serif style (i.e. don't have decorative end strokes). ☐

Font is a vivid colour that contrasts well with the background (e.g. black on white background). ☐

Limited decoration that detracts from key information. ☐

Appropriately large font: a general guide from Australian Standards is for every metre required viewing distance, letters are a minimum height of 3mm. ☐

Other signage considerations:

Location of exits, amenities, key areas, check-outs, and toilets are clearly signed. ☐

A map of the store is visible near the store's entrance. ☐

Outdoor and car park signs are well maintained and clear. ☐

Where appropriate, key information and signage is at eye height. ☐

Printed/written information (see 26TEN in Resources)

Receipts, pamphlets, catalogues, menus etc. have

Font in a sans serif style and at least 12-point. ☐

Font is a vivid colour that contrasts well with the background. ☐

Limited decoration that detracts from key information. ☐

Headings that easily identify key information. ☐

Plain English that is concise and free of jargon. ☐

Lots of blank space and the use of images or diagrams where appropriate. ☐

Contact details are easy to find. ☐

Contact Information

Business phone number, email, and opening times are clearly displayed at the front of the business. ☐

Marketing and information include easy-to-find business contact details. ☐

Website has a clear Contact Us button on the home page. ☐



The extra mile

Have a summary sheet of items in each aisle at the beginning and end of aisles. ☐

Customers have opportunities to provide feedback through an anonymous ballot box or survey. ☐

Ask customers directly about what they like and find challenging when using your business/service. ☐

Website

Is easy to find when searched for. ☐

Is clear, simple and easy to navigate. ☐

Has the ability to increase font size. ☐

Has accessible design (see Resources). ☐

Is up-to-date. ☐

Social Media

Is easy to find when searched for. ☐

Is regularly updated. ☐

Comments are responded to quickly. ☐

Negative comments are not removed unless offensive. ☐

..... (Total) ÷ (Items) = Your Information Score





Marketing

People who don't see themselves in a business' marketing or advertising are less likely to engage with that business. When marketing includes people of all ages, abilities and backgrounds, it reaches a much wider customer base.
(See Module 7 for more information)

Accessible marketing

Font is a sans serif style and at least 12-point.

☐

Font is a vivid colour that contrasts well with the background.

☐

Plain English (see 26TEN) that is concise and free of jargon is used.

☐

Printed documents have lots of space and images or diagrams replace words where appropriate.

☐

Contact details are easy to find.

☐

Key messages are clear and easy to interpret.

☐

Diversity

Images, messages, context, and key audience are carefully considered.

☐

People with a range of ages, abilities and backgrounds are represented if appropriate.

☐

Images and messages are positive and focus on the experience, attitude, or characteristics being marketed, rather than age or ability.

☐

Marketing is trialled with customers, friends and family of different ages, abilities and backgrounds.

☐

Delivery

Online marketing is personable and invites customer feedback.

☐

Offline marketing is used and may include TV, radio, community newspapers, Council newsletters, or magazines.

☐

Marketing material is displayed in-store.

☐

The extra mile

Ask local businesses or services to display marketing materials or posters where appropriate, such as doctor surgeries, pharmacies, and supermarkets.

☐

..... (Total) ÷ (Items) = Your Marketing Score





Set Yourself Apart

Businesses are key places to meet, form relationships, and support our community. Think about how your business could connect with your community to build relationships and respect.

Community involvement

Publish a regular customer newsletter that includes information about new products/services, business changes, staff Q&As, information from other local businesses, and other relevant information (e.g. customer recipes or project tips).

☐

Offer spare space or resources to community groups.

☐

Host community events like morning teas, BBQs, breakfasts, open days, or to support community initiatives and fundraisers.

☐

Have a Community Noticeboard with contact details of other local businesses and services.

☐

Diverse workforce

Recruit a workforce with a range of ages, abilities, and backgrounds that matches the broader community profile.

☐

Discuss and provide flexible working arrangements for staff.

☐

Encourage staff to share skills, experience, and specialist training with each other.

☐

Support staff to attend professional development opportunities.

☐

Conduct regular staff performance reviews as opportunities to provide positive and helpful feedback, and ask staff whether you can do anything more to support them.

☐

..... (Total) ÷ (Items) = Your Set Yourself Apart Score



Your All Ages: Business for Everyone score

Add all Section scores together to calculate your All Ages Business score.

..... Customer Service

+ Environment

+ Information

+ Marketing

+ Set Yourself Apart

= **Your All Ages Business Score**

Score	Rating
18-20	Outstanding
14-17	Good
10-13	Fair
0-9	Needs Work

No matter how well you score on All Ages: Business for Everyone, there is always opportunity to continue to develop and improve their age-friendliness and accessibility. Continue to learn about your customers, their wants and needs, and how to best serve them to ensure that your business will continue to grow as Tasmania's population ages.

For more information about All Ages Business, have a look at COTA's All Ages: Business for Everyone Resources. You can also contact COTA on **6231 3265** or email **admin@cotatas.org.au**.

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