

All Ages: Business for Everyone – Checklist and Resources

The All Ages: Business for Everyone Checklist and Resources documents help business identify strategies and find information to continue to develop the All Ages Business principles to create positive experiences for all customers.

All Ages: Business for Everyone Checklist

The main aims of the All Ages: Business for Everyone Checklist is for businesses to identify

- What they are doing well
- Where they can improve
- Ways to improve

The checklist is separated into five domains, each with some sub-domains. An All Ages: Business for Everyone score can be calculated by scoring items under each sub-domain from 1 (Rarely Occurs) to 4 (Occurs all the time).

If the item doesn't apply to the business, then it is marked as N/A. The All Ages: Business for Everyone score can help business to:

- Understand their current 'age-friendliness' or accessibility
- See changes and improvements over time, and assess their impact

 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



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

To calculate the All Ages: Business for Everyone score, each domain is scored as

Total score (Total)

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

= Your Domain score

For instance, if the following was scored for Customer Service:

- 3** Customers are greeted in a friendly and authentic way as they enter the business.
- 2** Staff take time to get to know regular customers and their preferences.
- 1** Staff have good knowledge of the business/service and its products, including where these can be found.
- N/A** Where employees speak languages other than English, this is advertised and promoted to customers.

Total = 3+2+1 = 6

Items = 3

Customer Service score = 6 ÷ 3 = 2

Add all the 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

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

Once you have completed the All Ages: Business for Everyone Checklist, you can see what you do well and where improvements can be made. It's important to celebrate your and your staff's successes and seek staff and customer feedback when planning improvements.



All Ages: Business for Everyone Resources

The All Ages: Business for Everyone Resources include resources to help you act on improvements identified in the checklist:

- Age-friendly and accessible business guides
- Additional resources and guides that address specific domains and sub-domains
- Australian and international business checklists that were used to develop the All Ages: Business for Everyone checklist
- Checklists for specific types of businesses
- Professional development opportunities for management and staff
- Helplines to contact for advice about customers you are concerned about
- Examples of businesses meeting All Ages: Business for Everyone principles and why it works

If you have any additional resources to add to this document, contact COTA Tasmania.

For more information about All Ages: Business for Everyone

Contact COTA Tasmania at **admin@cotatas.org.au** or **6231 3265**.

Visit the website at www.cotatas.org.au/programs/liveable_communities/all-ages-business.

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