

All Ages: Business for Everyone – The Domains

The All Ages: Business for Everyone domains are used in COTA's Checklist and Resources documents to give businesses ideas and strategies to meet the All Ages: Business for Everyone principles.

The five domains and their sub-domains are:

 Customer Service	A cultural environment of respect and inclusion.
Respect	Staff challenge assumptions and biases, handle incident and complaints respectfully.
Assistance	Staff are available and ably assist all customers, particularly people with reduced mobility or who live with a disability.
Communication	Staff speak to customers appropriately and use respectful language.
Convenience	Staff help customers use the service or get products easier.
The Extra Mile	Staff are trained to speak sensitively and support customers experiencing difficult circumstances.

 Environment	Physical environment is accessible and inclusive.
Safety	All customers are safe to move about and staff are trained to keep customers safe.
Comfort	Environment is not over-stimulating and customers can rest and feel comfortable.
Layout	Popular items are easy to find and the business is easy to move in.
The Extra Mile	Toilets are more accessible and children play areas are available.

We are for everyone.
ALL AGES: BUSINESS FOR EVERYONE

COTA
TASMANIA
for older Australians



 Information	Business information is easy to find.
Signage	Important parts of the business are clearly signed using accessible font and formatting.
Printed/Written Information	Information about the business, products or services is accessible and uses Plain English.
Contact Information	Business contact phone, email and website are easy to find.
The Extra Mile	Website is accessible, in-store product information is easy to find, and feedback is sought from customers.

 Marketing	Includes diversity and available on and offline.
Accessibility	Font and formatting is accessible and uses Plain English, with clear messaging.
Diversity	People from a range of backgrounds are represented, and images and messages are inclusive.
Delivery	Online and offline delivery is used.
The Extra Mile	Partner with community organisations or businesses to display relevant marketing.

 Set Yourself Apart	Strategies to go above and beyond standard practice.
Community Involvement	Support and promote community initiatives and programs.
Diverse Workforce	Workforce represents the community and adopts flexible working arrangements. Staff share skills and are asked for feedback.



All Ages: Business for Everyone Checklist

The All Ages: Business for Everyone Checklist is a comprehensive list of items in each domain that contribute to the principles of All Ages Business. Businesses can score themselves against each item applicable to them and add each domain score together to achieve an overall All Ages Business score.

This score can be helpful for business to:

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

However, the **main aims of the checklist** are to identify:

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

Once businesses have completed the checklist, they should:

- Celebrate their strengths, congratulating themselves and their staff
- Act on improvements by:
 - Identifying areas of improvement
 - Asking staff and customers for ways to improve in these areas
 - Using the All Ages: Business for Everyone resources
 - Investigating professional development opportunities for management and staff
 - Making necessary and appropriate improvements
- Keep developing and growing

No matter how well you are doing, there are always opportunities to grow and improve your business as communities, businesses and the world change. Keep talking with staff and customers to continue to meet their needs.

All Ages: Business for Everyone Resources

The All Ages: Business for Everyone Resources include:

- 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
- Examples of businesses meeting All Ages: Business for Everyone principles

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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