



Age Friendly Business Recognition Programme

Could you do with a few more customers?

How About One Million More?



Make your business Age Friendly and watch your business grow

There are more than 1 million older (60+) people living and shopping in Ireland.

Are you doing everything you can to capture their business?

Older people:

- Own 75% of the wealth in the EU and account for 50% of consumer spending.
- In Ireland have a revenue declared annual income (2012) of over €10 Billion (65+).
- Will double in number in the next 30 years, and those over 80 will quadruple.
- Are loyal customers and outspend younger shoppers.
- Spend locally, have a lot of purchasing power and have the time to shop.

It's easy to make your business age friendly. Most age friendly practices are low or zero cost and can mean a big difference in your bottom line.

Simple changes such as making your business easier to find, enter, move around and make purchases in are good for your customers and better for your business.

By advertising yourself as an age friendly business, you are letting older people know that you value their custom and you are committed to serving them. Join the Age Friendly Business community today and learn how to attract and retain this powerful customer base.

Age Friendly practices improve the experience for all your customers.

Age Friendly is people friendly. Everyone profits.



What is involved?

In four simple steps, you will be an Age Friendly Business.



1. Identify a member of staff to act as a champion for age friendliness and older customers.
2. The champion participates in our AgeFriendlyBusinessworkshop, and starts to develop ideas.
3. Ask your older customers what they like, what could be improved?
4. Develop actions and get recognised as an 'Age FriendlyBusiness'.

Nationally, Age Friendly Business is a growing brand, supported by Chambers Ireland and the Age Friendly programme. This recognition allows customers to identify you as an age friendly business and publicises your business to older consumers.

You will get a charter, decal window sticker logo and be listed on the Age Friendly Businesses directory on the national website, www.agefriendlyireland.ie.

“We really started focusing on the older consumer market about 2 years ago and since then we have changed how we do business. Through focus groups and mystery shoppers we stopped guessing what the mature consumer wanted and started asking them.

This knowledge allowed us to create a better service, without doubt we have seen a marked increase in our business in this market.”



Colin Ahern
General Manager
Kilkenny Ormonde Hotel



Join the Recognition Programme

Examples of low-cost and no cost ways you can make your business age-friendly and attract this powerful and growing segment of the population

- Offer products and/or services that are appropriate for older adults, e.g. single portions.
- Make discounts or special offers available for older adults when possible.
- Offer assistance with shopping, and or drop off/delivery services
- Provide respectful human contact, in person and on the phone.
- Place products on shelves which are reachable or readily offer assistance to reach items.
- Use large, clear fonts for signage, printed materials, and websites.
- Moderate excessively loud music and noise.
- Speak clearly in low tones and repeat yourself if necessary.



If you are interested in becoming an Age Friendly Business, let us know at admin@kilkennychamber.ie, phone **056 7752767** or contact your local age friendly programme coordinator michael.delahunty@kilkennycoco.ie or phone **056 7794988**

