



Age Friendly Ireland National Awards

Age Friendly IRELAND

Ireland's Age Friendly Recognition & Achievement Awards 2023

Are you involved in a project that benefits Older People or makes your community more Age Friendly?

Applications are invited for our Age Friendly Recognition and Achievement Awards. Apply now to be in with a chance of receiving National Recognition for your Project.

Age Friendly WEXFORD

wexford County Council

comhairle chontae na mí meath county council

It is that time of the year again, when we set out to find and award the businesses and services which are making Ireland a great place in which to grow old. Wexford County Council have the honour of hosting the awards night this year, which will be a fabulous gala event in the Clayton Whites Hotel in November.

We are calling for organisations, individuals/members of the public, agencies and communities to submit applications on projects or programmes that they consider to be age friendly, in eight different categories aligning to the World Health Organisation themes for meaningful impact on the lives of older people.

Of most interest to the business community will be the Age Friendly Business Innovation category, which has an emphasis on civic participation and employment. We know that creating an enjoyable and accessible experience for older consumers pays dividends for small and large businesses and the wider community. This category acknowledges age aware businesses which are innovative in their approach, and which recognise that older people as both producers and consumers bring a wealth of experience and expertise to our society. We particularly welcome entries from collaborative projects where business and the community came together to effect change.

Please note the closing date for entries is **1pm on Thursday June 30th**.

To apply please click on the link below: [Application Form](#)

<https://agefriendlyireland.ie/category/national-age-friendly-recognition-awards/how-to-apply-for-the-awards/>

RTE at Specsavers Newbridge

RTE's Morning Ireland recently featured the Age Friendly Ireland Business Recognition programme, reporting from Specsavers in Newbridge which has really embraced what it means to be Age Friendly! At the branch, one of more than 60 nationwide which have received their Age Friendly Charters, they host special Wednesday morning clinics for older people, with 50s and 60s music on the playlist, goody bags given out and longer appointment times on offer. Jiving is known to break out from time to time on the shop floor, and the whole thing becomes a social event. Big thanks to reporter Gill Stedman for her interest in our work, and you can follow this link to have a listen!



<https://www.rte.ie/radio/radio1/clips/22255109/>

Citizens Information complete Age Friendly Business training



We are delighted that more than 20 Citizens Information offices all over Ireland have recently completed their Business Recognition training with Age Friendly Ireland. They are now in the process of consulting with their older clients to decide on three low cost or no cost changes for each branch, so that they can demonstrate Age Friendliness and receive their Charters.

Citizens Information is a vital service that provides free, confidential information on a whole range of areas like finance, social welfare, health, housing, employment, tax and so much more. They can be contacted:

By email - www.citizensinformation.ie

By phone – 0818074000

By calling in - [Citizens Information Centre near you](#)

Business in Roscrea Town goes Age Friendly

The historic Old Courthouse in Roscrea is a hive of activity for older people with regular lectures, music, crafts and all kinds of retirement services on offer. Recently it hosted businesses and services from all over the town, who wanted to learn about becoming Age Friendly and



to work towards receiving their Age Friendly Charters. Another group of businesses from the town, who couldn't attend on the day, completed the training online. Very special thanks to the Age Friendly Co-ordinators in the town, Anne Keevey and Mary McMahon, for making it all happen and we look forward to issuing Charters to the businesses and services when they have the next steps complete.

Screen Ireland Presentation

We were recently invited to present to the Diversity and Equality group within Screen Ireland on the subject of representation of older people in film and television. A group of 20 influential film and programme makers took part in the discussion and were very interested in hearing about the aging demographic, and how older people feel they can be under represented on screen, or mis-represented. We fed back to the participants some key information from our focus groups on screen representation held with our Older Persons Councils, and the programme makers said they found the information very interesting and relevant.



As the national agency for the Irish film, television drama, animation and documentary industry, Fís Éireann/Screen Ireland is the creative partner to the sector, investing in talent, creativity and enterprise.

We are very appreciative that they took the time to listen to us and hear about our work.

Smurfit Business School Study



A group of master's Students from the Smurfit Business School recently gave us their time and energy to complete a study on the Age Friendly Business Recognition Programme. They came up with some good recommendations for us to encourage more businesses to come on board, which we will be implementing in the coming months.

Our thanks to the MSc in Project Management Director, Professor Joe Houghton, for allocating the resource to us and to the student team for their work – Jaymi Powney, Archana Dhondiba, Pretyush Johari, Chandana Muthanna and Ross Shivmangai.

Age Friendly Maintenance Programme

Were you once an Age Friendly Business or have you been an Age Friendly Business for some time now?

Would you like refresher training or would you like to review your current actions?

We would like to offer Age Friendly Businesses the chance to review your commitments, upskill your training and reconnect with your older customer base. We will also link you with your local Age Friendly Programme Manager to help generate connections again.

Our Age Friendly Business team would be delighted to re-engage and refresh you with the programme. The core business team is made up of Bruce McDevitt, Regional Programme Manager for Dublin City Region and Age Friendly Business; Sylvia McCarthy, Communications and Operations Manager; Orlaith Carmody, Principle Advisor Age Friendly Business; and Ciara McManus Clerical Officer.

If you would like to contact us, please email ciara.mcmanus@meathcoco.ie

And if you know of any business that you think would like to join our programme and become Age Friendly, do forward this newsletter. We'll be delighted to hear from them, and to help them get started on the programme.



Thanks for your continued support and do let us know how you are getting on as an Age Friendly Champion. All feedback more than welcome!

Best regards,
The Age Friendly Ireland Team

Stay up to date with Age Friendly Business by subscribing to our channels at the links below.



Age Friendly Ireland
Meath County Council
Buvinda House, Navan
Co. Meath, C15 Y291