

Get aboard the ...

**SENIOR
USER-FRIENDLY
BUSINESS
PROGRAM**



**SUPPORTING AND RECOGNISING SENIOR
USER-FRIENDLY PRACTICES IN LOCAL BUSINESS**

ACKNOWLEDGEMENTS

The Government of Western Australia Department of Communities

The City of Greater Geraldton SUB Program Guide is based on the publication “Creating an Age-friendly Business in B.C.,” Age-friendly B.C. Ministry of Health- Province of British Columbia, Canada, with permission.

Thank you to the SUB Advisory Group made up of local Seniors Groups and Businesses for your support for the SUB program.

We would like to respectfully acknowledge the Southern Yamatji Peoples who are the Traditional Owners and First People of the land on which we stand. The Nhanhagardi, Wilunyu, Amangu. I pay my respect to the Elders past, present and future for they hold the memories, the traditions, the culture and hopes of the Southern Yamatji Peoples.

Welcome from the mayor

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What is the City of Greater Geraldton Senior User-friendly Business (SUB) Program?

The City of Greater Geraldton is committed to “serving today while building tomorrow”. Seniors play an important and valuable role in the community. With an ageing population and many older people visiting the area, there is a need to recognise the outstanding service local businesses provide to Seniors and to support improved practices.

The Senior User-friendly Business (SUB) program has been created by the City of Greater Geraldton with an initial seed grant from the Government of Western Australia Department of Communities to

- **Support and recognise Senior user-friendly practices in local business.**

The core principle of the program is to

- **Value Seniors**

For further information about the SUB program, go to the SUB page found on the City of Greater Geraldton website cgg.wa.gov.au or contact the SUB coordinator on 9956 6600 or sub@cgg.wa.gov.au

Why be a Senior User-friendly Business?

Satisfied customers focus their spending power where they have a long-term relationship. Older adults tend to be loyal customers, rewarding quality service with repeat business. If your business is Senior user-friendly, you can attract and keep customers within a large and expanding demographic.

Around 5700 Greater Geraldton residents are over 65, in addition, there is a steady stream of ‘grey nomads’ visiting Greater Geraldton throughout the year. This vibrant group of Seniors not only has significant purchasing power but also the time to shop and the need to make their money last longer than ever before.

Between 2011 and 2016, the 65 to 69 year old population had the largest growth of any age group in Western Australia¹, reflecting the nation’s ageing population. With the average life expectancy of Australians at a record high, loyal senior customers are a valuable asset to local businesses. A market of discerning senior customers looking for shopping and service experiences with ease of accessibility, excellent customer service and good value for money, makes up a significant component of the population.

Research commissioned by the Australian Centre for Financial Studies found that although the spending habits of retirees remains modest, **“overall, this is the wealthiest retired generation ever in Australian history”**². In the past census period (2015-16), **household expenditure on goods and services increased by over 20% in households in which the reference person was aged 55- 64 years or 65 years and over** (21% and 22% increases respectively) when compared to the previous period (2009-10)³.

1 profile.id.com.au/australia/five-year-age-groups?BMID=140

2 www.thesenior.com.au/financial/retirees-not-big-spenders-but-they-do-spend/

3 www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/6530.0Main%20Features6201516?opendocument&tabname=Summary&prodno=6530.0&issue=2015-16&num=&view

Accommodating older customers is becoming a necessity for business. If you are planning a new business, are considering changes or renovations, want to attract additional older customers, or are already providing services for many Seniors, this guide is designed to help you.

Once you join the SUB community, you can promote your business as a SUB and your business will be recognised:

- in the City of Greater Geraldton online SUB directory
- in the QEII monthly Newsletter, read by over 1000 local Seniors
- on the QEII SUB noticeboard
- in the hardcopy SUB Directory (printed quarterly)
- with a SUB sticker for your business window, a SUB certificate to display and a media pack with the SUB logo to use on stationery and in your promotions.

A Senior User-friendly Business is a people-friendly business

If a business is comfortable for older people it will also be comfortable for others, including:

- pregnant women;
- parents with children in prams;
- people with injuries;
- people with sight, hearing or mobility limitations;
- people with limited English; and
- people with a mental illness.

Your Senior User-friendly Business will appeal to all types of customers. Since word gets around, that's good for business.



How can you better serve older customers?

Becoming a SUB shows a commitment to the spirit of the SUB program which is to support and recognise Senior user-friendly practices in local business. Before committing to the process of becoming a SUB, it is important that you participate in the program for both the good of your business and because you value and respect Seniors.

Most older people are healthy, independent individuals however we all know that changes can occur with age. Attending to some of the common issues related to aging will increase the age friendliness of your business.

CONSIDER HOW YOUR EXISTING OR PLANNED BUSINESS FOSTERS THE FOLLOWING FOUR AREAS:

- **safety,**
- **comfort,**
- **visibility and clarity**
- **respect**

The accompanying Senior User-friendly Business checklist ([see page x](#)) will help you determine what to look for to make your business more Senior user-friendly. Here are some basic points to consider.

SAFETY

Consider how people with mobility limitations access your place of business. They will find it easier if you have:

- ramps, sturdy railings, fewer stairs and non-slip surfaces (tripping hazards or shiny surfaces could lead to falls);
- wider aisles and uncluttered pathways to better accommodate walkers and wheelchairs; and
- easily opened or automatic doors that provide more accessibility.

COMFORT

Consider places to rest, wait and refresh, such as:

- a place to sit while waiting and a place to put packages down;
- chairs that are sturdy and stable, with arms for people who need to push themselves up and that are not too low or too soft; and
- an easily accessible customer toilet.



VISIBILITY AND CLARITY

People are able to see what you want them to see and hear what you say when:

- lighting is adequate and glare-free;
- staff wear name badges with their name clearly visible;
- signage has good contrast and wording is easy to follow – including website and phone service;
- telephone answering services are not automated or do not require pressing a lot of numbers before customers can connect with a “live” person;
- the service desk is clearly visible so people can ask for help;
- there is no loud background music and machine noise, which can be distracting and uncomfortable, music can be turned down when required or requested;
- staff speak clearly and at an appropriate speed, whilst looking directly at the person;
- staff know how to assist customers with vision or hearing challenges (e.g., reading labels and locating items); and
- a quiet space to discuss people’s business or concerns in privacy is available.

RESPECT

A business shows that it promotes respect when:

- older adults are not treated impatiently or dismissively;
- staff are sensitised to avoid condescending behaviours (e.g., speaking too loudly or showing visible impatience);
- staff know how to address people’s needs without stereotyping or drawing conclusions about people based on their age or other characteristics;
- staff have options for serving customers in a more comfortable way;
- staff are rewarded for being respectful;
- staff respond to errors and complaints promptly and courteously;
- staff are trained to handle incidents like a fall or an outburst while preserving the customer’s dignity; and
- staff know how to recognize signs that a person needs help, or is being physically or financially abused and knows who to contact with their concerns.

If you notice signs that an older person may be experiencing financial, sexual or physical abuse, you can confidentially call or refer them to:

ADVOCARE ELDER ABUSE HOTLINE- WESTERN AUSTRALIA

1300 724 679

For further details on recognising elder abuse go to

www.helpguide.org/articles/abuse/elder-abuse-and-neglect.htm

For information on making an Elder Abuse Protocol for your business go to

www.advocare.org.au

How to make your business Senior user-friendly

Take a look around your business or imagine your planned place of business...

What if you had a walker? What if you couldn't see or hear as well? What if it was painful to stand for more than a few minutes? Would you be comfortable visiting this business? Ask an older friend or relative to walk around with you.

First, look outside. Are there steps without railings, slippery or uneven patches, or cluttered footpaths? Is there a safe path from the carpark or public transport stop? Are there curb cuts for walkers and prams? At night, is the lighting even or are there dark patches that hide tripping hazards? What do you see that could be a problem?

Walk around inside. Are the floors shiny or slippery? Do you see any obstacles? Is the lighting even? Is the signage readable and instructive, with good colour contrast? Are the most-needed items easy to reach? Are the staff members friendly and respectful?

Take a look at your advertising and information materials, as well as your website. Computer and internet use by Seniors is growing quickly; larger print and good contrast makes it easier for them to read about your business. Can a customer enlarge the font on your website? Are the sections and links easy to navigate? Is your website mobile device friendly?

To find out more about how you can make your business Senior user-friendly and how these changes will benefit your business, try the following approaches:

ASK YOUR CUSTOMERS OR CLIENTS

To receive input from older customers: conduct surveys or interviews, set up a focus group or create an advisory committee. We have included a SUB flyer in your welcome pack to invite suggestions and comments from senior customers. Researchers may be of help in formulating questions that will provide you with valuable information.

ADDITIONAL RESOURCES

The City of Greater Geraldton website (www.cgg.wa.gov.au/live/my-community/seniors-information.aspx) has general Seniors information and online access to the Senior User-friendly Business (SUB) guide (this document) and relevant contact details.

The World Health Organisation (WHO) website (www.who.int/ageing/age-friendly-world/en/) is a gateway to the international age-friendly community.

The WA Seniors Card offers promotion for business partners that offer WA Senior Card discounts (www.seniorscard.wa.gov.au/for-business-partners/).

The SUB program acknowledges Age-friendly B.C as a valuable resource for developing an age-friendly community (www2.gov.bc.ca/gov/content/family-social-supports/seniors/about-seniorsbc/seniors-related-initiatives/age-friendly-bc).

There are many other organisations and Government Department websites with information regarding specific issues facing older people such as vision or hearing impairment and dementia.

What have other businesses done?

Here are examples of what businesses in Greater Geraldton might do to become more age friendly.

A SUPERMARKET HAS:

- 1.2 m wide uncluttered aisles, automatic doors and places for people to sit;
- clearly marked toilet facilities;
- pricing and advertising information in legible print, clear and uncluttered ticketing of products;
- shopping and home-delivery website;
- a checkout that can be accessed by a wheelchair or other mobility device; and
- no or low in-store music.

A PHARMACY HAS:

- automatic doors and slip-resistant floors;
- clear aisles and easy to read signage;
- magnifying glasses to help people read the fine print on product labels;
- prescription staff who are careful not to mention personal information at the counter, but know to move to a private area if discussion is required;
- staff who are trained to recognize common customer concerns and needs, such as illness or mobility issues; and
- seats, some high with sturdy arm rests available for customers.

A RESTAURANT HAS:

- a drop-off area near the door, parking for walkers or scooters and space to move easily between tables;
- tables that are located away from chilly air vents and chairs that are steady and easy to use;
- menus with low-fat, heart-smart, low-sodium choices and smaller portions offered at lower prices;
- staff that speak clearly and at an appropriate speed, whilst looking directly at the person;
- crockery that contrasts with the table linens;
- menus (and bills) with easy-to-read print; and
- warm, welcoming staff.

A BANK HAS:

- a visible customer service area and at least one counter at wheelchair or scooter height;
- Automated Teller Machines (ATMs) that can be used by someone in a wheelchair;
- screens with good contrast which are adjustable to reduce glare;
- staff trained to move to a private area to discuss customers' business; and
- staff trained to identify signs of possible financial confusion or abuse, or of people needing additional care and are aware of whom to notify if there are concerns.



A HAIRDRESSER HAS:

- stable and easy to use chairs and a working station that can be used at wheelchair height;
- somewhere accessible to place bags and sticks during appointment;
- a sink that can be used for customers that feel more comfortable seated upright;
- staff aware of the need to ask customers if the music is too loud and to stop appliances when talking;
- staff trained to talk with customers with hearing impairment when aids can't be worn ; and
- Senior's discount offered during quieter periods.



A PLUMBING COMPANY HAS:

- patient office staff that speak clearly on the telephone, ring on the day of a house call to confirm the time, name of the worker who will be visiting and number to call if the customer has any concerns;
- staff trained to talk with customers about their needs, expectations and budget before quoting;
- staff aware of the need to talk with customers clearly without jargon to match customer understanding;
- tradespeople wear clear name badges and an identifying uniform;
- tradespeople are trained to identify signs of possible elder abuse, or of people needing additional or urgent care and are aware of whom to notify if there are concerns; and
- Senior's discounts offered on essential services.



A HOTEL HAS:

- drop off area at entrance;
- clearly marked entrances with clear directions to ramps, elevators and other amenities;
- staff trained to talk with customers clearly and directly at the person, hearing impaired signage or hearing loop technology at the counter;
- Staff wear clear name badges and identifying uniform; and
- in-room hotel guide in easy to read font with telephone numbers in bold and hotel paperwork in easy to read font.



A GYM HAS:

- staff who are trained in the specific needs of Seniors;
- suitable equipment, such as recumbent bikes and equipment with easy to use mechanisms;
- senior specific membership and packages;
- an optional buddy system to encourage attendance and increase confidence.



How do you become a Senior User-friendly Business (SUB)?

Becoming a SUB recognises your business' commitment to Senior user-friendly practices. There are FOUR straightforward steps to follow:

STEP 1 APPLY

STEP 2 ACT

STEP 3 REGISTER

STEP 4 RECOGNISE

STEP 1 - APPLY

Your business applies to become a SUB by contacting the SUB coordinator using the application form available on the SUB website (cgg.wa.gov.au) which you can:

- complete, print and send on-line, or
- print and send via email.
- need a hard copy? Ring the SUB Coordinator 9956 6600

Up to three staff can be nominated to attend the training free of charge (staff details can be altered prior to training, simply call or email the SUB coordinator with changes).

The City informs your contact person of the next available SUB training and provides support with queries regarding the process of becoming a SUB. A SUB information pack is sent to your business.

STEP 2 - ACT

EVALUATE

Your business uses the SUB Guide from your information pack or on the SUB website and you evaluate your business using the Senior User-friendly Business Checklist in the Guide. You can choose to do this as a whole staff activity (recommended) or as a manager.

TRAIN

Your business' nominated staff attend SUB training to improve customer service, share changes made and existing practices with other businesses and make plans to help you become a SUB.

- training sessions are provided free of charge by the City of Greater Geraldton
- training sessions are 2hrs and are usually held quarterly from 5pm- 7pm at the QEII Centre on Durlacher St, Geraldton. Specific details of your training session will be provided to you.
- attendees are to bring a copy of your business' completed SUB Checklist
- light refreshments are provided, please let us know of any dietary requirements prior to the training session

IMPLEMENT

Your business implements any changes identified through the SUB Checklist or at training.

STEP 3 - REGISTER

When you feel your business is ready for Mystery Shoppers to visit you, register on the SUB website (cgg.wa.gov.au). If Mystery Shoppers are not viable for your business or service the SUB coordinator will discuss alternatives with you, contact the SUB coordinator with any queries on 9956 6600 or sub@cgg.wa.gov.au

Mystery Shoppers will anonymously visit or contact your business to identify your Senior User-friendliness using the SUB Checklist as a guide. Mystery Shoppers are volunteer Seniors who provide constructive criticism to the SUB Coordinator.

The City of Greater Geraldton SUB coordinator will discuss Mystery Shopper's findings with your business and make recommendations where required. Any feedback provided is intended as a guide only and is given in the spirit of the SUB program, to encourage and recognise Senior user-friendly practices in local business.

STEP 4 - RECOGNISE

APPROVAL

Businesses identified as successful are recognised:

- in the City of Greater Geraldton SUB directory
- in the QEII monthly Newsletter
- on the QEII SUB noticeboard
- in the hardcopy SUB Directory (printed quarterly)
- with a SUB sticker for your business window, a SUB certificate to display and a media pack with the SUB logo to use on stationery and in promotions.

EVALUATE

Complete the short evaluation survey to let us know how the SUB Program can improve and what it is doing well.

CONTINUE TO GROW

Annual mystery shopper checks will be implemented to ensure continuing Senior user-friendly practices.

Existing SUBs will be offered training spaces for additional staff where spaces are available.

CELEBRATE

Congratulate your staff for their commitment to being Senior User-friendly. Communicate your good work with your customers.

Let us know if you are doing something great as a SUB, we are always looking for great examples of how businesses can become more Senior user-friendly.

Contact the SUB coordinator on 9956 6600 or sub@cgg.wa.gov.au

Senior User-friendly Business Checklist

You can use this Senior User-friendly Business checklist to help you get started in making your business more safe, comfortable and attractive for older consumers, as well as for everyone else.

Many senior user-friendly features are the responsibility of local governments, other organisations or the property owner. You can help to make these organisations aware of what could be done to make the neighbourhood more senior user-friendly and work with the City of Greater Geraldton or landlord. Bring your completed checklist along to SUB training.

COMPLETE CHECKLIST A IF CUSTOMERS COME TO YOUR PREMISES

COMPLETE CHECKLIST B IF YOU GO TO YOUR CUSTOMERS PREMISES

RATING GUIDE

Please use the following rating system for the following questions to assess your business.

EXCELLENT = 4

GOOD = 3

FAIR = 2

NEEDS WORK = 1

N/A = DOES NOT APPLY

FOR EXAMPLE:

- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.**
- 4** all staff have the business logo and their name clearly embroidered on uniform in a contrasting colour, or all staff wear a name tag everyday
- 3** most staff wear a name tag with the business logo on it or wear a custom uniform
- 2** we have name tags and uniforms but not everyone wears them or: the font is hard to read on the name tags or uniform
- 1** staff don't wear name tags or a uniform with the business logo



CHECKLIST A

use this if customers come to your premises

1 - Safety: Provide for people with reduced mobility, agility and balance

OUTSIDE SPACE: ACCESS TO YOUR BUSINESS IS FREE OF HAZARDS

- Footpath access from carpark and public transport and parking areas is level and well-maintained, with curb cuts where needed.
- Pickup/drop-off areas are convenient, sheltered and clearly marked.
- Footpaths and carpark are well and evenly lit.
- Accessible and seniors' parking spaces are designated and enforced.
- Parking lot and footpaths are promptly cleared of sand, puddles and other hazards (including paths from carpark to footpath).
- Footpath is smooth, without cracks or dips and bumps.
- Entrances are kept clear of street furniture and other obstructions (e.g., tied-up dogs, sandwich boards or displays).
- Entrance doors open automatically or have access buttons; they stay open long enough to get through. Manual doors are not too heavy to open.
- Building has at least one level entrance, with threshold flush to the floor or a portable ramp can be accessed and temporarily installed easily.
- Doors are wide enough for wheelchairs.
- There is clearance by the door for a person waiting with a wheelchair or walker.
- Wheelchair access routes are well marked.
- SUB TOTAL OUTSIDE SPACE

INSIDE SPACE: CUSTOMERS CAN NAVIGATE WITHOUT OBSTRUCTIONS AND DISTRACTION

- Stairways have sturdy handrails on both sides.
- Stair edges are clearly marked.
- Flooring is non-slip and non-shiny.
- Necessary mats are securely fastened, unnecessary mats are removed.
- Obstacles or hazards are clearly marked (e.g., Step Up, Step Down, Automatic Door, Wet Floor).
- Aisles are wide enough for two trolleys, walkers or wheelchairs (approx. 1.2m) and are uncluttered by displays.
- Location of elevators, toilets, customer service and other amenities and services is clearly posted; a store layout map is visible near the entrance.
- Most-popular items are shelved at medium height.
- Emergency training of staff addresses warning and evacuation of the elderly and disabled.
- SUB TOTAL INSIDE SPACE
- TOTAL NUMBER OF ITEMS THAT APPLY TO YOUR BUSINESS

Other things you do in your business that make your outside and inside spaces senior user-friendly

<p>Your total: _____ ÷ Number of items that applied to your business: _____</p> <p>= _____ Your total score on outside and inside safety</p>



2 - Comfort: Consider customers with reduced mobility, agility, balance, sight or hearing

PROVIDE FOR PEOPLE WITH LIMITED STRENGTH AND STAMINA

- Sturdy, regular-height seating is placed in waiting or queue areas.
- At least one service or checkout counter is accessible for customers in wheelchairs.
- Service counters have a place on which to hook a cane so it doesn't fall.
- There is a space by the entrance for customers to park scooters.
- In areas where customers sit for some time (e.g., restaurant tables), temperature is held at comfortable levels, with no chilly air currents.
- An on-line or phone-in ordering/ delivery service is available.
- Telephone has large print buttons and amplification capabilities for the hearing impaired.
- Customer toilets are clearly marked.
- Toilets contain at least one accessible toilet cubicle and hand washing area.
- Customers are offered assistance when taking items to their cars.
- SUB TOTAL LIMITED STRENGTH & STAMINA

PROVIDE FOR PEOPLE WITH VISION OR HEARING IMPAIRMENT

- Premises are well and evenly lit.
- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.
- When staff are working off-site (such as on call outs to homes), identification is shown off-site and is in a font which is easy to read.
- Printed or written materials (e.g., package labels, cash receipts and restaurant bills) have good contrast and readable font sizes.
- Staff speak clearly and at an appropriate speed, while looking directly at the person and with minimal background noise whilst on the phone.
- Staff are aware of the need to assist customers who have are vision or hearing impaired (e.g., reading labels and locating items, communication with customers off-site).
- Sound systems for public announcements are loud enough, distortion-free and not over-used.
- A quiet space is provided for discussing private business such as medications or finances; staff are trained to move to those areas when necessary.
- The website is easy to navigate, is mobile device friendly and font sizes can be increased.
- Background music is absent, low in volume, or customers are asked if the music is at a comfortable volume.
- A hearing loop is installed at one counter.
- SUB TOTAL VISION OR HEARING IMPAIRMENT
- TOTAL
- # ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

Your total: _____ **÷ Number of items that applied to your business:** _____

= _____ Your total score on comfort of customers

3 - Respect: Ensure all customers are treated with respect

- Staff are trained to be friendly and patient with all customers and try to meet their needs.
- Staff ring on the day of scheduled home visits to confirm time and inform customer of tradesperson's name, a courtesy call is made if the tradesperson is going to be late.
- Staff are sensitized to avoid condescending behaviours (e.g., speaking too loudly or showing visible impatience).
- Staff are encouraged to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding or making their requests known.
- Errors and customer complaints are addressed promptly and courteously.
- Staff are trained in how to manage situations, such as a fall or an outburst, while preserving a person's dignity.
- Staff can identify if a person is experiencing a medical emergency and is trained to take action and to notify the appropriate service, or authority.
- Staff know how to recognise signs that a customer needs help or is being abused and knows who to contact.
- TOTAL NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

Your total: _____ **÷ Number of items that applied to your business:** _____
= _____ Your total score on respect for Seniors

4 - A few extras that will increase the attractiveness of your business for older customers

- Promotional material includes depictions of older people.
- Consumer research includes older people.
- Products and services are designed for smaller households, smaller incomes and smaller appetites.
- Discounts are offered to Seniors.
- Specific services are offered to Seniors.
- TOTAL NUMBER OF ITEMS

Other extra things you do in your business that increases your attractiveness to Seniors

<p>Your total: _____ ÷ Number of items that applied to your business: _____</p> <p>= _____ Your total score on extras</p>



TOTAL SCORE

ENTER YOUR TOTALS FOR EACH SECTION:

_____ Safety – inside and outside space

_____ Comfort - limited strength and stamina, poor sight and hearing

_____ Respect

_____ Extras

_____ Total - Your Senior User-friendly Business score

Scoring guide: Outstanding = 13-16 Good = 9-12 Fair = 5-8 Needs work = 0-4

How did you score?

A score of nine or more is required to become a SUB. Look at the checklist for areas where you would like to improve and create your plan for a more Senior User-friendly Business.

What next?

Bring this checklist along to SUB training. After your training and making appropriate changes you can register for the Mystery Shoppers to come and check your business so we can provide you with feedback about what you can improve and what areas you have clearly thought about to provide a great service to Seniors and all of your customers.

If you are already doing an outstanding job, or if you make some changes, we would like to hear about it – we are always looking to promote great examples of ways businesses are becoming more Senior user-friendly.

Thank you for your commitment to providing
Senior User-Friendly practices



CHECKLIST B

use this if you go to your customers premises

1 - Comfort: Consider customers with reduced mobility, agility, balance, sight or hearing

PROVIDE FOR PEOPLE WITH VISION OR HEARING IMPAIRMENT

- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.
- When staff are working off-site (such as on call outs to homes), identification is shown and is in a font which is easy to read.
- Printed or written materials (e.g., package labels and cash receipts) have good contrast and readable font sizes.
- Staff speak clearly and at an appropriate speed, while looking directly at the person and with minimal background noise whilst on the phone.
- Staff are aware of the need to assist customers who have are vision or hearing impaired (e.g., reading labels and locating items, communication with customers off-site).
- The website is easy to navigate, is mobile device friendly and font sizes can be increased.
- TOTAL NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

Your total: _____ ÷ Number of items that applied to your business: _____
= _____ Your total score on comfort of customers

2 - Respect: Ensure all customers are treated with respect

- Staff are trained to be friendly and patient with all customers and try to meet their needs.
- Staff ring on the day of scheduled home visits to confirm time and inform customer of tradesperson's name, a courtesy call is made if the tradesperson is going to be late.
- Staff are sensitized to avoid condescending behaviours (e.g., speaking too loudly or showing visible impatience).
- Staff are encouraged to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding or making their requests known.
- Errors and customer complaints are addressed promptly and courteously.
- Staff are trained in how to manage situations, such as a fall or an outburst, while preserving a person's dignity.
- Staff can identify if a person is experiencing a medical emergency and is trained to take action and to notify the appropriate service, or authority.
- Staff know how to recognise signs that a customer needs help or is being abused and knows who to contact.
- TOTAL NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

Your total: _____ **÷ Number of items that applied to your business:** _____

= _____ Your total score on respect for Seniors



3 - A few extras that will increase the attractiveness of your business for older customers

- Consumer research includes older people.
- Products and services are designed for smaller households, smaller incomes and smaller appetites.
- Discounts are offered to Seniors.
- Specific services are offered to Seniors.
- TOTAL NUMBER OF ITEMS

Other extra things you do in your business that increases your attractiveness to Seniors

<p>Your total: _____ ÷ Number of items that applied to your business: _____</p> <p>= _____ Your total score on extras</p>



TOTAL SCORE

ENTER YOUR TOTALS FOR EACH SECTION:

_____ Comfort - poor sight and hearing

_____ Respect

_____ Extras

_____ Total - Your Senior User-friendly Business score

Scoring guide: Outstanding = 6-9 Good = 4-6 Fair = 2-4 Needs work = 0-2

How did you score?

A score of six or more is required to become a SUB. Look at the checklist for areas where you would like to improve and create your plan for a more Senior User-friendly Business.

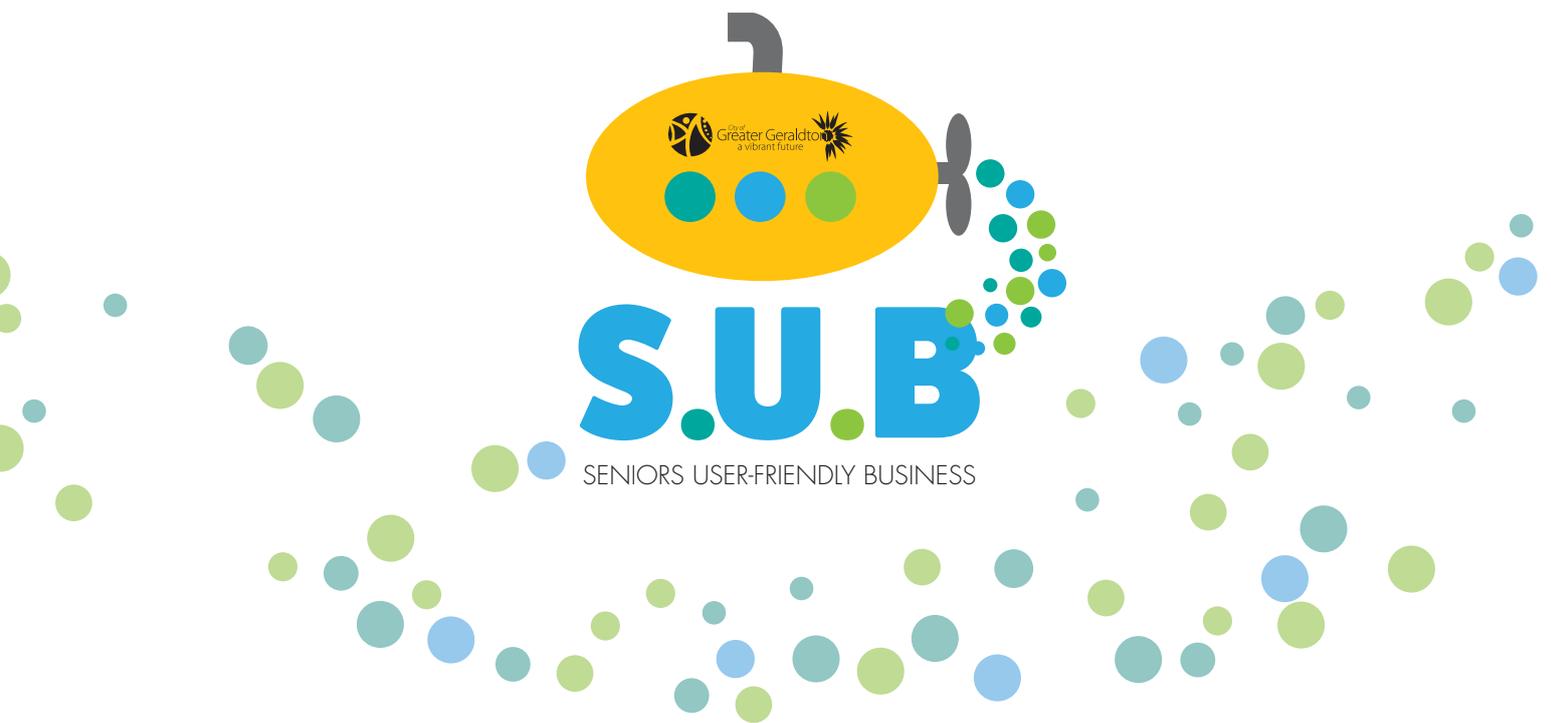
What next?

Bring this checklist along to SUB training. After your training and making appropriate changes you can register for the Mystery Shoppers to come and check your business so we can provide you with feedback about what you can improve and what areas you have clearly thought about to provide a great service to Seniors and all of your customers.

If you are already doing an outstanding job, or if you make some changes, we would like to hear about it – we are always looking to promote great examples of ways businesses are becoming more Senior user-friendly.

Thank you for your commitment to providing
Senior User-Friendly practices





For further information about the SUB project contact:

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