A circular image showing a hand holding a white sign with a black border. The sign has the text 'COME IN! WE'RE OPEN' written on it in a bold, serif font. The background of the image is slightly blurred, showing some greenery and a brick wall.

COME IN!
WE'RE OPEN

Applying an Age-Friendly Lens to Business & Service

Presented by...

The Town of Wasaga Beach

- & -

**Wasaga Beach Age-Friendly
Community Advisory Committee**

With funding from...





WASAGA  **BEACH**™

Module 1

What is Age-Friendly & Age-Friendly Business?

The WHO defines an age-friendly community as:

- Welcoming
- Promotes inclusion
- Accessible for all
- Recognizes the contributions of older adults
- Respects their decisions and lifestyle
- Celebrates diversity
- Anticipates needs





An age-friendly business or organization is...

One that considers the needs of its older adults as consumers, clients, patients and customers.

In this module

1

The concepts of age-friendly, age-friendly communities and age-friendly business

2

A snapshot of the aging demographics across Canada, Simcoe County and Wasaga Beach

3

Five key areas of evaluation that you can use to assess the age-friendliness of your environment or customer experience

Why the need to create age-friendly communities?

- Canadians ages 85+ are the fastest-growing cohort in the country. More than 861,000 people aged 85 and older were counted in the latest census; twice the number observed in the 2001 Census.
- From 2016 to 2021 the number of persons aged 65 and older increased to 7 million – the second-largest increase in 75 years.
- By 2030 seniors will number over 9.5 million and make up 23% of the population.
- By 2031 the entire baby boom generation will be 65 years and over.

Age-friendly communities...



The 2021 Census indicates Wasaga Beach is one of the fastest-growing communities in Canada, and the majority of this growth has come from older adults.

Between 2016 and 2021, the population of Wasaga Beach rose 20.3% compared to the provincial population growth of 5.8%.

The median age in Wasaga Beach is 56.4 years.

The largest population group is comprised of residents ages 55-74.

In Simcoe County, 31% of the population is 55 plus. By 2041, this number is expected to increase to 41%.

2020 Age Profile Study

Age Group	Wasaga Beach	Simcoe County	Ontario
0-14	12%	16%	16%
15-64	55%	66%	67%
65+	33%	19%	17%



The Age-Friendly Community Plan and Age-Friendly Community Advisory Committee

Among the committee's many goals is to educate and advocate for age-friendly business practices and to work with the business community on ways to best serve older adults.



Many businesses are catering to older adults...

- Senior discount days have been implemented
- During the COVID outbreak many businesses offered early morning hours for seniors to prevent them from having to stand in the lines that formed due to reduced store capacities
- Curbside pickup and expanded delivery services were implemented that allowed shoppers to get their groceries without having to go into the store
- eCommerce (online) shopping sites are tailoring the shopping experience to attract older shoppers by simplifying the ordering process, using clear, larger fonts and making payment and shipping methods less cumbersome



Why become an age-friendly business?

Baby boomers are the wealthiest generation in Canada, according to Statistics Canada...and they like to spend their money!

- In 2016 Canadian households aged 65 and over had an average net worth of almost \$100,000 per year
- Baby boomer consumer spending is considerably higher than any other generation, according to a study carried out by Environics Analytics

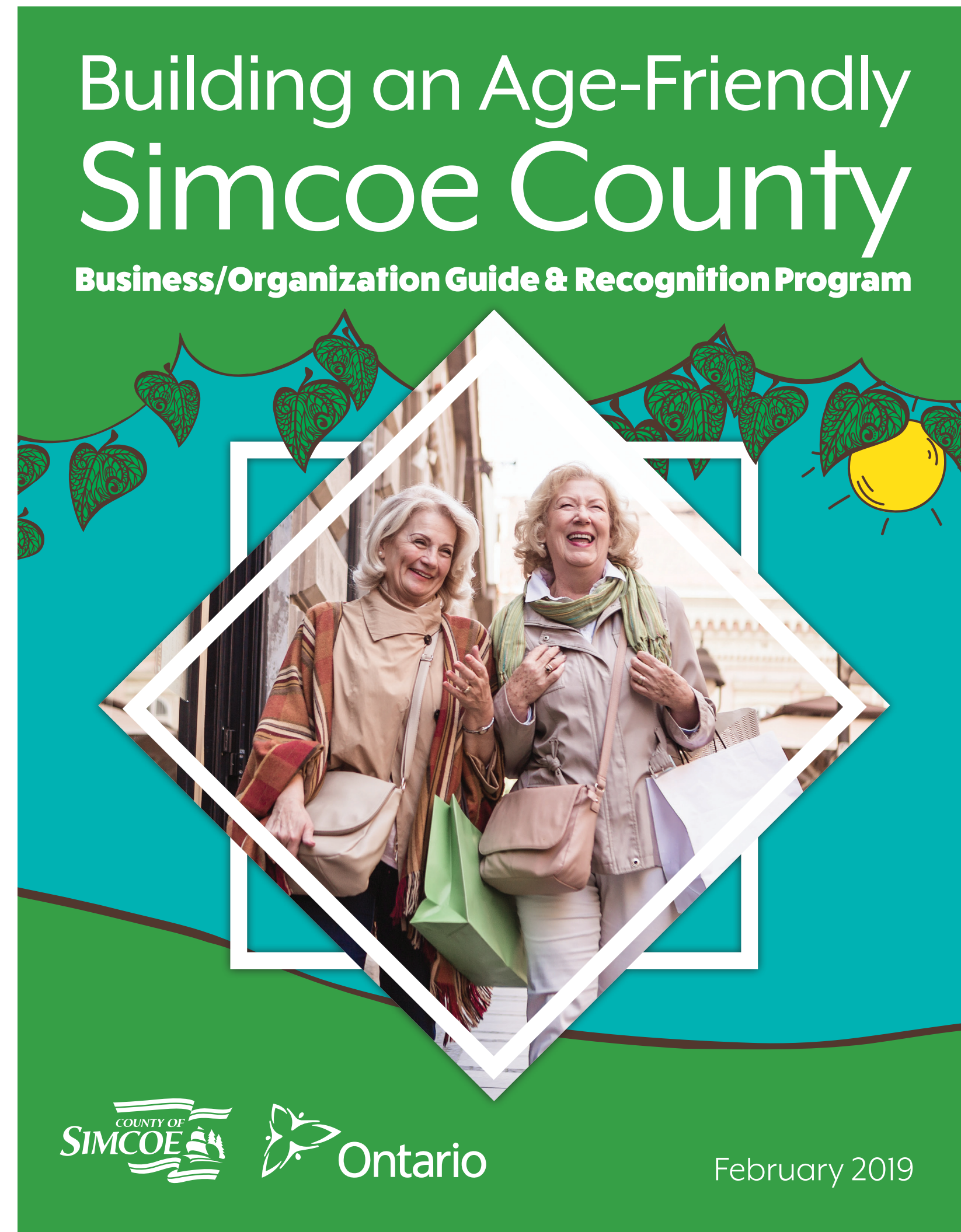
Businesses that address the needs of senior populations ultimately create environments that are friendly, appealing and accessible to everyone to include:

Pregnant Women

Parents with toddlers and youngsters in strollers

People with sight, hearing or mobility limitations

Newcomers to Canada, or with limited English



The County of Simcoe Business Recognition Program...

Helps business owners assess whether their business is designed to serve everyone. The program provides resources and tools to guide businesses and organizations in their age-friendly journey to identify, promote and ultimately be recognized for implementing age-friendly practices.

In 2019 the County recognized 17 local businesses and organizations within the County for their age-friendly practices.

This included two Wasaga Beach businesses...



The Age-Friendly Business/Organization Award Program identifies five key areas for any business or organization to evaluate:





In this module we introduced you to a number of key concepts:

- The importance of age-friendly communities given that statistics show that Canadians aged 65 and over is the faster-growing segment of our population.
- Wasaga Beach is home to a growing number of older adults.
- Businesses need to be aware of the importance of the needs of an aging demographic.
- The five key areas of evaluation that serve as the base for fostering an age-friendly business community.

Coming up next...

Module 2

Customer Service