



## Key information for Coalition Member Organisations

### Who can join the EveryAGE Counts Coalition?

EveryAGE Counts welcomes organisations and individuals to join a national coalition to tackle ageism. Organisations may be any size or type. They may be private sector, NGOs, educational institutions, peak bodies, unions and professional associations etc. This is a campaign that requires the support of the whole community.

Naturally, organisations that wish to join the Coalition are in clear understanding of, and agreement with, the campaign pledge:

*"I/we stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged. I/we commit to speak out and take action to ensure older people can participate on equal terms with others in all aspects of life."*

Membership of the Coalition does not equate to membership of the Coalition Steering Group. See below.

### What is the Coalition Steering Group (CSG)

The Coalition Steering Group provides the overarching guidance and direction for the EveryAGE Counts Campaign and is the key decision making structure for the Coalition. Comprising around 20 organisations and individuals, it reflects a national scope and range of sectors and interests. In its current structure, the full steering group meets formally four times a year while a smaller Coordination Committee meets more frequently. There are also currently six working groups, each with a focus on a different element of the campaign.

The inaugural CSG was created by invitation from The Benevolent Society (as the initial auspicing party for the campaign), building upon membership of the Reference Group established by The Benevolent Society during the campaign's research and development phase in 2017. At the time of the campaign launch and for the first few months of the campaign, the CSG was essentially the entire EveryAGE Counts Coalition, operating under the terms of a signed memorandum of understanding (MOU) between The Benevolent Society and individual members of the CSG.

### Can other Coalition members join the CSG?

Under the current MOU, membership of the CSG is for 12 months. In consultation with the CSG, The Benevolent Society may invite new members to join. However the current CSG has agreed to cap membership of the CSG at the current level to ensure manageability.

A fair and workable process for CSG membership evolution and renewal is currently under development with a view to ensuring new organisations and individuals can have the opportunity to participate more directly in the Coalition governance structure, should they wish to.

### What are the benefits of Coalition membership?

Membership of the EAC Campaign Coalition is currently not a highly formal process and the campaign does not any seek financial contribution from members. However, there are clear benefits for members of the Coalition:



- Recognition as part of strong and diverse group of organisations and individuals – which is in turn, recognised as part of a strong global movement - committed to achieving a society where every person is valued, connected and respected, regardless of age and functional ability.
- Communication of membership on the EAC website with the name of the organisation and the logo. Coalition membership will be made clear in all communications undertaken by the campaign through references and directions to the EAC web page hosting the full list of organisational coalition members.
- Opportunities to be profiled in the EAC blog/newsletter to all members – organisations and individual members – and featured on the website.
- Opportunities for members and member initiatives to be used in media activity as case studies or in agreed joint promotions
- Permission to use the EAC logo, in agreement with the terms of use, to promote support for and commitment to the EAC campaign.
- The opportunity to apply to join the EAC Coalition Steering Group as opportunities arise.
- Supply of a certificate of membership for display purposes, a business card template(s), a lapel pin(s), and a digital tile for inclusion in your email signature

### **What expectations are there of Coalition members?**

Again, acknowledging that membership of the EAC Campaign Coalition is currently not a highly formal process, there are none the less a number of expectations of coalition members. There are a number of ways coalition members can show their support, including:

- Demonstrate understanding and commitment to the goals and values of the campaign and in particular, to be committed to the Pledge: *"I/we stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged. I/we commit to speak out and take action to ensure older people can participate on equal terms with others in all aspects of life."*
- Take steps where possible to align the organisation's processes and practices with the values and goals of the campaign.
- Communicate the organisation's commitment to the campaign and its values to its staff and /or clients and among the organisations wider networks.
- Promote and encourage actions and activities supporting the campaign throughout their internal and external networks, using a range of forms of communication – for example, sharing the campaign video; encouraging people to take and share the 'Am I Ageist' quiz; and encouraging people to sign up for the pledge.
- Look for opportunities to grow membership of the coalition;
- Where possible, to engage with and respond to requests from and communication with the Campaign secretariat.
- Be sensitive and respectful of the guidelines in relation to the use of the campaign logo and language about the campaign.
- Nominate a person or persons within the organisation to be the key contact for the campaign.