



EveryAGE Counts

EveryAGE Counts is a national coalition of organisations and a grassroots campaign of individuals dedicated to highlighting the social, economic and civic impacts of ageism experienced by older people, and building an Australia that no longer tolerates it.

Our vision is a society where every person is valued, connected and respected regardless of age. We will achieve this by working in our communities to positively change thinking about ageing, to re-imagine getting older and to set the foundations for current and future generations to age well.

everyagecounts.org.au

How can local government organisations support the EveryAGE Counts campaign to end ageism?

Council agrees that we are deeply concerned about the profound impact of ageism on our communities. We recognise that ageism can negatively impact the job prospects, confidence, health, quality of life and control over life decisions of our constituents. Ageism can limit people from participating in our communities as full citizens. Ageism also has proven negative impacts on the physical health, mental health and longevity of our constituents.

Therefore, Council agrees to:

- 1. Support the EveryAGE Counts campaign to end ageism and join with others in our communities to create a society where every person is valued, connected and respected, regardless of age.*
- 2. Take the Pledge to stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged. We commit to speak out and take action to ensure older people can participate on equal terms with others in all aspects of life.*
- 3. Encourage Council staff to Take the Pledge and to create opportunities in our communities to build awareness of ageism and its impacts.*
- 4. Promote Council's signing of the pledge to end ageism amongst residents, and raise awareness of the impacts of ageism*
- 5. Inform relevant Federal and State parliamentarians of our support for EveryAGE Counts and that we have taken the pledge to end ageism.*

This is a draft motion of support that we encourage local governments across Australia to consider.

Support the campaign to tackle ageism everyagecounts.org.au

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