



EveryAGE Counts

Support the campaign
to tackle ageism

everyagecounts.org.au



A campaign to tackle ageism

Ageism against older people is stereotyping, discrimination and mistreatment based solely upon age.

There's a lot more ageism in Australia than most people may realise.

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

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.

We all get older, and EveryAGE Counts is the opportunity to work with others in your community to create a society where every person is valued, connected and respected, regardless of age and health.

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