



#OlderWomenCount Checklist

This checklist was produced for the #OlderWomenCount Campaign, an initiative of Celebrate Ageing Ltd, the Older Women's Network NSW, Suzanne Phoenix of Photos Punctuate My Life – and - was supported in 2023 by Elder Rights Advocacy Victoria.

The checklist is a response to the inequalities older women face. It recognises equality starts by combatting the devaluing and disrespect of older women and celebrating their contributions and achievements. It calls for reform at every level of society, from families to communities, services, advocacy, policies, and International Women's Day Campaigns. It calls for older women to take action to value and protect themselves. Thank you.

More information

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For Older Women

Building a culture of respect for older women in Australia will take time. While we work hard to create that change, our invitation to older women is to do what you can to protect yourself from being devalued. Protecting yourself will mean different things to different older women – we have listed three suggestions below and would love to hear yours. Please email us (details on the front page).

- Recognise the ageist/sexist disrespect of older women when it happens; seeing it for what it is gives it less power
- Understand the harm that ageism/sexism can do; just because it doesn't matter to others doesn't mean it shouldn't matter
- Remind yourself that you are worthy – or valuable – or whatever language you want to use to recognise your worth - and remind yourself often.

For Everyone Else

1. For Families

- We listen to the older women in our family
- We check that the older women in our family feel safe
- We tell the older women in our family how much we value them.

2. For Local Government and communities

- We ask local older women if they feel safe on our streets
- We ensure older women's voices are heard in our strategies and policies
- We show we value the contributions of older women in our community.



3. For media

- We share stories that recognise the contributions of older women
- We only refer to older women as grandmothers in stories on grandparenting
- We do not refer to remarkable older women as 'young'.

4. For workplaces

- We educate our staff on ageist/sexist discrimination in the workplace
- We ask older women employees about their experiences and needs
- We remunerate older women in our workplace appropriately.

5. For businesses

- We take steps to ensure our staff respond promptly to older women
- We ask older women what they need and meet these needs
- We communicate to older women that they are valued.

6. For International Women's Day Campaigns

- We take a life span approach to celebrating women of all ages
- We ask older women how they would like to be recognised on IWD
- We celebrate the contributions and achievements of older women.

7. For artists

- My art does not mock older women
- My art values the achievements and contributions of older women
- I take opportunities to promote the visibility of older women.



8. For Health and Aged Care Services

- We understand the inequalities older women face
- We ask older women about their needs and meet those needs
- We educate staff to ensure they are respectful of older women.

9. For Elder Abuse Advocates

- We understand the drivers of violence against older women
- We ensure gender inequalities inform our strategies and services
- We take action to combat the inequalities older women face.

10. For Family Violence Services

- We understand the unique drivers of violence against older women
- We ensure our services are accessible to older women
- We promote our services to older women.

11. For Sexual Assault Services

- We understand therapeutic interventions for working with older women
- We ensure our services are dementia and residential aged care inclusive
- We promote our services to older women.

12. For Ministers, Government Departments, Policy Makers

- We understand the gender inequalities older women experience
- We ensure strategies to prevent violence include older women
- We take a gender lens to policies and strategies for older people.

