

Embolden2023 National Symposium

Sponsorship Information

Context

Ageism has devastating impacts on older people and adverse effects our health care system, workplaces, the economy and our culture. Global research shows 1 in 2 people are ageist towards older people and ageism:

- costs around \$63 billion annually in health care costs ([Global data](#))
- costs \$850 billion annually in workplace discrimination ([Global data](#))
- costs \$10.9 billion in financial abuse/fraud annually ([Australian data](#))
- can reduce life expectancy by 7.5 years ([Global data](#))
- underpins the Elder Abuse experienced by 14% of older people ([Australian data](#))

Ageism is pervasive, nebulous and caustic. It erodes our culture, can seriously impair the lives of older people and haunt those who are not yet old with dread for their future.

In 2018, Celebrate Ageing Ltd launched Embolden, a national event to address these issues. Embolden brings together community leaders, service providers and older people to learn from each other and accelerate the pace of change. Embolden combats ageism and builds respect for older Australians. There is still no other event dedicated to doing this.

We are delighted to announce that Embolden is returning after a three-year, Covid related pause. The Embolden2023 Symposium will be held on October 3-4th to explore cultural dimensions of ageism and share practical primary prevention strategies.

About Celebrate Ageing Ltd

Celebrate Ageing Ltd is a charity established in 2013 to combat ageism and build respect for older people. We bridge the evidence-culture gap by using art and narrative based approaches to help engage the critical mass of people required to build momentum for change.

Our programs include the Elder Leadership Academy, which offers Fellowships to older people to co-lead projects and the Centre for Intergenerational Power, which hosts intergenerational collaborations to combat ageism and build stronger communities.

Our work also involves partnerships with marginalised groups of older people, service providers, governments, advocacy and peak bodies.

The Program

The Embolden2023 theme *Words Make Worlds*, draws on cultural theories of language as a powerful tool for change. Language reflects and preserves the cultural values and practices that perpetuate the ageism and inequalities experienced by older people. In short, language mirrors our culture - and as such can also inhibit or drive culture change.

The Embolden2023 Program is structured to engage participants in sharing their expertise and building a tool kit of resources for change. We want participants to leave the Symposium feeling inspired and with strategies for leading change in their service, group or community.

Old is Beautiful campaign (1st Sept - 1st Oct)

This campaign involves workshops with older people to ‘Rethink Beautiful’ as an attitude and protective factor against ageism. The campaign will culminate on International Day of the Older Person (IDOP). Portraits of older people from the workshops will be shared online with their messages about what beautiful means to them. One image will be chosen for an urban poster series to be launched on IDOP.

Congress of Voices from the Margins (3rd October)

The Congress gathers diverse and marginalised groups of older people, and their representatives to present their perspectives on ageism and respect for older people. Presenters will reflect on what is being done well, what needs to improve and one change we can make right now. Presenters include Aboriginal, Rural, CALD, People Living with Dementia, LGBTIQ+, Polio survivors, Women, Veterans, Caravan Park dwellers ... and others. A document summarising these diverse voices and their recommendations will be produced.

Market of Great Ideas - Networking event (3rd October)

The Market of Great Ideas enables delegates to network and present the great ideas they, or their service and group have identified or implemented to combat ageism and build respect for older people.

Dictionary of Ageism – Makeshops (4th October)

Linguist Professor Kate Burridge will help us explore language as a powerful agent for change. Additionally, a series of Makeshops (presentations, discussion, interactive activities and resources production) will focus on practical strategies to combat ageism and will inform the development of a Dictionary of Ageism.

Sustainability for Advocates (4th October)

Embolden2023 will finish with a focus on practical strategies that enable formal and informal Advocates and Care givers to care for self. The key messages promote the importance of self-care to enable them to continue the important work they do advocating for older people and a more respectful world.

History of the Event

The inaugural Embolden2018 was attended by over 250 delegates (60% providers), growing to over 400 in 2019. Participant evaluation gave an average rating of 4.8/5 for usefulness in 2018 and 4.85/5 in 2019. Evaluation comments from participants included:

The most authentic 'conference' I've been to in 30 years of attending professional conferences/meetings.

There is such exceptional energy here – the basis of a real revolution. Thanks

Delightful. Engaging. Informative.

Wow! So rich; rich with contact, rich with information and substance.

I had NO expectations ... I'm SO GLAD I came. The event is just fantastic – informative, inspiring, engaging. Thnkx

The best parts. Recognising how much ageism has impacted on me - unbeknownst to me. Re-focusing on my strengths, optimism. Enabling me to keep resourced. Reigniting strengths to set up groups. What you've done is fantastic. Your groundwork has been brilliant. This opportunity to be here is so deeply appreciated.

I'm turning 50 this year and it has been wonderful to be around so much optimism when many around me focused on the 'worry' of turning so. This event has been a massive contradiction to the ageism we all live with. Congratulations - it's been a marvellous event. The Sunday night (fashion parade) was life changing. It is so hopeful for us all, no matter what age we are!

The 2023 Symposium evaluation will include direct participant feedback (collected at the end of the Symposium) and roving evaluators.

Partnership opportunities

We are pleased to announce our Principal Partner – Elder Rights Advocacy Victoria. Expressions of interest are also invited for major partners (\$15,000 each) with the following inclusions:

- Exposure of your logo and link to your website on the Embolden2023 webpage and reports from the event
- Opportunity to display your organisation's banner on the Venue Stage
- A short welcome address
- A booth in the Town Hall
- Five registrations for the Embolden2023 Symposium.

Additional partnership opportunities

If you would like to discuss other partnership or sponsorship opportunities, please contact the Embolden coordinator Dr Catherine Barrett

- Phone: 0429 582 237
- Email: director@celebrateageing.org

Our previous partners

We want to thank our sponsors and supporters of Embolden2018 and Embolden2019:

- The Victorian Government, Multicultural Festivals and Events Program
- Older Person's Advocacy Network (OPAN)
- The Australian Government Department of Health
- Elder Rights Advocacy Victoria
- Better Place Australia
- Meaningful Ageing
- Seniors Rights Service
- Hammond Care Dementia Centre
- Elder Abuse Action Australia
- The City of Port Phillip
- Alfred Health and Caulfield Health
- The City of Ballarat
- The Care Page
- The National LGBTI Health Alliance
- Switchboard Victoria
- The Ageing Revolution
- Aged Care Matters
- Bayside City Council
- Glen Eira City Council
- Knox City Council
- COTA Victoria
- Communities of Respect.