

Ageism Across the Generations

Same, Same – But Different

The #Embolden2025 National Festival: Combating Ageism & Building Respect for Older People

Sponsorship Information

Ageism has devastating impacts on older people – as well as the health care system, the workplace, the economy and our culture. Global research shows 1 in 2 people are ageist¹ and ageism accounts for \$1 in every \$7 spent on health care in USA alone.²

Ageism is both a significant risk factor for Elder Abuse and the main reason for Elder Abuse being considered a low global priority.³ Ageism is a deeply embedded, frequently unseen, often underestimated and a generally recalcitrant form of prejudice and discrimination.

To accelerate the pace of reforms necessary to combat ageism and to build respect for older people, [Celebrate Ageing Ltd](#) curates [Embolden](#), a national festival that includes a symposium, congress and exhibitions. This annual event brings together service providers, community leaders, policy makers, researchers and older people to learn from each other and accelerate the pace of change.

Celebrate Ageing Ltd is a charity, established in 2013 to combat ageism and build respect for older people. We use evidence, empowerment, art and story-based approaches to build momentum for culture change.

Our programs include the [Elder Leadership Academy](#) (Fellowships for older people to co-lead change), [The Margins](#) (outreach to marginalised older people), and [the Centre for Intergenerational Power](#) (intergenerational collaborations to combat ageism and build stronger communities).

Our work also involves over 80 collaborative partnerships with marginalised groups of older people, service providers, governments, advocacy, and peak bodies.

¹ <https://www.who.int/health-topics/ageism>

² <https://academic.oup.com/gerontologist/article/60/1/174/5166947>

³ <https://iris.who.int/bitstream/handle/10665/356151/9789240052550-eng.pdf?sequence=1>

The #Embolden2025 theme

The #Embolden2025 Festival theme *Ageism Across Generations; Same Same - But Different* focuses on older people, while exploring commonalities and differences across generations and other factors that create marginalisation (including race, ethnicity, gender, religion, sexuality, origin, ability and economic status). We aim to:

- Clarify how gerontism, or the ageism experienced by older people, differs from youthism, the ageism experienced by younger people
- Explore how a focus on sameness and commonalities can be a foundation for building connection and reducing marginalisation
- Demonstrate the power of intergenerational activities to engage multiple generations and whole communities in tackling ageism and other forms of marginalisation.

The theme recognises the problems of ageism are compounded by other inequalities such as discrimination,^{4,5,6} social isolation,⁷ loneliness,⁸ mental health challenges⁹ and financial hardship.¹⁰ An understanding of this complexity is critical to successful change.

Delivery

The 2025 Congress and Symposium will be hosted online to enable wide participation. To ensure that the event is accessible, registration will be free - with the option for participants to contribute if they are able to. The exhibitions and art-based activities will be hosted in locations around Australia.

Audience

The audience is diverse and includes service providers (around 60%), as well as community leaders, policy makers, peak bodies, older people, advocates and community members. In 2024, the Embolden Festival attracted over 900 registrants and over 9000 readers of a resource (in *The Conversation*).

Outputs

The aim of the Embolden Festival is to make a difference. We want delegates to leave inspired, and with resources for change. To help achieve this we produce a webpage of resources from each Embolden event. For example, #Embolden2024 led to the development of the following resources:

⁴ chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://inclusive-australia.s3.amazonaws.com/files/IA0013_Inclusive-Australia_Index2020_v9.pdf

⁵ <https://worldjusticeproject.org/news/discrimination-getting-worse-globally>

⁶ https://www.weforum.org/publications/global-risks-report-2024/in-full/?utm_source=google&utm_medium=ppc&utm_campaign=globalrisks&gad_source=1&gclid=Cj0KCQjw6oi4BhD1ARIsAL6pox1tIREyo-tr2jYT39rJfxtPnGUVYFM7dTxdgVeEpxehU8LgC6mWL84aAI4REALw_wcB

⁷ <https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/social-isolation-and-loneliness>

⁸ <https://www.who.int/activities/reducing-social-isolation-and-loneliness-among-older-people>

⁹ <https://www.who.int/news/item/17-06-2022-who-highlights-urgent-need-to-transform-mental-health-and-mental-health-care>

¹⁰ https://www.weforum.org/publications/global-risks-report-2024/in-full/?utm_source=google&utm_medium=ppc&utm_campaign=globalrisks&gad_source=1&gclid=Cj0KCQjw6oi4BhD1ARIsAL6pox1tIREyo-tr2jYT39rJfxtPnGUVYFM7dTxdgVeEpxehU8LgC6mWL84aAI4REALw_wcB

- **LifeStages:** a Life Stages resource ([here](#)), launch webinar with Family, Domestic and Sexual Violence Commissioner Micaela Cronin ([here](#)) and interviews with Yumi Lee and Jess Hill ([here](#)) and Laura Tarzia ([here](#))
- **The Gender Lens:** a Gender Lens document for elder abuse prevention (final version coming April 2025), a launch event with Age Discrimination Commissioner Robert Fitzgerald AM (in April 2025), messages from CEO Debra Nicholl (Elder Rights Australia) and Geoff Rowe (ADA Australia) on the importance of a Gender Lens ([here](#))
- **Media coverage:** The Guardian ([here](#)), ABC ([here](#), [here](#)) and The Senior ([here](#)).

The 2025 Program

The #Embolder2025 Festival includes The Congress of Older People's Voices from The Margins, a Symposium and Exhibitions.

Congress

Date: Wednesday 1st October

Time: 1.00 - 4.00pm

Location: online

Synopsis: The Congress of Older People's Voices from The Margins creates opportunities to hear from older people from marginalised groups to build better understandings of ageism, marginalisation and strategies for change.

Symposium

Date: Thursday 2nd October

Time: 1.00 - 4.00pm

Location: online

Synopsis: The Symposium proposes that while ageism is experienced across the lifespan, the root causes, manifestations and impacts differ with age – as must the strategies for change. To achieve this shift, *gerontism* is presented as a form of ageism, alongside existing forms such as *youthism*. We propose *gerontism* as more nuanced and exact use of language that can enhance the effectiveness of policy and practice to combat the ageism experienced by older people.

Exhibitions

Date: 1st October - 1st November

Time: tbc

Locations: tbc

Synopsis: Join us as we take older models, intergenerational kindness and children's stories to the streets for a series of immersive experiences that transform community spaces into galleries.

Evaluation of past Embolden programs

Festivals are evaluated using the Kirkpatrick Model – with scores of 6+ out of 7 for usefulness, relevance, new learning and practical application (higher scores indicate a more positive evaluation). Evaluation comments include the following:

- *Great presentations and demonstrated a great insight into the various worlds of the Australian ageing community*
- *Well run: well facilitated: intelligent - substance and way it's run*
- *What a fantastic event. Loved the stories, welcome country, variety of marginalised people speaking, networking opportunities and June's activity [on marginalisation] - clever! Unfolded well - (smiley face) well done!*
- *Well organised - thank you to Catherine and all those from Celebrate Ageing*
- *Very inspiring event. I am keen to make some changes based on what I've learnt*
- *Such important education and learning for me, hearing directly from people is so powerful*
- *Congratulations to Catherine and the Celebrate Ageing members for an amazing congress. Well done!*
- *Bravo! Amazing!*
- *Thank you for creating this amazing space for learning and sharing. Thank, thank you, thank you (big smiley face).*
- *This has been an informative and uplifting symposium*
- *This was an entirely new experience for me. Everyone's contribution, everyone's acceptance of me was amazing*
- *Loved the diversity of life experiences.....this is real life*
- *Hats off to the organisers for curating such a line-up*
- *It was very powerful to hear these voices - especially in succession*
- *It was brilliant to hear all the different stories and voices. Of course, relevant to reflect on and learn from these different lived experiences*
- *It allowed many different stories to be told and it was beautiful to see the diversity of ageing*
- *The stories shared showed how marginalised our ageing population is ...*
- *Discovered issues that I have not considered before*
- *I thought I was really conversant with marginalisation in aged care but I came away thinking about the many faces of marginalisation.*

For more detailed evaluation data, please check reports for each Embolden Festival on the Embolden website.

Partnership opportunities

Investment in Embolden 2025 is a great way to build organisational profile and to reach a target audience involved in ageing, challenging ageism, addressing intersectionality, working intergenerationally, learning, growing and building community connections. We currently offer two partnership opportunities, outlined below. Please contact us if you would like to discuss other options.

Major partners (\$15,000)

- your logo included on the #Embolden2025 webpage with a link to your website
- acknowledgement as a major partner in the opening and closing statements of each event
- opportunity for an expert speaker from your organisation to provide a brief welcome address to delegates of Congress and the Symposium
- inclusion of a message from your organisation in the foreword for the Embolden#2025 report - available to all delegates and downloadable after the event from the #Embolden2025 website
- inclusion of your logo in the #Embolden2025 report and resources.

Partners (\$5000)

- your logo and a link to your website on the #Embolden2025 webpage
- acknowledgement as a partner in the opening and closing of each event and report from the event
- inclusion of your logo in the #Embolden2025 report and resources.

If you would like to discuss other partnership or sponsorship opportunities, please contact the Embolden curator Dr Catherine Barrett. Phone: 0429 582 237

Previous partners

We are grateful to all the organisations and services who supported our past events including the [Australian Government Department of Health and Aged Care](#), [Elder Rights Australia](#), [Older Person's Advocacy Network \(OPAN\)](#), [Australian Association of Gerontology](#), [ADA Australia](#), [The Older Women's Network NSW](#), [QueerSpace Drummond St](#), [City of Port Phillip's Older Persons Consultative Committee](#), the National LGBTI Health Alliance's [Silver Rainbow LGBTI Inclusive Ageing and Aged Care](#), the Victorian Government through their [Multicultural Festivals and Events Program](#), [Older Person's Advocacy Network](#), [Elder Abuse Action Australia](#), [Communities of Respect](#), [Alfred Health](#), [Caulfield Health](#); [The City of Ballarat](#); [The Care Page](#); [The National LGBTI Health Alliance](#); [Hammond Care Dementia Centre](#); [Seniors Rights Service](#); [Switchboard Victoria](#); [The Ageing Revolution](#); [Aged Care Matters](#); [Better Place Australia](#); [Meaningful Ageing](#); [Bayside City Council](#); [Glen Eira City Council](#); [Knox City Council](#); and [COTA Victoria](#).