

The Biscuit Tin Project, Information for Facilitators

Older women are not equal. Too often they are devalued and experience a particularly caustic form of ageism intertwined with sexism,¹ resulting in significant inequalities, including financial hardship, homelessness, violence and abuse.

There is a need to raise awareness of contributions and achievements of older women; to help build respect and combat the inequalities they experience. To address this need, The Biscuit Tin project was developed by Celebrate Ageing Ltd, a charity combating ageism and building respect for older people.

The biscuit tin is an iconic symbol of nurturing across cultures and is not limited to women with children. The focus on biscuit tins celebrates the important role women play as carers and nurturers, as well as their other contributions. In consultation to develop the project, older women told us they wanted all their contributions to be recognised, including their role as nurturers and care givers.

Aims

The aims of the project are to raise awareness of the inequalities experienced by older women and to promote equality and respect for older women.

Activities

The Biscuit Tin Facilitators' Kit includes the resources needed to facilitate the following activities:

- Hosting a seminar for service providers: to understand inequalities for older women and a gender lens for primary prevention of ageism and elder abuse
- Documenting older women's stories: working with older women prior to the workshop to document their biscuit recipes as well as their contributions and achievements, and the ways they experience respect
- Facilitating a workshop for older women: exploring how older women are represented in popular culture, sharing and celebrating older women's contributions and strengths, identifying how respect is shown, identifying 'strong words' that help to empower older women by turning around ageist language, photographing older women with their biscuit tins
- Documenting a Recipes for Respect resource: a biscuit recipe book that includes portraits of older women and their stories about achievements, contributions and respect
- Hosting a community launch: engaging older women's families and the local community in celebrating older women's achievements – and learning about inequalities for older women and the importance of respect.

¹ <https://theconversation.com/from-cauldrons-to-cardigans-the-lurking-prejudices-behind-the-name-granny-238200>

Evaluation

The pilot workshops were led by Celebrate Ageing Ltd and supported by Elder Rights Australia and Whitehorse City Council. Evaluation findings include:

- Service provider seminars: 81% strongly agreed the seminars were relevant and had helped them to understand gender inequalities for older women; 81% also said they had learned something new, and 90% planned to change something in response to what they had learned
- Workshops for older women: 96% said the workshops were relevant, 90% said they had learned something new and 80% said they would change something as a result of participating
- Community launch: 100% of evaluation participants reported learning something new and 100% also reported they would change something as a result of participating in the launch.

The Facilitators' Kit

The Facilitators' Kit includes all the resources needed to host #TheBiscuitTin project, including:

- Background: theory, project outline, examples from the pilot projects
- Artwork: logo for #TheBiscuitTin and artwork guidelines
- Recruitment: draft flyer, tips on recruitment
- Consent: information sheet and consent form
- Photographer agreement: briefing info and agreement
- Workshop guidelines: running sheet, tips, ppt or poster presentation
- Staff seminar: ppt or poster presentation
- Evaluation: why, how and what to evaluate - and evaluation forms
- Recipes for Respect: how to document a resource for local community
- Launch: how to share your project with local community
- License: 12-month license (\$1400)

Resources are downloadable and can be localised to your community. Please contact us for further information admin@celebrateageing.org. The facilitator's kit can be purchased at [Celebrate Ageing School](#) or through the project webpage (see below).

License agreement

Celebrate Ageing Ltd develops kits for service providers and groups to help accelerate the pace of change on combating ageism and building respect for older people. We charge a small licensing fee for use of the kits, to help fund the work we do. We do not have core funding to help us continue this important work.

The contents of #TheBiscuitTin Kit are copyright to Celebrate Ageing Ltd unless indicated otherwise. Celebrate Ageing Ltd owns copyright in the materials, resources and documents available from the Kit.

The license is for a one-year period for use within the purchaser's organisation or group. It cannot be shared with other organisations, groups or services – without written permission from Celebrate Ageing Ltd

A Biscuit Tin brand has been created to promote design integrity and recognisable resources. Artwork guidelines are provided and require use of The Biscuit Tin logo, acknowledgement of Celebrate Ageing Ltd and a link to the [webpage](#) in all outputs and activities.

Suitable for

The Biscuit Tin project is suitable for anyone who works with older women or wants to help build equality and respect for older women.

Feedback from project partners

In 2024, we partnered with Celebrate Ageing Ltd for #TheBiscuitTin project, to help raise awareness and valuing of the contributions older women make. This primary prevention project includes a workshop for older women to share their contributions and achievements, and the ways respect for older women is shown.

The workshop I participated in was warm, diverse, uplifting and powerful. The older women brought very different life experiences and expectations to the workshop and connected through stories shared using the biscuit tin as a narrative canvas. Biscuits were shared as a sweet treat to accompany our cups of tea, and as a powerful reminder of our commonalities.

We need a toolkit of a thousand resources to make the culture shifts needed to promote equality and respect for older women. The Biscuit Tin is one powerful resource in that kit, and we were proud to be part of it. Debra Nicholl, CEO, Elder Rights Australia

About Celebrate Ageing School

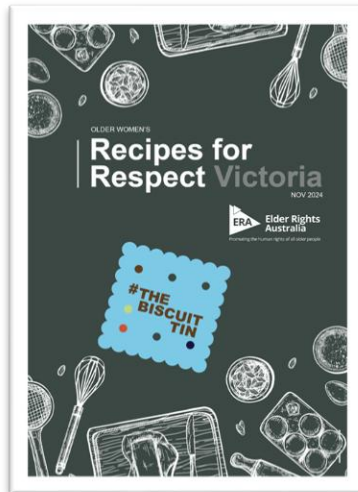
Celebrate Ageing Ltd is a charity established in 2013 to combat ageism and build respect for older people. The Celebrate Ageing School offers online activities, kits and courses that are evidence based, innovative, multimodal, practical, and coproduced with older people.

Education is available to support individual learners, groups and learning facilitators. A small fee to access the education enables us to continue our important work.



Recipes for Respect Resources

The first three Recipes for Respect Resources have been launched, Congratulations to Ballarat City Council – and Ballarat Community Health, Whitehorse City Council and Elder Rights Australia.



Spreading the word

Sharing the project messages about equality and respect for older women is an important component of awareness raising and culture change. We are very grateful to the Australian Women’s Weekly for their four-page feature story on the project, and to new Idea Magazine. Thanks also to 9News for a feature story on their national news for Mother’s Day.

