

MEDIA RELEASE

16 January 2023

Is the Territory age-friendly?

COTA NT has conducted a survey in 2022 asking seniors “Is the Territory age-friendly?” and the results are out. The survey was released as new initiatives to combat ageism were released by one of the campaigns supported by COTA, Every Age Counts.

Every AGE Counts aims to tackle ageism, shift social norms and positively influence the way Australia thinks about ageing and older people. Last year, Ageism Awareness Day (1 October) was launched and actress Miriam Margoyles became an ambassador for ageism awareness encouraging people to take the ‘Am I An Ageist?’ quiz and pledge against ageism.

This pledge echoes COTA NT’s stance.

“I stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged. I commit to speak out and take action to ensure older people can participate on equal terms with others in all aspects of life.”

The campaign vision is “a society where every person is valued, connected and respected regardless of age and functional health.” COTA NT wanted to see whether this vision had been realised in the Northern Territory. The results of its ‘Is the Territory age-friendly?’ survey may surprise you. It appears that whilst 42% of survey respondents (the majority of whom were aged between 60 and 80) reported experiencing ageism, the Territory is doing better than half of the world’s population who are ageist against older people.

“Those statistics doesn’t necessarily make for great reading,” said Sue Shearer, CEO of COTA NT, “but 83% of survey respondents also agreed that seniors should embrace rather than fear the ageing process. Thoughts expressed about age and ageing provoked some chuckles of recognition, but also revealing insight. And after all, how we all think about age may change if we are asked on a ‘good day with internet connection’.

“The Territory has the highest growth of residents aged over 65 – according to the Australian Bureau of Statistics 2021 census. The survey findings include over 50 suggestions made by Territorians on what we can do to improve the NT’s age-friendliness. We should take note, not only for the over 65s, but for all ages.”

An overview of the survey findings is in the free editions of COTA NT’s Seniors Voice due out this week and available in over 85 community hotspots and online. The survey is also published to the COTA NT website.

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More info

www.cotant.org.au/cota-advocacy/our-collaborations/everyage-counts

'Am I An Ageist?' quiz - www.everyagecounts.org.au/quiz

Take the pledge - www.everyagecounts.org.au

Practical tips to end ageism

https://assets.nationbuilder.com/benevolent/pages/700/attachments/original/1664163367/A1640_EAC_PracticalReco_FA.pdf?1664163367

Initiating a conversation about ageism

<https://d3n8a8pro7vhmx.cloudfront.net/benevolent/pages/666/attachments/original/1631772472/guide---initiating-a-conversation-about-ageism.pdf?1631772472>

World Health Organisation: Ageism

www.who.int/news-room/questions-and-answers/item/ageing-ageism