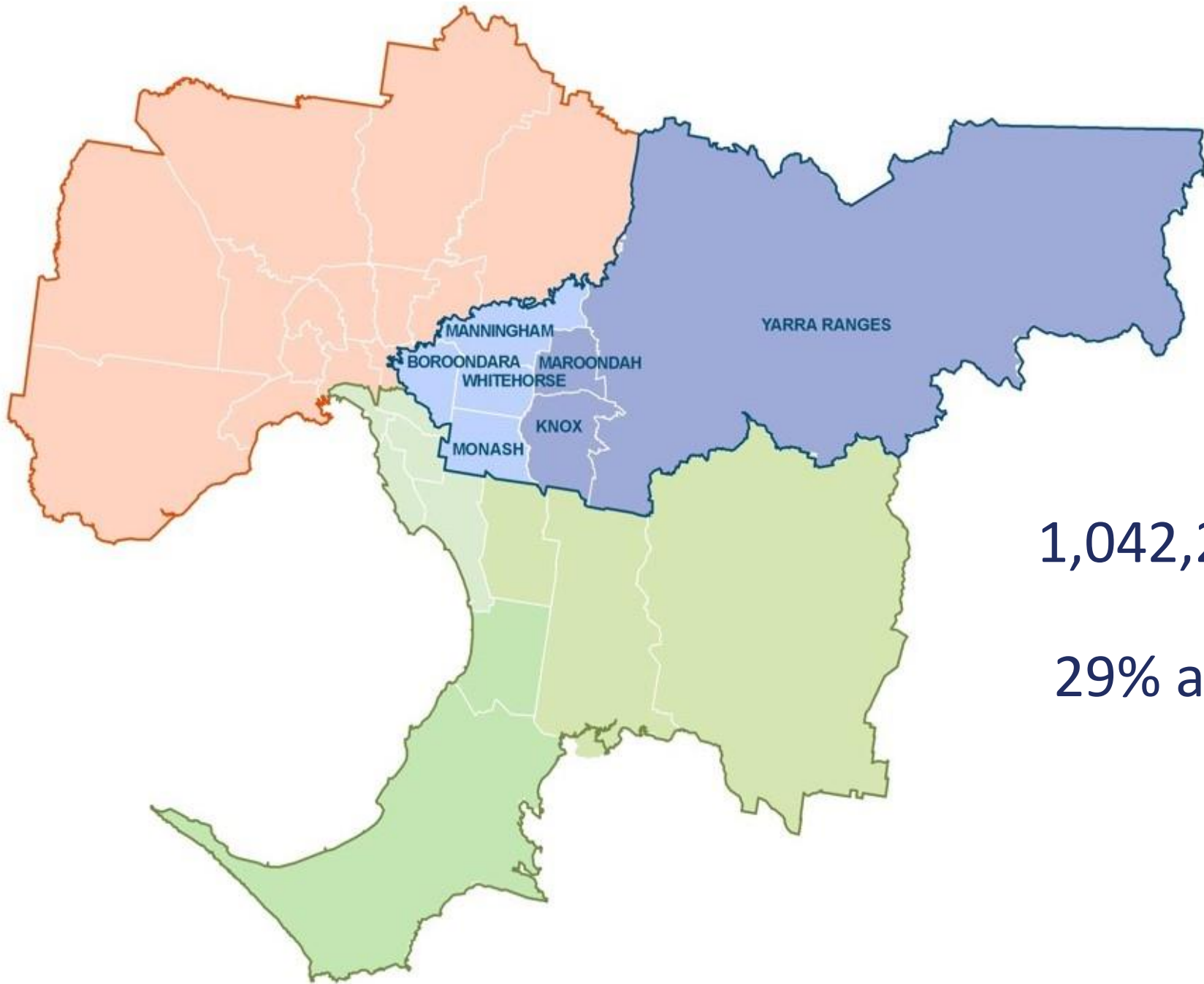


# Tackling ageism together: EveryAGE Counts in Melbourne's East

A collaborative anti-ageism campaign:  
Boroondara, Knox, Manningham,  
Maroondah, Monash, Whitehorse & Yarra Ranges





# Eastern Metropolitan Region

1,042,205 million people

29% aged over 55 years



## Tackling ageism together: EveryAGE Counts in Melbourne’s east

Whitehorse has joined forces with six other eastern Melbourne councils to tackle ageism across the region.

Ageism is stereotyping, discrimination and mistreatment based solely on a person’s age.

When directed towards older people, it comes from negative attitudes and beliefs about what it means to be older.

Ageism exists when someone is considered ‘too old’ for something like a job or promotion.

It is a lack of respect for older people and affects people’s self-confidence, quality of life, job prospects and health

Council is proud to be part of this campaign to raise awareness about ageism and challenge ageist stereotypes.

The campaign is coordinated by the Inner East Primary Care Partnership with support from the Victorian Government. The seven councils involved are Boroondara, Knox, Manningham, Maroondah, Monash, Whitehorse and Yarra Ranges.

The campaign ties into the national EveryAGE Counts campaign and is supported by the Eastern Community Legal Centre through its prevention of elder abuse OPERA project.

## Have your say

To have your say on any consultations, register your interest in coming projects at [www.oursay.org/whitehorsecitycouncil](http://www.oursay.org/whitehorsecitycouncil)

### Aqualink Box Hill shade structures

Funding has been allocated to develop concept designs and undertake consultation on outdoor pool shade structures at Aqualink Box Hill.

The proposed concept designs include a permanent shade cover over the outdoor pool and grandstand and also a retractable shade cover over half the outdoor pool. The proposed structures would encourage more people to use this space year-round.

We are now seeking feedback from the community on the concept designs.

To view the concepts and have your say, visit [www.oursay.org/whitehorsecitycouncil/outdoorpool](http://www.oursay.org/whitehorsecitycouncil/outdoorpool)

### Domestic Animal Management Plan

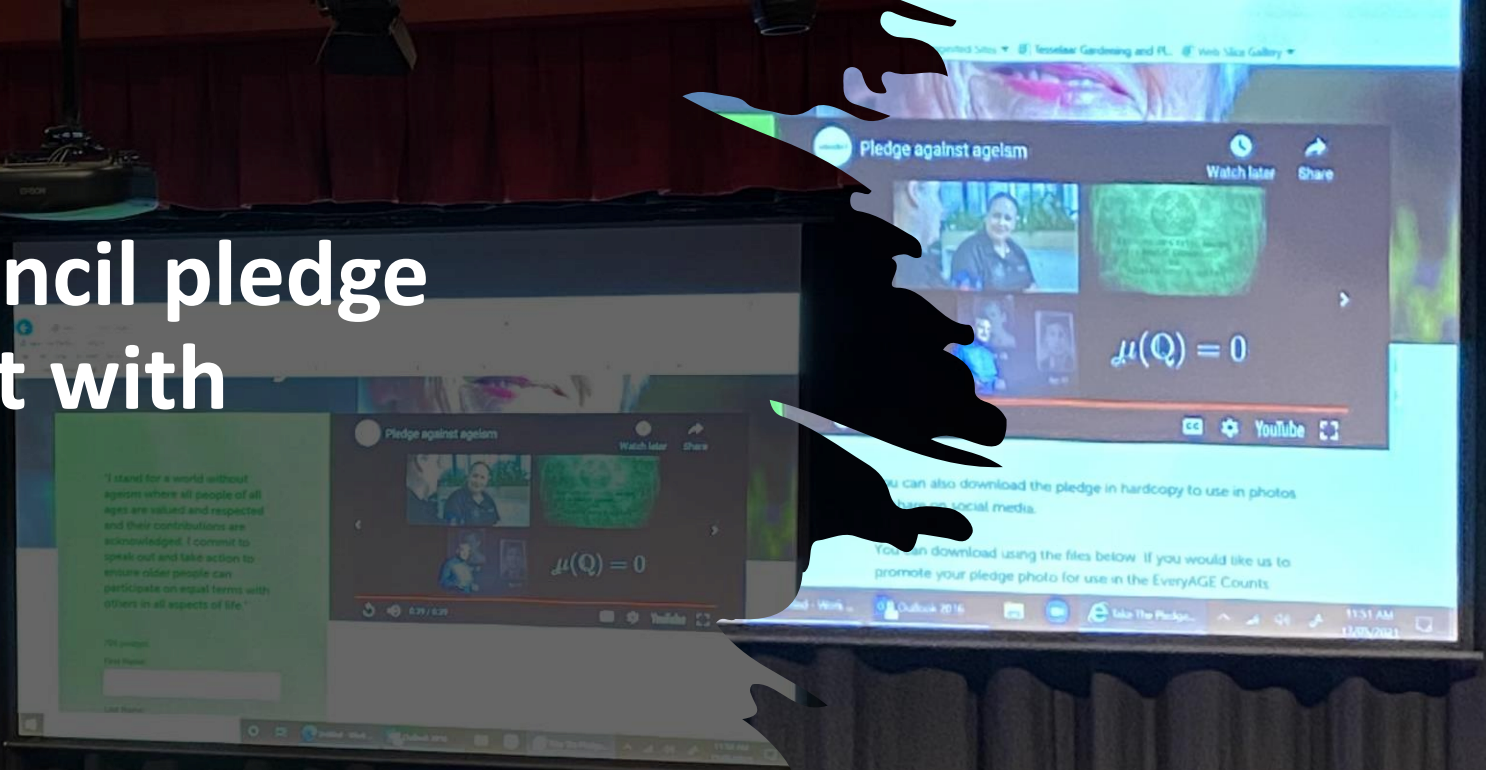
In late 2020, Council asked for feedback to develop its Domestic Animal Management Plan.

The key issues identified in the feedback were:

- Increased enforcement of the legislation, particularly in on-lead parks and residential areas;
- Education of pet and non-pet owners about pets;
- Provision of fully fenced off-lead areas with regular officer attendance;

# Article in Whitehorse News

# Monash Council pledge signing event with Mayor



# Yarra Ranges Facebook post National Volunteers Week



**Yarra Ranges Council**  
Like This Page · 19 hrs · 🌐

👉 As part of National Volunteers Week, we want to thank our many dedicated volunteers who give up their time to service and support the local community.

👉 Did you know that 33% of our 32,000 volunteers are over the age of 55?

👉 Older people are often portrayed or believed to be a burden on the economy. But economists suggest that the true value of the millions of hours of unpaid and volunteer work done by older Australians could offset the total cost of the Age Pension.

✗ Ageism is a serious issue affecting older people. It comes from negative attitudes and beliefs about what it means to be older. It affects the confidence, quality of life, job prospects, health and self-esteem of many older people in our community.

👉 Challenging these stereotypes of older people is part of a joint campaign we have developed with six other eastern Melbourne councils and the Inner East Primary Care Partnership to tackle ageism across our region.

📄 Learn more about National Volunteer Week and the Tackling Ageism Together campaign at [yarraranges.vic.gov.au/Council/Latest-news/Council-challenges-ageism-as-part-of-National-Volunteer-Week](http://yarraranges.vic.gov.au/Council/Latest-news/Council-challenges-ageism-as-part-of-National-Volunteer-Week)

#EndAgeism #TacklingAgeismTogether  
#yarrarangescouncil  
EveryAGE Counts

City of Boroondara, Knox City Council, Manningham Council, Maroondah City Council, City of Monash, Whitehorse City Council — at Yarra Ranges Council.

Sue Read, Allison Hathaway and 2 others like this. Most relevant ▾

2 shares 2 comments

 Pam Sam We can't thank these kind people enough.

  
16h

knox

Home Your Council Your City Your Property Your Family Things To Do Jobs at Knox Emergency

COVID-19 Update  
Residents will not be in place from 11:00pm Thursday 27 May to 11:00pm on Thursday 2 June. Most council facilities will be closed. Events have been cancelled. Council services will continue. [Learn More](#)

Home / Your Family / Active Aging and Social Inclusion / Working Against Ageism / EveryAGE Counts in Melbourne's East

### Tackling Ageism Together - EveryAGE Counts in Melbourne's East

Knox City Council has joined forces with the six other Eastern Metropolitan Region councils (Brimbank, Maroondah, Manningham, Melton, Melton East, Whittlesea and Yans Yangan) to tackle ageism across the region. This campaign supports the rollout of [EveryAGE Counts](#) project and aims to tackle ageism by:

- Placing evidence about ageism
- Challenging myths about age and stereotypes of older people
- Encouraging people to speak up and take action

#### What is ageism?

Ageism is the stereotyping, prejudice and discrimination against people on the basis of their age. It impacts people of all ages and affects confidence, health, job prospects, quality of life, self-esteem and can be a barrier to participation in the community. Ageism is not okay. There are many great stories of being happier as we get older.



#### Why is this important?

Research shows that most of us have negative thoughts and feelings about getting older, however there are many positive aspects of aging. We want to enhance the diversity and celebrate the contributions of older people within the Knox community.

#### How can you get involved?

We are all going to become older, therefore ageism is an important issue for us all. Please join us to tackle ageism:

- Start a conversation or speak up when you feel that someone is being discriminated against based on age
- Put on your leadership and advocacy hat when you see ageism
- Put on your leadership and advocacy hat when you see ageism
- Check out [EveryAGE Counts](#) to see what's happening to make Knox one of the best communities in which to grow old.

#### Resources

- [EveryAGE Counts: TED Talk by Adrienne Applegate](#)
- [EveryAGE Counts: TED Talk by Brian Brown](#)
- [EveryAGE Counts: Take the quiz](#)
- [EveryAGE Counts: Video challenging aged stereotypes in Knox](#)
- [EveryAGE Counts: Video challenging aged stereotypes in Knox](#)
- [EveryAGE Counts: Video challenging aged stereotypes in Knox](#)

Knox City Council acknowledges the traditional custodians of the City of Knox, the [wadjig and Djaug wadjig people of the Gaiin-Njakin](#).

# Knox Facebook post of Mayor taking pledge

# Knox webpage

Knox City Council  
20 h · 🌐

Recognition of World Elder Abuse Awareness Day, today our Mayor Kerri Mitchell signed the [EveryAGE Counts](#) pledge, a commitment to prevent, identify and respond to elder abuse and respect people of all ages.

Elder abuse in its most extreme form contributes to elder abuse. Knox City Council is committed to ensuring older people can participate on equal terms with others in all aspects of life.

For more info visit [www.knox.vic.gov.au/everyage](http://www.knox.vic.gov.au/everyage)

Use #EveryAgeCounts #WEAAD2021



11 likes · 1 comment · 1 share

Like Comment Share

Oldest

Kerri Mitchell  
It goes on in every suburb

Like · Reply · 20 h

# Eastern Regional Library display with EveryAGE Counts bookmarks



# Maroondah EveryAGE Counts frames and pledge





# We're All Getting Older, So Let's End Ageism



## Find RETIREMENT

By John Le

Manningham has started campaign to end ageism towards older people, after Council endorsed the Tackling Ageism Together: EveryAGE Counts in Melbourne's East campaign in its last Council Meeting.

Challenging the stereotypes of older people, the campaign encourages people to speak up and take action. All nine councillors signed The Pledge to stand for a world without ageism.

Manningham Mayor Cr Andrew Corliss said the last Census found there was a higher proportion of people aged over 60 in Manningham than in Greater Melbourne.

"While ageism can affect people of all

"it is unfortunate ageism towards olderpeople is not often talked about.

"It is far more widespread than most of us realise and is fuelled by living in a society where youth is revered and old age is feared."

The campaign aims to start a conversation about ageism and change our attitudes about older people and getting older.

Ageism is stereotyping, discrimination and mistreatment based solely on a person's age. When directed towards older people, it affects the confidence, quality of life, job prospects, health and self-esteem of many, and in its extreme, can be a contributing factor in

Counts in Melbourne's East is a joint campaign with six other eastern metropolitan councils including

Boroondara, Knox, Maroondah, Monash, Whitehorse and Yarra Ranges. It ties in with the national EveryAGE Counts campaign and is coordinated and supported by the Inner East Primary Care Partnership and supported by the Eastern Community Legal Centre.

To find out more, support this campaign and sign The Pledge, visit [manningham.vic.gov.au/age-friendly-manningham](http://manningham.vic.gov.au/age-friendly-manningham).

John Le

# Manningham Councillors take the pledge



# Manningham foyer display



## Ageism Awareness

Celebrate older people as a diverse group and pledge to end age discrimination.

Find out more at [manningham.vic.gov.au/age-friendly-manningham](http://manningham.vic.gov.au/age-friendly-manningham)

Research shows that we get happier as we get older!



Do the things you love to do and you'll be happier as you get older.

- Stay active
- Stay connected
- Stay healthy
- Stay positive

EveryAge Counts

There is no 'typical' person at any age



Do the things you love to do and you'll be happier as you get older.

- Stay active
- Stay connected
- Stay healthy
- Stay positive

EveryAge Counts

Sick of the cliches?  
It's time to ditch lazy, ageist stereotypes



Do the things you love to do and you'll be happier as you get older.

- Stay active
- Stay connected
- Stay healthy
- Stay positive

EveryAge Counts

We pledge

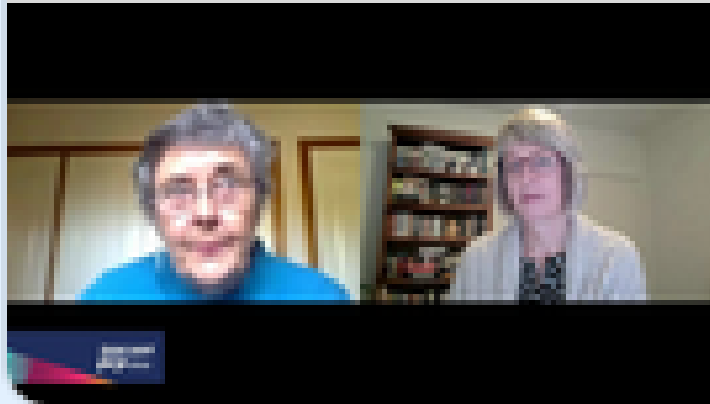
"We stand for a world without ageism where all people of all ages are valued, respected, contribute, acknowledged and taken into account. We commit our resources and talent to ensure older people can participate on equal terms with others in all aspects of life."

EveryAge Counts



## Gerard Mansour commented on your company's update

Fantastic initiative. There is more we can all do to 'call out' ageism in all its forms.



Ever heard the ageist rumour that older people living longer equals economic

12 Likes • 1 Comment

Commissioner for Senior Victorians, Gerard Mansour, supports the campaign on LinkedIn

[Respond](#)


What is ageism? Great question!  
Watch this video from EveryAGE Counts to find out more  
<https://www.youtube.com/watch?v=Hs28FgRxqt0atch>  
Join ECLC as we support the seven councils in Melbourne's east, the Inner East Primary Care Partnership and partners from the Eastern Elder Abuse Network to tackle ageism  
#EndAgeism ##tacklingageismtogether



YOUTUBE.COM

**Imagine a world without ageism**

Check out the EveryAGE Counts website and sign the anti-ageism pledg...

 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

49  
People Reached

0  
Engagements

**Boost Post**

49 People Reached

0 Likes, Comments & Shares ⓘ

0 Likes On Post 0

0 Comments On Post 0

0 Shares On Post 0

0 Post Clicks

0 Photo Views Link Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All

0 Report as Spam 0 Unlike

Reported stats may be delayed from what appears

# Eastern Community Legal Centre supports the campaign on Facebook



EveryAGE  
Counts

## We pledge

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

pledge: @EveryAGECounts  
www.everyagecounts.org.au



Inner East Primary Care Partnership Board take the pledge