



senior friendly
amie des **aînés**
MONCTON

**BUSINESS
PROGRAM**





An overview

The **Senior Friendly Business Program** is an initiative of the *Moncton Mayor's Seniors Advisory Committee* in partnership with Downtown Moncton Centre-ville Inc.

What is a senior-friendly business?

A senior-friendly business takes the needs and preferences of older adults into consideration, by providing friendly quality services and facilities to its customers.

Advantages for your company

INCREASED BUSINESS!

Visibility of your senior friendly customer service will help attract older customers to shop at your establishment .



Seniors or zoomers can be divided into four age groups:

50 – 64

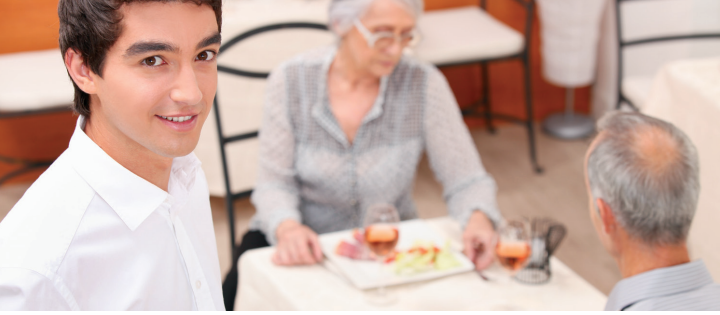
75 – 84

65 – 74

84+

In 1981, 2.4 million Canadians were aged 65 and older. Today the number has doubled to 4.9 million. By 2016, there will be more people over 65 than under 14 — first time in history.
www.carp.ca

The **2011 Census** counted 4,945,060 people aged 65 and older in Canada, an increase of 14.1%, between 2006 and 2011.



About the program

The **Senior Friendly Business Program** was created to recognize those businesses that have instituted, demonstrated and promoted best practices toward independence and services to seniors.

Specifically, it seeks to recognize businesses that have demonstrated a clear and conscious effort to be senior friendly.

The City of Moncton works closely with the certified businesses to ensure that their place of business is *senior friendly*. Certification does not include in-home services. Members of the public are therefore urged to exercise their own due diligence when retaining such services, including but not limited to checking references.



ENTIRE
CONSUMER
SPENDING

60%

SPENT BY
SENIORS

“ Seniors account for over 60 per cent of all consumer spending. Through their consumer spending zoomers and seniors substantially improve Canada's economy for all age groups. ”

David Cravit
CARP 2013





How the program works

Step 1

Review the senior friendly business criteria and determine if your business would like to move forward.

Step 2

Attend a ***Senior Friendly Business Orientation Session***. The goal of the orientation session is to educate businesses about the senior friendly business program, to introduce the concept of aging, and to understand how to provide exceptional service.

Step 3

Assess your business more closely to see if you meet the senior-friendly business criteria and make the necessary improvements (if required) to your business.

Step 4

Complete and sign the senior friendly business criteria checklist as a sign of your commitment to the program.

Step 5

If you meet 80% of the criteria, you will receive the following benefits:

- ✓ Certificate for display
- ✓ Window decal
- ✓ Use of Senior Friendly Business logo
- ✓ Your business listed on the City of Moncton website

CERTIFICATION MUST BE RENEWED EVERY TWO YEARS.



CODIAC

Every Wednesday older adults (65+) travel free on Codiac Transit.



35.5%
of Moncton's
Metropolitan
Census Area
population
is **over the
age of 50.**



2.1%

2006 – 2011
Moncton's
increase in
growth of
population
over the
age of 50.

Join the Senior Friendly Business Program

FOR MORE INFORMATION CONTACT:

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