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**MM24/22 ENDING AGEISM - EVERY AGE COUNTS ORGANISATION  
- Mayor, Councillor Jordan Lane****File Number: MYR/07/10/20 - BP22/690**

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I have been approached by “EveryAGE Counts”, a national coalition seeking to tackle ageism against older Australians.

The coalition is supported by the Benevolent Society, COTA, National Seniors Australia and other reputable organisations.

City of Ryde is being asked to join the coalition and sign the relevant pledge.

Amongst other things, the pledge would state that Council is concerned about the impact of ageism on the community and that Council recognises that ageism can negatively impact job prospects, confidence, health, quality of life and control over life decisions.

A copy of the pledge is **attached**.

I also support a staff suggestion that Council hold an activity on Ageism Awareness Day – 7<sup>th</sup> October 2022 to raise awareness of ageism and how to dismantle its impacts.

**RECOMMENDATION:**

That Council:

- (a) Support the EveryAGE Counts campaign to end ageism and join with other in the community to create a society where every person is valued, connected and respected, regardless of age
- (b) Take the pledge to stand for a world without ageism where all people of all ages are valued and respected and their contributions are acknowledged.
- (c) Create opportunities in the community to build awareness of ageism and its impacts
- (d) Promote the signing of the Pledge amongst the community.
- (e) Inform relevant state and federal parliamentarians of Council’s support for EveryAGE counts and that it has signed the pledge
- (f) Hold an activity on Ageism Awareness Day – 7<sup>th</sup> October 2022 to provide an opportunity to raise awareness of ageism and how to dismantle it.

**MM24/22 (continued)**

**ATTACHMENTS**

- 1 EveryAGE Counts Pledge

Report Prepared By:

**Councillor Jordan Lane**  
**Mayor**

MM24/22 (continued)

ATTACHMENT 1



## 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.’

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Share a photo of you and your signed pledge:  @EveryAGECounts  @EveryAGECounts  @everyagecounts  
Make your voice count by signing the pledge online too:  [everyagecounts.org.au](http://everyagecounts.org.au)