

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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In recognition of Ageism Awareness Day, Grey Matters® and AgeInc announce a partnership to combat age discrimination in the workplace

SYDNEY – In recognition of Ageism Awareness Day, [Grey Matters®](#), who help over 45s shape their lives by providing personalised life plans for longevity and ageing well, and [AgeInc](#), the Age Inclusive Employer Endorsement program, proudly announce a new strategic partnership aimed at addressing supply and demand gaps in the workforce and tackling ageism in Australian workplaces.

‘As industries across the globe face significant workforce challenges, including an ageing population and talent shortages in key sectors, this partnership is poised to help address both the supply and demand pressures created by ageism.’ said Claire Canham, Chief Executive Officer of Grey Matters. ‘Ageism excludes workers aged 50+, even when they are qualified and capable, yet as our population ages, and fewer young workers are entering the workforce, this inherent ageism puts further strain on the balance between workforce supply and demand.’

AgeInc’s research reveals that 36 percent of Australians are aged over 50, yet 1 in 5 are being discriminated against by their current employer and 53 percent have been discriminated against when applying for a new job. ‘Our Voice of Experience research shows that not only are people aged over 50 being discriminated against when applying for new jobs, 21 percent are being discriminated against by their current employer,’ said Richard Spencer, founder of AgeInc, ‘And in most cases, this was experienced by people in their early 50’s.’

By encouraging employers to raise both the awareness and knowledge of age discrimination in the workplace, AgeInc seeks to tackle intrinsic organisational ageism, whilst Grey Matters uses an AI digital assistant to work with Australian’s aged over 45 years to empower and re-wire them to find their purpose, follow their passions and learn new skills.

Key Initiatives of the new partnership Include:

- Under development by Grey Matters, **ELLA, an AI digital assistant** empowers Australians aged 45+ to pursue lifelong learning and maximise their working life, whilst taking care of their health, wealth and happiness; and
- The **Age Inclusive Employer Endorsement** by AgeInc, which allows employers to publicly demonstrate their commitment to creating an age inclusive culture, whilst actively encouraging other organisations to review their own position regarding age inclusivity.
- Register your interest in [becoming an Age Inclusive Employer](#)

‘Both AgeInc and Grey Matters are committed to addressing the systemic challenges that perpetuate ageism in the workforce," said Canham. ‘This partnership will ensure that experienced people have the opportunities and lifestyle they deserve while helping businesses access experienced untapped talent.’

About Grey Matters

Grey Matters® is revolutionising and reimagining the concept of ageing and retirement for those 45 and over. Recognising that ageing is a significant social issue, Grey Matters champions an inclusive future that harnesses the full spectrum of human experience and potential, contributing to a sustainable and equitable world promoting economic wealth, health and well-being.

About AgeInc

AgeInc is a leading advocate for diversity and age inclusivity in the workplace. Our ageing population means that more people than ever will have to overcome the challenges of ageism, and that at the same time, our economy will need to recruit more midlife workers to fill both role and skills shortages. Our hope is that every Australian employer becomes age inclusive and promotes an inclusive and diverse working environment.

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