



## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

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#### **AgeInc introduces Australia's first Age Inclusive Employer Endorsement**

SYDNEY – AgeInc, is proud to announce the launch of the AgeInc Age Inclusive Employer Endorsement. This Australian first initiative aims to recognise employers who demonstrate a strong commitment to fostering an inclusive work environment that values and supports employees of all ages.

The AgeInc Age Inclusive Employer Endorsement will allow organisations to demonstrate their commitment to age diversity and inclusivity as part of a multi-generational workforce. By using this endorsement, organisations will not only enhance their reputation and attract a diverse pool of experienced people, but they will also help contribute to reducing the stereotypes of midlife workers which lead to prejudice and age discrimination at work.

‘Our research shows that 53 percent of people aged over 50 have been discriminated against when looking for a new role,’ said Richard Spencer, founder of AgeInc, ‘And over 21 percent have been discriminated against by their current employer, based solely on their age.’

‘Within 15 years, Australia will see the number of people aged in their 50s increase by 15.3 percent as a proportion of the population, whilst the proportion of those aged 35 to 50 years reduces by almost 10 percent,’ Spencer continued, ‘In simple terms, if we don’t reduce our prejudice against midlife people soon, we just won’t have enough people in the workforce.’

Prejudice against people aged over 50 in the workplace is based solely on stereotypes. This bias, unconscious in many organisations, is the last socially acceptable form of prejudice in Australian employment.

‘The only way to start addressing our problem with ageism is through education,’ said Spencer. ‘If more employers adopt the Age Inclusive Endorsement and educate their managers on the issues age discrimination creates, we can restrict its impact on both organisations and the wider community.’

The Age Inclusive Employer Endorsement 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. Other benefits of the Age Inclusive Employer Endorsement include:

- The recognition and credibility of the Endorsement Badge
- A competitive advantage in recruitment and retention
- Networking and collaboration with likeminded organisations
- A demonstrable commitment to corporate social responsibility

‘After all, as the only form of prejudice that we all hope we’re going to live long enough to experience,’ concluded Spencer, ‘Reducing age discrimination at work is really an investment in our future selves’.

#### About AgeInc

AgeInc is a leading advocate for diversity and age inclusivity in the workplace. 36% of our population is currently over 50 with a 67 percent participation rate. People aged 50+ account for 6.2m workers although less than 50 percent currently work in full-time positions. 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. Organisations interested in applying for the AgeInc Age Inclusive Employer Endorsement can visit [www.ageinc.au](http://www.ageinc.au) for more information.

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