



## SENIOR-FRIENDLY 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 of becoming a Senior-Friendly Business

- ✓ More older adults shopping at your establishment
- ✓ Increased visibility amongst Moncton older adults

### Did you know?

- ✓ Older adults (65+) travel for free on Codiac Transpo every Wednesday
- ✓ Moncton Census Metropolitan Area (CMA) median age on the rise\*
- ✓ 35.5% of the population in both the City and CMA is now above 50\*

- ✓ City of Moncton ratio of population above 50 rose by 2.1% from 2006 to 2011\*  
\*Source: 2011 Census

### The Senior-Friendly Business 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.

### How It 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, Senior-friendly 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.

### For more information contact:

Mayor's Seniors Advisory Committee  
c/o Mayor's Office, City of Moncton  
655 Main St., Moncton, NB E1C 1E8  
Tel: 856-4343 Fax: 853-3553  
Email: [seniors@moncton.ca](mailto:seniors@moncton.ca)

