

Access News

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Access Audits Australia

disability access  advice  training

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Living A Life..... *Baby Boomers*

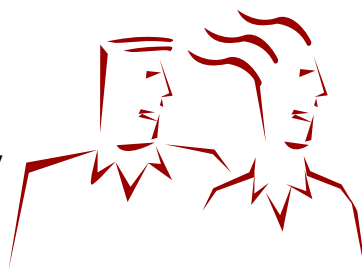
They say, whoever 'They' are, that because I am aged between forty and sixty I'm a *Baby Boomer*.

Apparently that means I am popular with advertising marketers and the media. Congratulations, I say to myself, as I start up the computer and mobile phone, while the television tells me the news direct from London via the newly installed digital Foxtel, which the above told me I had to have.

If you, like me, are in this demographic (sorry age group) what is it that we/you want now and into the future? The answer I believe is access.

No, not physical access necessarily, although that is vital, but access in its broadest sense to information, services and whatever we want or need, whenever we want or need it 24 hours a day.

Thanks to the Internet almost any question you might want to ask can be answered immediately. People who can quickly get what they want from traders are increasingly placing that same expectation on service providers, whether they are in private enterprise or the public sector.



The tourism market is realising that the best way to get people and their money to their piece of paradise, is to provide exactly what they want, because if they don't someone else will.

As we get older and yes - even Baby Boomers will, the demand for health services will only increase. We will also want more information about our conditions and treatment and for this to be provided with dignity and respect, as a matter of course.

As the years role on hopefully so will the choices available to us, to enjoy doing whatever we choose to. If not, be warned, those of us who are Baby Boomers will rightfully demand these as we continue*Living a Life*.

Access Audits Australia

provides the following range of services to support improved access to the built environment and to the provision of goods and services:

- ◆ Access Awareness training
- ◆ Community consultation
- ◆ Access presentations, publications and inspirations
- ◆ Development and Review of Disability Action Plans, Community Planning policies and processes
- ◆ Access Audits, Evaluations and Design Advice

Access Audits Australia is pleased to advise or assist you with any access issue.

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Happy Birthday Baby Boomers



Yes the first of the Baby Boomer generation will celebrate their 60th birthday in 2006. Born after the Second World War during the post war 'baby boom', this generation is generally considered to refer to those born between 1946 and 1964, or sometimes 1946 and 1961, depending on which reference is being used.

This age demographic forms a significant consumer market as it includes over 4 million people in Australia or 24% of our population, as compared with 76 million people or approximately 29% of the population of the United States of America.

Service providers and marketers of products to this often asset backed generation will benefit when they understand how best to respond to their particular expectations, needs and their often openly expressed demands and values.

While the younger generations are declining in terms of a proportion of the total population, due to lower birth rates, the mature market with their resultant spending power and economic imperatives is in fact proportionately increasing. This age group is predicted to be the wealthiest group of older persons in history, with the highest percentage of discretionary spending in Australia.

Now is indeed a time of change for many Baby Boomers, with possible retirements from full time work and the ability, money and time to experience different lifestyles, including increased travel, recreation and leisure activities.

Many Baby Boomer aware organisations and commercial operators are targeting their services and products at the mature market.

Baby Boomer Benefits

The Baby Boomer and older generations benefit from many of the design and built environment modifications that have been introduced to assist people with disabilities. Parents or carers of young children can also experience these benefits.

This can apply whether it involves changes to streetscapes, landscape designs, easier kerb ramp transitions to footpaths or provision of access related improvements to buildings, signage, lighting, printed communications or technology innovations.

Age aware organisations can benefit by actively responding to the ongoing needs and desires of this generation.

Access at every age

"I'd arranged to meet him out the front, but while I was gazing up the front steps he had emerged from the basement car park, walking up the car ramp. "I avoid stairs these days" he explained, and as we walked into a nearby cafe - via the disabled ramp - it was obvious why. Febey has the stiff-legged, arthritic gait of an old man.

Like most retired footballers, Febey could not possibly tabulate all the damage his body sustained in 258 games."

This quotation is taken from an article in the Good Weekend magazine of 17 September 2005, by Richard Guillatt, about Steven Febey who played football at the Melbourne Football Club for 15 years, before retiring at 32 years old.

Often we think that people with disabilities are older, yet this experience highlights that activities undertaken at a younger age means *access for all* is important at any age.

One Person's View

Tourism Tasmania has framed their successful, award winning *Rejuvenating Journey Campaign* to actively promote Tasmania as the premier touring holiday destination in Australia.

This campaign has extended over a number of years through a series of advertisements in various media applications focused at people within those lifestyle segments who prefer nature, healthy living and no crowds. The campaign aimed to build Tourism Tasmania's brand message to these target markets through the proposition that travelling in Tasmania is a precious adventure of discovery.

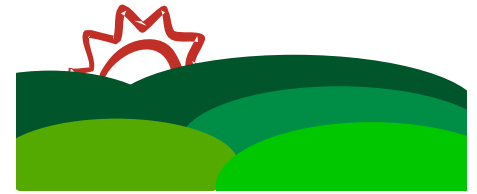
Research indicates that the affluent older and lower older age segments are the two key campaign targets. These consumer groups offer the Tasmanian tourism industry better yield and volume for the effort expended and intentionally include the Baby Boomer and older age groups. It has been identified that they are highly active and eager to sample all that Tasmania has to offer, especially the core appeals (nature, heritage, food and

wine). Bushwalking and visiting national parks are the most common activities.

At a recent conference on *Baby Boomer and Senior Marketing*, John Pugsley, the Marketing Director of Tourism Tasmania spoke about the intentional repositioning and promoting of Tasmania as a destination of choice for the over 50 year old market, by exploring the preferences of older travellers and holiday makers.

A Rejuvenating Journey ... of precious moments that will engage my body, mind and soul remains the core focus for this promotional activity. Phrases such as "I went from being a workaholic to a walkaholic" and "Swap the Beaches for the Beeches" have effectively accompanied snapshots encouraging potential visitors to experience their rejuvenating journeys in a particular region.

Advertisements have tapped into the theme that Tasmania is the best place on earth to *Rejuvenate Now*, with a wide range of product on offer, including touring, short breaks



and some special interests. The campaign's key market focus is Victoria, New South Wales and southern Queensland, which is supported by research indicating that 85 per cent of Tasmania's visitors are Australian. Over 750,000 people visited Tasmania during 2004/2005.

Additional encouragement for older persons and people with disabilities to explore Tasmania is provided by a small booklet titled *Parks for all people* that is available from the Parks and Wildlife Service Tasmania (www.parks.tas.gov.au).

This identifies and describes a selected range of national parks and reserves around Tasmania that offer the most accessible facilities and recreational opportunities for people with disabilities. It also includes a fold-out section detailing an accessibility rating for the range of facilities at each location.

Tasmania is well aware that *Good Access is Good Business*.

Orientation and Mobility Training

This type of training is provided by specialist organisations to assist people with vision impairment to develop a sense of position and relationship to objects within an internal or external environment. It encourages independence and safe use of their remaining vision and other senses, supported where appropriate by the use of mobility aids, such as a cane, or environmental cues such as tactile ground surface indicators.

> Life Expectancy <

Ongoing advances in medical technology and information continue to increase our life expectancy. One hundred years ago one in twenty five people were over sixty five years old, today one in eight people are, but in forty years time it is expected that one in four people will live past sixty five.

Did you know ?

- That an aged care facility in Melbourne has successfully introduced some *glow in the dark* toilet seats to reduce the number of falls by people visiting the toilet of a night time.
- That Winston Churchill, Tom Cruise, Walt Disney, Whoopi Goldberg and Thomas Edison all shared something in common. They all experienced a learning disability.
- That it is anticipated that between 2001 and 2011 the Australian population aged between 55 and 64 will grow by 800,000 people (44%) and that the population over 65 years old will increase by 640,000 (27%).
- That Braille has been used for the first time on a New Zealand stamp as part of a series honouring the contribution of dogs to society. The 45c stamp has 45 spelt out in Braille and features a labrador retriever, widely used as a guide dog for the blind.
- That some people have been known to use their mature Baby Boomer or Senior status as a possible reason for perhaps forgetting some minor detail.
- That an old fashioned cure for hearing loss was to climb up very, very high then suddenly jump down. It was thought the sharp fall would restore hearing. Not now recommended.

Housing



While your new car, television or DVD player usually comes with a guarantee, there is no guarantee provided for your future health or lifestyle.

Any person who is fit and able today, may not be tomorrow. Yet many people make decisions including those relating to their housing, based on their current life situation, without necessarily considering possible changes to their health or abilities. The majority of new housing currently being constructed does not necessarily take into account the changing needs of our population, particularly our ageing generations.

With 19% of our population having a permanent disability and up to 35% having a temporary or permanent disability, there is a substantial section of our communities that may have particular housing requirements. When you then combine this with the purchasing power of our ageing Baby Boomers and families, there is a potentially significant market segment interested in obtaining residential housing stock that is access responsive to their identified, or perhaps unidentified lifestyle needs.

Playsafe

The University of Technology Sydney, in conjunction with the Royal Society for the Prevention of Accidents (RoSPA), is now conducting an accredited *Designing Play Equipment and Playgrounds for Compliance Course* and also an accredited *Playground Safety Inspectors Training Course*. These and other related courses include important access elements and are available Australia wide and in New Zealand. For further details see:

www.eng.uts.edu.au/ProspectiveStudents/short/Playgroundsafety.htm

AAA Web site

Details about services provided by Access Audits Australia can be found on our web site at www.accessauditsaustralia.com.au

Our site is designed to be accessible for all users. It has AAA W3C level compliance and is AAA Bobby approved. Earlier Access News editions can be downloaded and there are also links to other relevant access related web sites.

Information contained in **Access News** is intended to highlight the importance of improving access for every person

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