



THE AGE DIVERSITY FORUM

make equality a reality



#championagediversity



Who we are?

The Age Diversity Forum is the global hub for age diversity in the work-place. A not for profit social enterprise, we provide a practical approach to ensure that organisations achieve the benefits and values of an age diverse work-force.



We are dedicated to ensure that all generations in work, have the same opportunities for training, development, promotion and retention



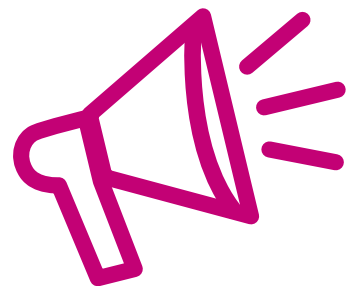
We are committed to bridge recruitment barriers, providing employability support to ensure: employers have access to the broadest and best talent, creating a level playing field for those seeking a return to work



We believe that we are stronger in collaboration and partnership, which is why we partner with organisations that want to help us drive real change. We are here to support those who feel bias and are discriminated against simply because of age, and we want you to help us do it

“ As an organisation that receives no core government funding, we value your support. ”

What we do

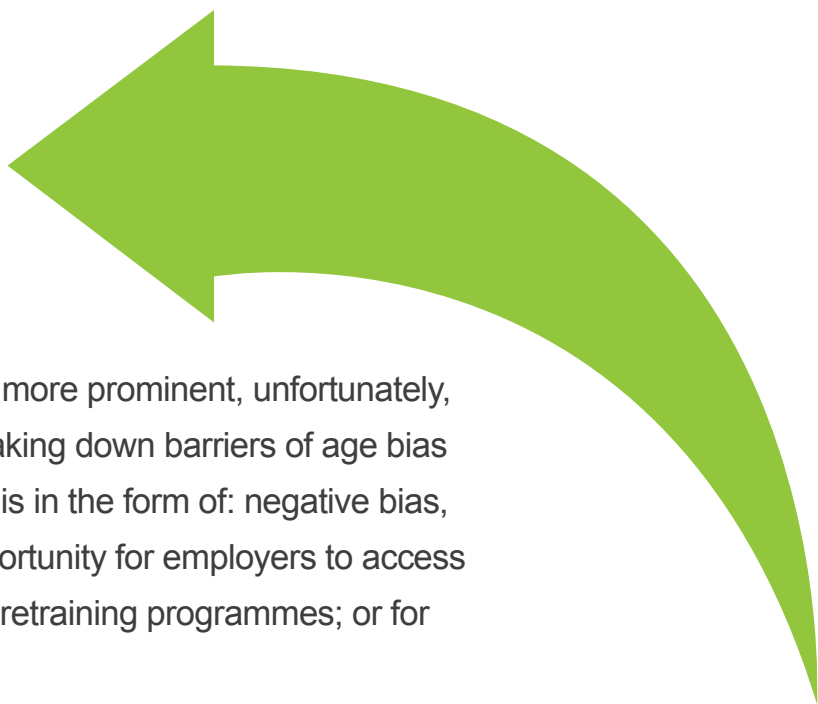


As a Social Enterprise, we recognise the social and community benefits of driving employment equality, and we lobby and seek influence for continuous improvement for diversity and inclusion in employment opportunities.

We are raising the awareness of the values and benefits that an age diverse work-force can bring to organisations, of all size and sector.

More companies now recognise the improved performance impact and are seeking to establish themselves as a committed employer for diversity, demonstrating those values, both for their internal landscape, as well as to external partners and wider communities.

Why we do it



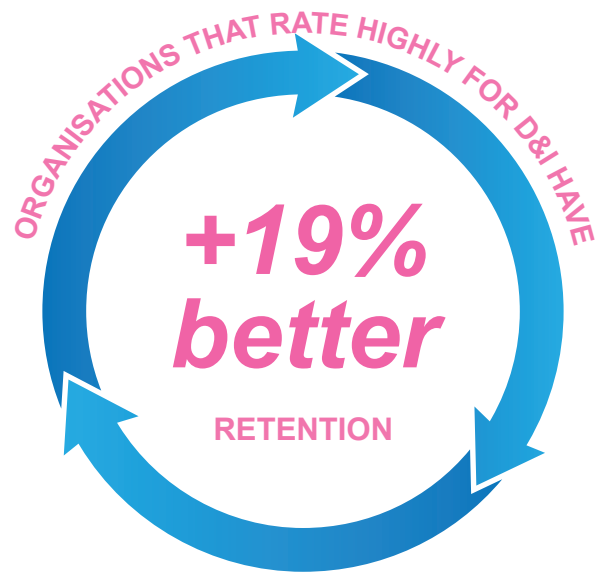
Whilst the business case for diversity is more prominent, unfortunately, there continues to be challenges in breaking down barriers of age bias in the employment arena. Whether that is in the form of: negative bias, unconscious or otherwise; a lack of opportunity for employers to access key skills and talent; poor retention and retraining programmes; or for policy support requirements.

The Champion membership can support and drive strategy and values for all organisations.

Who do we do it with



No industry sector is immune to these challenges, and none are restricted by geography. **We are a unique organisation with a vision for inclusion, to remove barriers** through an application of practical service and best practice, achieved together with our 'Champions'.



How we do it

Our members support age diversity in the work-place, working with us to set the standards to address widening participation and inclusion.

By providing an influential voice for members, through our policy and campaign activity, we ensure that the needs and views of an age diverse workforce are heard by government, policy makers, and other relevant organisations.

Together with our members, we work to bring continuous improvement to removing bias and barriers.

Champions membership is achieved by organisations who commit to behaviours, actions and values, that engage an age diverse workforce through policy and governance for retention, retraining and recruitment.

The Age Diversity Forum provides members with practical service provision, and support by sharing expertise, advice and providing training and networking opportunities. We promote best practice and work with organisations to set and influence age diversity policy.



Why you should do it

Research and data confirms that those organisations who are highly rated for diversity and inclusion, show improvement in a wide range of business and people metrics.

The moral compass argument is now coupled with a strong and dynamic business case.

Such values are highly prized, and now sought after in how business is transacted. Employers are fast becoming aware of the opportunity to trade and procure, coupled to social awareness. As a social enterprise, we offer a further route

for organisations to demonstrate their attitude towards corporate social responsibility.

With our peers, such as Stonewall and the Business Disability Forum, we are the only organisation offering a practical approach to meet the challenges, and achieve the values of an age diverse workforce, whilst providing a deeper and broader platform for change. As it is for LGBT, disability, gender and BAME, it is wrong, unjust and illegal to discriminate against age.

TAKE ACTION NOW

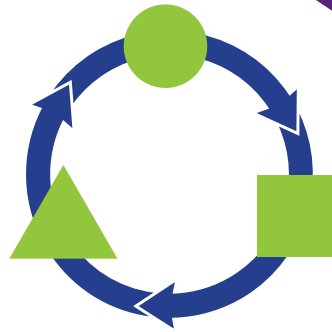
Join our Champion advocacy and achieve the values and benefits of an age diverse workforce for your organisation, and you will also be making a difference to address the global age diversity challenges.



Transform your strategy

Transform your organisation

To become a Champion and take advantage of the member benefits, including the use of the Champions mark, we ask organisations and employers to commit, meet, and be accountable to a number of criteria and behaviours, ensuring your organisation:



**AGE DIVERSITY =
INTER-SECTIONAL
DIVERSITY &
INCLUSION**

- ✓ Has a clear age-diversity employment policy that is set out in your governing documents
- ✓ Seeks to retain an age diverse workforce, giving balance to technical and life-skill attributes
- ✓ Invests in your recruitment strategy to ensure you are able to access all demographics when considering the search to fulfil a new vacancy
- ✓ Will provide training, up-skilling and redeployment opportunities for all employees, whatever their age
- ✓ Facilitates an improved culture of awareness, to encourage all staff to integrate and recognise the range of values provided across all employees

An attention to age diversity, uniquely, also provides inter-sectional access to other diversity and inclusion agenda, including gender, disability, LGBTQ and BAME. More businesses and organisations are now planning their strategies for sustainability and growth, recognising the benefits and values gained from diversity in the work-place.

Use your Champion membership to support your Diversity and Inclusion outlook and contribute to your corporate and social responsibility programmes.

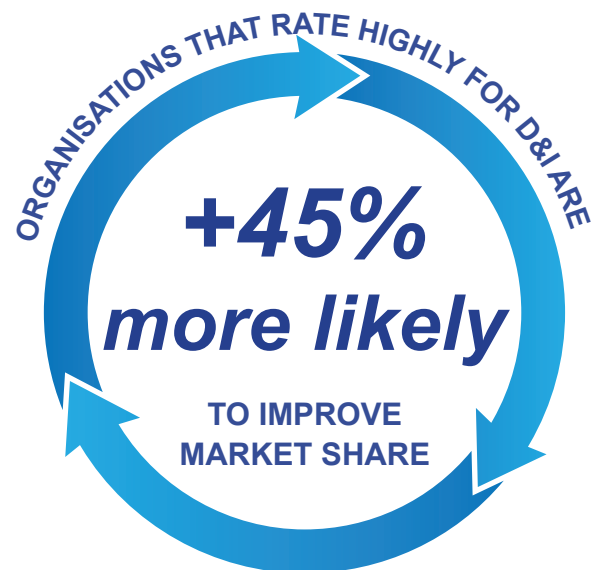
Create a culture that is valued by your employees and external partners. Doing the right thing improves performance for everyone.

Transform your culture

With our members, we aim to facilitate an improved awareness and understanding of barriers to broader participation, to actively promote culture change through membership, collaboration, events, workshops and forums.

We address factors to widening participation and diversity and inclusion challenges, from early contact, through to employment, retention, re-deployment and outplacement.

Apply focus to an age diverse work environment to achieve a happier, healthier and more highly skilled workforce.



How we help

The Age Diversity Forum is the central hub to enhance and sustain impact through: improved awareness; engagement and coordination of widening participation; and diversity and inclusion information and initiatives. Through events and on-line and digital networks, we enable members to share challenges and opportunities, so they may become more effective and improve awareness across all sectors.



For our members we:

- ✓ Regularly engage with Government and decision makers to ensure the views of older workers are heard in the age diversity agenda
- ✓ Represent the views of multi-generational work-force employers to influence policy
- ✓ Address widening participation, diversity and inclusion issues from early contact through to employment, retention, redeployment and outplacement
- ✓ Work with other sector bodies on relevant issues for age diversity
- ✓ Campaign on age diversity issues to achieve positive change

“ *The Age Diversity Forum is the central hub to enhance and sustain impact.* ”

Make equality a reality

We know, that only with the help of our partners, we can remove barriers to age equality through leadership and best practice. Your support, whether it's amplifying our messages, hosting an event, or donating time and resources, will help us make that equality a reality.

Each partnership helps us to:

- ✓ Increase our organisational capacity, so we can make ever greater strides towards equality
- ✓ Maximise the number of people we reach with our messaging
- ✓ Fund our work, from best practice and campaigns, to our information service providing support on age diversity topic areas

Demonstrating your **clear commitment** to age diversity equality, boosts your brand in the minds of employees, as well as existing and potential customers.



- ✓ Sponsor resources, guides, research or events to let everyone know you support age diversity
- ✓ Feature on our website, and in our social media



Become a ‘Champion’ – join our membership

As an organisation that receives no core government funding, we achieve sustainability by providing excellent provision and support services to our Champion partners and members. As such, we greatly value your support and investment, via an annual subscription, to ensure we meet the challenges and recognise the opportunities of, what has been described as, a Global Mega-trend, the changing demographic of all populations.

Our range of targeted services and communications enables you to reach all parts of your organisation and further afield to your external partners.

We'll amplify your messages that will better connect you with existing partners as well as a new audience.

**JOIN IN ON ANNUAL ‘CHAMPION AGE DIVERSITY DAY’ IN JUNE
TO CELEBRATE ALL THINGS AGE DIVERSITY IN THE WORKPLACE**

**REACH OUT TO COMMUNITIES, SHOWCASING YOUR COMMITMENTS TO MULTI-
GENERATIONAL AND INTER-SECTIONAL INCLUSION OPPORTUNITIES FOR ALL**

**COMMUNICATE WITH AN ENGAGED
AUDIENCE AT ONE OF OUR EVENTS**



**LET JOBSEEKERS KNOW THAT YOU ARE
COMMITTED TO WORKPLACE INCLUSION
BY ADVERTISING ON OUR UNIQUE JOBS
SITE...PRIME CANDIDATE**

CHAMPION MEMBERS can benefit from

- an investment in the future development to overcome inclusion challenges
- breaking the barriers of age in the employment environment
- membership that can be applied with great flexibility to map your diversity journey
- the member's icon to display Champions status
- support from Champions HQ
- member events
- branding and sponsorship opportunities across our websites, communication channels, publications and social media
- sign-posting to other specialist services, including employability

CHAMPION PARTNERS can also benefit from

- a dedicated account manager
- executive membership to the Age Diversity Round Table events
- special resourcing/recruitment packages
- secondment of staff to ADF for on-going development and support

The Champion Mark

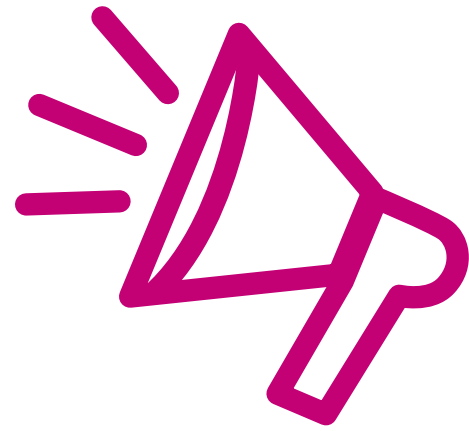
All members and partners can utilise the 'Champion' mark to:

- demonstrate commitment, awareness and understanding of the values of an age diverse workforce
- showcase their age diversity status and encourage others to adopt the same, beneficial best practices
- gain commercial advantage in contract negotiations
- extend values and achieve improved value for money from your supply chains



It's not just the right thing to do

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Use your Champion membership to support your Diversity and Inclusion outlook and contribute to your corporate and social responsibility programmes. Create a culture that is valued by your employees, and external partners. Doing the right thing improves performance for everyone.

To find out more about how your organisation can get involved, please contact the corporate partnership team at info@agediversityforum.org

agediversityforum.org