



Northern Beaches  
DEMENTIA FRIENDLY  
COMMUNITY PROJECT

## OPPORTUNITY TO GET INVOLVED IN YOUR LOCAL COMMUNITY

The Northern Beaches Dementia-Friendly Community Project has been initiated in response to the growing prevalence of dementia in the Northern Beaches, and to help prepare the community to support people living with dementia. In the Northern Beaches it is estimated that there will be almost 16,000 people living with dementia by 2058 which is an increase of 151% from 2018.

### Dementia-Friendly Organisations

Dementia-Friendly Organisations are businesses that have implemented strategies to better meet the needs of people with living dementia in the local community. They enable those living with dementia to remain connected to their communities by creating safe, welcoming spaces for them; and increases clientele for local businesses who can meet the unique needs of people with dementia. Other benefits include:

- **Unique advantage over competitors.** There is currently only one Dementia-Friendly Organisation on the Northern Beaches, so this is an opportunity to stand out. Being dementia-friendly shows you are inclusive, people-focused and recognise those living with dementia as valued members of the community.
- **It shows you are responsive to customer needs.** 70% of people with dementia live in local communities – and many still actively engage in community life, shop, bank, dine at cafes, etc.
- **Provides upskilling for staff.** Additional professional development supports better staff retention and enhanced positive culture.
- **Positive customer experience.** Being dementia-friendly makes your business more accessible; creating a feel-good factor which leads to positive customer experience, and to repeat business. The emotional connection makes your business more likely to be remembered and valued.

### Becoming a Dementia-Friendly Organisation

Becoming a Dementia-Friendly Organisation doesn't require a large time or financial investment. It does require training and looking at the world through the lens of someone living with dementia. Becoming dementia-friendly will look different for each organisation, but may include:

- Accessible services and training for employees to understand dementia.
- Provision of support for people living with dementia enabling continued paid employment.
- Volunteering opportunities.



## CONTACT US

The Northern Beaches Dementia Alliance offers free support to any business that wishes to participate in this exciting initiative. Support can include education for employees, support to complete your Dementia-Friendly Action Plan, and more. For more information, or to receive a **free Business Toolkit**, please contact us.

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