

**Seniors**

# **Status Report**

**Issue #45**

Friday 16 August 2019

**REP/19/8/752**

Date:        /        /

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Seen by Hon Tracey Martin  
**Minister for Seniors**

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### 3. Geoff Pearman on Global Trends in Age and Work

#### **Action: For noting**

Geoff Pearman is the founder and managing director of Partners in Change, a consultancy specialising in the field of Age and Work. The Office for Seniors hosted Geoff to present to an interagency group at the Ministry of Social Development (MSD) on Monday 12 August. The presentation covered five global trends in age and work. Geoff talked about the importance of taking a life course perspective to ageing and the implications of our increasing longevity on work and retirement. He emphasised the importance of reframing our attitudes towards ageing and later life and that we should refocus on transitional stages rather than seeing retirement simply as a destination. The 5 trends were:

- 1) **Increasing longevity.** There is a shift towards considering a life course approach to ageing and talking about longevity, asking people to think about how they want to live past 65, given that they may still have another 20-30 years to plan for. New Zealanders have gained 3 years in life expectancy at birth over the period 2000-16, and this has implications for all life stages – work, education and training, financing a longer life, relationships, health and wellbeing and leisure. It is also an opportunity for people to think about a later stage career shift.
- 2) **Rethinking retirement.** Older workers report that challenging and interesting work as well as access to financial and life stage advice and work flexibility are the most important factors they want from paid work. It is also important to create transition pathways that generate purposeful and challenging options, such as retraining, entrepreneurship, buying a business, or voluntary work. This is a move away from conceiving of work and retirement as separate stages in the course of life as this does not accurately reflect reality for many older people.
- 3) **Increasing focus on ageism.** The beliefs we hold about ageing and negative self-talk can result in poorer health outcomes. Implicit attitudes towards sexuality, gender and ethnicity have changed over time, but only a slight change in attitudes towards ageing. He suggested myth busting education and awareness, unconscious bias training, inclusive language and narratives and intergenerational initiatives to combat this in the workplace.
- 4) **The future workforce.** Labour demand is actually increasing while the labour force is decreasing. It is important for employers to focus on retention of older workers and reengagement such as up/reskilling, and transition pathways to other roles as a priority given the decreasing labour force. In essence this means employers giving a greater priority to retaining their workforces, irrespective of age.

#### **Notes**

- 5) **Age friendly to age inclusiveness.** Rather than simply being age 'friendly', we should aspire to be age inclusive "across all life stages and generations" and "work together" instead of "in combat". We should also move away from focusing on distinct generational categories ie Baby Boomers or Millennials and the associated 'othering' stereotypes. Ultimately ageism affects us all, and we should aim to be age inclusive across all life stages and generations.

**Contact:** Diane Turner, Director Office for Seniors, 9(2)(a)

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**Seniors**

# **Status Report**

**Issue #46**

Friday 6 September 2019

**REP/19/9/864**

Date:        /        /

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**Minister for Seniors**

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### 3. Older Workers Steering Group meeting

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**Action: To note**

On 29 August 2019, the Director of the Office for Seniors (the Director) attended the Older Workers Steering Group meeting. The Steering Group is a multi-stakeholder working group with a focus on improving older workers' employment outcomes. The Group meets periodically to discuss relevant work underway to support improving older workers' employment outcomes.

Top of mind for the group was the Retirement Commissioner's 2019 review of retirement income policies-the findings of which are now available on their website and open for review until 31 October 2019. The CFFC representative mentioned that in addition to KiwiSaver and the sustainability of New Zealand Superannuation, the 2019 review also considers the skill shortage, ageism, the gig economy, and declining home ownership trends.

The group also discussed the recent release of the Ministry of Business, Innovation and Employment's, Employment Strategy and supported the inclusion of an action plan for older workers as an opportunity for developing a concerted approach to improving older workers' employment outcomes.

The Director updated the group on the Better Later Life Strategy and the Summary of Submission and flagged that the strategy is nearing release and plans for a launch event are underway.

**Contact:** Diane Turner, Director Office for Seniors, <sup>9(2)(a)</sup>

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# Report

**Date:** 2 August 2021

**Security Level:** IN CONFIDENCE

**To:** Hon Dr Ayesha Verrall, Minister for Seniors

## Older Workers Employment Action Plan – Consultation Draft and Cabinet Paper

### Purpose of the report

To provide you with drafts of the following documents for comment ahead of circulation for departmental and Ministerial consultation:

- Older Workers Employment Action Plan – Consultation Draft
- Cabinet Paper – Older Workers Employment Action Plan – Consultation Draft

### Recommended actions

It is recommended that you:

- 1 **note** that the attached consultation draft of the Older Workers Employment Action Plan has been prepared to support a period of consultation ahead of preparation of a final Action Plan by the end of the year
- 2 **note** that officials propose submitting the consultation draft for consideration by the Cabinet Social Wellbeing Committee on 25 August, followed by Cabinet on 30 August
- 3 **note** that the consultation draft document will likely change further as a result of “plain English” editing and Ministerial and departmental feedback
- 4 **note** that you will have further opportunity to comment on the revised consultation draft ahead of Cabinet lodgement on 19 August
- 5 **agree** to refer this report to the Minister of Social Development and Employment for her comment on the attached documents

**Agree / Disagree**

- 6 **agree** to provide feedback on the attached consultation draft and Cabinet paper to officials

**Agree / Disagree**

- 7 **agree** to circulate the attached consultation draft Action Plan and Cabinet paper to Ministers and departments for consultation, and for addition to the agenda of the Employment, Education and Training Ministers Meeting on 12 August, once we have incorporated your feedback

**Agree / Disagree**

2/08/2021

Diane Turner  
Director  
Office for Seniors

Date

Hon Dr Ayesha Verrall  
Minister for Seniors

Date

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## **Older Workers Employment Action Plan – Consultation Draft**

- 1 The attached consultation draft and draft Cabinet paper have been prepared as an important stage in the development of the Older Workers Employment Action Plan (OWEAP).

### *Consultation Draft*

- 2 In line with the workplan discussed with you in advance of agreeing to take responsibility for the OWEAP (REP/21/3/184 and REP/21/3/278 refer) we have developed the attached consultation draft.
- 3 The consultation draft builds on the “problem definition” paper we first produced for discussion with agencies through Employment, Education and Training (EET) Deputy Chief Executives (REP/21/5/563 attached this paper). It structures a potential response to older workers’ issues in the labour market under three objectives and sets out in general terms possible solutions under each of these.

### *Formatting for Publication*

- 4 As a public document, the Consultation Draft will need to be designed and formatted, including in a format that can be published as an accessible document on the Office for Seniors website.
- 5 As the document is a consultation draft, rather than final document, the formatting will be plain and functional.

### *Consultation Process*

- 6 Consulting on the OWEAP at this stage serves two purposes:
  - Obtaining views from informed stakeholders about priorities for addressing older workers’ labour market issues
  - Building awareness and support for a response to the issue of older workers by labour market actors outside of government (such as employers and unions)
- 7 Officials are developing an engagement plan. The consultation draft document will be available on the Office for Seniors website, but proactive engagement will focus on informed stakeholders. There is no substantial existing constituency for older workers’ issues. We will focus engagement across three stakeholder groups:
  - those representing the broader interests of older people
  - employers and industry bodies
  - those representing the interests of workers
- 8 We do not anticipate significant interest in this process outside of these informed stakeholders.
- 9 Consultation in September/October will provide important stakeholder input to enable officials to develop a final OWEAP by the end of the year, in line with our initial workplan and the Minister for Social Development and Employment’s timing expectations across all of the population action plans.

## **Next Steps**

- 10 We suggest you refer this report to the Minister for Social Development and Employment, in light of her responsibility for the wider Employment Strategy, for her input ahead of further circulation.
- 11 Following your feedback and that of the Minister for Social Development and Employment, we will send the consultation draft and draft Cabinet paper to your office for circulation to Ministerial offices, and to the EET secretariat for inclusion in the agenda for the 12 August EET Ministers’ meeting. We will also circulate the documents to departments. Feedback from Ministerial offices, at the EET Ministerial meeting and

from departments will be incorporated in to revised versions of both documents prior to lodgement on 19 August.

- 12 We propose that the Cabinet paper and consultation draft be submitted for consideration by the Cabinet Social Wellbeing Committee on 25 August, followed by Cabinet on 30 August. If agreed by Cabinet, the document will be ready to make available on the Office website for consultation from 10 September.
- 13 You will have a further opportunity to review the Cabinet paper and consultation draft following amendments resulting from departmental and Ministerial consultation (including discussion by EET Ministers). We will also provide you with a high-level summary of the engagement plan ahead of commencing the consultation period.

Author: Out of Scope Principal Advisor, Office for Seniors

Responsible manager: Diane Turner, Director, Office for Seniors

File Reference: REP/21/7/799

## **Attachments**

**Attachment 1 - Older Workers Employment Action Plan – Consultation Draft**

**Attachment 2 – Cabinet Paper – Older Workers Employment Action Plan – Consultation Draft**

**Seniors**

# **Status Report**

**Issue #59**

Friday 4 September 2020

**REP/20/9/969**

Date:        /        /

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Seen by Hon Tracey Martin  
**Minister for Seniors**

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## 1. Report summary - The Visit to New Zealand: Report of the Independent Expert on the enjoyment of all human rights by older persons

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### **Action: For information**

The Country visit report of the UN Independent Expert on the enjoyment of all human rights by older persons, Ms Rosa Kornfeld-Matte, visit to New Zealand from 2 to 12 March 2020 has been issued. This is accompanied by Ms Rosa Kornfeld-Matte's thematic report dedicated to the "data gap conundrum and its impact on the human rights of older persons" which has also been shared with officials. Prior to release of the Country visit report, the Government was provided with the opportunity to review the draft and inform of any "errors of fact and law" for the UN Human Rights Special Procedures Secretariat's consideration. A copy our feedback was provided to you following this review.

The Country visit report assesses the implementation of existing international instruments, laws and policies pertaining to the enjoyment of all human rights by older persons in New Zealand. It includes recommendations for the Government's consideration in the following domains:

- Age Discrimination.
- Violence, neglect, maltreatment and abuse.
- Education, training and lifelong learning.
- Adequate standard of living.
- Social protection and the rights of social security and work
- Care.
- Digitalization, artificial intelligence and robotics technology.

Ms Rosa Kornfeld-Matte notably welcomes the adoption of the Better Later Life Strategy – He Oranga Kaumātua 2019 – 2034 and the existing dedicated institutional structures, such as the Minister of Seniors and the Office for Seniors. She also notes that the "allocation of adequate resources to the Minister of Seniors and her office is required to allow for implementation of the contemplated measures."

Officials have been advised the newly appointed Independent Expert, Ms Claudia Mahler, will present these findings to the UN Human Rights Council on Friday, 18 September 2020. Ms Claudia Mahler will also make a further presentation on 8 October 2020. We are currently working with the Ministry of Foreign Affairs and Trade to coordinate the format of any response. We will provide you with more detailed advice on her recommendation once we have heard from the Ministry. We will update you as this work progresses.

A copy of the report can be accessed here

<https://www.ohchr.org/EN/Issues/OlderPersons/IE/Pages/CountryVisits.aspx>. A copy of this report has been sent to your office.

**Contact:** Diane Turner, Director, Office for Seniors, 9(2)(a)







**Seniors**

# **Status Report**

**Issue #7**

Thursday 8 April 2021

**REP/21/3/314**

Date:        /        /

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Seen by Hon Dr Ayesha Verrall  
**Minister for Seniors**

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# 1. WHO Global Report on Ageism

## **Action: To note**

The World Health Organisation (WHO) recently released the Global Report on Ageism for its campaign to combat ageism. The campaign was initiated by WHO in response to the Decade of Healthy Ageing 2020 to 2030 which is a mandate of WHO and endorsed by the United Nations. The report, directed at stakeholders including governments and policy makers, suggests an evidence-based framework to prevent and respond to ageism.

The report identifies three key strategies that have been proven to reduce or eliminate ageism. The three strategies are:

- policy and law aimed at reducing or eliminating ageism
- educational interventions which transmit information, knowledge and skills that aim to reduce ageist stereotypes, and discrimination
- intergenerational contact interventions which aim to foster cooperative interaction between people of different generations.

Additionally, the report provides three recommendations to help stakeholders reduce ageism. The three recommendations are to:

- invest in evidence-based strategies to prevent and tackle ageism
- improve data and research to gain a better understanding of ageism and how to reduce it
- build a movement to change the narrative around age and ageing.

It is suggested that the recommendations should be implemented together to maximise their influence. Furthermore, achievement of these recommendations will require political commitment, engagement with different sectors and context-specific adaptation. The findings of this report highlight the continued need to combat ageism to improve health and opportunities, reduce costs, and to enable people to flourish at any age.

The Global Report on Ageism can be accessed here <https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/combating-ageism/global-report-on-ageism>. A copy of the executive summary has been sent to your office.

**Contact:** Diane Turner, Director, Office for Seniors, 9(2)(a)

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GLOBAL  
CAMPAIGN  
TO COMBAT  
AGEISM

GLOBAL REPORT ON  
**AGEISM**  
EXECUTIVE SUMMARY

## INTRODUCTION

**Age is one of the first things we notice about other people.** Ageism arises when age is used to categorize and divide people in ways that lead to harm, disadvantage and injustice and erode solidarity across generations.

Ageism takes on different forms across the life course. A teenager might, for instance, be ridiculed for starting a political movement; both older and younger people might be denied a job because of their age; or an older person might be accused of witchcraft and driven out of their home and village.

Ageism damages our health and well-being and is a major barrier to enacting effective policies and taking action on healthy ageing, as recognized by World Health Organization (WHO) Member States in the *Global strategy and action plan on ageing and health* and through the Decade of Healthy Ageing: 2021–2030. In response, WHO was asked to start, with partners, a global campaign to combat ageism.

*The Global report on ageism* was developed for the campaign by WHO, the Office of the High Commissioner of Human Rights, the United Nations (UN) Department of Economic and Social Affairs and the United Nations Population Fund. It is directed at policymakers, practitioners, researchers, development agencies and members of the private sector and civil society. This report, after defining the nature of ageism, summarizes the best evidence about the scale, the impacts and the determinants of ageism and the most effective strategies to reduce it. It concludes with three recommendations for action, informed by the evidence, to create a world for all ages.

## THE NATURE OF AGEISM

Ageism refers to the **stereotypes** (how we think), **prejudice** (how we feel) and **discrimination** (how we act) directed towards people on the basis of their age. It can be **institutional**, **interpersonal** or **self-directed**.

Institutional ageism refers to the laws, rules, social norms, policies and practices of institutions that unfairly restrict opportunities and systematically disadvantage individuals because of their age. Interpersonal ageism arises in interactions between two or more individuals, while self-directed ageism occurs when ageism is internalized and turned against oneself.

**Ageism starts in childhood and is reinforced over time.** From an early age, children pick up cues from those around them about their culture's stereotypes and prejudices, which are soon internalized. People then use these stereotypes to make inferences and to guide their feelings and behaviour towards people of different ages and towards themselves.

**Ageism often intersects and interacts with other forms of stereotypes, prejudice and discrimination**, including ableism, sexism and racism. Multiple intersecting forms of bias compound disadvantage and make the effects of ageism on individuals' health and well-being even worse.

## THE DETERMINANTS OF AGEISM

- **Factors that increase the risk of perpetrating ageism against older people** are being younger, male, anxious about death and less educated.
- **Factors that reduce the risk of perpetrating ageism** against both younger and older people are having certain personality traits and more intergenerational contact.
- **Factors that increase the risk of being a target of ageism** are being older, being care-dependent, having a lower healthy life expectancy in the country and working in certain professions or occupational sectors, such as high-tech or the hospitality sector. A risk factor for being a target of ageism against younger people is being female.

# THE SCALE OF AGEISM

**Ageism pervades many institutions and sectors of society**, including those providing **health and social care**, the **workplace**, the **media** and the **legal system**.

Health-care rationing on the basis of age is widespread, and older adults tend to be excluded from research and data collection efforts. Older and younger adults are often disadvantaged in the workplace. People get angrier about crimes committed by younger offenders, rather than older, and see these crimes as more serious transgressions. Ageism also shapes how statistics and data, on which policies are based, are collected.

**Globally, one in two people are ageist against older people.** In Europe, the only region for which we have data, one in three report having been a target of ageism, and younger people report more perceived age discrimination than other age groups.

# THE IMPACT OF AGEISM

**Ageism has serious and far-reaching consequences for people's health, well-being and human rights.**

For older people, ageism is associated with a shorter lifespan, poorer physical and mental health, slower recovery from disability and cognitive decline. Ageism reduces older people's quality of life, increases their social isolation and loneliness (both of which are associated with serious health problems), restricts their ability to express their sexuality and may increase the risk of violence and abuse against older people. Ageism can also reduce younger people's commitment to the organization they work for.

For individuals, ageism contributes to poverty and financial insecurity in older age, and one recent estimate shows that ageism costs society billions of dollars.

# THREE STRATEGIES TO REDUCE AGEISM

Three **strategies to reduce ageism** have been shown to work: **policy and law**, **educational activities** and **intergenerational contact interventions**.

## 1 POLICY AND LAW

**Policies and laws can be used to reduce ageism towards any age group.**

They can include, for example, policies and legislation that address age discrimination and inequality and human rights laws. Strengthening policies and laws against ageism can be achieved by adopting new instruments at the local, national or international level and by modifying existing instruments that permit age discrimination. This strategy requires enforcement mechanisms and monitoring bodies at the national and international levels to ensure effective implementation of the policies and laws addressing discrimination, inequality and human rights.

## 2 EDUCATIONAL INTERVENTIONS

**Educational interventions to reduce ageism should be included across all levels and types of education, from primary school to university, and in formal and non-formal educational contexts.**

Educational activities help enhance empathy, dispel misconceptions about different age groups and reduce prejudice and discrimination by providing accurate information and counter-stereotypical examples.

## 3 INTERGENERATIONAL CONTACT INTERVENTIONS

**Investments should also be made in intergenerational contact interventions, which aim to foster interaction between people of different generations.**

Such contact can reduce intergroup prejudice and stereotypes. Intergenerational contact interventions are among the most effective interventions to reduce ageism against older people, and they also show promise for reducing ageism against younger people.



# THREE RECOMMENDATIONS FOR ACTION

**These recommendations aim to help stakeholders reduce ageism.** Implementing them requires political commitment, the engagement of different sectors and actors and context specific adaptations. When possible, they should be implemented together to maximize their impact on ageism.

## 1 Invest in evidence-based strategies to prevent and tackle ageism.

Priority should be given to the three strategies supported by the best evidence: enacting policies and laws, and implementing educational and intergenerational contact interventions. To make a difference at the level of populations, these strategies must be scaled up. Where such interventions have not been implemented before, they should be adapted and tested, and then scaled up once they have been shown to work in the new context.

## 2 Improve data and research to gain a better understanding of ageism and how to reduce it.

Improving our understanding of all aspects of ageism – its scale, impacts and determinants – is a prerequisite for reducing ageism against both younger and older people. Data should be collected across countries, particularly in low- and middle- income countries, using valid and reliable measurement scales of ageism. But the top-most priority should be developing strategies to reduce ageism. The evidence base for the effectiveness of strategies is developing, but it still falls short of what is needed. Existing strategies should be optimized, their cost and cost-effectiveness estimated and then they should be scaled up. Promising strategies, such as campaigns to reduce ageism, need to be further developed and evaluated.

## 3 Build a movement to change the narrative around age and ageing.

We all have a role to play in challenging and eliminating ageism. Governments, civil society organizations, UN agencies, development organizations, academic and research institutions, businesses and people of all ages can join the movement to reduce ageism. By coming together as a broad coalition, we can improve collaboration and communication between the different stakeholders engaged in combating ageism.

## CONCLUSIONS

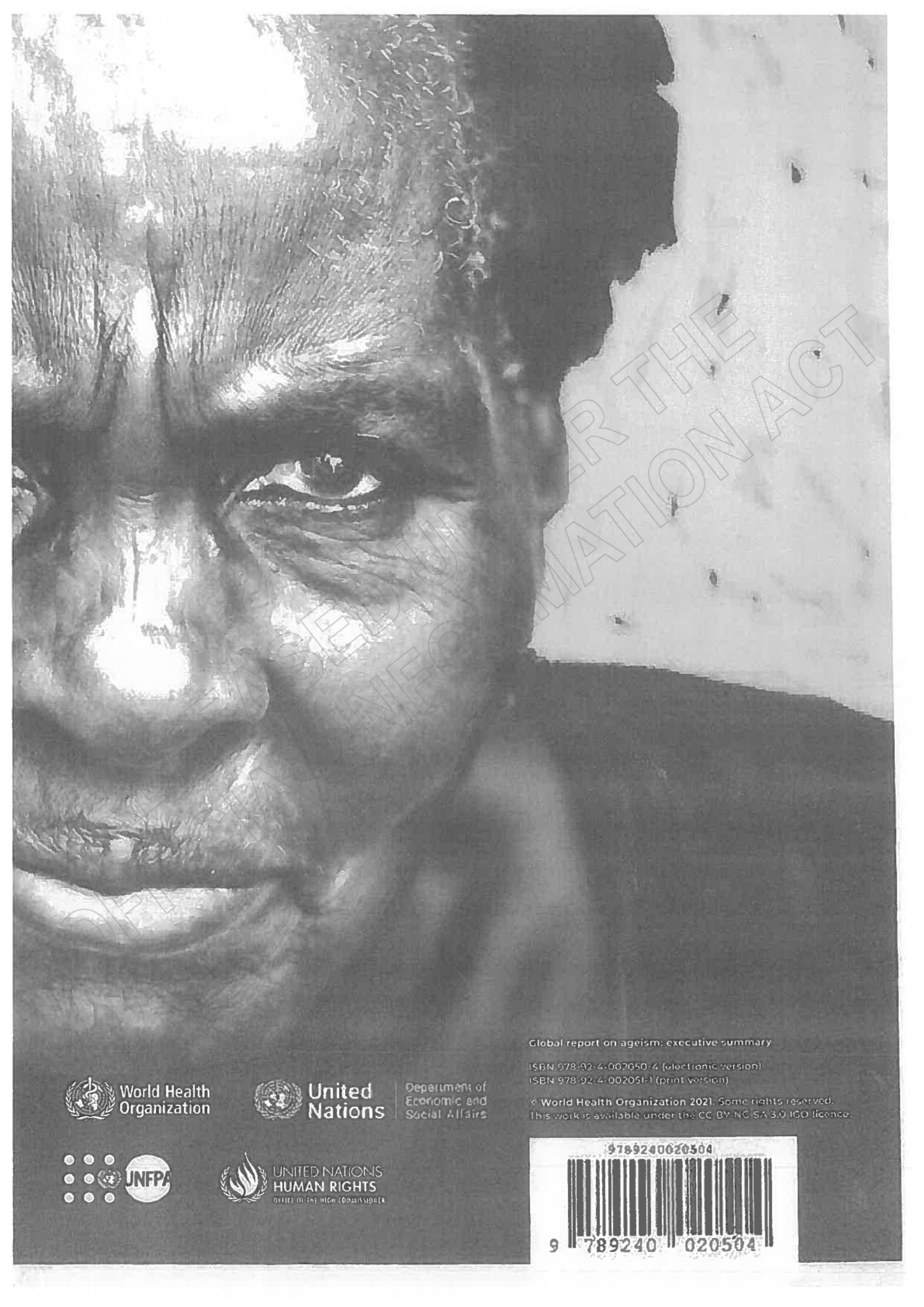
**It is time to say no to ageism.**

This *Global report on ageism* outlines how to combat ageism and, hence, contribute to improving health, increasing opportunities, reducing costs and enabling people to flourish at any age.

If governments, UN agencies, development organizations, civil society organizations and academic and research institutions implement strategies that are effective and invest in further research, and if individuals and communities join the movement and challenge every instance of ageism, then together

**we can create a world for all ages.**





Department of  
Economic and  
Social Affairs



Global report on ageism: executive summary

ISBN 978-92-4-002050-4 (electronic version)  
ISBN 978-92-4-002051-1 (print version)

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