



Shepparton Villages

More than a place

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Say no to ageism!

We hear a lot about social ills like sexism and racism – and perhaps rightly so – but one thing we hear a lot less about is the phenomenon of ageism.

It doesn't exactly roll off the tongue, and nor is it particularly easy to spell! It doesn't look quite right however you spell it. Some dictionaries would prefer we lose the 'e' and call it agism!

But no matter how you choose to spell it, it's still a thing. And many older people know about ageism all too well.

Ageism can come in extreme forms, such as open disrespect toward and discrimination against older people: an assumption that they can't or shouldn't have the same opportunities to do what they want as anyone else. That they are "past it" in some way and don't matter.

This form of ageism can tip over into verbal or physical abuse toward, for example, someone holding you up while driving more slowly than you or "getting in your way" in the supermarket when you are in a bigger rush than they are.

But ageism can exist in less obvious ways. It can be seen in simply forgetting to think of the needs and wants of older people – relatives, friends and acquaintances – in the same way you would do if they were younger. It can involve being subtly patronising or dismissive toward elders.

Whatever form it takes, it's always wrong. If you want to make a worthwhile New Year resolution, you could do worse than think about making a resolution for 2026 to treat EVERYONE you know with the same level of courtesy, respect and consideration, regardless of their age.

At Shepp Villages, it's a cause dear to our heart. Down with ageism in 2026!

Find out more: www.sheppvillages.com.au
Or call: **(03) 5832 0800** Mon to Fri – 9am to 5pm