

**Our commitment**  
**Our passion**  
**Our priorities**

# Age Cymru Vision

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Our **vision** for a world in which older people flourish, is shared with our national partners across the UK.

Our **mission** is to improve life for older people.



# Age Cymru Ambitions

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- ✓ A world where we **celebrate ageing** and treat people of all ages fairly, with dignity and respect
- ✓ **Financial security** for us all and an end to poverty in later life
- ✓ **Better health** for longer and improved care when we need it
- ✓ Excellent support to **stay independent** when we are frail or caring for loved ones
- ✓ **Communities** where every one of us is able to have fun, take part and have a voice
- ✓ **Diversity** to be recognised and **support for the most vulnerable** to be provided
- ✓ **Products and services** designed to meet our needs as we age



# We want Wales to be:

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1. A place in which we celebrate ageing
2. A place where people are financially secure
3. A place where people enjoy better health for longer
4. A place where people are able to remain independent when vulnerable or frail
5. A place where everyone of us is able to have fun, take part and have a voice
6. A place where there is equality of access to consumer products and services

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# We want:

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To be the leading advocate influencing positive change for older people

To provide effective, accessible, high quality services for older people

To ensure older people have their voices heard

To deliver consumer products and services through a social enterprise, that meet the needs of older people

To be the centre of expertise on issues affecting older people in Wales

To develop strategic partnerships for the benefit of older people



# (Some) immediate priorities

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- Older people will always be at the heart of what we do.
- We will work with our brand partners to produce the best possible outcomes for older people
- We will co-produce and maintain strong partnerships with other organisations
- Strong voice – we will say when things are not good enough
- Campaigns that will both raise awareness & be hard hitting
- We will be both a partner and a critical friend to government & the OPC.



Thank You

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