World Café

Gerontism Mapping Framework
Same, Same – But Different Ageism

Dr Catherine Barrett, CEO Celebrate Ageing Ltd

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ADA Australia
Your Aged and Disability Advocates

Geoff Rowe,
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https://adaaustralia.com.au/

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The Framework in action

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Australian Human Rights Commission

Launch by
Robert Fitzgerald AM
Age Discrimination Commissioner

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Dr Catherine Barrett
CEO, Celebrate Ageing Ltd

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Outline

- Working together – a safe learning space
- Outline of the Framework
- World Café – exploring gerontism
- We are the revolution.

celebrate ageing Ltd.

ADAAustralia
Your Aged and Disability Advocates

ERA Elder Rights Australia
Promoting the human rights of all older people

compass
GUIDING ACTION ON ELDER ABUSE
an EAAA project

OWN
OLDER WOMEN'S NETWORK NEW SOUTH WALES

Gerontism

noun [ger-ron-tis-im]

Stima, prejudice & discrimination against an older person on the basis of their old age. Often driven by fear of ageing, mortality and older people.

Entry date: July 2026
Entry author: Celebrate Ageing
Web: celebrateageing.com/dictionary

“The term gerontism conveys the precise meaning of the ageism experienced by older people and is a powerful tool for leading change.”

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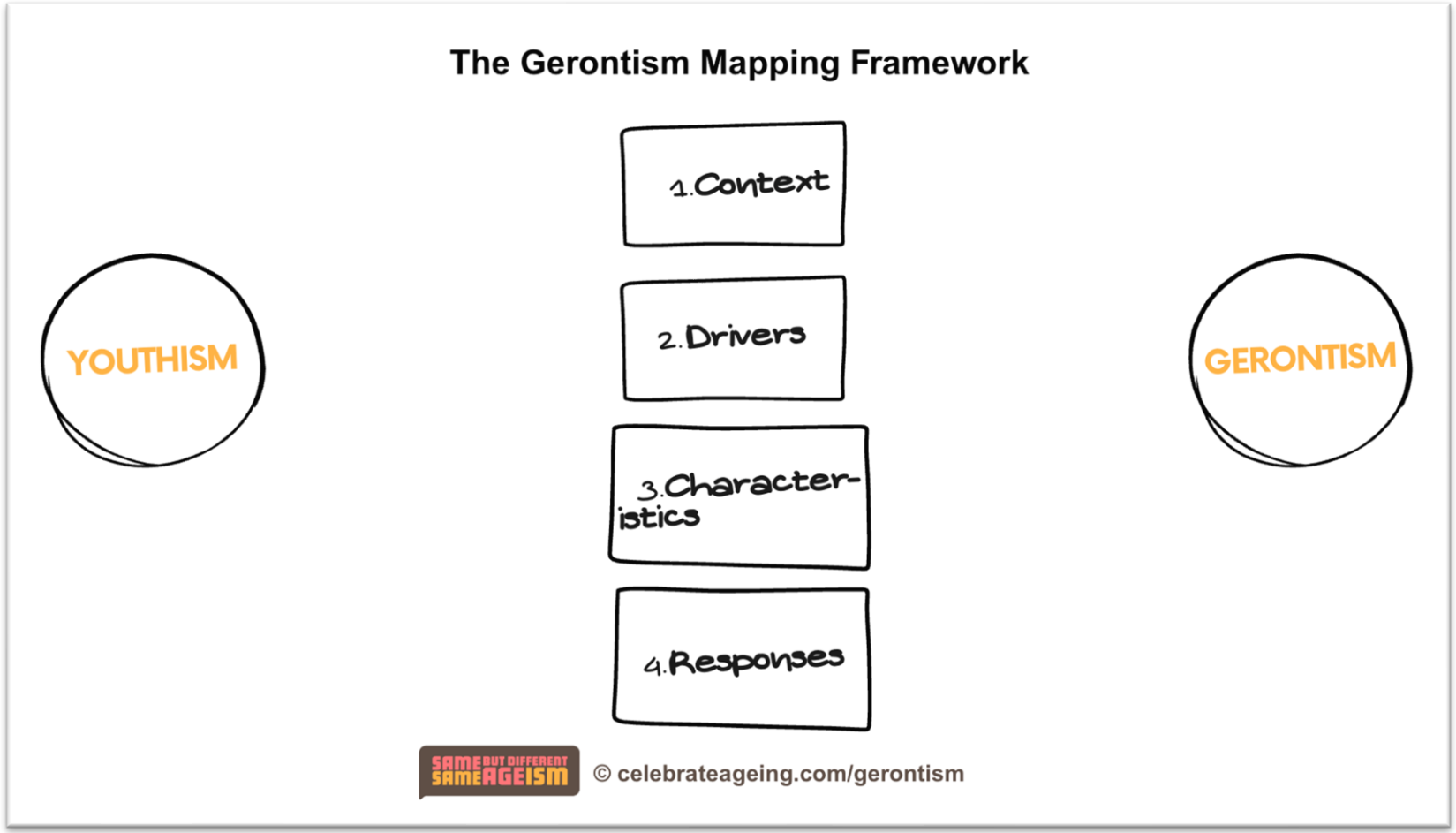
Same, Same – But Different Ageism



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The Personal is Professional

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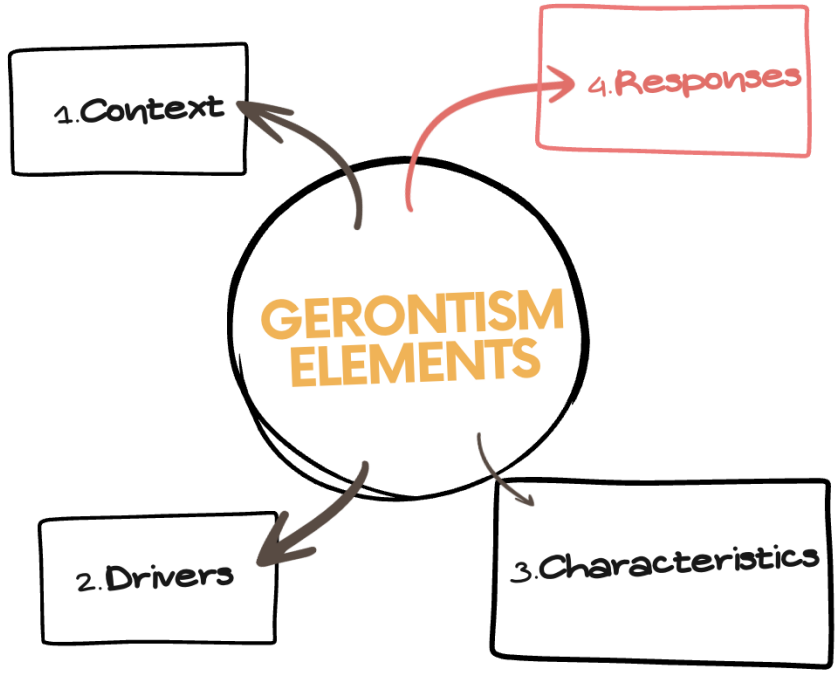

The Framework

Same, Same – But Different Ageism Framework

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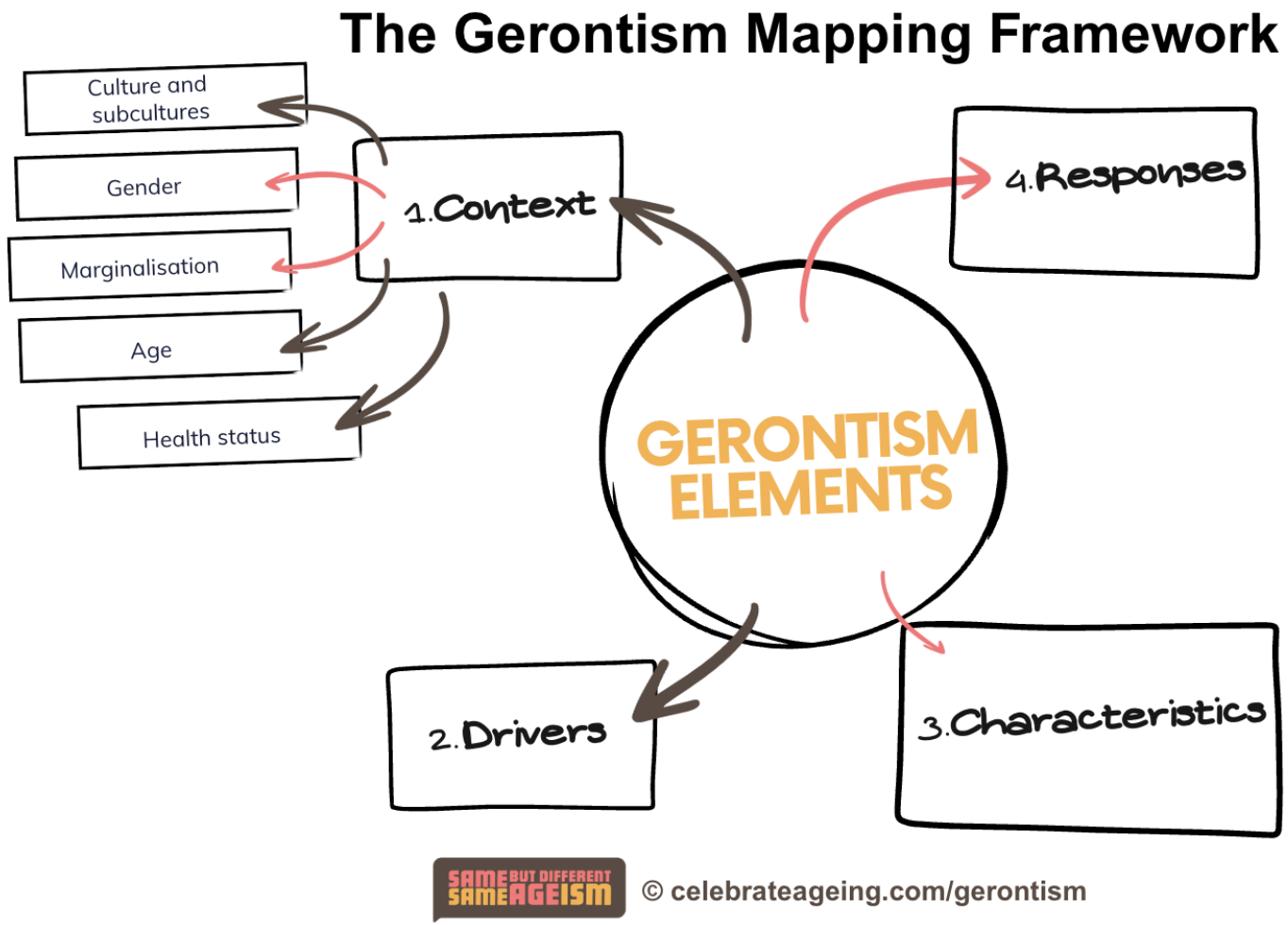
Element 1. Context



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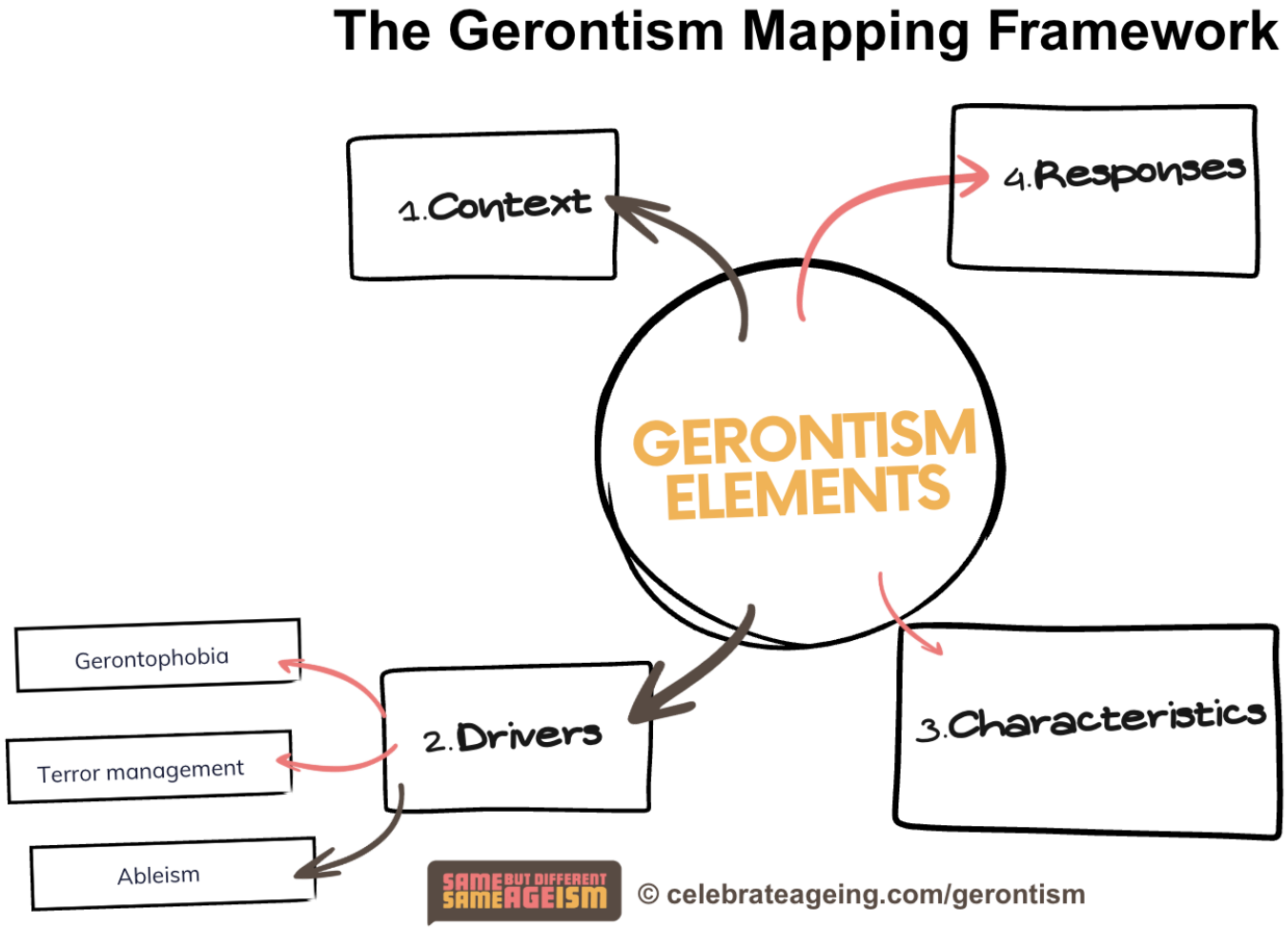
Element 2. Drivers



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Element 2. Drivers - Gerontophobia

Gerontophobia is the fear of ageing, morbidity and mortality which leads to the denial of ageing, internalised gerontism and othering older people, particularly those older and frailer than ourselves. Gerontophobia underpins the dislike, fear or hatred of ageing and older people that can result in the devaluing, disrespect, abuse, violence and mistreatment of older people.[11]

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Element 2. Drivers (in-group bias)

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Element 2. Drivers (in to out-group)

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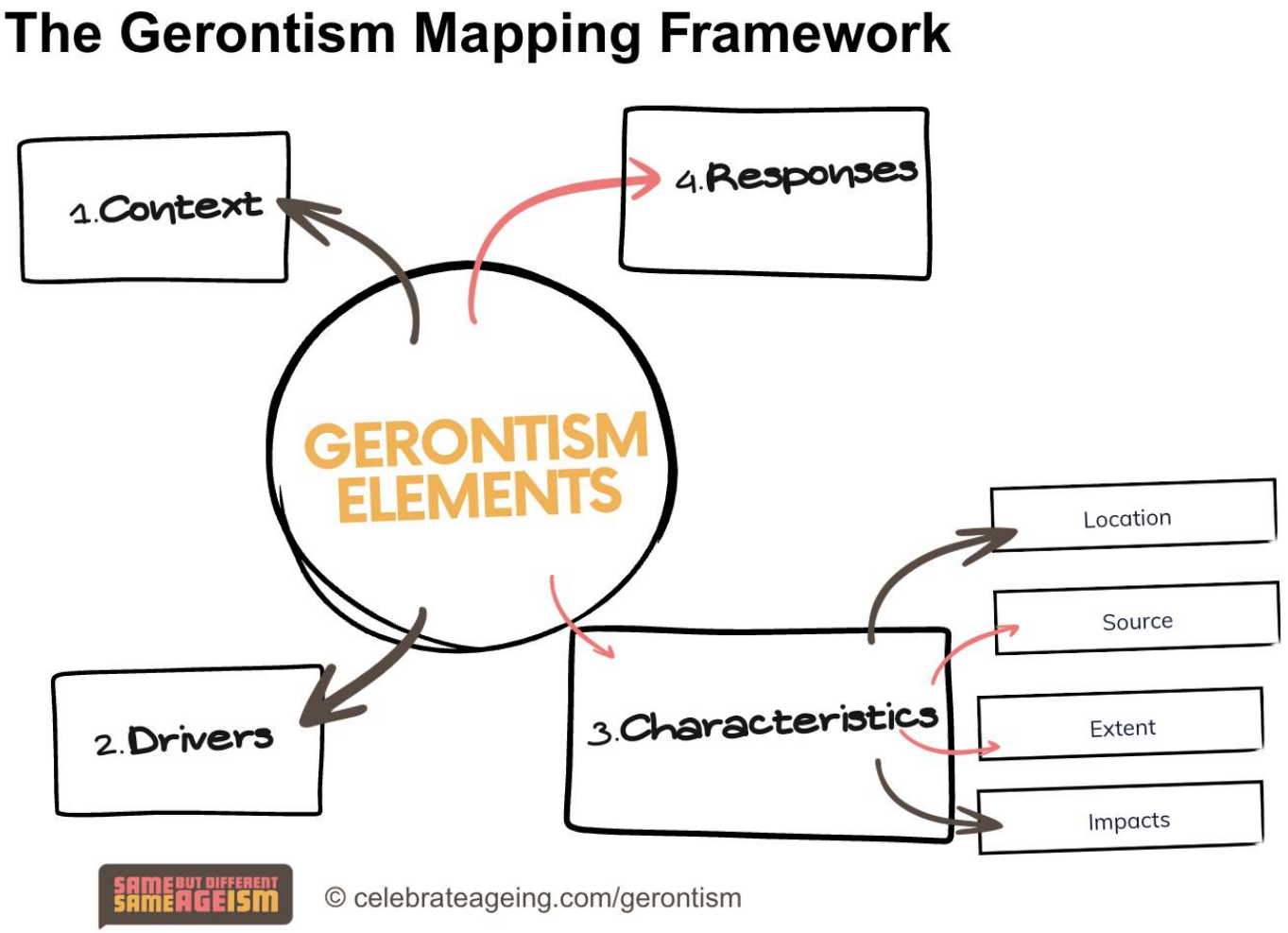
Element 3: Characteristics



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Element 3: Characteristics

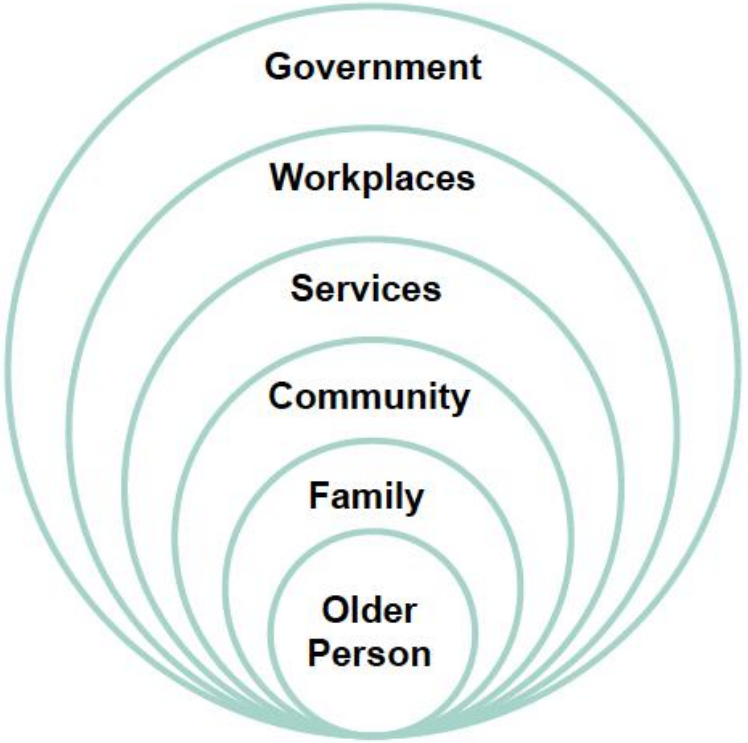

Figure 2: A socioecological model of gerontism

- Who it comes from
- Where it lands
- What it involves
- How severe/frequent it is

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Element 3: Characteristics LOCATION

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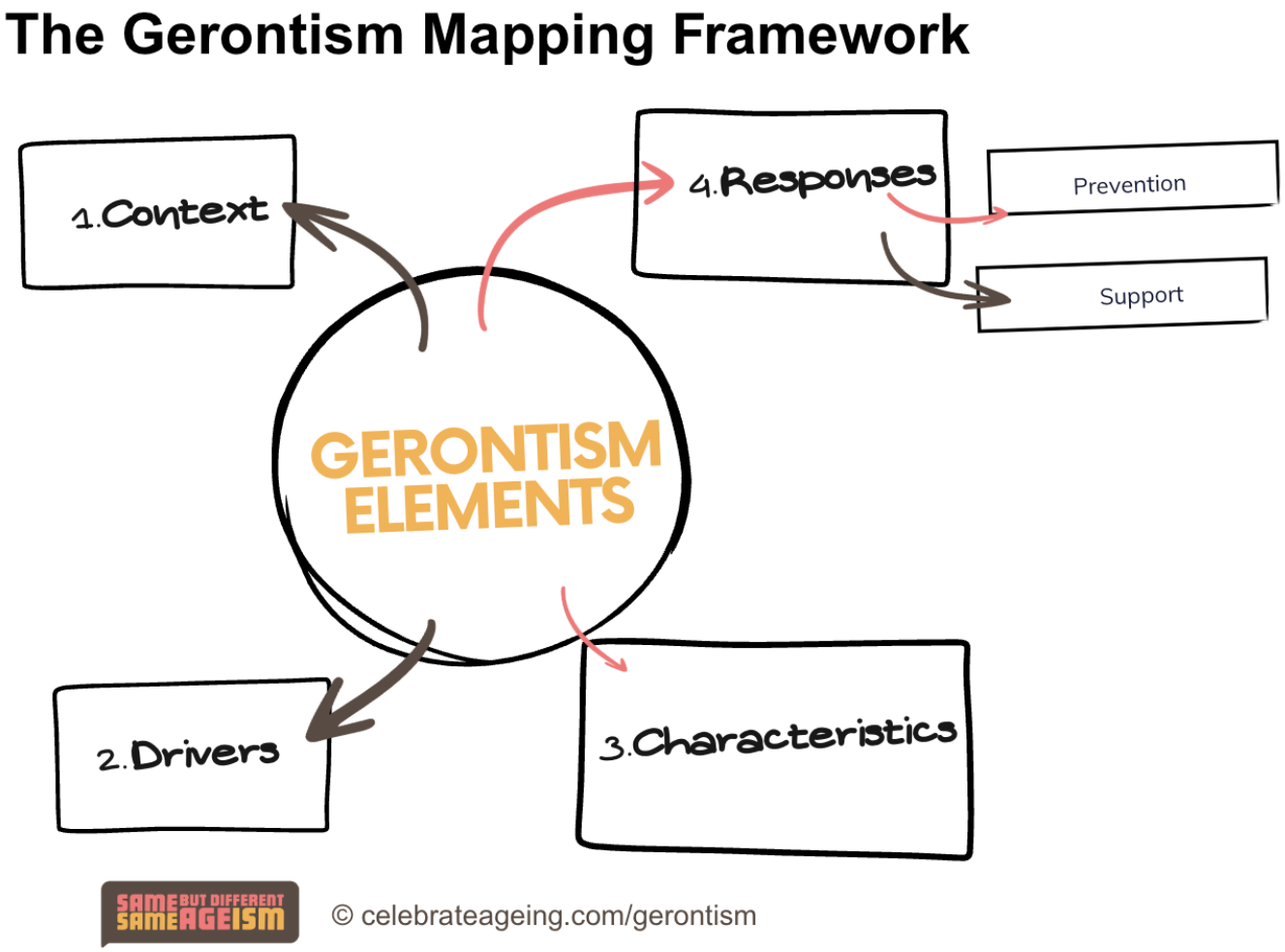
Element 3: Responses



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On service – many groups and geographies

Matilda Marsh and Narelle Kerr, ADA Australia

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What’s next

MC Catherine Barrett

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