

MEDIA STATEMENT

17 November, 2018

Dementia Friendly Café wins 2018 WA Seniors Award

Alzheimer's WA has congratulated Euro Lumb and the staff from Coffea Fine Espresso Café on winning the 2018 Senior of the Year Award in the Age Friendly Business category at the WA Seniors Awards held on Saturday 17 November.

CEO Rhonda Parker said Alzheimer's WA was thrilled the judges recognised Coffea Fine Espresso's enormous commitment to an age-friendly initiative.

"Alzheimer's WA developed the Memory Cafes as part of our state-wide Dementia Friendly Communities project," Ms Parker said.

"41,000 people in WA have a diagnosis of dementia, and some 70% of those live at home in the community, in our neighbourhoods. It is imperative that opportunities exist for people living with dementia to have continued engagement in the local community in ordinary, everyday activities, and that they feel safe and comfortable to do so."

Coffea Fine Espresso, with great support from AMP, the City of Melville and some passionate local residents, was the first Memory Café to be established as part of this project.

"The Memory Café concept has proved popular and beneficial with a further 10 Memory Cafés now operating throughout the metropolitan area."

Ms Parker said Coffea's Memory Café is a key example of how businesses can adapt to become more inclusive and supportive.

"One of the key elements of the Dementia Friendly Communities project is to support local businesses to provide services that support people with dementia, including staff who have been trained to recognise the disease and know how to communicate effectively with people living with dementia," she said.

"Euro and his staff from Coffea have been wonderful; embracing the concept by providing a friendly and safe environment for those living with dementia and their carers. They also make a great coffee.

"The Memory Cafés show how the simple, everyday pleasures of engaging with the community mean so much for all of us, and how simple it is to extend that opportunity to those living with dementia. Euro and his team make a difference for all of those who access his Memory Café event each month."

ENDS

Statistics

- There are currently 41,149 people living with dementia in Western Australia.
- This figure is predicted to increase dramatically to over 84,000 people in less than twenty years and almost 150,000 people by 2056¹.
- Dementia is the leading cause of death of women in Australia, and the second leading cause of death of all Australians². There is no cure.

Sources

¹ NATSEM calculations using Australian Bureau of Statistics population projections

² Australian Bureau of Statistics

– Ends –

Media contacts: Moira McKechnie, (08) 6271 1022 / 0433 567 224 /
moira.mckechnie@alzheimers.org.au

Notes to media:

Stories in the media about dementia may prompt concerns or cause distress for audiences and readers. When writing or talking about dementia, please encourage your audience/readers to call our Customer Support line on 1300 66 77 88, a free call, telephone information and support service.

What is appropriate language for talking about dementia and why we need it?

The words used to talk about dementia can have a significant impact on how people with dementia are viewed and treated in our community. In particular, please avoid the use of the word sufferer or suffering – the preferred language is a person/people living with dementia. Please read the [Dementia Language Guidelines](#) that have been developed by people living with dementia and carers.

About Alzheimer's WA

As the dementia experts, Alzheimer's WA works with those living with dementia and the organisations that care and support them, to have the greatest beneficial impact on their dementia journey.

Our client services, advocacy work, training and consultancy programs are based on a philosophy of understanding the lived experience of dementia. We are guided by people living with dementia and our approach views dementia as a holistic experience for the person rather than just a biological illness. Call our Customer Support line on 1300 66 77 88 or visit www.alzheimerswa.org.au.