

The Reality for People Impacted by Dementia



Around two-thirds of people with dementia live in the community¹



61% of people would rather not think about dementia²



Give us the opportunity to participate.³
Person living with dementia



Almost one-third of Australians find people with dementia frightening.³



81%⁴ of those with a loved one living with dementia felt that people in shops, cafes and restaurants treated people with dementia differently



Being humble, having the humility to sit down and listen to people living with dementia, and carers, and listen to what different people need.³
Carer of a person living with dementia

¹ <https://www.dementia.org.au/statistics>

² Ipsos Dementia Australia Report, June 2023

³ Ipsos Dementia Australia Report, June 2023

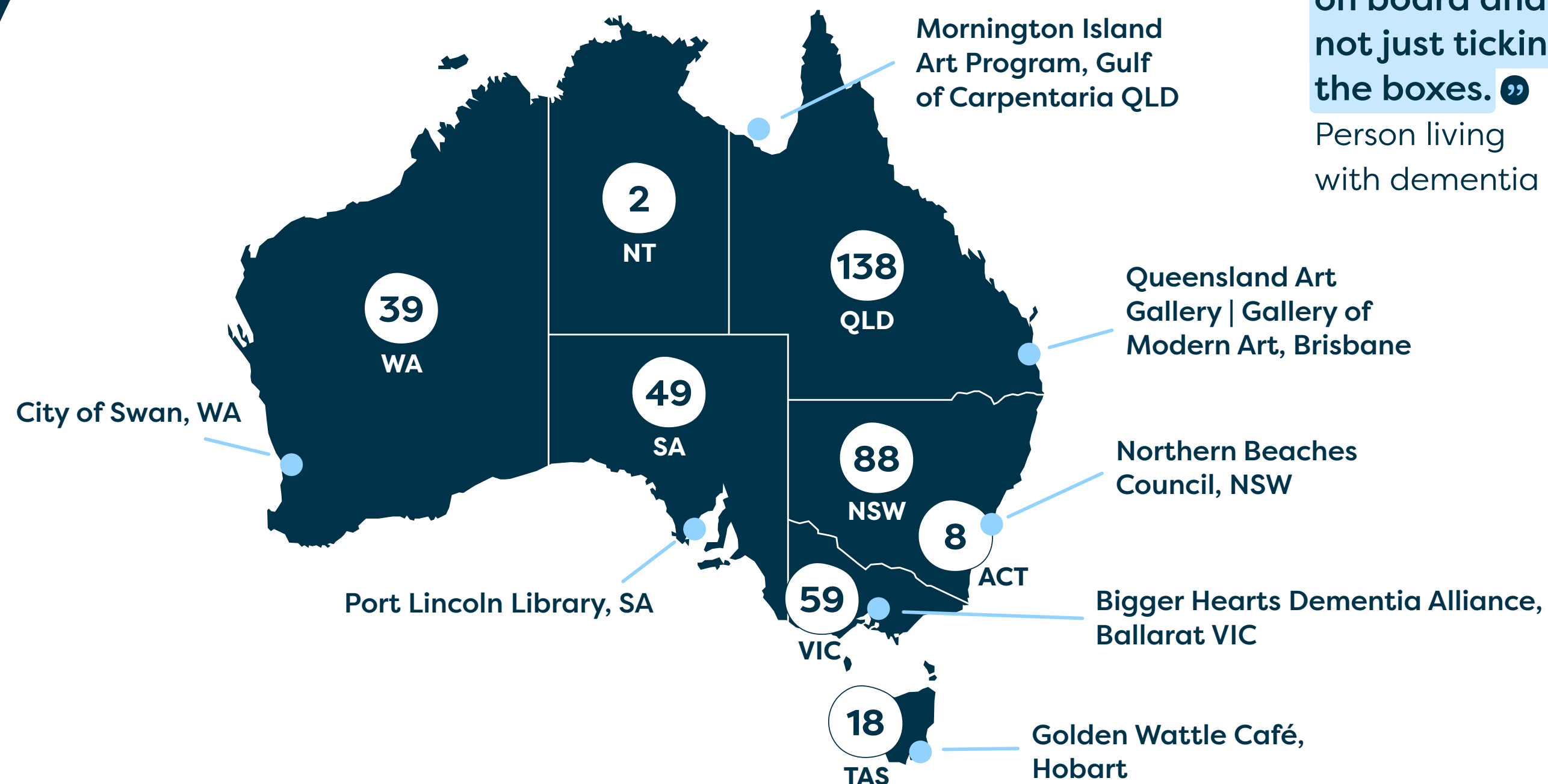
⁴ <https://www.dementia.org.au/sites/default/files/2020-09/Dementia-and-discrimination-survey-results-infographic.pdf>

Creating a Dementia-Friendly Future

Communities that **take action** to become dementia-friendly have:

- **less fear** and a greater understanding of dementia
- **less stigma** and discrimination
- **more support** and better systems for people living with dementia to live well in their community for longer.

Businesses, councils, organisations and communities across the country are working towards a dementia-friendly future.



I can't begin to describe just how empowering it is for me as a person living with dementia and knowing when someone or an organisation is really taking what I think on board and not just ticking the boxes.³
Person living with dementia