Thank you, Madame Chair and good morning, everyone. My name is Natasha Ginnivan.

from the UNSW Ageing Futures Institute, and the UNSW Australian Human Rights Institute.

My research investigates attitudes to ageing, implicit bias and ageism. I also research ageing in marginalized populations and recognize that while collectively we have gained many years of longevity in the last century, our attitudes to ageing have unfortunately not kept pace with our longer lives. The research in this area suggests that attitudes to ageing have become progressively worse with the World Health Organization 2021 report on ageism, suggesting that 1 in 2 people hold ageist views. Moreover, the opportunity to age well is affected by socioeconomic supports and the underlying attitudes that inform those supports. There are complex psychological mechanisms intersecting with cultural and global media forces that distract us from the many positive aspects of ageing and the importance of cultivating positive age beliefs. Ageism is unfortunately still socially accepted and condoned and intersects with other dimensions of identity such as gender and race. Because of this, it is woven into our institutions because ageism is mostly harbored at the level below conscious awareness. It is an implicit bias that needs more discussion and conscious awareness. I would argue that the media has an important role in changing these attitudes that manifest in negative age beliefs and ageist attitudes. The influence of ageist attitudes results in many barriers for older people to work, enjoy social engagement and appropriate health supports and at its worst results in elder abuse. Until we can *collectively* overcome the pervasively held ageist beliefs, we are very much in need of a UN convention to protect the human rights of older persons.