

# AGEING

# IN PLACE

## CONFERENCE

Tuesday 20th July 2021

USC Auditorium  
Innovation Centre  
90 Sippy Downs Drive  
Sippy Downs Sunshine Coast

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# Ageing is not a choice but how we age should be.

Over 16% of Australia's population and 21% of Sunshine Coast's population are aged over 65 years of age with these proportion projected to grow steadily over the coming decades.

People are not only living longer, their expectations of how they live their older lives are changing. Ageing trends in terms of work, social and fitness activities, living style preferences, support services and distributed delivery models are all rapidly changing.

Our expectations of how and where we will age has changed with many choosing to stay in their homes longer while others are attracted to retirement living and similar environments.

## What is important is having a choice.

Retirement living and service providers are under pressure to keep pace with changing expectations, growth in demand and competition for the older market. Governments are under pressure to meet growing medical and health services and housing option requirements for sections of the ageing population that require assistance.

Now is the time to rise above the current debate, question the fundamentals and find new ways to meet the challenges of ageing and keep people longer In Place, In Community, In Health, In Prosperity and importantly - in **LIFE**.



# Program.

1.30 pm **Registration and Seating**

1.50 pm **Welcome & Introductions**

Ms Sandy Zubrinich  
Chair, Sunshine Coast Business Council

2.00 –  
2.05 pm

**Opening Remarks (by video)**

Senator the Hon Richard Colbeck  
Minister for Senior Australians  
and Aged Care Services  
Minister for Sport

2.05 –  
2.20 pm

**Regional Perspective**

Ted O'Brien MP  
Federal Member for Fairfax

2.25 –  
2.50 pm

**The Future of Ageing and the  
Prospects for Ageing in Place**

Professor Helen Bartlett  
Vice-Chancellor & President,  
USC

2.55 –  
3.20 pm

**Ageing Differently**

Ms Kate Meyrick, Director, URBIS

3.25 –  
3.35 pm

**Afternoon Tea**

3.35 –  
4.00 pm

**Longevity – the Challenges  
and Opportunities**

Professor Laurie Buys, Professor and  
Director, Healthy Ageing Initiative,  
UQ

4.05 –  
4.20 pm

**Meeting Changing Services  
Expectations**

Mr Liam Mayo, CEO, Be

4.20 –  
4.40 pm

**Panel Discussion**

All speakers

4.40 pm

**Conclusion & Acknowledgments**

Ms Sandy Zubrinich  
Chair, Sunshine Coast Business Council

4.45 –  
5.15 pm

**Refreshments**

## Conference Details:

### VENUE

USC Auditorium, Innovation Centre  
University of the Sunshine Coast, 90 Sippy Downs  
Sippy Downs, Queensland

### PARKING

Prepaid parking is available in multiple carparks in and around the Innovation Centre complex at the entrance to the main campus. Please ensure that you register your vehicle and pay the appropriate fee at one of the many pay stations before registering for the Conference.

### TICKETS

Purchase through Trybooking:  
<https://www.trybooking.com/BSCIB>

**BOOK HERE**

### PRICING

SCBC Member:	\$82.50 per person (incl. GST)
Non-Member:	\$93.50 per person (incl. GST)
Corporate Table of 6:	\$440 Members (incl. GST) \$500 Non-Members (incl. GST)

### STUDENTS

Students from TAFE or the University of the Sunshine Coast who may be interested in the topics covered by the conference are welcome to attend complimentary. Catering is not provided. A designated seating area for students will be allocated but students must register through <https://www.trybooking.com/BSCIB>

### BOOKINGS CLOSE

5:00pm Friday 16th July or when fully booked.

### INCLUSIONS

The ticket price includes a half day conference program with nationally renowned speakers and researchers, afternoon tea and refreshments.

### NEED HELP?

Please contact Event Manager, Kerrie Bryant-Adams on [info@scbusinesscouncil.com.au](mailto:info@scbusinesscouncil.com.au)

### ABN

99 680 681 766



# Senator the Hon. Richard Colbeck

Richard Colbeck is a Liberal Senator for Tasmania and the Minister for Senior Australians and Aged Care Services, and Minister for Sport.

Prior to entering politics in 2002, Senator Colbeck worked in the construction industry for more than two decades, starting as an apprentice and going on to own his own business.

He served as an Alderman on the Devonport City Council, a Director of the Tasmanian Chamber of Commerce and Industry, and President of the Devonport Chamber of Commerce and Industry.

Richard has served as Minister for Tourism and International Education, Minister Assisting the Minister for

Trade and Investment, Assistant Minister for Agriculture and Water Resources, Parliamentary Secretary to the Minister for Finance and twice as Parliamentary Secretary to the Minister for Agriculture.

He also held Shadow Parliamentary Secretary roles in the Health, Industry and Innovation, and Agriculture, Fisheries and Forestry Portfolios.

Senator Colbeck is a proud Tasmanian and lives in Devonport with his wife Gaylene, they have three children.

## SPEAKER

**Senator the Hon.  
Richard Colbeck**  
Minister for Senior  
Australians and  
Aged Care Services  
  
Minister for Sport



**SPEAKER**

**Ted O'Brien MP**  
Federal Member for Fairfax

## Ted O'Brien MP

Ted entered Parliament in 2016 and was re-elected in 2019. During this time the Sunshine Coast region has experienced record levels of Federal Government funding, including \$3.2 billion for upgrades of the Bruce Highway.

Ted is committed to the Sunshine Coast region and his vision is to see it become “the healthiest place on earth”. He cares deeply about civil society and helping individuals and communities realise their potential by taking control of their own future.

He believes that the key to the Sunshine Coast’s future is strong and sensible economic growth that protects and leverages the region’s strengths.

Ted is the personal representative of Prime Minister Scott Morrison for South East Queensland’s candidature for the 2032 Olympic and Paralympic Games.

Ted is Chair of the Standing Committee on the Environment and Energy, and also Chair of the Trade Sub-committee of the Joint Standing Committee for Foreign Affairs, Defence and Trade. He also sits on a range of other Parliamentary committees including the Standing Committee on Economics and Infrastructure, Transport and Cities, and Coalition committees mainly relating to economic, energy and foreign affairs.

Before entering parliament in 2016, Ted had a blue-chip commercial

career with over 20 years mainly as a deal maker across the Asia Pacific in industries ranging from agriculture through to high technology. He has also lived and worked in China, Taiwan, Hong Kong, Singapore, Japan, South Korea and the United Kingdom.

Ted holds a range of qualifications that mainly relate to economics and commerce. He has a Bachelor of Economics and Politics from the University of Queensland, a Scholarship in Chinese Mandarin from the National Taiwan Normal University, a Master of Business Administration (International) with 1st Class Hons from the University of Melbourne and a Masters of Economics from the London School of Economics.



**SPEAKER**

**Professor Helen Bartlett**  
Vice-Chancellor & President  
USC

## Professor Helen Bartlett

Professor Helen Bartlett commenced as the third Vice-Chancellor and President of the University of the Sunshine Coast (USC) on 17 August 2020. She has had an international career in higher education, having held various leadership roles in universities across Australia, the United Kingdom, Hong Kong and Malaysia. Prior to joining USC, Professor Bartlett was Vice-Chancellor and President of Federation University Australia from 2017 to 2020, Pro Vice-Chancellor and Chief Executive of Monash University Malaysia from 2013 to 2017, and Pro Vice-Chancellor and

President of Monash University's Gippsland Campus from 2008 to 2012. She became an Emeritus Professor of Monash University in 2017 and of Federation University Australia in 2021.

A research specialist in health and aged care, Professor Bartlett's career includes inaugural Director at the Australasian Centre on Ageing at the University of Queensland, the Oxford Centre for Health Care Research and Development and the Oxford Dementia Centre at Oxford Brookes University.

Professor Bartlett holds a Bachelor of Arts, a Master of Science (Public Policy) and a PhD from the University of Bath. She is an expert member of the Australian Government Council for International Education, past Chair of the Regional Universities Network (2019-2021) and served as a member of the Australian Government's National Priorities and Industry Linkage Fund Working Group in 2020. She currently serves on the Boards of the Thompson Institute and the Sunshine Coast Lightning Pty Ltd.



**SPEAKER**

**Ms Kate Meyrick**  
Director  
Urbis

## Ms Kate Meyrick

Kate is a passionate urbanist and place maker with more than 25 years of international experience working throughout Australia, as well as Asia, Europe and the United States. She is globally respected for her expertise in visioning and positioning city scale precincts, working sensitively with stakeholders and the community to co-create powerful new futures for well-loved places.

She has been influential in shaping thinking about the global competitiveness of Australian Cities, their future identity and quality of life. A regular speaker, panellist and conference moderator; Kate is recognised as a thought leader in relation to city-shaping, knowledge and innovation precincts and talent attraction.

Kate thrives on collaboration and works effectively in partnership with government, community, non-profit and private sector stakeholders. She has strong experience in conceptualising and delivering complex urban projects: working with a diverse mix of stakeholders to curate a bold and innovative vision for future urban life that will deliver enduring shared value outcomes.



# Professor Laurie Buys

Professor Laurie Buys is Director, Healthy Ageing Initiative at The University of Queensland (UQ), which focuses on applied research to enhance longevity, healthy ageing and aged care, in this area Prof Buys has led a range of innovative initiatives that bring together industry and the university sector. For example:

- The Longevity by Design Challenge tackles stereotypes attributed to people 65+ and identifies possibilities that stem from rethinking city design for intergenerational equity and relationships.
- In partnership with Bolton Clarke, Prof Buys challenged the ‘retirement village’ design using participatory design principles and stakeholder engagement (including residents, their family, community members, staff and designers). The co-designed masterplan significantly changed from a gated/closed village to an open and welcoming community, which has won national and international recognition for innovation.
- Working with leading industry partners and researchers to capture and analyse the perspectives of thousands of people on healthy ageing, retirement and retirement living – which provided the evidence-base that clearly demonstrated the significant gap between the stereotypical view of older people and the expectations of baby boomers.
- Designed the Senior Living Innovation ‘Challenge’ to uncover game-changing ideas that empower people 65+ from housing, digital, technology, services to other innovative concepts. The competition challenged traditional stereotypes of older people.
- Developed a new initiative called ‘InCahoots’, with partners including Bank of Queensland, Data61 Ribit, Australian Interim Executive Association and River City Labs to address intergenerational issues. InCahoots was Australia’s first five-generational entrepreneurship and innovation challenge.

Prof Buys is a national leader in gerontology and was previously the National President of the Australian Association of Gerontology (AAG). Her recent article (May 2020) in The Conversation “Retire the retirement village – the wall and what’s behind it is so 2020” received over 150,000 downloads, of which >60% were from outside Australia.

As the Chief Scientist of the proposed CRC (Cooperative Research Centre) Longevity, Professor Laurie Buys will be responsible for driving high quality industry-led and outcome-focused research across the entire research portfolio. With 82 industry and eight university partners, the CRC Longevity (<https://crclongevity.com>) will generate new knowledge and practical solutions for the challenges and opportunities arising from the ageing population and enable a material expansion of labour force participation and economic activity in the ‘longevity economy’.

## SPEAKER

**Professor Laurie Buys**  
Professor and Director  
Healthy Ageing Initiative  
UQ





**SPEAKER**

**Mr Liam Mayo**  
Chief Executive Officer  
Be

## Mr Liam Mayo

Liam Mayo is a CEO, writer and public speaker who specializes in helping people navigate transformational change. With a focus on engaging people through change, Liam specialises in working with marginalised communities and vulnerable people in complex environments to achieve sustainable, just and desired futures.

Liam has extensive international experience working with governments, the private sector and non-government agencies to incorporate community engagement and development practices in the design and delivery of policies, strategies and plans.

Over the years, Liam has expanded his work to integrate strategic planning and foresight methodology in his work covering education, health, housing, employment, domestic violence, youth, refugees and disability services. With his writing published widely, he is also a Senior Fellow with the Centre for Postnormal Policy and Futures Studies and an Adjunct Industry Fellow for The School of Social Sciences at the University of the Sunshine Coast.

As the CEO of Be, Liam is leading a culture of trust, that places clients at the centre of every decision that is made in the organisation.

Be has operated for 30 years and helps people live well in the community through the provision of home care packages, home support and transport services. Be also provide social opportunities to help people stay connected to their community. Be's sector leadership has seen them invest in and lead the Vitality Village project, where they will shortly be moving their head offices.