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OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Longevity: The challenges and opportunities

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Affordance Theory

The world is perceived not only in terms of shapes and relationships, but also what opportunities for action are provided.



Affordances are determined based on our individual and group perceptions.

Visual clues that indicate what we can or cannot do in a place





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The challenges

Who are we talking about?

You
Me
Us



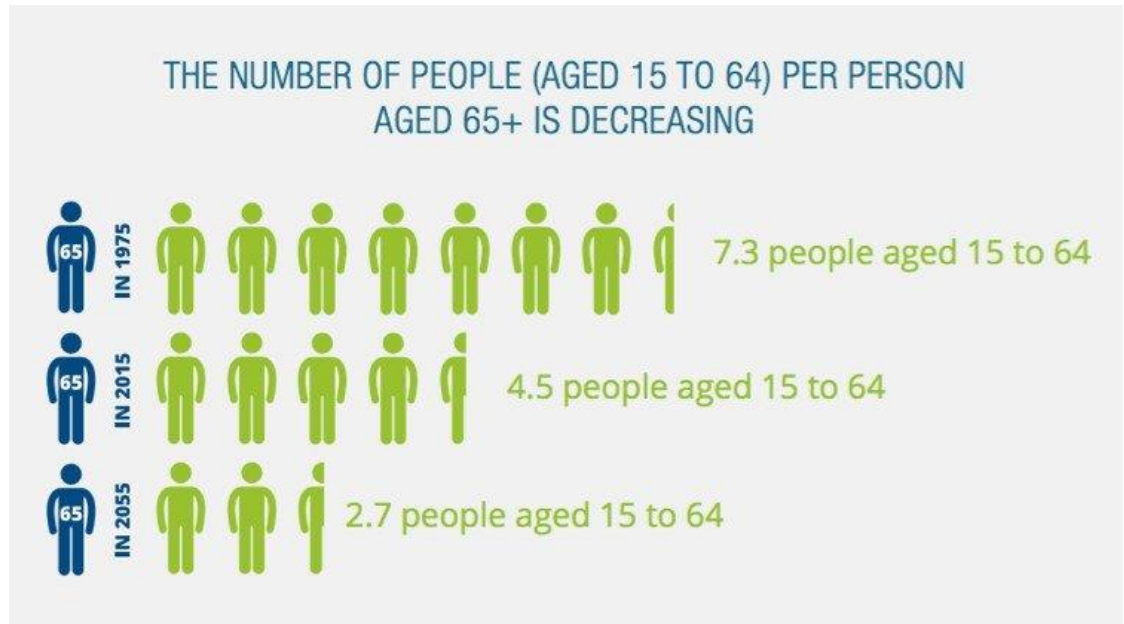
65th Birthday



Age dependency ratio:

“The number of non-working-age persons in a community dependent on working-age persons can be expressed as a ‘**dependency ratio**’—the number of persons aged less than 15 years and 65 years and over divided by the number of persons aged 15 to 64 years. It gives some indication of the **burden falling on working-age persons in order to provide for non-working-age persons**”. (IGR 2021 and Australia Institute for Health and Welfare, International health—how Australia compares, p.11)

<https://www.aihw.gov.au/getmedia/16d0ae54-c190-4ac1-91c2-2e400ffabf88/iyhac-c02c.pdf.aspx>



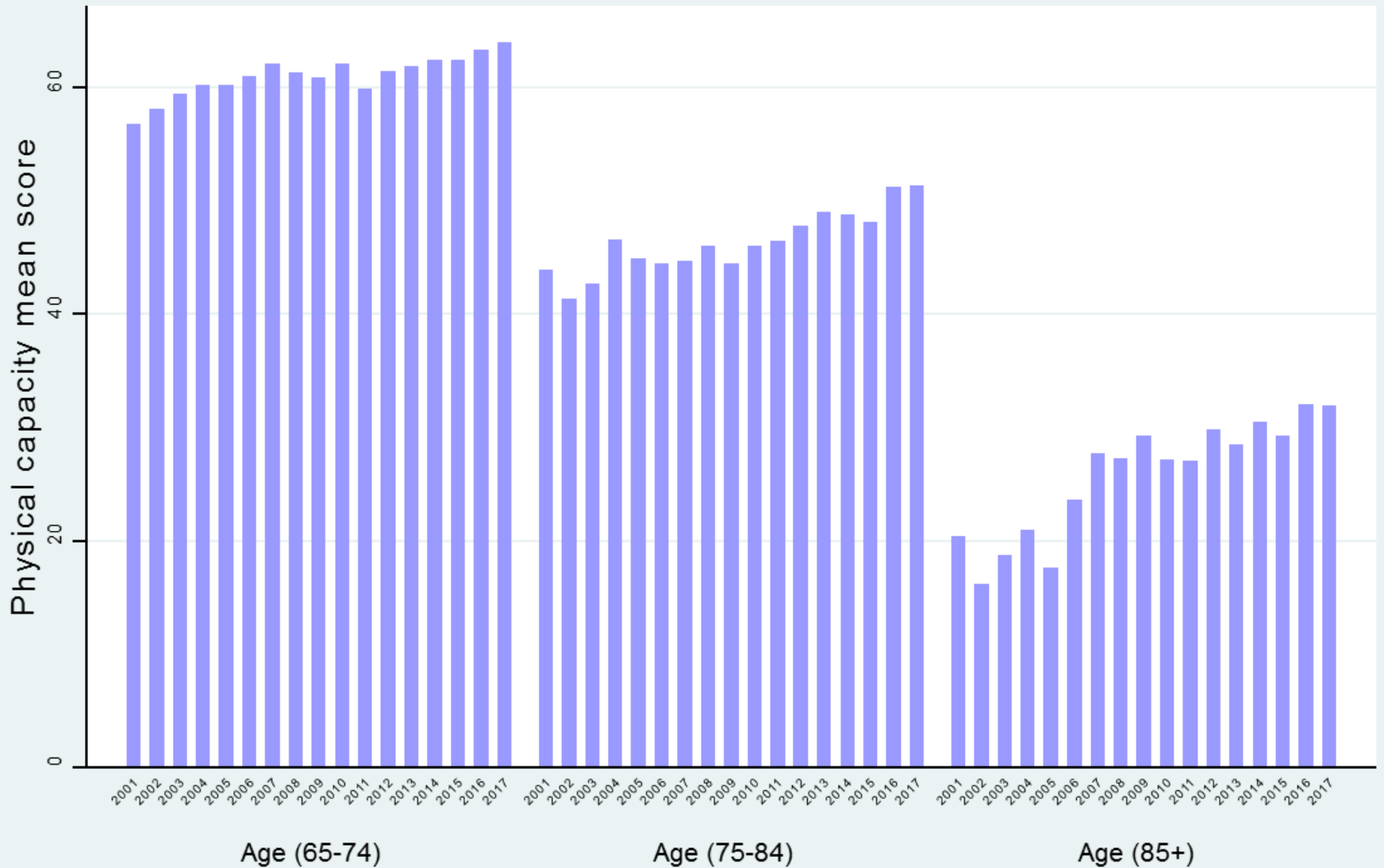
Assumptions

- No one 65+ works
- People 65+ are a burden
- People 65+ need to be provided for (*cared for*)



People 65+ are DEPENDENT

Trends in physical capacity by age groups (HILDA: 2001-2017)



How we view different age groups

15-64 year olds are
productive
members of society



Children are dependent,
but are our future



65+ are
dependent but
aren't our future



CEMETERY



**Elderly
people**

THE
BRITISH
OAK

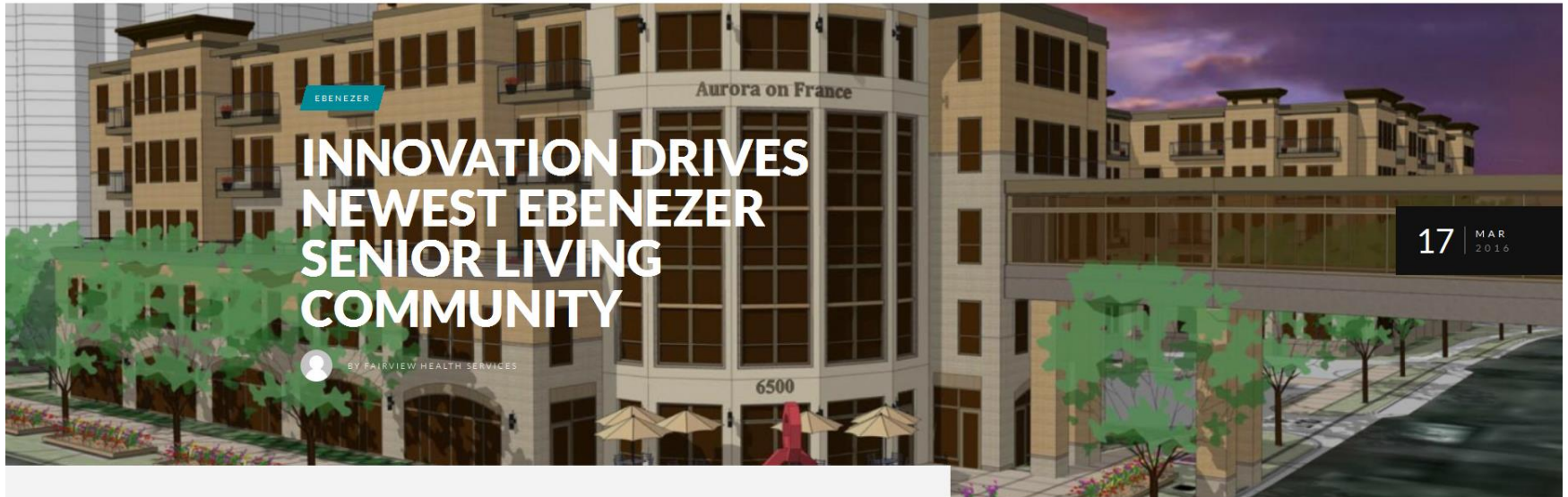
Gates and Walls



Innovation in retirement living



BLOG HOME FAIRVIEW HOME



BY FAIRVIEW HEALTH SERVICES

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COMMENT

2

LOVED

Fine dining, a bistro, a club room, a fitness center, a salon and spa and outdoor spaces that include a patio and fireplace overlooking a pond.

If that sounds like the opening list of amenities at an upscale hotel, you'll be pleasantly surprised to hear it's actually what will be available at the new Aurora on France Senior Living Community, set to open this fall.

<http://blogs.fairview.org/blog/innovation-drives-newest-ebenezer-senior-living-community/>

Resort living with care

“Welcome to Ardency Aroona, an exclusive retirement village encompassed by exceptional service and deluxe amenities that enhance every day. Offering spectacular surrounds, elegant apartments and a welcoming community of **like-minded neighbours**, Ardency Aroona is defined by its dedication to delivering a luxury lifestyle

A 24-hour Concierge and a dedicated team are always available to ensure **every need is met**. Expect excellence in design, **service, security and care, along with the peace of mind that comes from living in complete comfort within a safe and supportive environment.**”



We are creating and facilitating 'burden'



There is an assumption my aspiration in life is to play golf and withdraw from doing anything productive



more
than
money

PLAN FOR 'ME TIME'

Ideas and insights to
shape your retirement.

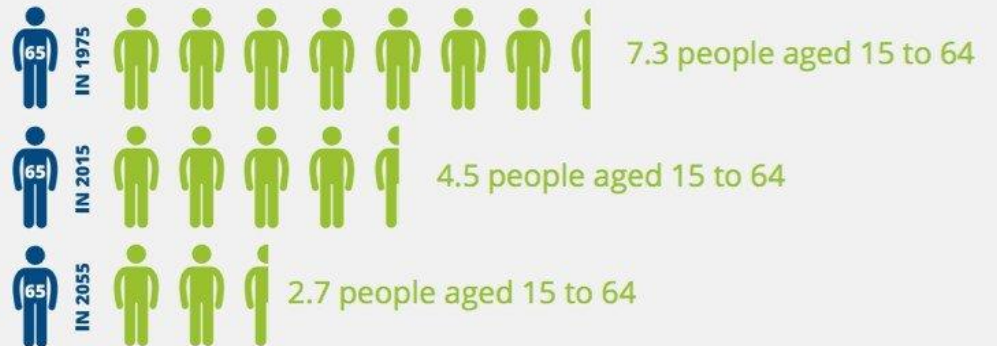
[Find out more](#)

You get what
you ask for

.....



THE NUMBER OF PEOPLE (AGED 15 TO 64) PER PERSON
AGED 65+ IS DECREASING



The challenge is our mindset



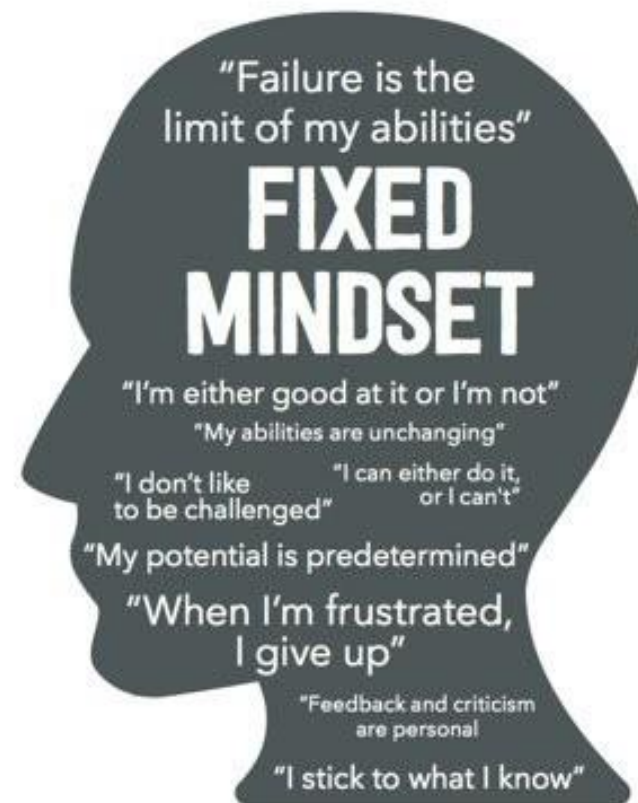


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The Opportunity

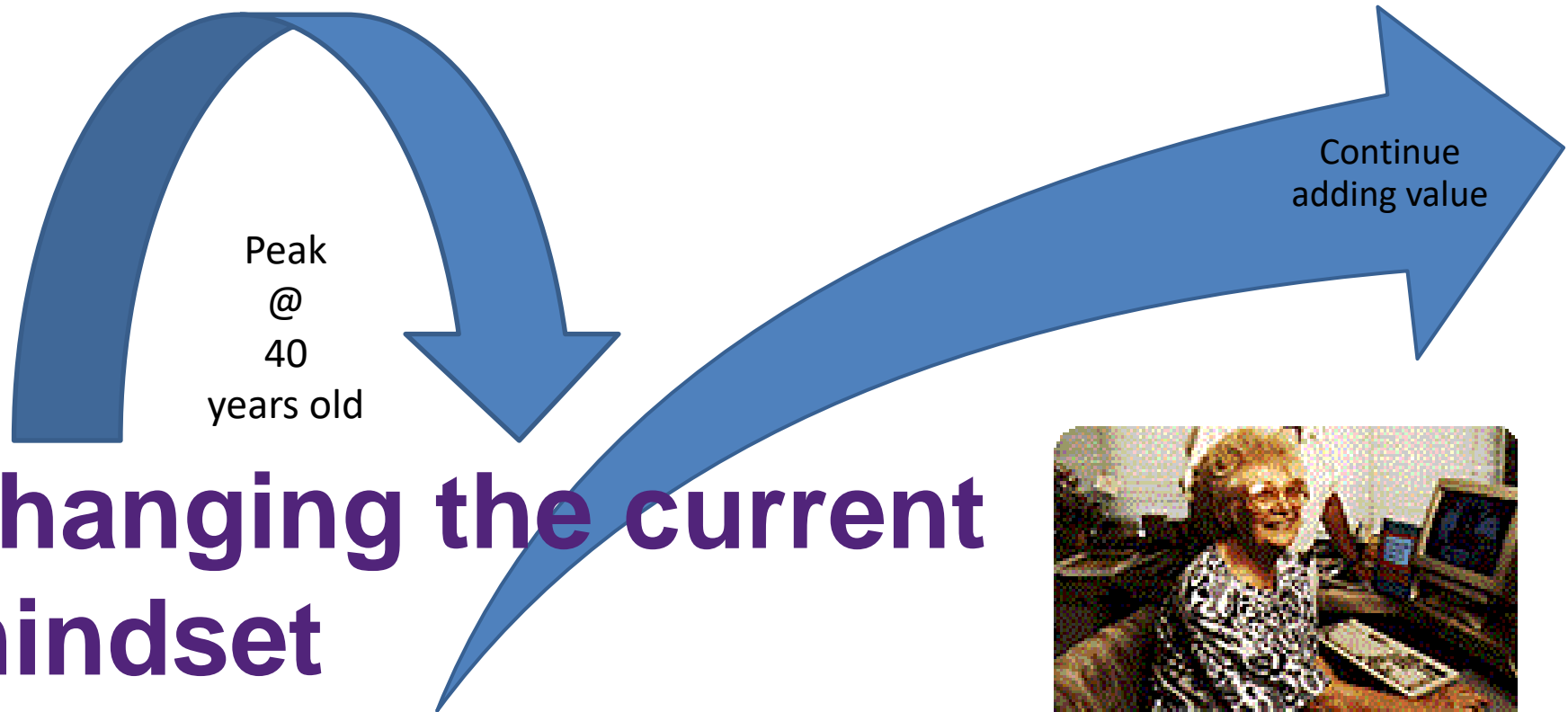
Opportunity: Changing our mindset



Ageing mindset

vs

Longevity mindset



Changing the current mindset

“People don't grow old. When they stop growing, they become old.” *Anonymous*



Dr Hilda des Arts
'Cyber Granny'

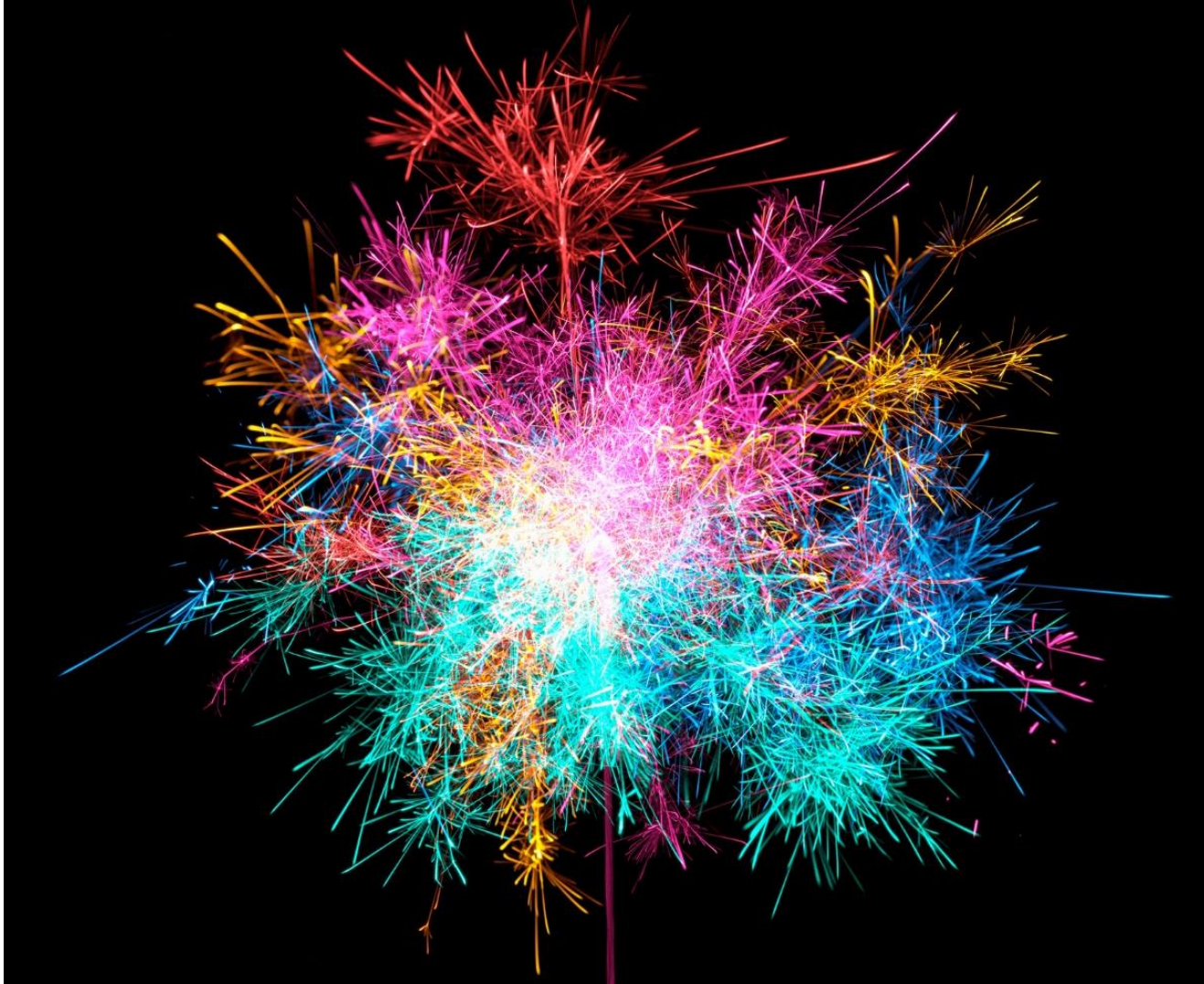
You get what you plan and build for

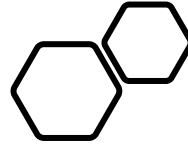
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If people stay in productive meaningful roles they will stay in their homes longer, maintain health & wellbeing, keep spending and contributing to economy, increase productivity and help fill the skills gap.



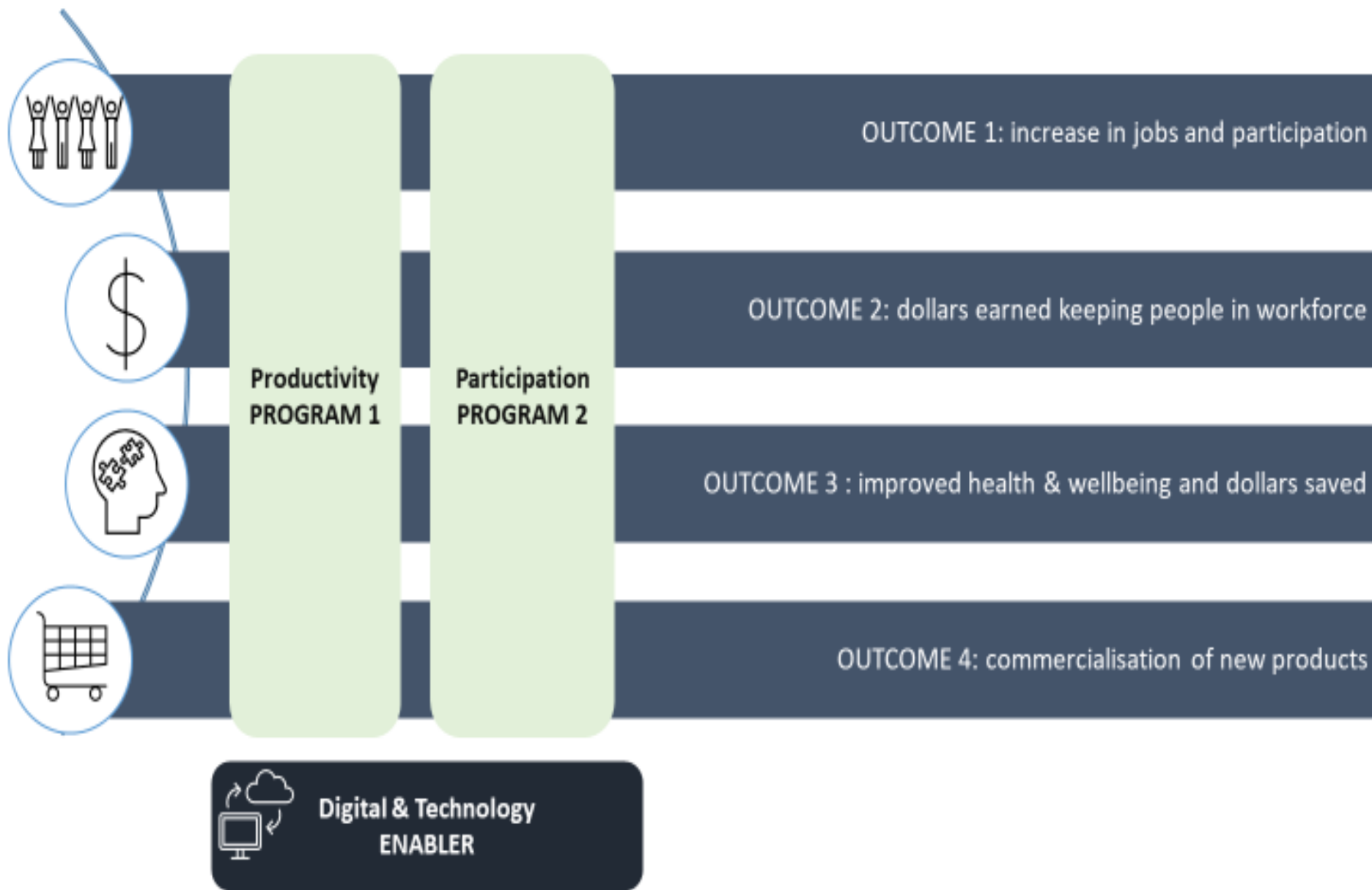
Assumptions





CRC Longevity will lever Australia's 50+ demographic to boost our intergenerational economy





LONGEVITY ENABLER Digital and Technology

THE DATA HUB:

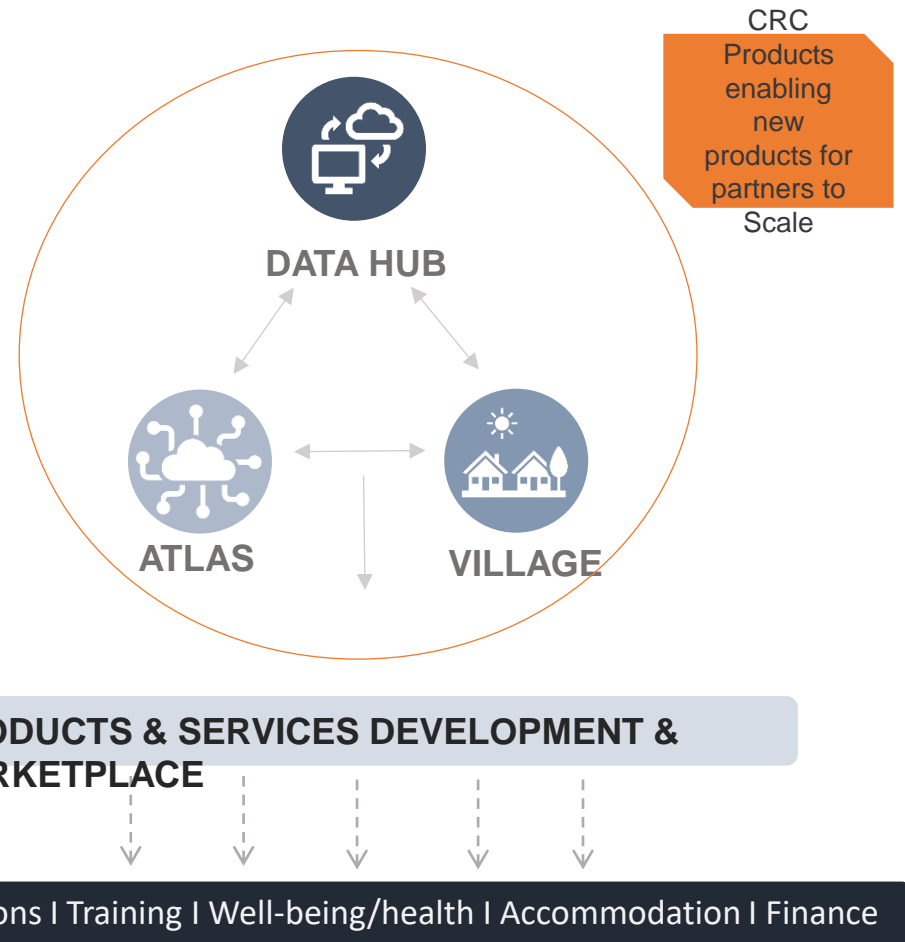
Integrates multiple datasets, including qualitative and quantitative data. The first ever of its kind and highly valuable currency.

THE VILLAGE:

Engages stakeholders in discussion, co-design and evaluation of CRC product development and research findings.

THE ATLAS:

Communicates novel data insights and creates innovation opportunities.



ENABLER DIGITAL and TECHNOLOGY

What our partners are saying...

DEVELOPER PARTNER: **Catriona Byrne, Randstad RiseSmart**

*“We have worked in the ‘older worker / ageing workforce’ space for over 15 years and co-developed a range of HR interventions with hundreds of organisations to challenge the traditional notion of retirement and reshape ‘late career’. In that time we have delivered successful outcomes to help our clients build sustainable, upskilled workforces. **This success is only limited by the opportunity to scale.** The CRC Longevity will give flight to proven solutions and provide a rigorous, robust platform for further innovation and implementation. **With the data-hub and longevity atlas, organisations have compelling data for their business case for change,** and the village provides the perfect platform to develop, pilot and adapt proven outcomes for those who partner with the CRC Longevity.”*

Product & Services Examples

Programs 1 & 2

P1
Workforce
upskilling
products

P1
Talent mobility
products

P2
Wearable sensors
to diagnose/treat
workers with back
pain

P2
Financial products
for transition
periods

P2
Housing
products for
wealth use

Program 1: Productivity

New approaches to increase productivity: increase labour supply through new training products and delivery methods that upskill and increase knowledge capacity in Australian workers over time, with an initial focus on workers 50+

What our partners are saying...

DEVELOPER PARTNER – Jamie Ford, Practera

“Globally there is an increased demand for a sustainable productive workforce. Employability and workability extends way beyond initial training and education programs and new approaches and methods to up-skilling and learning is required. CRC Longevity will allow Practera to develop skills development programs and services which will service a wide range of community needs in Australia and overseas.”

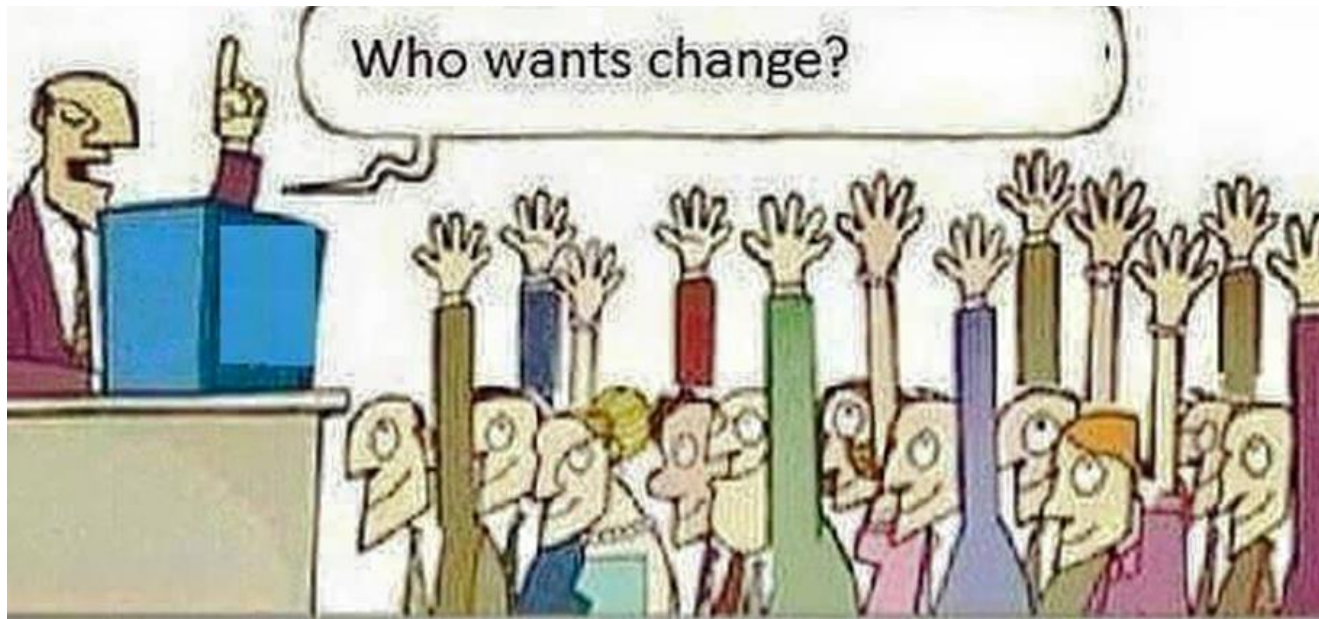
Program 2: Participation

New approaches to increase economic resources by extending workforce participation: reduce costs and increase expenditure through new products and services that enable workers to better manage their life transitions, well-being/health, accommodation and finance.

What our partners are saying...

DELIVERER: Ian Macfarlane, CEO Qld Resources Council

“Labour supply and jobs transition within our ESG framework are big challenges for Australia’s resources industry to address. While we work to attract more of our youth into what is a highly technological industry, and we wait for our education systems to catch up with their supply of STEM graduates, the community of experienced early-retired or under-employed workers can contribute immensely to bridging this gap. We welcome CRC Longevity’s research and pilots to guide us towards sustained solutions to our labour supply challenges”



What is your mindset?

Value

OR

Burden



Thank you

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