



Age of Opportunity:

A Policy Framework for the
Development of an Ageing Well
Industry for South Australia



Government
of South Australia



Minister's foreword

South Australia has the oldest population in mainland Australia. This makes ageing well important for our community and a critical component of how we plan for and imagine our future. The Age of Opportunity policy framework raises the profile of population ageing as an economic opportunity for the state at the same time as highlighting the strong place of older people as consumers and market drivers. While putting forward strategies for government to better link business to opportunities and facilitate productive partnerships and networks it also acknowledges and draws on the contributions of older people to better understand and tailor responses to their needs as they age.



Over the process of the development of the Age of Opportunity policy framework, the Premier of South Australia has recognised and declared a new industry for South Australia – the Ageing Well Industry. This sees South Australia becoming a leader in the ageing well economy in the Asia Pacific region, responding to local needs and opportunity and tapping into unmet demand for ageing-related products and services such as high value Assistive Technologies, smart housing design, and innovative aged care models.

Population ageing is reshaping society, markets and the thinking of government. It is only right then that the South Australian Government, through the Ageing portfolio and the work of key economic portfolios and agencies, gets behind a plan to grow this new industry in a way that respects and benefits older people.

Realising the opportunities of the Ageing Well Industry will require collaboration, innovation and high quality research and I am pleased to put forward a framework for a series of early actions that respond to these elements. I see these as a beginning, that will be built upon to generate new ideas, actions and partnerships over time, supporting continued economic growth for the state while improving the ageing experience for all South Australians.

Hon Zoe Bettison MP
Minister for Ageing

Age of Opportunity: A Policy Framework for the Development of an Ageing Well Industry for South Australia

What is the Age of Opportunity?

Population ageing is fundamentally reshaping the demand for goods and services in Australia and throughout the Asia Pacific region. As the number of older consumers grows, and as older people live longer, there is growth also in the business and employment opportunities that respond to a desire to age well.

Demand is set to increase across a range of goods and services, including healthy ageing and care provision, mobility and independence, communication, environmental design based on universal principles (e.g. smart housing and age friendly workplaces and public spaces), finance, tourism, leisure, retail and learning. These were all sectors for growth identified in the Mature Economy report released in 2015¹, which highlighted the emergence of new economic opportunities associated with ageing population profiles across many parts of the world. Demand in these sectors will continue to grow at local, national and international levels, with enormous opportunities extending from the rapidly ageing Asia Pacific region, which is looking to developed nations for creative ageing solutions.

Well-designed goods and services to support people to age well play a vital role in maximising health and wellbeing as we age, improving quality of life while offsetting the costs of care to nations. The *Age of Opportunity* describes the growing and emerging demands for goods and services to meet the needs of people as they age, supporting their continued participation in work, leisure, recreation, sport, family and community life. It shows how these demands can contribute to economic and social benefits for South Australia as a whole.

Why a policy framework?

With the growing interest in the 'mature' or 'silver' economy, a plan is needed to reflect and channel the interests and investments of business, industry, government and universities and for a shared vision of meeting the needs and wants of the growing older population.

The *Age of Opportunity* sets a framework for cross government and industry collaboration, based on three strategic directions, to yield vital economic and social dividends and support business growth and innovation in South Australia. These strategic directions have been identified as key areas for progression via the *Age of Opportunity* through sector consultation, research and a Mature Economy project industry forum in 2015:

Ageing Asia (2013) estimates the value of the so called 'silver' economy or 'mature' economy in the Asia Pacific region to be around US\$3 trillion by 2017, up 58% from 2012. It expects around 1.2 billion ageing Baby Boomers to be living in the Asia Pacific region by 2020²

¹ Moretti C, Spoehr J & Barnett K (2015) *The Mature Economy – the Business of Ageing*, Office for the Ageing, Adelaide - www.researchgate.net/publication/283646049_The_Mature_Economy_-_The_Business_of_Ageing

² AgeingAsia Pte Ltd (2013) *Asia Pacific Silver Economy Business Opportunities Report 2013*, www.ageingasia.com

Age of Opportunity: Strategic Directions

1

Raising the profile of the mature economy as a major driver of business and employment growth over decades to come.

2

Developing a South Australian industry ecosystem to foster and support the collaboration and capability building needed to engage successfully in the mature economy.

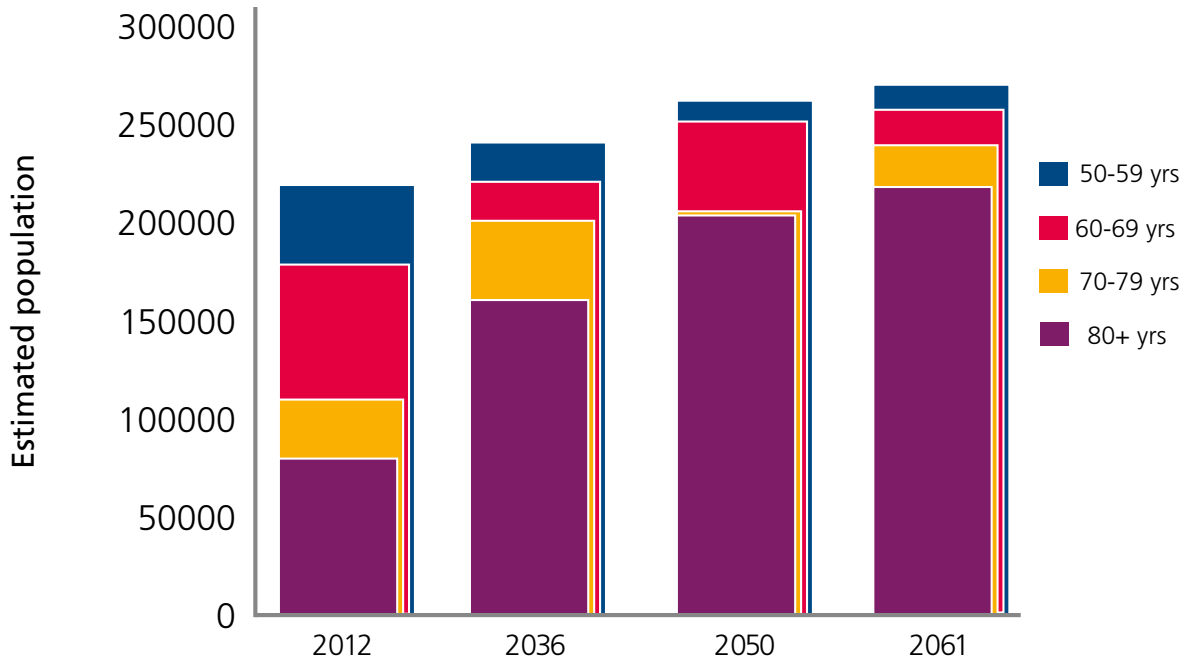
3

Establishing South Australia as a mature economy leader in the Asia Pacific region.



Population ageing trends

2012-2061 Estimated population projections South Australians 50+ years



Source ABS 3222.0 Population Projections, Australia, 2012 (base) to 2101



Ageing Well in the Age of Opportunity

The *Age of Opportunity* provides a clear and robust foundation for South Australia to develop innovative solutions for ageing well, ensuring wellbeing and productivity across the life course for our citizens, and creating world leading businesses. These actions support the South Australian Government's 10 Economic Priorities, in particular, Economic Priority 3 to make the state a global leader in health research, ageing and related services and products.

The Economic Development Board of South Australia is progressing its Ageing Well initiative in line with the opportunities presented by an older population. Its work through the Ageing Well Sub-committee is aligned with and complements the *Age of Opportunity* policy framework. Together these initiatives ensure a momentum for economic growth through the new Ageing Well Industry activated in partnership with older South Australians, industry, business, universities and policymakers.



1 STRATEGIC DIRECTION

Raising the profile of the mature economy as a major driver of business and employment growth over decades to come

Age of Opportunity activates South Australia's ambition to be a global leader in health and ageing research, services and products. South Australia already has a proud history of social and economic innovation, generating new knowledge, technologies, skills and practices that are fundamental to improving health and wellbeing. South Australia hosts many of the nation's leading care providers that have profoundly influenced national aged care policy and practice. This work, and that of many other service providers, is rooted in experimentation, evaluation and deep experience with the differing needs and circumstances of individuals.

A number of South Australian companies are already at the forefront of the *Age of Opportunity* charge, providing innovative responses to market gaps, involving industry and research partnerships such as those developed by the Medical Devices Partnering Program at Flinders University. However, the opportunities have yet to be fully realised. Many businesses and sectors are just becoming aware of the growing consumer base of older people and are not clear about where to focus their growth, or which domestic or international markets to target. The early experience in South Australia can be built on, and ambition for innovation can be extended to, a range of other areas to support people to age well. This will be a major driver of future business and employment opportunities for South Australia.

AIM: To increase community, industry and business awareness of the market opportunities of an ageing population



STRATEGIES:

Map local and international demand for innovative solutions (goods and services) that are targeted to ageing well, identifying gaps and assessing potential growth prospects for South Australian businesses.



Early Actions

- > The Department of State Development, with the Australian Industrial Transformation Institute at Flinders University in collaboration with international partner Fraunhofer IAO, is undertaking sectoral demand mapping for the Assistive Technology industry.
- > A series of sector-specific round table discussions will be facilitated by the Australian Industrial Transformation Institute at Flinders University to identify opportunities and barriers, potential for collaboration, ideas for actions and build on the emerging work to strengthen and build sectors with applications to ageing well.

Promote awareness of the *Age of Opportunity* through a range of activities to stimulate industry and government thinking.

Early Actions

- > Renewal SA and Office for the Ageing will co-lead a 90 day project to work with industry and the community to explore innovative housing models for South Australia that meet the changing needs of older people.
- > Work collaboratively to apply the directions and opportunities from the Shaping the Future of South Australia - Ageing Well State Forum in August 2016. This state industry forum brought together key thinkers and leaders from across the sector with the aim of raising awareness of the older consumer market, build networks across sectors and develop ideas for future collaborative action.
- > Share and apply the learnings of the Festivals Adelaide, Office for the Ageing, *Encouraging Participation* project to access new markets and enable enhanced community participation of older people in rich and diverse arts and culture experiences across Adelaide's major arts festivals.

Support South Australian champions demonstrating local expertise, innovation and models for successfully operating in the *Age of Opportunity* space.

Early Actions

- > The Stretton Centre, in collaboration with the DSD, industry and the AITI at Flinders University, will explore an industry led alliance to showcase and explore Assistive Technologies and a related growth strategy in northern Adelaide.
- > Collaborate to support the delivery of the Ageing Well International Conference in 2017.
- > Deliver a series of sector-specific briefings focussing on the arts, tourism and age friendly urban design, housing and accommodation that will take the form of small-scale, project focused sectoral action plans through the Australian Industrial Transformation Institute at Flinders University and the Office for the Ageing.

2 STRATEGIC DIRECTION

Developing a South Australian industry ecosystem to foster and support the collaboration and capability building needed to engage successfully in the mature economy

Age of Opportunity positions South Australia to maximise business and employment opportunities arising from an ageing population. To build business capability and capacity to respond to emerging demands, it is critical to link business to opportunities, facilitate connection among relevant partners including businesses, industry policy makers and regulations and link ventures to funding streams that can support their development and growth.

A central tenet of *Age of Opportunity* is recognising, valuing and tapping into the diverse expertise and experience of older people to better understand and tailor responses to their needs as they age. The concept of living laboratories and co-design methods helps bring industry, researchers and community together to participate in product and service design, development and testing. Such an approach enables older people to shape the world in which they live, improving the health and wellbeing of individuals and communities alike. It is also an approach being investigated to support innovation for the National Disability Insurance Scheme.

Opportunities also exist to grow mature economy markets from within established state priorities, such as the State Government priority to position South Australia as a supplier of high quality food and wine, building on our strong reputation for food safety, biosecurity and product integrity.

AIM: To build capacity and capability among business, research, non government and government to clearly identify, prioritise, pursue and maximise mature economy opportunities



STRATEGIES:

Develop industry networks that foster, support and guide collaborative efforts to maximise opportunities in the mature economy.



Early Actions

- > Explore industry development opportunities with business, non-government and government members building on the MedDevSA industry alliance model developed through Department of State Development.

Explore an *Age of Opportunity* partnering program to provide support for innovative collaborative projects, the development of co-design projects and living laboratories, and business incubators.

Early Actions

- > The Economic Development Board of South Australia is facilitating advice to government on the establishment of Living Laboratories. It is working with industry and agency stakeholders to explore opportunities for collaboration and to identify leadership opportunities for South Australia to support the national innovation agenda.
- > Renewal SA will identify innovation opportunities in Adelaide's urban renewal program to understand and respond to current and future housing needs of older South Australians.
- > Renewal SA and Office for the Ageing will co-lead a 90 day project to work with industry and the community to explore innovative housing models for South Australia that meet the changing needs of older people.

Continue supporting and sharing research to generate industry intelligence on local and global opportunities in the mature economy.

Early Actions

- > Conduct a review of global strategies for successful engagement in the mature economy to provide the foundation for a longer term partnership for generating valuable industry and market intelligence. This is being undertaken by the Australian Industrial Transformation Institute in collaboration with the Stuttgart based Fraunhofer IAO.

Secure collaborative research opportunities to bring key stakeholders together in support of the *Age of Opportunity* agenda.

Early Actions

- > Work to secure Smart Ageing Research support to further develop the use of technology to solve major challenges of ageing and create economic opportunity through providing State Government support to bids through Office for the Ageing.
- > Explore innovative mechanisms to establish and implement living laboratory approaches in South Australia, enabling the participation of older people in collaborative research for product and service development. Support this area of focus through a South Australian Living Laboratories Network.
- > The Department of State Development, through the **Premier's Research and Industry Fund Research Consortia Program** is providing **\$4 million over 4 years** to support a research consortium led by SAHMRI to develop a world leading registry to collect data with the aim of improving healthcare and service delivery to older South Australians.

Support ageing well small and medium enterprises (SMEs) to grow.

Early Actions

- > Share the findings of the sector-specific briefings focussing on the arts, tourism, age friendly urban design, housing and accommodation with relevant SME sectors.

Co-design – Engaging community in the design of new goods and services



At the heart of this economic opportunity is also a social opportunity – to recognise, value and tap into the diverse expertise and experiences of older people to better understand and tailor responses to their needs as they age. It is critical to use a co-design approach bringing together community, care organisations, manufacturers and researchers to drive product and service innovation, and exchange knowledge and skills. This will accelerate the development of industries where strong product and service demand exists and deliver services and products that meet the needs and wants of our older population.



The Ageing Well sector is recognised as an important growth sector for South Australia and as such the South Australian Government is supporting the growth of the sector from end to end, including start-ups through to large businesses. Government initiatives available to support the sector include:



- > The **\$200 million Future Jobs Fund** offers grants and loans for businesses to expand and create jobs in the state's growing sectors.
- > Driving innovation and growth in the development of new products and services tailored for and co-designed with citizens as they age through the **\$11.4 million Ageing Well initiative**.
- > The **Job Accelerator Grant**, aiding eligible organisations with employment costs, with grants of between \$4,000 and \$15,000 per new full time equivalent position created.
- > Adelaide **Gig City**, taking ultra-high speed internet to key innovation sites in metropolitan Adelaide and regional locations.
- > The establishment of a **\$14.7 million specialised Older Persons Mental Health Facility**.
- > The **\$10 million South Australian Early Commercialisation Fund (SAECF)**, established to invest in innovative, early-stage high-growth ventures with national and global market potential that benefit the South Australian economy.
- > The **\$50 million SA Venture Capital Fund** which invests in promising high-growth companies in South Australia that have potential for global growth. This fund acts as a complement to the SAECF.
- > Financial support for the University of South Australia's **Future Industries Institute** to encourage innovation and collaboration and assist in the development of new industries that create jobs for the future.

The National Innovation and Science Agenda Funding Streams

There are a number of Australian Government National Innovation and Science Agenda funding streams of particular relevance to the Age of Opportunity objectives.



Innovation Connections initiative – \$18 million from January 2016 to expand and refocus the existing Research Connections program to drive new industry-led collaborations between researchers and small and medium enterprises (SMEs).

Incubator Support Programme – \$8 million from July 2016 to help innovative start-ups to rapidly transform their ideas into globally competitive businesses by giving them mentorship, funding, resources, knowledge and access to business networks.

Business Research and Innovation Initiative – \$19 million from July 2016 to fund entrepreneurs to develop innovative solutions to important government policy and service delivery challenges, while retaining their intellectual property and the right to commercialise the ideas in Australia or overseas.

Global Innovation Strategy – \$36 million over five years from July 2016. This provides seed funding to assist Australian businesses and researchers to collaborate with their international counterparts.

Source: Australian Government, National Innovation and Science Agenda, www.innovation.gov.au/page/agenda

3 STRATEGIC DIRECTION

Establishing South Australia as a mature economy leader in the Asia Pacific region

To position South Australia as a leader in the mature economy in the Asia Pacific region, enduring strategic partnerships must be established with global leaders and deep insights developed into opportunities that exist in both domestic and global markets. With leadership from Health Industries SA and the International Engagement Branch of the Department of State Development, South Australian companies, non-government organisations and universities are identifying opportunities for exchange of knowledge and skills through the development of innovation partnerships in China and India. This work is securing recognition of South Australia as an outward looking state, determined to deepen engagement with the Asia Pacific region.

There is significant interest across the region in developing preventative health initiatives and projects focused on improving mobility, exercise and physical activity, and the management of dementia and other mental health issues. There is also a strong interest in age friendly housing developments with provision for ageing-in-place services that are culturally responsive and reflect a preference for intergenerational age friendly housing models.³

Changes are also expected in the design and delivery of nursing homes for palliative care in the Asia Pacific region, driven by the impetus for ageing-in-place. Demand is likely to centre on home styled en-suite units rather than institutional-style settings. South Australia, as a recognised national leader of innovation in aged care, is well advanced in this respect and innovative residential care models like ViTA Residential Care have been identified as having great potential for application in other parts of the world.

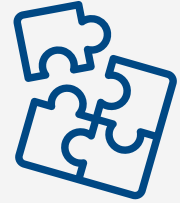
Age of Opportunity focuses on developing connections with the Asia Pacific market and tapping into unmet demand for ageing-related products and services such as high value assistive technologies, smart housing design, and innovative aged care models. Creating strong relationships and partnerships with Asia Pacific agencies and institutions will rely on mutually perceived reciprocal benefits. *Age of Opportunity* is a vehicle for engagement with the Asia Pacific region and for deeper engagement in partnerships closer to home – in South Australia and other states.

AIM: To enable and support South Australian businesses, non-government organisations and researchers to actively engage with mature economy opportunities in the Asia Pacific region

³ Ageing Asia (2013) Asia Pacific Silver Economy Business Opportunities Report 2013 Singapore, p. 12

STRATEGIES:

Support *Age of Opportunity* relationship development in the Asia Pacific region.



Early Actions

- > Leverage support and international connections provided through the Department of State Development China and India Engagement Strategies by linking *Age of Opportunity* leaders and businesses into government organised trade missions to develop key market insights, relationships and know-how for successful international engagement.
- > Develop government and industry relationships to support positive engagement with visiting international delegations, showcasing sector leaders and innovative approaches.
- > Initiate industry sector clusters to identify and respond to emerging sectoral opportunities across the region.
- > Provide an opportunity for industry and universities to showcase at an exhibition as part of the Ageing Well International Conference in 2017.

Examine the value proposition for establishment of an Asia Pacific Ageing Well Institute in Adelaide in partnership with industry and universities to provide opportunities for capacity building and industry development through the implementation of international exchange programs.



Age of Opportunity tapping into South Australia's engagement strategies with China and India



South Australia has in place both a China and an India Engagement Strategy to enhance and deepen long-term engagement in areas encompassing investment, trade and business, education, sport, culture, the arts, sciences, and the exchange of people, skills and ideas.

The South Australia – China Engagement Strategy seeks to consolidate and promote South Australia's capability as a partner in China's social, cultural and economic development, build a trade and investment framework for business, and build and support China-ready South Australian businesses.

It is acknowledged that the health, aged care and disability sectors are all high growth areas for China, driven by a rapidly ageing population, a high dependency ratio, and a recent Government policy commitment to improving social welfare. South Australia is considered well positioned to offer support as a partner in the development of this sector and raising the profile of the State's capability in these sectors will be a key focus.

The South Australia – India Engagement Strategy targets greater recognition of the opportunities for South Australian services exports in India, a reinvigorated platform of engagement comprising regular business missions, a new business education program, greater connections with the Indian diaspora in South Australia, activation of the South Australia Club in India, and building stronger awareness of South Australia's brand in India.

Trade missions are considered essential to setting up productive partnerships in this space. Centres of Excellence signal potential opportunities for industry and researchers in respective countries to collaborate and co-invest.



Sectoral Opportunities

A number of priority sectors have been identified to focus South Australia's attention, resources and effort.

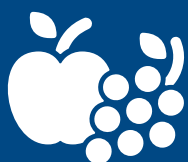


Healthy ageing



The household expenditure on medical and health services by older people is increasing across a range of health services. This reflects the fact that chronic disease rates are increasing, and those most likely to be affected are older people. The most common chronic diseases involve vision or hearing loss, arthritis or other musculoskeletal problems, elevated blood pressure, and cholesterol levels⁴.

South Australia is well placed to position itself as a globally recognised leader and generator of business growth across the healthy ageing sector – in pharmaceuticals, acute care, community health services, personal care, allied health, fitness and recreation, and nutrition. The state has a significant advantage in attracting investment in health industries through the work of Health Industries South Australia and can be built further from this foundation.



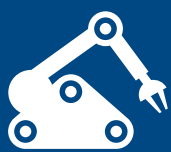
Food and nutrition



Food for healthy ageing is one area that is gathering momentum internationally and in Australia, particularly through the 'food crusade' being led by South Australia's high profile food icon, Maggie Beer. The Maggie Beer Foundation works with universities and researchers to develop an evidence base for food that is both enjoyable and nutritious, particularly in residential aged care facilities.⁵ A further element of work in this area recognises that people's nutritional needs change as they age and there are significant opportunities to broaden understanding about this amongst older people, and to tailor food products and services accordingly.

⁴ Australian Institute of Health and Welfare 2014 Australia's health 2014 Australia's health series no. 14. Cat. no. AUS 178. Canberra: AIHW, p.8

⁵ <https://www.maggibeerfoundation.org.au/>



Design, development and production of assistive technologies



Assistive technologies (AT) are devices that enable people to perform tasks they would otherwise not be able to because of age or disability, as well as technologies that increase the ease and safety with which tasks can be performed. AT range from relatively simple devices (e.g. walking frames and home modifications) to highly complex technologies (e.g. prosthetics, cognitive software, domestic robots and 'smart' housing design). AT have the potential to play a major role in maintaining the participation of older people in their workplaces, as well as enabling them to remain longer in their homes and pursue fulfilling lives.

The wider development of AT supports South Australia's need for industrial diversification and a shift toward low volume, high value advanced manufacturing.



ICT products and services



Opportunities in the development of age friendly ICT products and services are expected to rise sharply as older people – especially Baby Boomers – engage more with information technologies. Age friendly ICT is also critical to ensuring the civic participation of older people, as an ever greater proportion of information, services and products become accessible only through digital interfaces.

These opportunities extend from designing easy to use hardware and software systems, such as simple interfaces for web-browsing and keyboards designed for limited dexterity, to offering internet data plans that are more attuned to older people's usage patterns and needs, to providing ICT training and technical support to older people.



Housing and accommodation



Innovation in developing a mix of living arrangements for older people is another potential high value area in the *Age of Opportunity*. Key areas of opportunity include:

- > smart home design and retro-fitting existing homes with new technologies designed to accommodate the ageing process and support healthy ageing
- > designed-for-purpose retirement living communities, catering to diverse support, care and lifestyle needs
- > assisted living models connecting health care and social services with a variety of residential options
- > culturally responsive models that reflect the intergenerational housing requirements of the Asia Pacific region.



Age friendly (universal) urban design



We can expect growing demand for age friendly (universal) urban design applied across smart homes, and age friendly workplaces and community environs. Universal urban design enables whole-of-life-cycle participation in community activities, increases the range of choices on offer, ensures these are accessible and appealing, and encourages intergenerational exchange. Increased demand for integrated design solutions will have flow-on effects for architects, industrial and interior designers, physiotherapists, occupational therapists, medical practitioners, social workers, engineers, builders and others. At present, there is a low level of awareness about the unmet demand for age friendly design and the product and service offerings that will be needed to meet demand from the ageing population.



Financial services



As the population ages, and the tendency for homeowners to approach retirement with mortgage debt increases, the financial services sector is expected to experience a growth in demand for:

- > financial advice and support in relation to matters such as balancing personal income and the Age Pension
- > transition to retirement financial models that reflect shifts away from traditional concepts of retirement as well as savings and insurance products that account for changing working patterns as people age
- > investment options that provide solid growth while minimising investment volatility (in the wake of the Global Financial Crisis) and
- > lifetime annuities for later stages of retirement.



Tourism and leisure activities



There is evidence to show that older people's participation in tourism and leisure activities is increasing, and that different types of experiences are being sought – particularly among Baby Boomers. The challenge for the tourism and recreation industry is how to target mature economy markets while avoiding unwanted aged stereotyping about the interests and needs of older people. Sophisticated targeted market research, product development and communication and marketing strategies can help diversify and expand market offerings in this sector.

Age of Opportunity includes a focus on developing opportunities in the tourism sector responsive to ageing population-related demand. The goal is to identify key gaps and build on our strengths (e.g. our national and international reputation as a quality destination), and to develop innovative and high quality tourism products and services that respond to this demand. This process will help increase the diversity in and value of the South Australian tourism sector and generate employment in the state.



Arts and culture



There is great scope for South Australia to develop and promote its arts and culture sector responsive to the *Age of Opportunity* market. Arts and cultural participation is a key avenue of meaningful social and economic participation contributing to the wellbeing of older people. As a state with a strong reputation for its vibrant cultural identity, South Australian arts and culture organisations are increasing their awareness of the critical place older audiences play in their future viability. An increased level of understanding about how older people engage with and participate in the arts will enable South Australia to better target its arts and culture products and services, and to continue to grow Adelaide's reputation as an arts and culture destination for older audiences and consumers.

To support this, the Office for the Ageing and Festivals Adelaide's *Encouraging Participation* partnership is providing 10 festivals (including the Adelaide Festival, Adelaide Fringe, WOMAdeelaide, the Cabaret and Guitar festivals and Feast) with networks and supports to educate and engage them on the needs of the ageing population. The partnership encourages them to consider opportunities for the continued involvement of older people as audiences and as artists.

Early actions – a summary

1 STRATEGIC DIRECTION

Raising the profile of the mature economy as a major driver of business and employment growth over decades to come

The Department of State Development, with the Australian Industrial Transformation Institute at Flinders University in collaboration with international partner Fraunhofer IAO, is undertaking sectoral demand mapping for the Assistive Technology industry.

A series of sector-specific round table discussions will be facilitated by the Australian Industrial Transformation Institute at Flinders University to identify opportunities and barriers, potential for collaboration and ideas for actions.

Renewal SA and Office for the Ageing will co-lead a 90 day project to work with industry and the community to explore innovative housing models for South Australia that meet the changing needs of older people.

Work collaboratively to apply the directions and opportunities from the *Shaping the Future of South Australia – Ageing Well* state forum in August 2016.

Share and apply the learnings of the Festivals Adelaide, Office for the Ageing, *Encouraging Participation* project to access new markets and enable enhanced community participation of older people in rich and diverse arts and culture experiences across Adelaide's major arts festivals.

The Stretton Centre, in collaboration with the DSD, industry and the AITI at Flinders University, will explore an industry-led alliance to showcase and explore assistive technologies and a related growth strategy in northern Adelaide.

Collaborate to support the delivery of the Ageing Well International Conference in 2017.

Deliver a series of sector-specific briefings focussing on arts, tourism, age friendly urban design, housing and accommodation that will take the form of small-scale, project focused sectoral action plans.

2 STRATEGIC DIRECTION

Developing a South Australian industry ecosystem to foster and support the collaboration and capability building needed to engage successfully in the mature economy

Explore industry development opportunities with business, non-government and government members building on the MedDevSA industry alliance model developed through Department of State Development.

Identify opportunities for South Australia to provide leadership in support of the national innovation agenda.

Renewal SA to identify innovation opportunities in Adelaide's urban renewal program to understand and respond to current and future housing needs of older South Australians.

Renewal SA and Office for the Ageing will co-lead a 90 day project to work with industry and the community to explore innovative housing models for South Australia that meet the changing needs of older people.

Conduct a review of global strategies for successful engagement in the mature economy to provide the foundation for a longer term partnership for generating valuable industry and market intelligence. This is being undertaken by the Australian Industrial Transformation Institute in collaboration with the Stuttgart based Fraunhofer IAO.

Work to secure Smart Ageing Research support to further develop the use of technology to solve major challenges of ageing and create economic opportunity.

Explore innovative mechanisms to establish and implement Living Laboratory approaches in South Australia, enabling the participation of older people in collaborative research for product and service development. Support this area of focus through a South Australian Living Laboratories Network.

Share the findings of the sector-specific briefings focussing on the arts, tourism, age friendly urban design, housing and accommodation with relevant SME sectors.

3 STRATEGIC DIRECTION

Establishing South Australia as a mature economy leader in the Asia Pacific region

Leverage support and international connections provided through the Department of State Development China and India Engagement Strategies by linking *Age of Opportunity* leaders and businesses into government organised trade missions to develop key market insights, relationships and know-how for successful international engagement.

Develop government and industry relationships to support positive engagement with visiting international delegations, showcasing sector leaders and innovative approaches.

Initiate industry sector clusters to identify and respond to emerging sectoral opportunities across the region.

Provide an opportunity for industry and universities to showcase at an exhibition as part of the Ageing Well International Conference in 2017.

The Office for the Ageing developed this Policy Framework in partnership with the Australian Industrial Transformation Institute at Flinders University under the leadership of Professor John Spoehr. It was based on extensive research and informed by industry engagement and cross government consultations.

For more information

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