Age of Opportunity

Priority Sectors

- Healthy ageing
- Food and nutrition
- Design, development and production of assistive technologies
- ICT products and services
- Housing and accommodation
- Age friendly (universal) urban design
- Financial services
- Tourism and leisure activities
- Arts and culture
Age of Opportunity describes the growing demand 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.

With more than 42 per cent of South Australia’s population projected to be older than 50 by 2061, the mature economy will be a major driver of business and employment growth over decades to come.

Age of Opportunity harnesses the diverse experience and expertise of older people and industry to shape the goods and services of the future to help the state mature as a leader in the ageing well economy in the Asia Pacific.

To find out more, visit: www.sahealth.sa.gov.au/officefortheageing