

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

