

Tapping the Demographic Dividend Project

Summary of actions identified for 2016-17 and 2017-18

1. Utilising the latent talent in our region for both social and economic benefit including:

Innovation and entrepreneurship	Mentoring and skills matching to business and community needs
Support senior entrepreneur's by working in partnership with UniSA's Seniorpreneurs Program, CEGA's Mature Aged Business Syndicates with TAFESA and Economic Development Officers with each of the local government associations	Research and develop a mentoring model for both community and commercial application utilising the latent knowledge of local seniors and encouraging skills / project based volunteering opportunities

2. Awareness and promotion of changing needs and customer dynamics of the senior population across both the commercial and community sectors by:

Innovation and business growth opportunities for local businesses and the region	Realign commercial services to be industry leaders in this segment
Build local business knowledge around changing customer dynamics and undertake further qualitative market research of what seniors in the region want and need	Develop three pilot projects working with local businesses to capitalise on market gaps and areas of opportunities

3. Further support for the above two areas of action will be provided by:

Support	Promotion and awareness raising of age friendly communities
Encourage intergenerational activities and lifelong learning within the region	Deliver the Flourishing in the Fleurieu Age Friendly Business and Community Awards
Continue to work with and support the Southern Fleurieu Positive Ageing Taskforce	Deliver an annual Business and Community forum