



# Tapping the Demographic Dividend

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*Mapping for the Future – Report*

This project seeks to Identify the economic drivers and potential of the changed population dynamics of the Fleurieu region balanced with the service and support needs of an senior population.

***Tapping the Demographic Dividend***  
**Mapping for the Future Report**

Creation Date: 21<sup>th</sup> August 2015

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Review Date:

Version: V1



## **Table of Contents**

Executive Summary.....	5
Introduction.....	7
Background.....	8
Project Objectives.....	9
Project Methodology .....	10
Alignment with Current Activities and Initiatives.....	11
National and State Plans and Reports.....	11
Local Plans and Reports.....	15
Community & Business Profile.....	18
Summary of Data .....	18
Population.....	20
Workforce Data.....	23
Business and Industry.....	29
Education .....	36
Volunteering.....	41
Aged Care and Community Care Workforce .....	44
Community Programs.....	46
Value Chain.....	48
Aged Care Sector Comments.....	48
General Comments.....	48
Recommendations and Actions .....	49
References.....	50
Appendices .....	52
Appendix 1: Summary of Council Plans and Services .....	52
Summary of Council's Plans .....	52
Summary of Health and Well-being Facilities and Services.....	54
Appendix 2: Meeting Needs of SA's SASP, Strategic & Economic Priorities.....	56
State Economic Priorities.....	56
Strategic Priorities:.....	56
Relevant SASP Targets: .....	57
Appendix 3: Interviews and Other Information Sources.....	58

## **Tapping the Demographic Dividend**

### **Mapping for the Future Report**

*The **demographic dividend** is the accelerated economic growth that may result from a decline in a country's mortality and fertility and the subsequent change in the age structure of the population.*

*Population Reference Bureau*

<http://www.prb.org/Publications/Reports/2012/demographic-dividend.aspx>

*This dividend period generally lasts for a long time - typically five decades or more. Eventually, however, the reduced birth rate reduces the labor force growth. Meanwhile, improvements in medicine and better health practices leads to an ever-expanding elderly population, sapping additional income and putting an end to the demographic dividend.*

*Investopedia*

<http://www.investopedia.com/terms/d/demographic-dividend.asp>

*As a result of a “first” demographic transition, age structures of populations become older. Economically, people often move into higher-paying jobs and countries experience higher per capita income. These social and economic changes motivate people to accumulate greater personal wealth—a process known as the “second” demographic dividend.*

***If the right policies are in place**, population aging can yield a second dividend, one that can be long-lasting and larger than the first dividend.*

*Beyond the First Dividend: Sustaining the Second Demographic Dividend (2013), Population Reference Bureau <http://www.prb.org/pdf13/africa-second-demographicdividend.pdf>*

## **Executive Summary**

Through our Tapping in to the Demographic Dividend program we are working to identify and develop opportunities that will both enhance the experience for the Fleurieu's senior population while providing greater economic opportunities.

Through the first year of the project a number of areas of investigation were reviewed including:

- Federal, State and local government policies with regard to the senior population
- Aged care and home and community care industries
- Awareness of positive ageing and age friendly communities including dementia awareness
- Demographic data of the senior population
- Areas of potential commercial and community opportunities
- Organisations that work for or with the senior population including aged and community care, general businesses, community organisations and local government

The main National and State themes identified are:

- Entrepreneurship and innovation as a way to engage or keep seniors active in the community and for economic development
- Mentoring and other programs that tap into the experience, skills and knowledge of the senior population
- Engagement and activity of senior people living in the community and its contribution to health and well-being
- Food and nutrition as a contributing factor to health and well-being
- Good planning and policy decisions that support senior peoples continued engagement and contribution to the community including urban design, commercial products, technology use, social and community support services and programs and activities; and
- Intergenerational programs and activities that provide greater connectivity between our senior population and younger cohorts and reduced duplication and encourages better use of resources

Main local findings are:

- There is strong engagement of senior people within the Fleurieu region including through volunteering and industry and business but there remain individuals that are socially isolated and access to some services can be problematic
- There remains discrimination in employment of senior people and while awareness of the needs of seniors is increasing among businesses both as customers and employees there is still many that do not yet consider how they may better meet the needs of this cohort
- There are many senior business owners but potential for greater entrepreneurial activity across all age groups but also for senior people to not only utilise their skills and knowledge and keep them active in the community but as additional income and supplementary income to preserve retirement savings
- Senior people seem open to undertaking training and learning but are prohibited by cost, and availability. Senior people can be also overlooked with regards to professional development and learning within the workplace.
- There is a gap between youth and senior people where many benefits could be seen if more intergenerational activities were encouraged. There is also considered to be an untapped resource of skills and knowledge within the senior population that could be better utilised by the community and for local economic development.

## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

- There is no single point of information coordination within the Fleurieu region though The Times Community guide produced annually provides a directory of organisations
- There is greater potential for innovation especially around the senior cohort that is not currently being capitalised on. Increasing the awareness of innovation leading to the generation of new business ideas, new products and services. Support to implement these types of activities within businesses is required and includes better linkages to government and research organisation outside the region to assist in this process

Through this research several areas of action for the project over the next couple of years has been identified:

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

<b>Innovation and entrepreneurship</b>	<b>Mentoring and skills matching to business and community needs</b>
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:

<b>Innovation and business growth opportunities for local businesses and the region</b>	<b>Realign commercial services to be industry leaders in this segment</b>
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:

<b>Support</b>	<b>Promotion and awareness raising of age friendly communities</b>
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

## **Introduction**

The Fleurieu over the last couple of decades has seen the decline in its manufacturing industry. Agriculture while still prevalent can struggle and while it still remains one of the regions strengths continues to see pressure. Tourism continues to be a significant driver of regional economic activity. The state government has identified the south coast (Goolwa to Victor Harbor) as a significant growth centre. Populations could double over the next thirty years. This has left the region in a position of needing new industry(s) to provide the foundation for a strong region.

The region is ageing; more than half of the population is over 50. These changes in population demographics are key to identifying potential new areas for this region that will provide economic stimulus and employment over the longer term.

It is clear that senior Australians are not a homogeneous group with the same needs. Using the south coast as an example there may be at least three groups. Semi or newly retired who are active and independent, senior retired who are still independent but not so active, and a group who need a significant amount of support.

In short, we are ageing as a nation and the Fleurieu as a beautiful region has attracted a high percentage of senior people. This project aims to enhance this experience for all concerned identifying ways the region can support this population to the benefit of all groups and how the region can benefit from such a resource .

## Background

The Fleurieu Region is comprised of the three local government areas of Alexandrina, Yankalilla and Victor Harbor councils with a total population of about 42,000 people.

Victor Harbor and Goolwa within this region are described as retirement destinations with significant population growth in the senior age brackets as senior people and retirees have moved to the region for both a 'sea' and/or 'tree' change. This has provided growth in residential construction but also will require the infrastructure and services to support this senior population.

Khan H (2013) says "Today's 60 year old may be thinking and feeling more like a 50 year old a generation ago. Longer lives mean many more opportunities to live, to learn and to go enjoy and an end to the 20<sup>th</sup> century's vice of what Michael Young called 'chronologism': the assumption that education, work and retirement should all be prescribed according to our chronological age." Khan H (2013) also writes though that "every society will have a large and growing number of people living with long-term conditions and disabilities." This means that while we are living longer there are many challenges to supporting our senior populations. Khan asks questions such as "how to fill the extra years usefully; how to provide care; how to reshape housing, or urban design and how to rethink savings and pensions so that people aren't left impoverished at the end of their lives".

*"Today's 60 year old may be thinking and feeling more like a 50 year old a generation ago. Longer lives mean many more opportunities to live, to learn and to go enjoy and an end to the 20<sup>th</sup> century's vice of what Michael Young called 'chronologism': the assumption that education, work and retirement should all be prescribed according to our chronological age."*

Khan H (2013)

*"With higher superannuation savings in the near term and with increasing expectations and needs, the consumption potential of older residents will drive an increased demand for goods and services that accommodate their income and lifestyle preferences"*

Sappery J et al (2010)

To add Sappery J et al (2010) writes that there are increasing expectations of senior populations in having their needs met: "With higher superannuation savings in the near term and with increasing expectations and needs, the consumption potential of senior residents will drive an increased demand for goods and services that accommodate their income and lifestyle preferences". This presents the Fleurieu region in particular with a growing opportunity in developing services and businesses that cater for the expectations of this significant population cohort.

Community based as well as commercial aged care providers all play a role in supporting this population but other areas of opportunity also exist. These include the development of specific products and services in the commercial sector such as:

- food and beverage,
- tourism, recreation and leisure,
- equipment and physical infrastructure both at the personal, home and community level,
- transport and access
- community planning and design,
- personal and home services (beauty to gardening and handyman services)



- financial management
- Arts and culture

This project seeks to work with and build on the work undertaken by the Southern Fleurieu Positive Ageing Strategy across Alexandrina Council, City of Victor Harbor, and Yankalilla Council areas, with network links extending to Kangaroo Island. The Taskforce facilitates service reform and aims to improve regional service cooperation and coordination around the aged care sector. The need for these Positive Ageing projects was that significant proportions of each region's population is aged 65 years and over and with predicted increases in coming years. While the Taskforce acts strongly in the aged care sector and some impact in the community sector there is further support required for community groups and other areas such as the commercial and business sectors.

Other considerations for this project in laying a foundation for good policy and economic development are:

- Realign commercial services to be industry leaders in this segment including the identification and support of innovation, entrepreneurship and business growth opportunities for local businesses and the region and how this plays a role in economic ecosystems. Local government associations and Regional Development Australia both play a role in this area with guidance needed for future actions as to how this may be best encouraged through good policy development and programs at the local and state government level.
- Using the latent talent within the region ensuring good leadership, skills and knowledge is available to guide not only industry and associated businesses in a coordinated and collaborative effort but also the region and to communicate the regional benefits that can be achieved from such action

Given the significant proportion of 65 years and senior people now residing in the Fleurieu region a strategic approach is needed to not only meet the needs of this cohort but also to identify and utilise the opportunities that comes with that for the economic benefit of the region. This project has sought to gain a better understanding of the dynamics of the senior population, the aged care sector and other service or potential services that utilise this senior population in some way.

## **Project Objectives**

The project proposes to gain a better understanding across the value chain of the senior population as consumers and actors, the aged care sector and other products and service. This also includes potential services that provide support to this senior population. From this research greater understanding for better policy and decision making can be made at the government level to support the region and its population and to inform business and industry where the potential opportunities lie for future growth, innovation investment and economic diversity.

Information sought and activities undertaken have included:

- current service levels –these have largely been assessed by the three councils through the Positive Ageing Taskforce but areas of less formal service like those delivered by community groups and volunteers have been looked at;
- gaps analysis will be targeted to business and other organisations who interact with the cohort especially in the area of design of products and services;
- Levels of interaction and support with local businesses and community that could facilitate increased engagement of senior people in the community and access to other services and experiences;
- expectation and what the senior population would like to see offered to assist in keeping them active and engaged in the community; and
- promotion and awareness of age friendly and positive ageing concepts.

## **Project Methodology**

Qualitative and quantitative information was analysed in the generation of this report. Aspects of value chain analysis was also utilized to identify where greater potential value could be found for businesses servicing this senior cohort in the community. Unlike traditional value chain analysis that focuses on a single industry or business this analysis focused on a particular customer group and extrapolated value back to industries and local businesses against their needs and expectations.

A number of key groups have been identified within the senior population and will be the key target groups for this project:

By activity levels and support needs:

- **Active and independent** retired or semi-retired individuals;
- **Limited active and/or minor support** need individuals; and
- Those who require **significant support**

Or by age groups:

- Those **50 to 64 years** of age or pre-retirement
- Those **65 to 74 years** of age; and
- Those **75 + years** of age

Three key areas have been identified for investigation around tapping into the economic development opportunities around these key target groups:

- **Health and Aged Care / Community Care Services**
- **General Business products and services** (inc Sport, Rec and Leisure, Tourism)
- **Community products and services** (not-for-profit and volunteering)
- **Self-actualisation**

## **Alignment with Current Activities and Initiatives**

There is much activity occurring around senior populations within Australia. The following reports and organisations have been investigated with regard to activities and policy directions.

Unfortunately, besides the Positive Ageing Projects occurring across a number of regions there is little evidence of other regional activities from a State or Federal level. We can however use these State and Federal initiatives as a guide for the region and to align our own activities with the view stimulating greater collaboration and connectedness with metropolitan areas.

## **National and State Plans and Reports**

### *Prosperity Through Longevity, South Australia's Ageing Plan 2014-2019*

"To ensure South Australians have a fulfilling, active and enjoyable life at every age, gaining the maximum benefit from longevity linking personal wellbeing with social and economic productivity."

Key priorities that underpin this project are:

1. Recognise seniors as vital drivers of the state's social infrastructure and economy;
2. Promote participation of seniors in civic life and support opportunities for lifelong learning and social and economic engagement;
3. Support good urban and regional planning for user friendly environment that benefit all ages; and
4. Promote the value of intergenerational collaboration.

The plan also emphasises that "A larger older population means a deeper pool of life and work experience and skills developed over time. Learning from the examples of Aboriginal Elders, we know that this is a great community and economic asset which should not be underrated in the benefits for South Australia."

Other factors highlighted in South Australia's Ageing Plan include:

- Financial - the link between socio-economic status and health outcomes and reports that the average (mean or median) income in households with a person aged 65 years and over is lower than the national average and is also lower than the average equivalised household income of other age groups. This is further compounded by living cost indexes for aged pensions that continue to go up faster than Consumer Price Index (CPI);
- Health Status – good health helps to reduce the demands for health and aged care services and that current senior Australian's today are generally healthier than previous generations;
- Carers – many senior people provide formal and informal assistance to others even though they may themselves also be receiving assistance;
- Disability – Increased risk of disability is a factor of increasing age and often links with caring responsibilities. Dementia is the single greatest cause of disability in senior Australians aged 65 years and over.
- Value of participation – for both social and financial reasons, seniors need to stay involved and whenever possible become more involved. Roles include as workers, consumers, small

business owners, volunteers, community members and tourists as well as parents, grandparents, neighbours, friends and carers;

- Technology and access to information – Clear differences between older age groups with the more senior age groups less comfortable than younger older people with new technologies
- Volunteering – Volunteering is an important aspect of civic participation with the dual benefit of sense of contribution and purpose for the individual as well as companionship improving well-being while also benefitting the community. South Australia has above average levels of volunteering compared to Australia overall.
- Lifelong learning – as a way to not only enhance social inclusion, active citizenship and personal development but also competitiveness and employability;
- Transport and mobility – Being able to safely and conveniently access shopping, medical, social and family is important in maintaining well-being.

### *Active Aging Australia*

Active Aging Australia “promotes physical activity for a lifetime of health and well-being” as a way to supporting individual’s ability to maintain independent, healthy lifestyles and continued participation and contribution to communities. Active Ageing Australia have a number of projects :

- AAAnet – a network for organisations with an interest in physical activity for senior adults to source and share information and as a communication and collaboration tool;
- Celebrate Age Conference held on 18<sup>th</sup> March 2016;
- FallsSA – aimed at reducing the incidence of falls by provision of information for professionals and the public via a website;
- 5 for 10 program – encouraged active lifestyle through participation in recreational sport and consists of 5 weekly sessions of modified (if required) activity for \$10. Clubs interested in becoming part of the 5 for 10 program can register to be part of this program. The program is being run within South Australia and Adelaide but with particular focus on the council areas of City of Onkaparinga and City of Victor Harbor. Out of 18 registrations for 2015-16 six clubs from City of Onkaparinga and five from City of Victor Harbor and one from City of Victor Harbor / Alexandrina Council are registered to participate in the 5 for 10 program.

### *Per Capita, CAPPa and the Blueprint for an Ageing Australia*

PerCapita is one of Australia’s leading “think tanks” dedicated to building a new vision for Australia based on fairness, prosperity, community and social justice. The Centre for Applied Policy in Positive Ageing (CAPPa) is the “do tank” of Per Capita for positive ageing initiatives. In 2014 PerCapita worked with a panel of experts to develop the “Blueprint for an Ageing Australia. The blueprint works to promote “Ageing as a social and economic asset” and identified seven areas for new policy development:

- Business Opportunities including:
  - a. entrepreneurship and developing education and training around entrepreneurship and the needs of seniors
  - b. encouraging skilled and experienced senior individuals to participate in mentorship and coaching activities

- c. providing programs and tax incentives to encourage senior people into business
  - d. TAFE and universities offering courses specifically for senior people
  - e. Launching design awards for innovation in creating new products and services for an ageing marketplace
- Mature aged employment including:
  - a. Making it easier to return to work after illness an injury
  - b. Providing health and well-being programs
  - c. Reducing or eliminating discrimination
  - d. Ensuring flexible working hours to accommodate caring responsibilities
  - e. Maintaining skills currency through training and reskilling programs
- Philanthropy
- Enabling environments including:
  - a. Affordable and well run public transport
  - b. Accessible transport for those with mobility problems
  - c. Well maintained footpaths, low kerbs with wheel chair ramps
  - d. Places to sit and rest
  - e. Public toilets so that senior people affected by incontinence are not forced to stay at home
  - f. Safe and well-lit streets with good police presence
- Retirement incomes
- Technology; and
- Well-being

The Blueprint also identified the need for culturally inclusive policies and the following principles:

- Meaningful engagement of the community representatives and elders in the development of policy and the design of services
- Meaningful involvement of community representatives in governance and ongoing review
- Increase the number of skilled carers and others providing services of support from within the community
- Special support to members of the community who provide care on an informal and unpaid basis
- Special cross-cultural training of service providers drawn from the wider community

CAPPA exists to pursue the Blueprint for an Ageing Australia recommendations for rigorous and innovative policy solutions in the area of ageing and longevity.

CAPPA undertakes social innovation projects that focus on finding solutions to emerging issues resulting from Australia's ageing population with the aim to increase the social and economic well-being of older Australians. CAPPA projects:

- develop original social innovation project, underpinned by rigorous research
- test social innovation projects in the field and prepare them for scaling

## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

- conduct original ageing related public policy research
- champion positive ageing by reframing the public debate; and
- influence policy makers and practitioners to ensure long-term strategic change

### *The Lantern Project and Maggie Beer Foundation*

The Lantern Project and the Maggie Beer Foundation both seek to raise awareness and facilitate better food and nutrition for seniors particularly in aged care facilities. Both organisation seek to influence government policy and community attitudes, influence supply chains, improve skills and knowledge within the aged care and catering industry and institutions.

Objectives of both organisations are:

The Lantern Project	Maggie Beer Foundation
1. To quantify the value of nutrition in aged care through The Lantern Project Pilot Study	1. To establish a vibrant, influential and authoritative charitable foundation that will improve the quality of life of the current and future generations of older people
2. To advocate for more of a focus on nutrition in the Aged Care Funding Instrument (ACFI) and accreditation process – currently does not focus on nutrition	2. To find a unique role for MBF that will complement aligned governments, institutions, non-government organisations and the community
3. To advocate for the development of healthy eating guidelines for the elderly – focus on flavour / the joy of eating	3. To advocate for a good food experience for older people and to improve their emotional and physical health and well-being everyday
4. To empower the RACF catering staff – education, food fortification vs supplements	4. To support innovative ideas and solutions that challenge established food practices and help provide older people with affordable, fresh (locally produced where possible) and nutritious food
5. Edible Gardens – actively involving residents, outdoor activity, fresh air, connection with food and sense of purpose	5. To fund and support research projects that will support the Vision and the Objectives of MBF
6. Involve and empower residents and their families in food decisions	6. To provide new understanding, skills and knowledge to the chefs and cooks providing food for older people, to deliver greater nutrition and enhanced food experience from all meals
7. Support the use of Australian produce – bargain for better contracts, access better quality food	7. To raise the community appreciation of the importance of the nutritional content and flavour of food as a key component of well-being amongst older people

## Local Plans and Reports

### *Regional Public Health Plan*

The Southern and Hills Local Government Association has undertaken a regional public health plan “Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA, Direction Report, May 2015 and the Background Report, February 2015.

The Background Report states “**Public Health refers to all aspects of community health and well-being including promoting healthy lifestyles**, contributing to the prevention of disease, injury and disability, and **responding to social, economic and environmental factors** that could impact on the health of communities and individuals.

The Directions Reports identifies that “the region is diverse with a mix of age, socio-economic and resident characteristics. As a result, the public health issues vary across the region and a targeted approach to responding to issues is required” with the main health issues relating to:

- Ageing populations
- Youth and childhood development
- Lower socio-economic communities
- Drug and alcohol abuse
- Mental health
- Geographic and social isolation
- Public transport

The plan also highlights the need for “greater collaboration, resource sharing, networking and the creation and continuation of partnerships” and that the “ability of the councils to take on additional health initiatives is generally limited unless additional funds can be obtained through other levels of government and other funding opportunities”.

The Directions Report also identifies that the region has a “high use of health services across the region and evidence that the demand for GP’s, medical centre and allied and specialist health services is greater than supply, particularly in the southern areas where the population is older”. Other characteristics described by the report relating to the Alexandrina, Victor Harbor and Yankalilla council areas as:

- Having pockets of welfare dependency particularly in Yankalilla, Alexandrina and Victor Harbor,
- Having large numbers of commuters and temporary residents
- Mental health is considered to be a significant issue across the region
- The older and ageing population suggests there is a need to focus on active ageing and support for older people including infrastructure and programs that support participation by older people in the community
- There is potential for high levels of social isolation, particularly within older age groups
- Service providers are concerned that there are growing numbers of people with dementia, with an associated need for support
- There is an increasing need for support for carers including access to respite services

## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

- There is a lack of public transport and affordable transport options particularly in the southern and more isolated areas of the region
- Distance to travel to health services is an issue for people in the southern and isolated areas
- Creating opportunities for volunteerism and supporting volunteers is considered to be very important across the region;
- There is a need to promote health and a desire for a focus on preventative health (diet, exercise, awareness) yet local Council's resources are limited to undertake this;
- There is an increased need for information relating to services availability, health awareness and health literacy;
- There is a need to plan for and achieve new and enhanced facilities and infrastructure that support healthy and active communities;
- There are implications relating to technology including a desired access to the NBN;
- There is recognition that public health partners are required to address the public health gaps in provision and health related issues.

The Public Health Plan Direction Reports identifies a number of themes with associated strategies. The Tapping the Demographic Dividend Project will link into the Public Health Plan under the following themes and strategies:

#### **Theme 1: Health Environments**

Economic Development: Support and encourage private sector investments in the region that contribute to the health and well-being of communities, including the development of lifestyle oriented housing developments and leisure and tourism facilities.

#### **Theme 2: Healthy Lifestyles**

Active Communities: Facilitate and encourage active communities through diverse programs, services and activity opportunities for all age groups and abilities, linked to health natural and built environments.

Connected Communities: Facilitate opportunities for socially connected communities, including a focus on connecting commuters, temporary residents, isolated people and cultural groups (including indigenous) across the regions.

Volunteering and Skills: Encourage and support volunteering and skills development opportunities that increase the potential for active and connected communities.

#### **Theme 3: Planning and Partnerships**

Across Region Initiatives: Consider opportunities for across region initiatives (including between sub-regions) to achieve health initiatives and services that are beyond the scope of an individual council or where there is an economic or social benefit to establishing a partnership.

The Themes are further broken down as follows:



## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

Healthy Environments	Healthy Lifestyles	Planning and Partnerships
Built Environments	*Active Communities	*Planning
Natural Environments	Health Education	Advocating on Social Issues
Housing	Childhood and Youth Development	Networking
Environmental Health	*Connected Communities	*Across Region Initiatives
Climate Change	*Volunteering and Skills	Funding and Resources
*Economic Development	*Access to Services	*Coordinated Approach

Areas where this project ‘Tapping the Demographic Dividend’ can be of benefit through partnership, collaboration and sharing of resources have been marked with “\*”.

### *Positive Ageing Taskforce – Fleurieu*

The vision for the Southern Fleurieu Positive Ageing Taskforce taken from their Strategic Plan 2010-2019 (2010) is for “Older adults to have enjoyable, purposeful and healthy lives, are valued and included in the community and have access to a choice of high quality and appropriate services.”

The Taskforce believes that “older adults are an underutilized valuable resource that should be actively involved in the leadership, planning, development and delivery of health and community services. This will appropriately share the responsibility as well as empower older adults with information and engage their interest in purposeful volunteering, being included, valued, and socially connected in the community”.

The Taskforce has three strategies to guide their work over the next 10 years:

1. Working with consumers, increase understanding of issues that relate to the well-being of older people in the Southern Fleurieu;
2. Support coordination of service delivery and collaboration of service providers for the well-being of older people in the Southern Fleurieu;
3. Advocate for quality services for older people in the Southern Fleurieu.

Much of their work covers the community and aged care sector around increasing knowledge and awareness, connections and networks, professional development and supporting age and dementia friendly community initiatives.

The Tapping the Demographic Dividend Project Manager will work closely with the Southern Fleurieu Positive Ageing Taskforce to ensure alignment of project activities, sharing of resources and preventing duplications of initiatives.

## **Community & Business Profile**

### **Summary of Data**

- There are 11,488 people over the age of 65 years living in the Fleurieu region. When you account for those over 50 years this figure jumps to 21,462 or 51% of the population;
- Alexandrina Council has the largest number of 65+ years at 5,593 people followed by City of Victor Harbor with 4,806;
- When you take the 65+ age group as a percentage of population City of Victor Harbor has the largest percentage at 35%. The State average is 16%;
- Yankalilla has the largest percentage of population of 50-64 years at 28%. The State average is 20%;
- The Fleurieu region has a lower than state average of:
  - Loan person households aged 65+ years at 24% compared to a state average of 29%
  - People with a profound or severe disability 65+ years at 15% compared to a state average of 18%; and
  - People with a profound or severe disability 65+ years living in the community at 10% compared to a state average of 13%;
- The Fleurieu has a higher percentage of population of indigenous older persons 65+ years with Yankalilla 11.4%, Alexandrina 5.2% and Victor Harbor 4.6% compared to a state average of 4.1%. Numbers however are small with 15 senior indigenous in the Alexandrina region, 7 in Victor Harbor and 4 in Yankalilla;
- There are about 1002 people in the Fleurieu aged over 65 years participating in the workforce;
- Victor Harbor has a higher level of senior people not participating in the workforce while Yankalilla has a greater percentage of senior people still engaged in the workforce;
- The main occupations for seniors within the Fleurieu is as Managers and Professionals;
- The top industries for business ownership by older people 65+ years in the Fleurieu is Agriculture, Forestry and Fishing followed by Construction and Accommodation & Food Services;
- The top industries for employment of older workers 65+ years are Health Care and Social Assistance, Professional, Scientific and Technical Services and Employment & Training.
- The top industries for older 65+ years contributing family workers are Agriculture, Forestry and Fishing and Retail Trade;
- Yankalilla has a higher percentage by population of senior business owners as well as contributing family members;
- Fleurieu has a slightly lower percentage of enrolments for TAFESA in qualifications and short courses for senior age groups when compared to the State TAFESA enrolments;
- The most popular qualification for older students 50 – 65 years was Diploma in Nursing (Enrolled-Division 2 Nursing) and Certificate II in Information, Digital media and Technology. While First Aid was the most popular short course, short courses were also undertaken by senior students up to the age of 69 years;
- Fleurieu has a strong rate of volunteering with 22.8% compared to the State average of 16.2%. This trend is reflected across all age groups;

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**Mapping for the Future Report**

- The average wage for those living in the Fleurieu around \$38,000 is lower than the State average of about \$46,500. The majority of people aged between 50-64 years earn between \$10,400 and \$31,199 while those aged 65 + years earn slightly less with most earning between \$10,400 and \$20,799;
- Roughly half the Health Care and Social Services workforce in the Fleurieu is 50 years and over with Allied Health and Other Social Assistance Services with some workers up to 75 years of age.

## Tapping the Demographic Dividend Mapping for the Future Report

### Population

Population statistics from the 2011 Census show that in the Fleurieu region the percentage of the population 65 years and above is 27% or about 11,488 individuals compared to the State average of 16%.

Table 1: Comparison of population age profiles for Fleurieu and SA

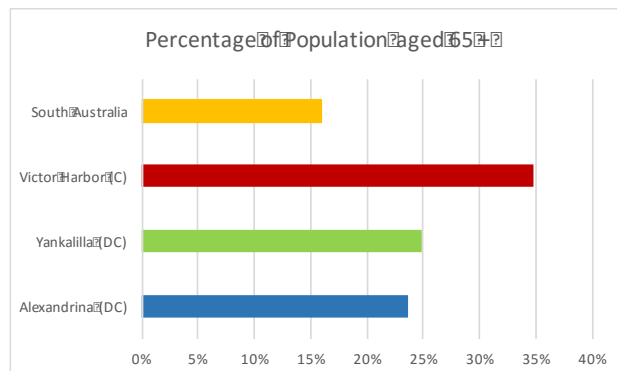
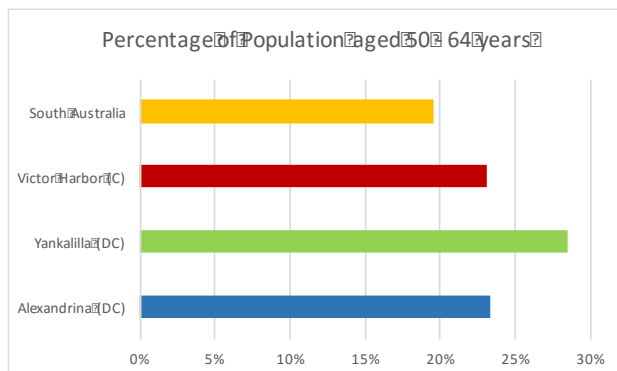
	Alexandrina (DC)	Yankalilla (DC)	Victor Harbor (C)	Total	Fleurieu	%	South Australia		%
0-4 years	1240	214	547	2001	6484	15%	96143	286937	18%
5-9 years	1333	214	626	2173			93204		
10-14 years	1426	225	659	2310			97590		
15-19 years	1403	214	628	2245			103249	1052085	66%
20-24 years	952	136	452	1540	23959	57%	105588		
25-29 years	842	132	433	1407			104507		
30-34 years	1023	143	500	1666			97819		
35-39 years	1295	208	603	2106			103966		
40-44 years	1486	274	631	2391			112406		
45-49 years	1573	296	761	2630			113085		
50-54 years	1724	385	820	2929			111857		
55-59 years	1692	431	1035	3158			102010		
60-64 years	2115	434	1338	3887			97598		
65-69 years	1847	399	1348	3594	11488	27%	74667	257547	16%
70-74 years	1455	256	1098	2809			58536		
75-79 years	965	189	903	2057			46631		
80-84 years	751	130	775	1656			39562		
85-89 years	416	67	492	975			25646		
90-94 years	133	42	154	329			9845		
95-99 years	26	6	30	62			2348		
100+ years	0	0	6	6			312		
Total	23697	4395	13839	41931			1596569		

Data Source: 2011 Census of Population and Housing

The Australian Bureau of Statistics shows that Victor Harbor and Goolwa - Port Elliot in the Fleurieu Peninsula had the highest median ages in the State for population at 57.7 and 56.7 years respectively, with nearby Yankalilla at 52.7 years.

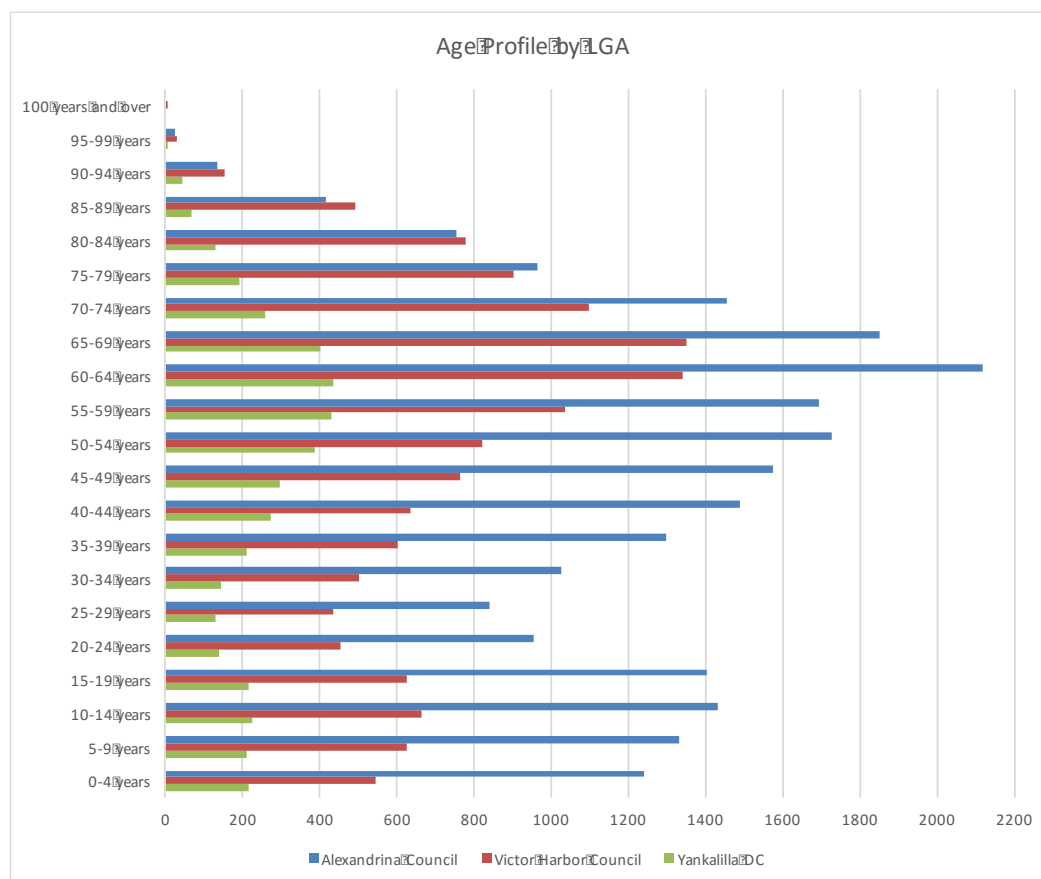
When you include the population 50 – 64 years then the those over 50 years of age account for 51% of the population compared to 36% for the same group for South Australia. Victor Harbor has the highest percentage of 65+ year at about 35% followed by Yankalilla with 25%. In comparison Yankalilla have a higher percentage of 50-64 years old with 28% in this category.

## Tapping the Demographic Dividend Mapping for the Future Report



Data Source: Econsearch

When you look at the age profile by local government area people in the 60-69 years predominate in the council areas of Alexandrina and Victor Harbor. As demonstrated above Yankalilla's age profile shifts slightly with those in the 55-64 years aged groups predominating. All three councils have another peak in the younger cohorts in the age groups between 5 and 19 years.



## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

National Seniors Australia Atlas of Productive Ageing provide the following population data for the Fleurieu region:

#### *Indigenous*

Number and percentage of Aboriginal Population 65+ years, 2011 census.

	%	number
Alexandrina	5.2	15
Victor Harbor	4.6	7
Yankalilla	11.4	4
SA	4.1	

#### *Households*

Number and percentage of lone person households, 65+ years, 2011 census.

	%	number
Alexandrina	23.3	1,164
Victor Harbor	23.4	971
Yankalilla	24.3	239
SA	29.4	

#### *Disability*

Number and percentage of people 65+ years with a profound or severe disability (including people in long-term accommodation), 2011 census.

	%	number
Alexandrina	15	791
Victor Harbor	14.9	669
Yankalilla	15.6	165
SA	18.3	

Number and percentage of People 65+ years with a profound or severe disability and living in the community, 2011 census.

	%	number
Alexandrina	10.2	541
Victor Harbor	9.7	438
Yankalilla	9.3	99
SA	12.7	

Number and percentage of people 65+ years who provide unpaid assistance to people with a disability, 2011 census.

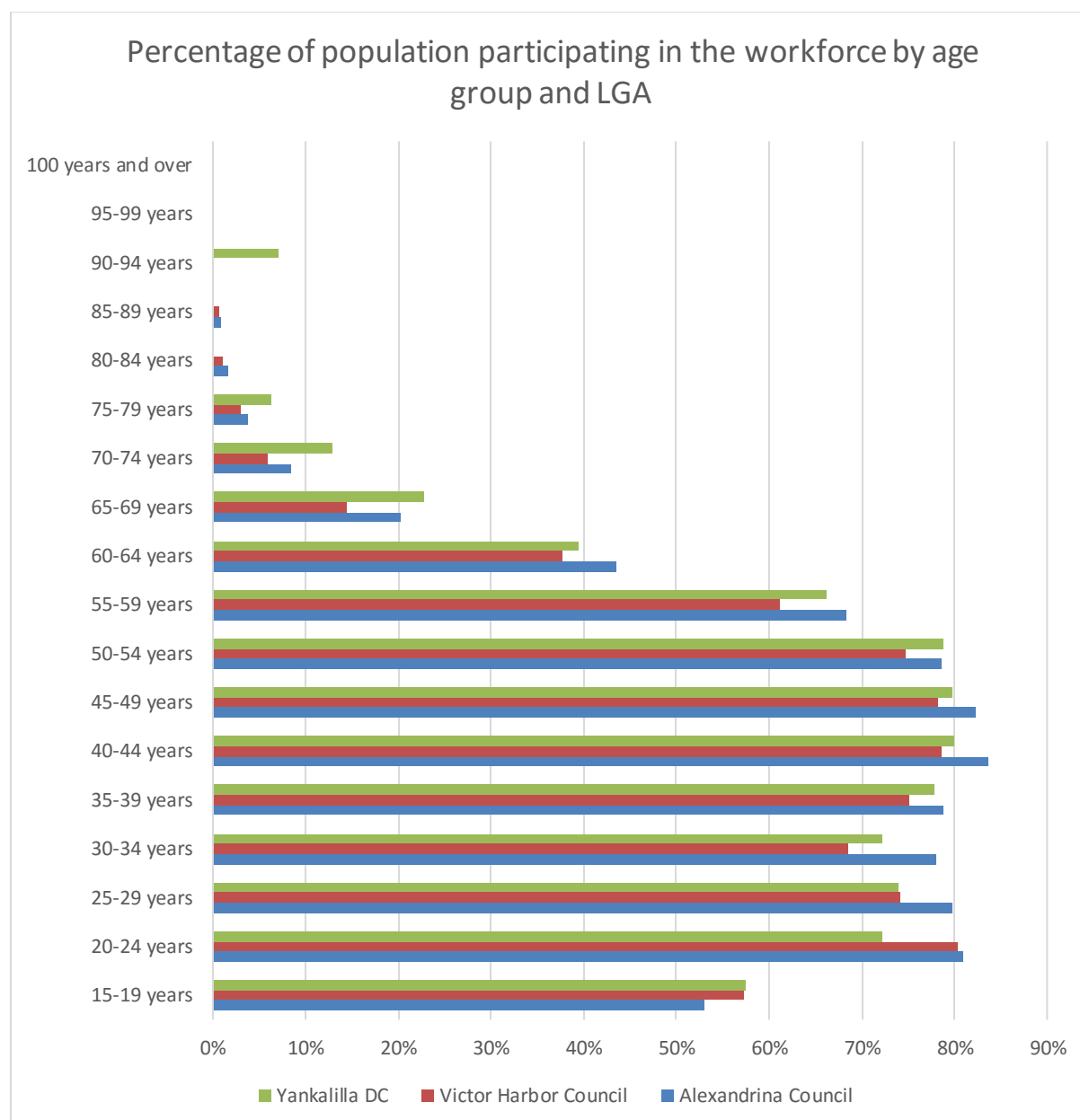
	%	number
Alexandrina	11.4	640
Victor Harbor	11.9	570
Yankalilla	9.3	102
SA	10.7	

## Workforce Data

In all there are about 1002 people in the Fleurieu over the age of 65 years still participating in the workforce either full-time, part-time or looking for work. This equates to 9% of the population 65+ years. When you look at the population aged 55-64 years show that 52% are still participating in the workforce but leaves about 48% who do not participate in the workforce.

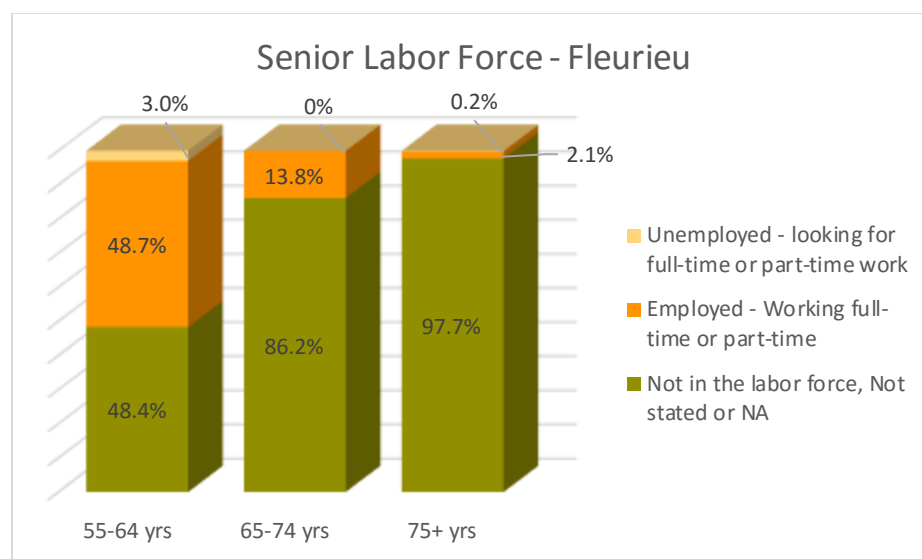
If you examine the workforce data by council region the City of Victor Harbor show an increase in the number of senior people not participating in the workforce 80% compared to 75% for the region. This increase to 94% not participating in the workforce for those over 65 Years compared to 91% for the region. This fits with the view of Victor Harbor as a retirement destination.

Yankalilla Council show the opposite picture with a greater percentage of the senior population still engaged in the workforce with 31% of those over 55 years and 13% of 65 year olds still working or looking for work.





**Tapping the Demographic Dividend**  
**Mapping for the Future Report**



**Labour force 55 years plus by LGA**

	Alexandrina			Victor Harbor			Yankalilla			Total
	55-64 years	65-74 years	75+ years	55-64 years	65-74 years	75+ years	55-64 years	65-74 years	75+ years	
Employed - Working full-time or part-time	1953	517	39	1054	248	41	421	119	26	<b>4418</b>
Unemployed - looking for full-time or part-time work	74	0	12	100	0	0	35	0	0	<b>221</b>
Not in the labor force, Not stated or NA	1758	2794	2271	1246	2190	2352	401	536	417	<b>13965</b>
<b>Total</b>	<b>9418</b>			<b>7231</b>			<b>1955</b>			

### *Hours Worked*

National Seniors Australia Atlas of Productive Ageing provide the following workforce data for the Fleurieu region:

Across Alexandrina and Yankalilla, a higher percentage of population over the age of 65 years' work 1 to 24 hours per week and higher or the same work 40 plus hours per week than the State Average. Victor Harbor has a much higher percentage of population over 65 working 1 to 24 hours and less working 40 plus hours than Alexandrina, Yankalilla and the State Average. This again supports Victor Harbor's status as a retirement destination with perhaps some residents needing some part-time work to support their living, social and financial needs.

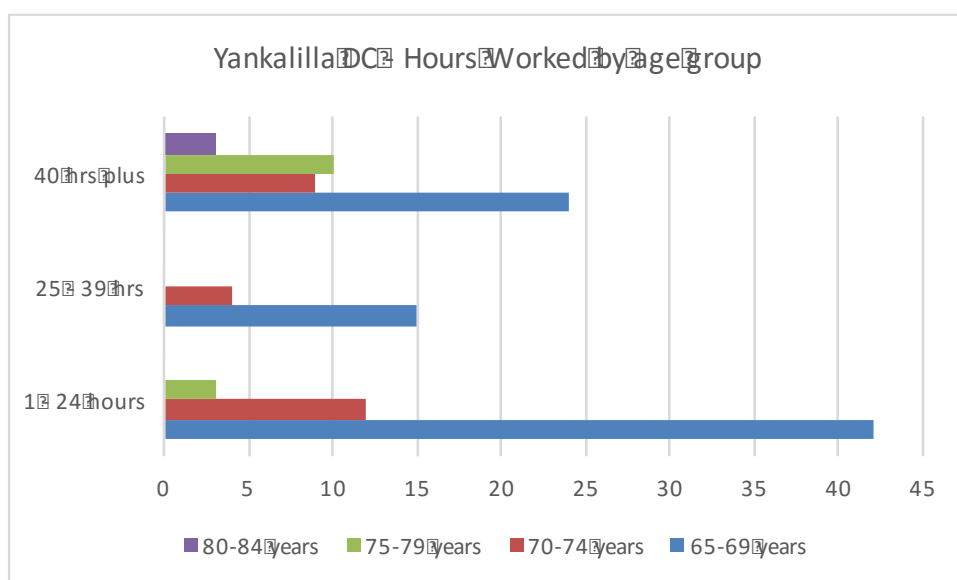
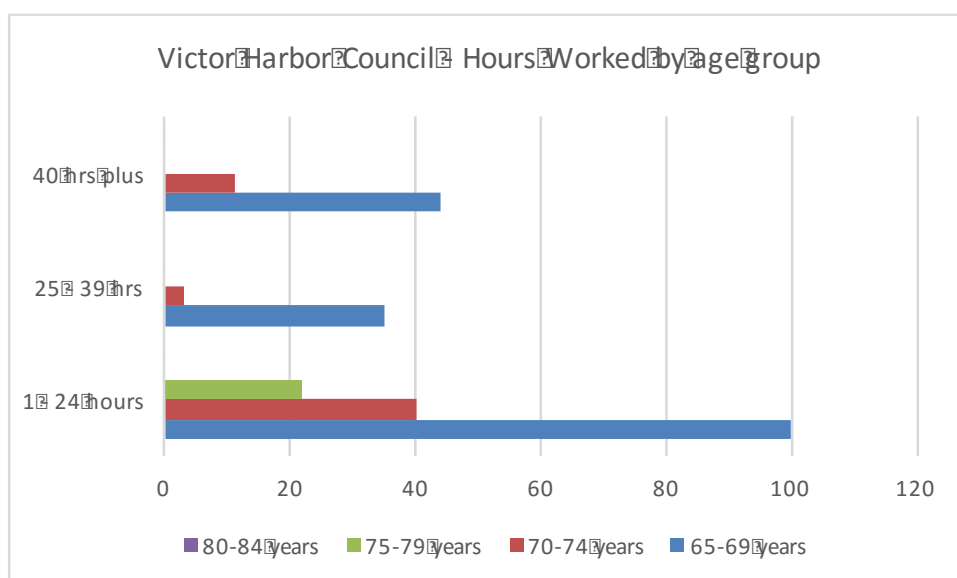
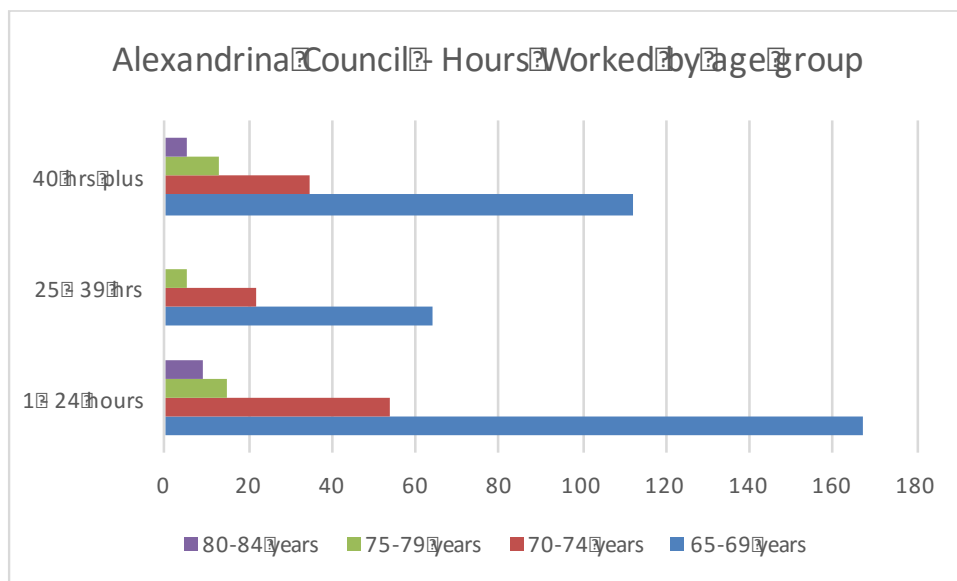
Percentage of persons 65+ years and hours worked.

Hours	0	1 to 24	25 to 39	40+
LGA				
Alexandrina	6.3%	45.6%	15.1%	29.5%
Victor Harbor	3.7%	55.4%	12.6%	17.3%
Yankalilla	5%	43.6%	9%	26.3%
SA	6.2%	38.8%	20.7%	26.9%

Number of persons 65+ years and hours worked.

Hours	0	1 to 24	25 to 39	40+
LGA				
Alexandrina	35	253	84	164
Victor Harbor	11	163	37	51
Yankalilla	6	58	12	35
SA	NA			

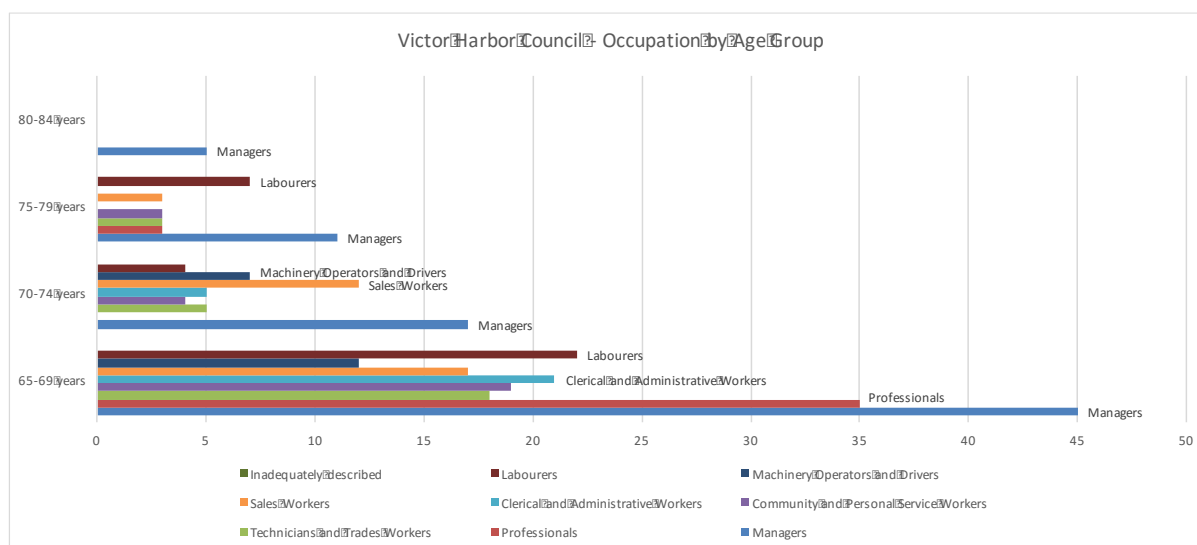
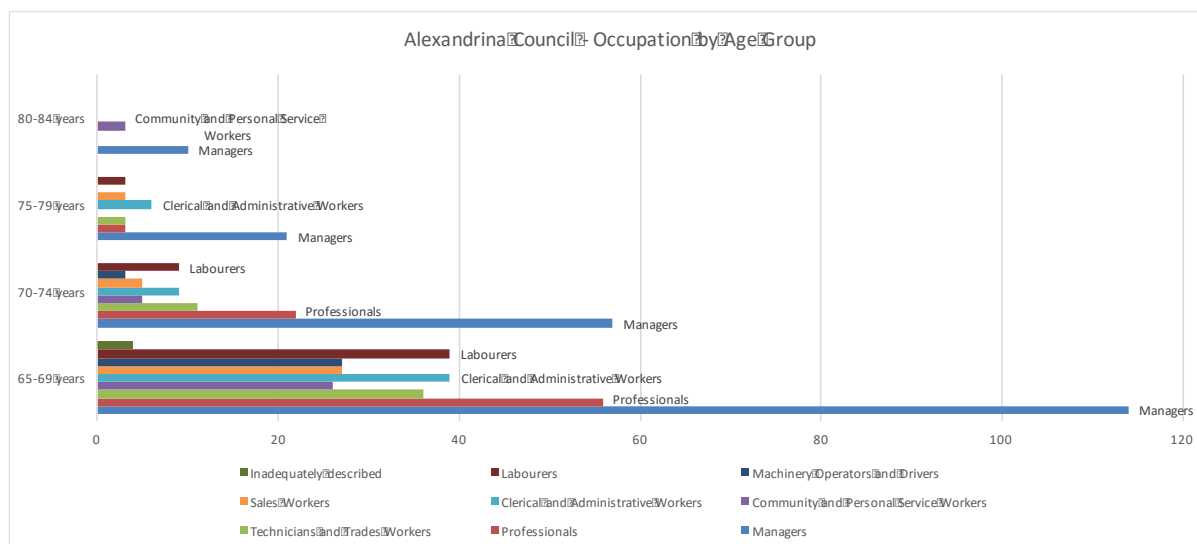
When the data is examined by age group Yankalilla has a higher proportion of senior people working 40 plus hours per week though less in the 25 – 39 hours per week category. This appears to link to the higher proportion of senior people working in the agriculture sector within Yankalilla and an ageing workforce for this industry. Data for business owners and family workers within the agriculture sector appear to support this conclusion.



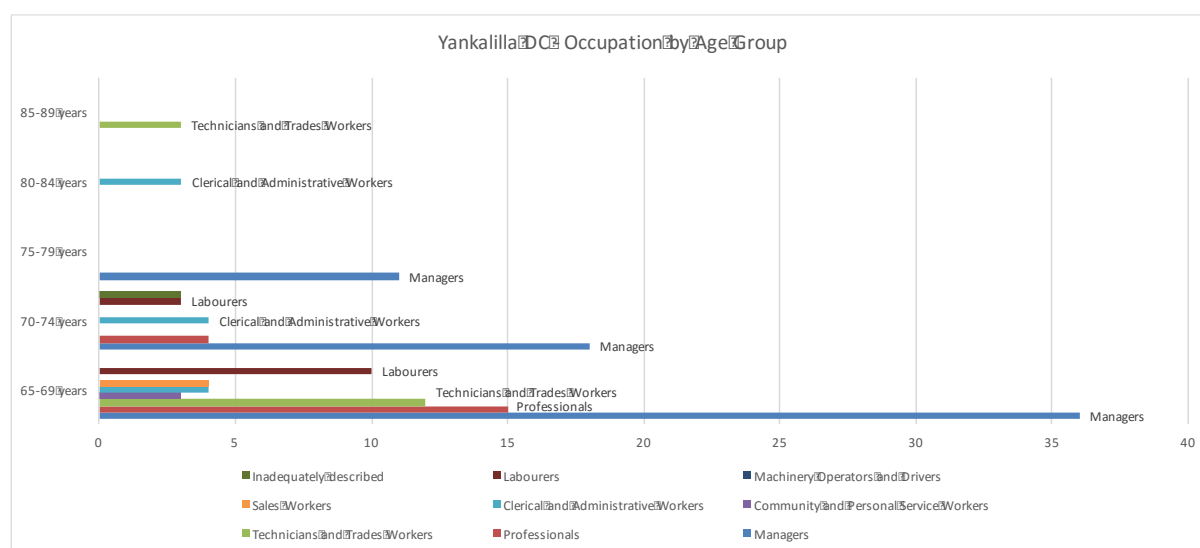
## Tapping the Demographic Dividend Mapping for the Future Report

### Occupations by Council region for persons 65+ years:

Managers and Professionals dominate when occupations of older 65+ residents are examined. Managers remain well into the senior age groups while Professionals reduce or disappear after 70 plus years. Labourers also remain common into the senior aged groups for Alexandrina Council and Victor Harbor.



## Tapping the Demographic Dividend Mapping for the Future Report



## Business and Industry

### *Industry by Business Owners, Employees and Family Workers 65 years' plus*

ABS data from 2013 show that the Fleurieu region has predominately small and micro businesses with a total of about 3,446 business and 90% employing less than 5 people.

- Alexandrina Council has 1960 businesses with 1757 of these employing less than 5 employees or 90%;
- Victor Harbor has 1,007 businesses with 897 of these employing less than 5 employees or 89%; and
- Yankalilla with 479 businesses with 445 employing less than 5 employees or 93%.

The top 5 industries by employment for each of the three LGA region are listed by Census from 2013 data as:

- Alexandrina
  1. Health Care and Social assistance 13.6%
  2. Retail Trade 11%
  3. Construction 9.7%
  4. Manufacturing 9.1%
  5. Agriculture, forestry and fishing 8.9%
- Victor Harbor
  1. Health Care and Social assistance 15.3%
  2. Retail Trade 14%
  3. Construction 10.7%
  4. Accommodation and Food Services 10%
  5. Education and Training 7.6%

## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

- Yankalilla
  1. Agriculture, forestry and fishing 14.4%
  2. Health Care and Social assistance 13.1%
  3. Construction 9.7%
  4. Retail Trade 9.7%
  5. Accommodation and Food Services 9.6%

In comparison the industries employing senior workers show some distinct difference with the top five industries for employment of senior workers as:

1. Health Care & Social Assistance
2. Professional, Scientific & Technical Services
3. Education and Training
4. Retail Trade
5. Transport, Postal and Warehousing

The top five industries for business ownership of older people 65+ years in the Fleurieu is:

1. Agriculture, Forestry & Fishing
2. Construction
3. Accommodation and Food Services
4. Professional, Scientific & Technical Services
5. Transport, Postal and Warehousing / Retail Trade / Health Care and Social Assistance

There were five industries that showed contributing older 65+ years family workers:

1. Agriculture, Forestry & Fishing
2. Retail Trade
3. Construction / Rental, Hiring and Real Estate Services
4. Accommodation and Food Services

## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

Across the three councils of Alexandrina, Victor Harbor and Yankalilla the following numbers of residents working in each industry as employees, businesses owners and contributing family workers for those 65 + years are :

	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Agriculture, Forestry and Fishing	3	46	165	120
Mining	0	0	0	0
Manufacturing	32	0	0	0
Electricity, Gas, Water and Waste Services	0	0	0	0
Construction	0	37	34	15
Wholesale Trade	27	0	0	0
Retail Trade	38	0	0	30
Accommodation and Food Services	15	15	15	13
Transport, Postal and Warehousing	36	0	15	0
Information Media and Telecommunications	0	0	0	0
Financial and Insurance Services	0	0	0	0
Rental, Hiring and Real Estate Services	0	15	0	15
Professional, Scientific and Technical Services	57	16	0	0
Administrative and Support Services	12	3	3	0
Public Administration and Safety	0	0	0	0
Education and Training	56	0	0	0
Health Care and Social Assistance	62	0	15	0
Arts and Recreation Services	0	0	0	0
Other Services	0	0	0	0
Inadequately described	0	0	0	0
Not stated	0	0	0	0
Not applicable	0	0	0	0

Data Source: Econsearch

### **Employment and Business Ownership by Council**

Agriculture, forestry and fishing has few employees over 65 years but strong business ownership and contributing family workers in this senior cohort. This includes Victor Harbor where agriculture, forestry and fishing does not appear in the top 5 industries of employment for that LGA.

Agriculture 65+ years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	3	34	72	55
Victor Harbor	0	9	35	24

## Tapping the Demographic Dividend

### Mapping for the Future Report

Yankalilla	0	3	58	41
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Data Source: Econsearch

Only Alexandrina Council shows employment of over 65+ years for the Manufacturing industry. There appears to be no business ownership or contributing family members within the region for this industry.

Manufacturing 65+ years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	32	0	0	0
Victor Harbor	0	0	0	0
Yankalilla	0	0	0	0

Data Source: Econsearch

The construction industry is third largest employing industry for each of the three LGA and shows good levels of business ownership for the 65 + years cohort. The industry shows no employment of people over the age of 65 + years and only some contributing family members in the Alexandrina council.

Construction 65+ years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	0	0	34	15
Victor Harbor	0	27	0	0
Yankalilla	0	10	0	0

Data Source: Econsearch

For the Health Care and Social Assistance industry there is a good proportion of senior employees but few senior business owners in the region and family businesses. This could largely be attributed to many health care and social assistance services being provided from businesses located around Adelaide delivering outreach services to the region. Yankalilla Council area had the only business owners in this industry.

Health Care & Social Assistance 65+ years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	39	0	0	0
Victor Harbor	10	0	0	0
Yankalilla	13	0	15	0

Data Source: Econsearch



Despite the large reliance on tourism for the Fleurieu region there is only minimal employment of the 65+ years cohort in the Accommodation & Food Services Industry. This could be attributed somewhat to the physical nature of service work and hours of work. Only Alexandrina Council show businesses owners in this age group and contributing family members.

Accommodation & Food Services 65+ years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	3	15	15	13
Victor Harbor	12	0	0	0
Yankalilla	0	0	0	0

Data Source: Econsearch

In comparison to Accommodation & Food Services Industry Retail trade shows good numbers of senior employees and contributing senior family members to younger business owners but no senior businesses owners.

Retail Trade 65 + years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	24	0	0	15
Victor Harbor	14	0	0	0
Yankalilla	0	0	0	15

Data Source: Econsearch

There are good numbers of senior employees in the Education and Training industry across all three Councils but no business ownership.

Education & Training 65 + years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	28	0	0	0
Victor Harbor	19	0	0	0
Yankalilla	9	0	0	0

Data Source: Econsearch

## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

Administration and Support Services employment of senior workers is centred in Victor Harbor with no employees showing for Alexandrina and Yankalilla. A few senior business owners appear in both Alexandrina and Victor Harbor but with no contributing family workers.

Administration & Support Services 65 + years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	0	3	0	0
Victor Harbor	12	0	3	0
Yankalilla	0	0	0	0

Data Source: Econsearch

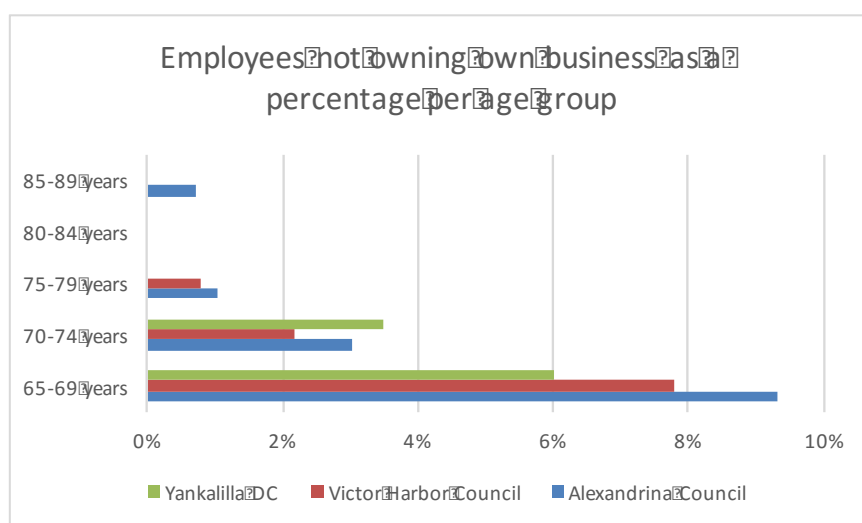
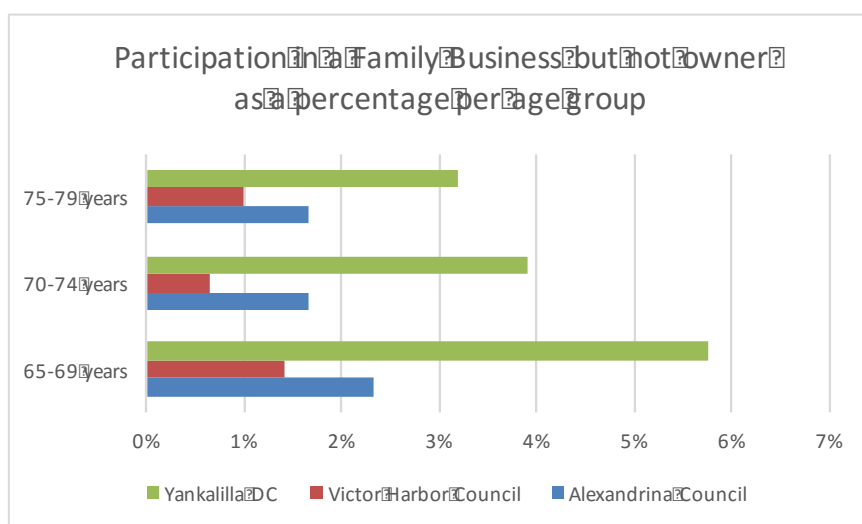
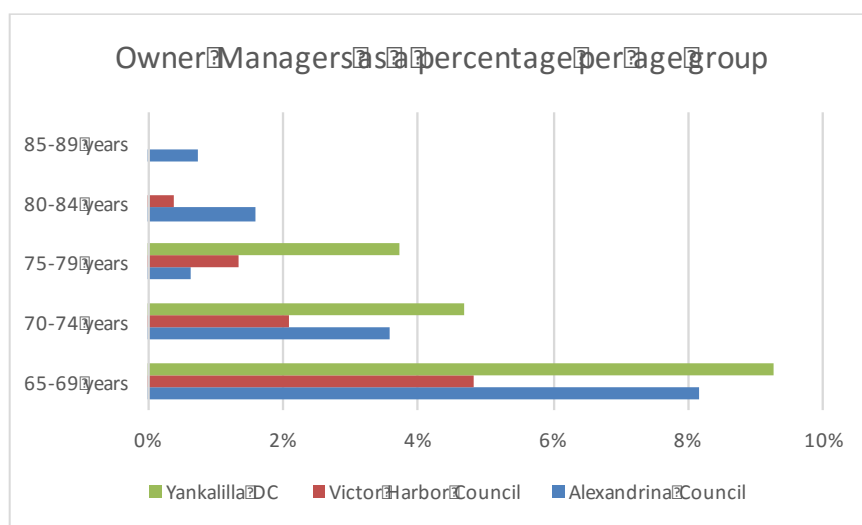
Alexandrina Council shows employment of senior workers in the Transport, Postal and Warehousing industry and a cohort of business owners in Victor Harbor.

Transport, Postal and Warehousing 65 + years				
	Employee not owning business	Owner managers of incorporated enterprises	Owner managers of unincorporated enterprises	Contributing family workers
Alexandrina	36	0	0	0
Victor Harbor	0	0	15	0
Yankalilla	0	0	0	0

Data Source: Econsearch

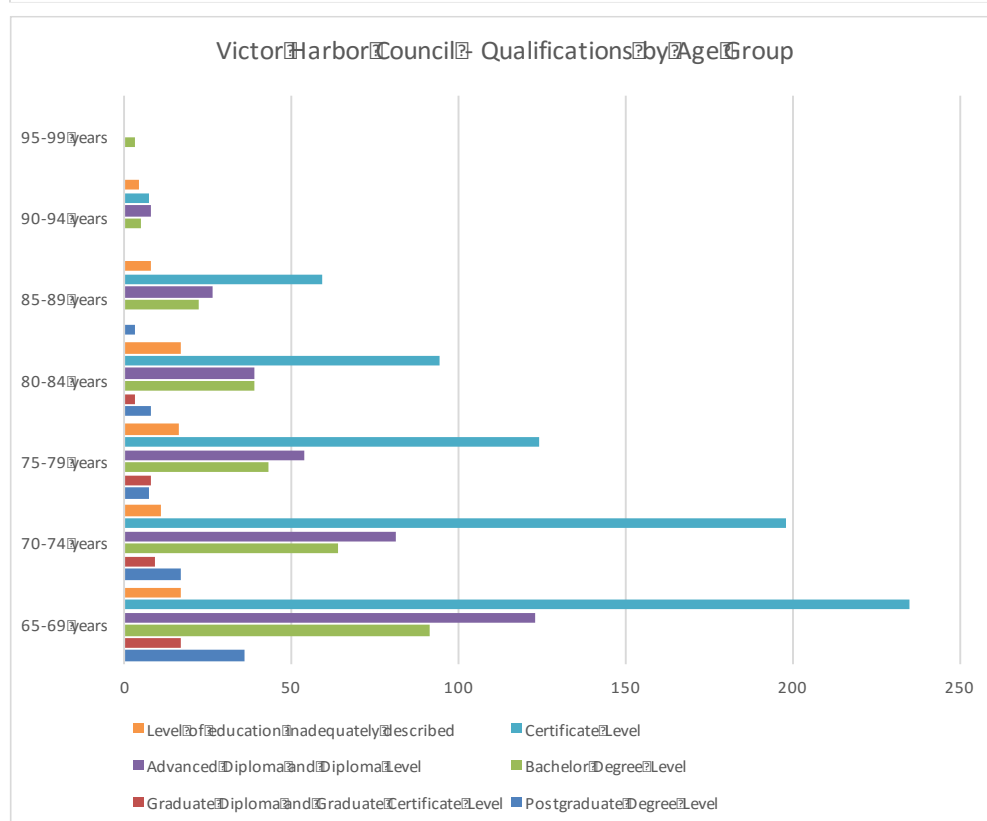
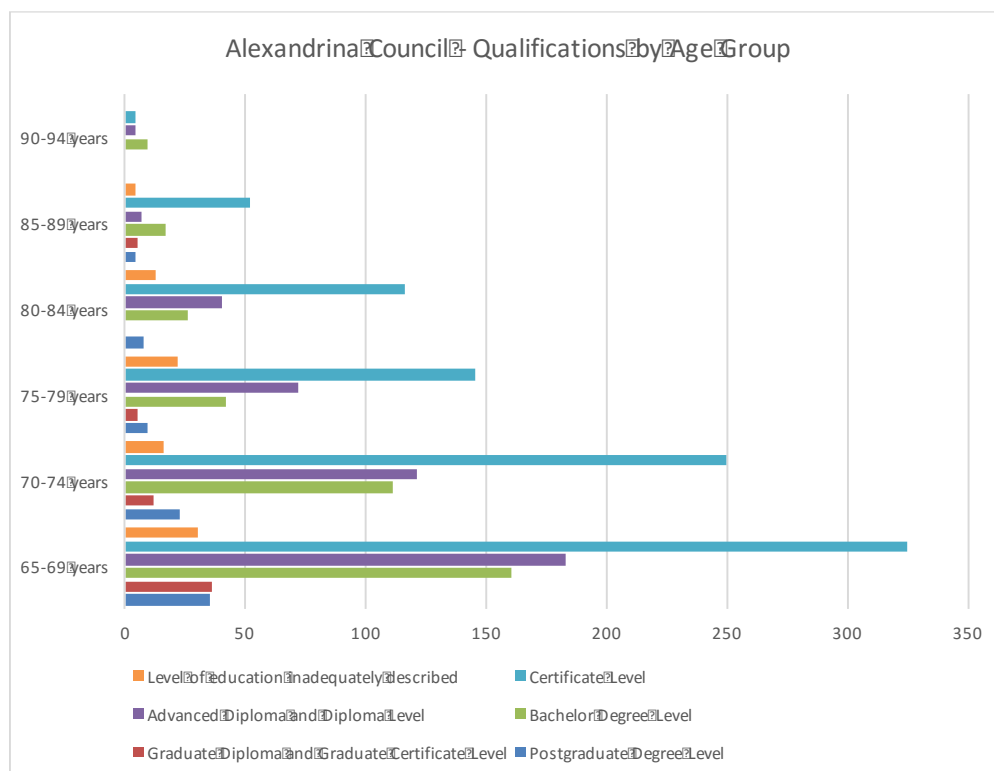
When you look at Business Ownership as a percentage of population Yankalilla shows a greater percent per age group of business owners followed by Alexandrina then Victor Harbor. This can be attributed to the Agricultural sector and the proportion of farmers. This is also reflected in the proportion of contributing family members working on family farms.

**Tapping the Demographic Dividend**  
**Mapping for the Future Report**

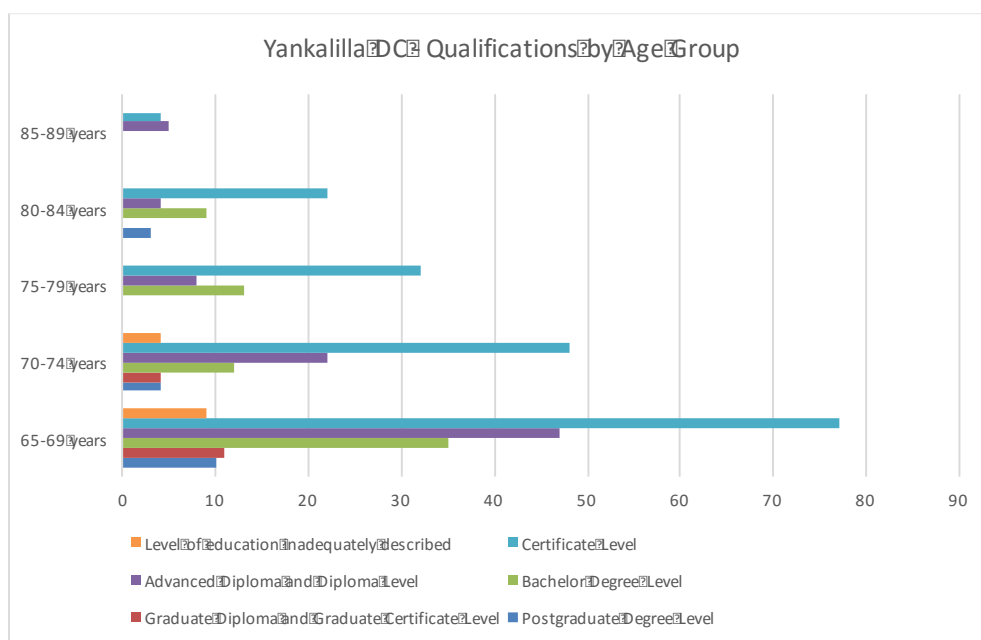


## Education

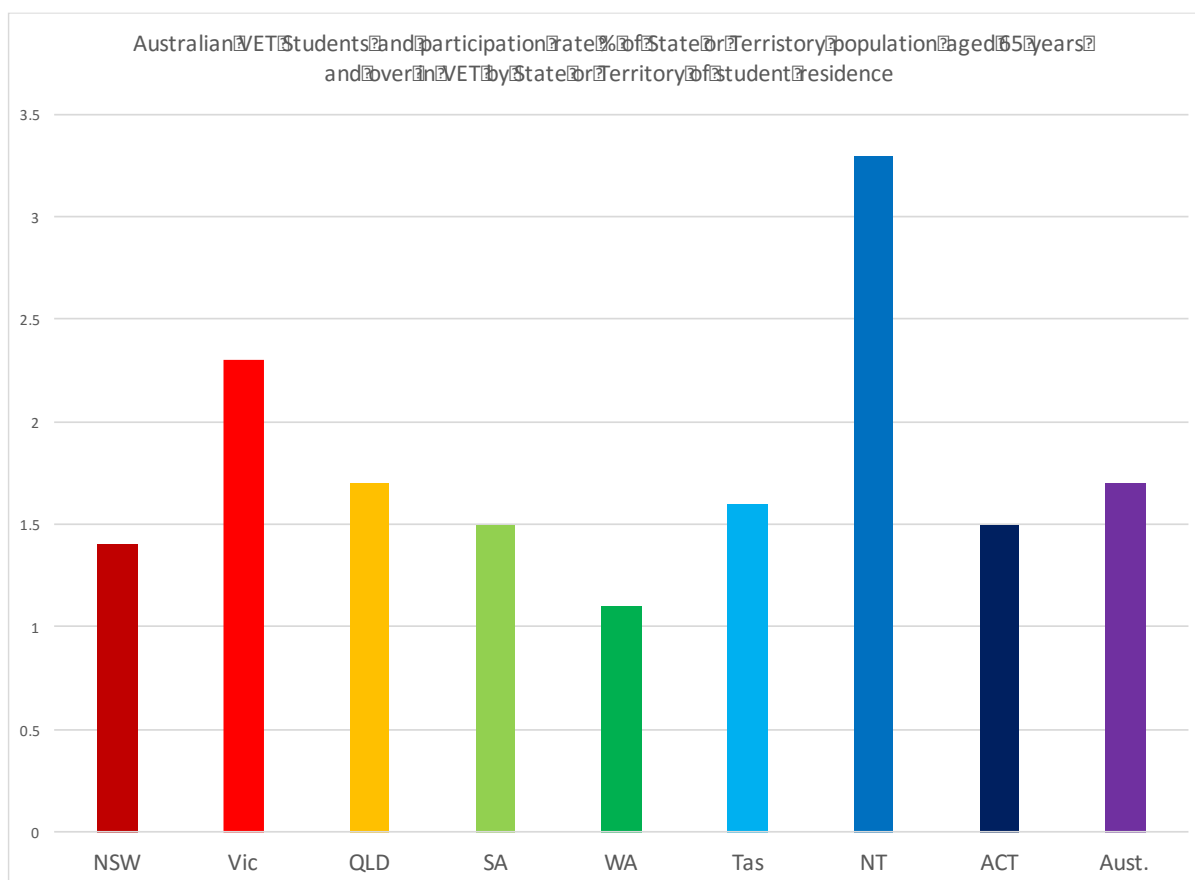
The senior population show a predominance of Certificate level qualifications followed by Advanced Diploma and Diploma then Bachelor Degree across each of the three Council regions.



## Tapping the Demographic Dividend Mapping for the Future Report



A recent report provided by the National Centre for Vocational Education Research shows South Australia has a lower uptake for vocational training in all age groups including those 65 years or more. For the age group 65 years or more SA had a lower uptake than the Northern Territory, Victoria, Queensland and Tasmania and the same as for ACT but better than NSW and Western Australia.



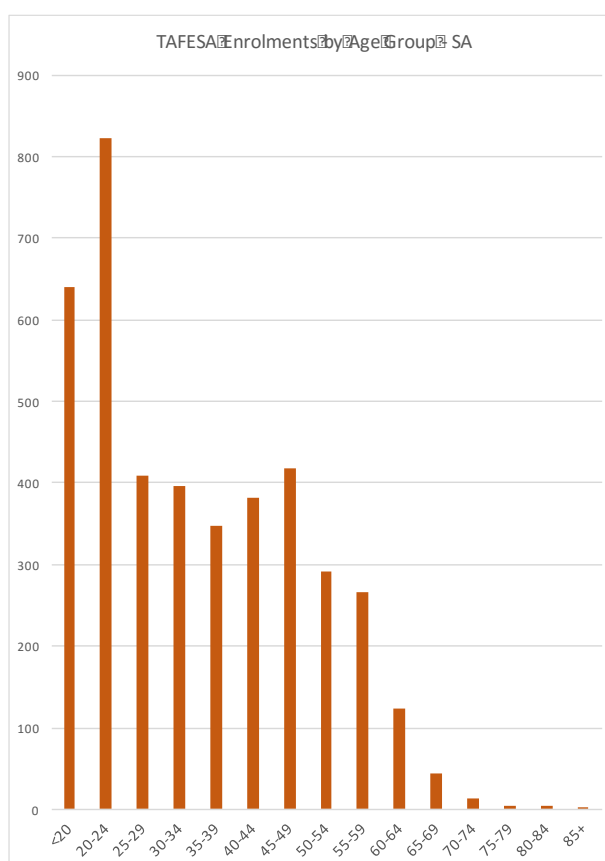
Source: Total VET Students and Courses 2015, Australian vocational and education and training statistics (2015), National Centre for Vocational Education Research

## Tapping the Demographic Dividend Mapping for the Future Report

Data sourced from TAFESA for enrolments (Qualifications and short courses) for 2016 for all of SA show that 9.4% of students are aged 55-64 years and 1.65% are aged 65 + years.

Age group	SA	% of enrolments
<20	640	15.4%
20-24	822	19.7%
25-29	408	9.8%
30-34	397	9.5%
35-39	347	8.3%
40-44	382	9.2%
45-49	418	10.0%
50-54	291	7.0%
55-59	266	6.4%
60-64	124	3.0%
65-69	44	1.1%
70-74	14	0.3%
75-79	4	0.1%
80-84	5	0.1%
85+	2	0.05%

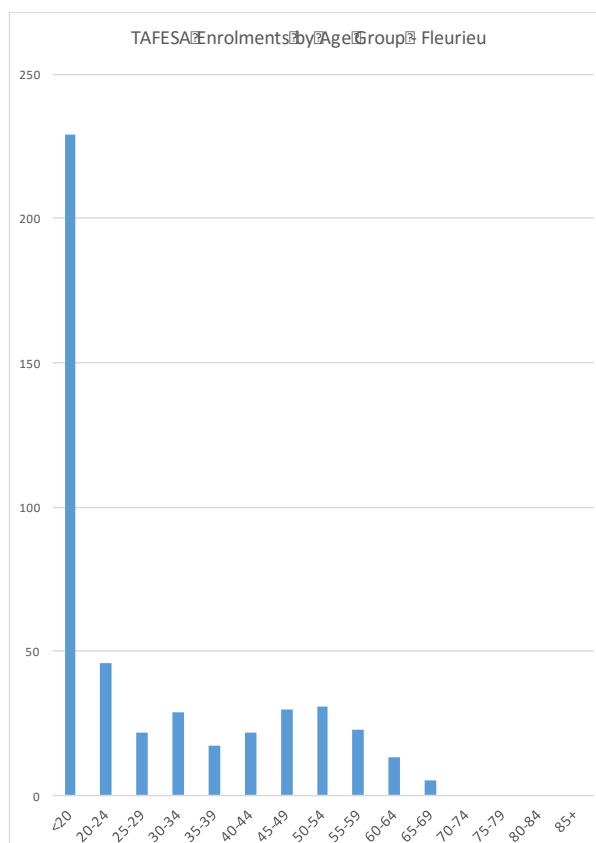
Source: TAFESA



For Fleurieu percentage of enrolment 55-64 years is 8% and 1.1% for those over 65 years. This is slightly lower than TAFE enrolments for the State.

Source: TAFESA

Age group	Fleurieu	% of enrolments
<20	229	49%
20-24	46	10%
25-29	22	5%
30-34	29	6%
35-39	17	4%
40-44	22	5%
45-49	30	6%
50-54	31	7%
55-59	23	5%
60-64	13	3%
65-69	5	1%
70-74	0	0%
75-79	0	0%
80-84	0	0%
85+	0	0%



## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

For the Fleurieu region 24 people aged between 50 and 65 years enrolled in Diploma or Certificate Courses through TAFESA. The two most popular courses for these senior students were Diploma of Nursing (Enrolled-Division 2 Nursing) five people and Certificate II in Information, Digital Media and Technology 4 people. Short courses currently being studied by senior people were First Aid, Safety Awareness and Load Shifting Skill Set. Short courses were studied by people up to 70 years of age. In total for both qualifications and short courses there were:

- 31 students aged 50-54 years,
- 26 aged 55-59 years,
- 14 aged 60-64 years and
- 6 aged 65-69 years.

## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

Comparison of top regional Industries and Training:

	<b>Alexandrina</b>	<b>Victor Harbor</b>	<b>Yankalilla</b>
Top five industries of employment	1. Health Care and Social assistance 2. Retail Trade 3. Construction 4. Manufacturing 5. Agriculture, forestry and fishing	1. Health Care and Social Assistance 2. Retail Trade 3. Construction 4. Accommodation and Food Services 5. Education and Training	1. Agriculture, forestry and fishing 2. Health Care and Social assistance 3. Construction 4. Retail Trade 5. Accommodation and Food Services
Top five industries of employment over 65+ years	1. Health Care & Social Assistance 2. Professional, Scientific & Technical Services 3. Education and Training 4. Retail Trade 5. Transport, Postal and Warehousing		
Top five industries of Business ownership by over 65 +	1. Agriculture, Forestry & Fishing 2. Construction 3. Accommodation and Food Services 4. Professional, Scientific & Technical Services 5. Transport, Postal and Warehousing / Retail Trade / Health Care and Social Assistance		
industries with contributing senior 65+ years family workers	1. Agriculture, Forestry & Fishing 2. Retail Trade 3. Construction 4. Rental, Hiring and Real Estate Services 5. Accommodation and Food Services		
Course enrolments at TAFESA by 65+ years	<b>Qualifications:</b> Diploma of Nursing (Enrolled-Division 2 nursing) (5) Certificate II in Information, Digital Media and Technology (4) Certificate I in Education and Skills Development (2) Diploma of Positive Psychology and Wellbeing (2) <b>Short Courses:</b> Load Shifting Skill Set (10) First Aid (5) Safety Awareness (4)		

DOME (Don't Overlook Mature Expertise) who provide employment and training for people over 40 years of age has seen shift in the last couple of years of those over 65 years wanting to work. DOME says that many have given up trying to gain work and are now tending to retire and trying to manage on limited pensions or retirement funds.

Dome says that the attitude of those 65 and over who are still seeking work towards training is very positive and when training is suggested they are very open to it, stimulating their thinking and build their confidence. One barrier to training however is that it is now less affordable with less free or subsidised training available impacting their ability engage in training.



## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

DOME's other comments are that senior people know their limits and motivations with regards to work so are more discerning in what they will and won't do. Many though would be good mentors and are often wanting to pass on their knowledge and wisdom to others.

### Volunteering

Age group	Fleurieu	SA
<20	20.78	17.31
20-24	19.55	15.28
25-29	14.86	14.81
30-34	22.89	15.89
35-39	24.43	19.46
40-44	29.44	22.7
45-49	28.6	22.23
50-54	26.13	20.83
55-59	27.38	21.38
60-64	32.1	24.92
65-69	35.87	27.81
70-74	34.94	25.64
75-79	29.47	20.34
80-84	20.4	14.27
85-89	12.32	8.41
90+	7.27	9.6

ABS Census data shows that the Fleurieu has a strong rate of volunteering at 22.8% compared to the State average of 16.2%. This trend is seen across all age groups with the exception of 90+ years.

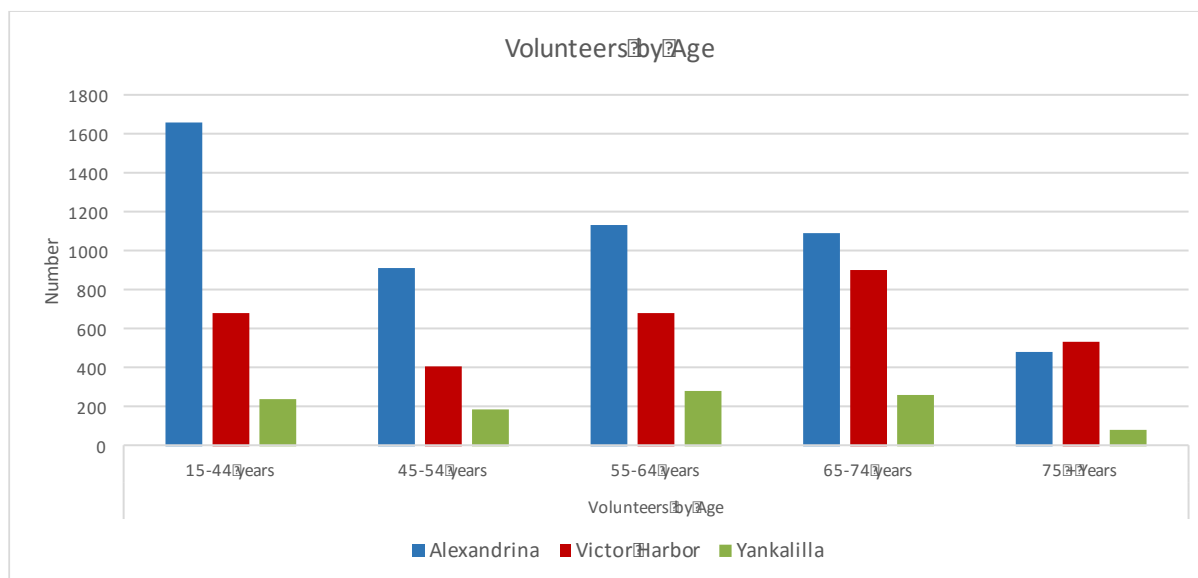
Data Source: ABS Census 2011

LGA	% of Volunteering
Alexandrina	22.3
Victor Harbor	23
Yankalilla	24

Yankalilla has a slightly higher rate of volunteering than Victor Harbor and Alexandrina Council areas.

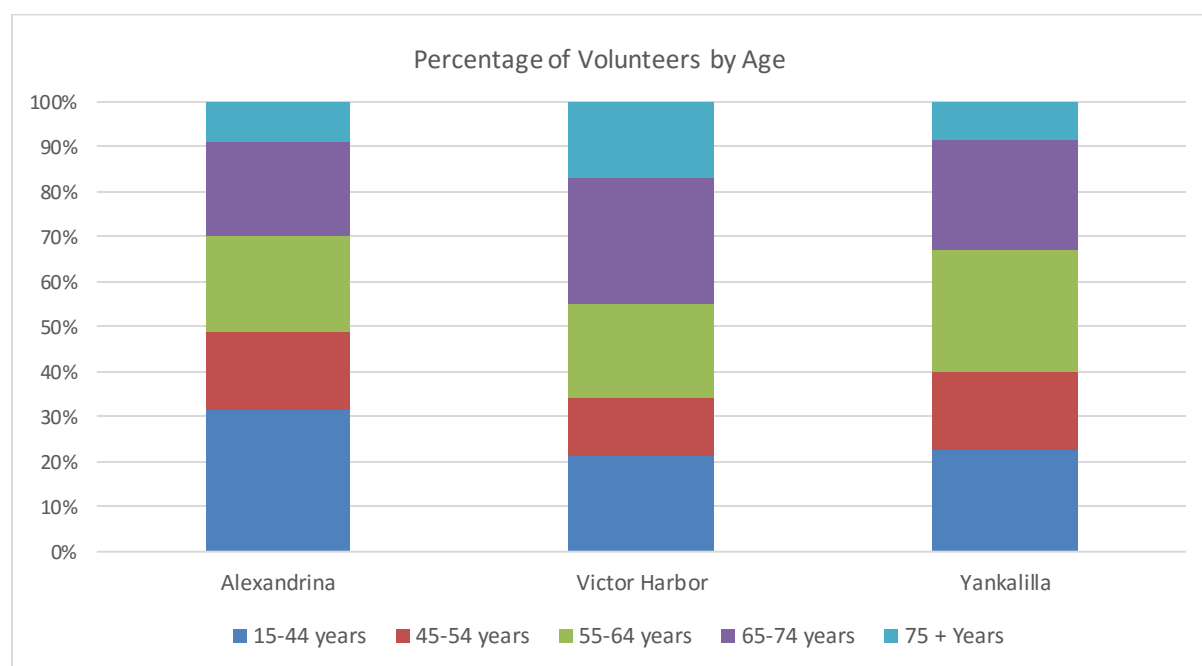
Data Source: ABS Census 2011

## Tapping the Demographic Dividend Mapping for the Future Report



Data Source: Econsearch

Victor Harbor show the higher proportion of senior volunteers compared to Alexandrina and Yankalilla with 45% of volunteers being over the age of 65 years.

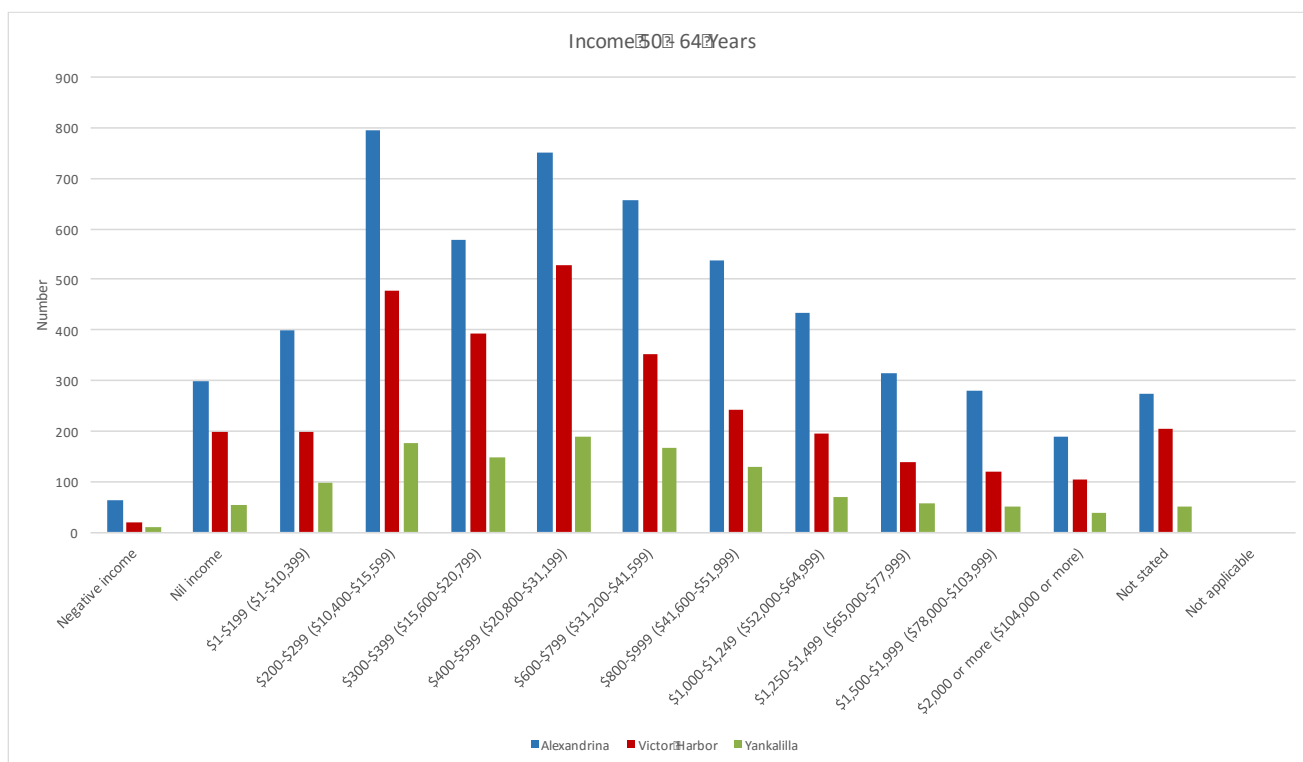


Data Source: Econsearch

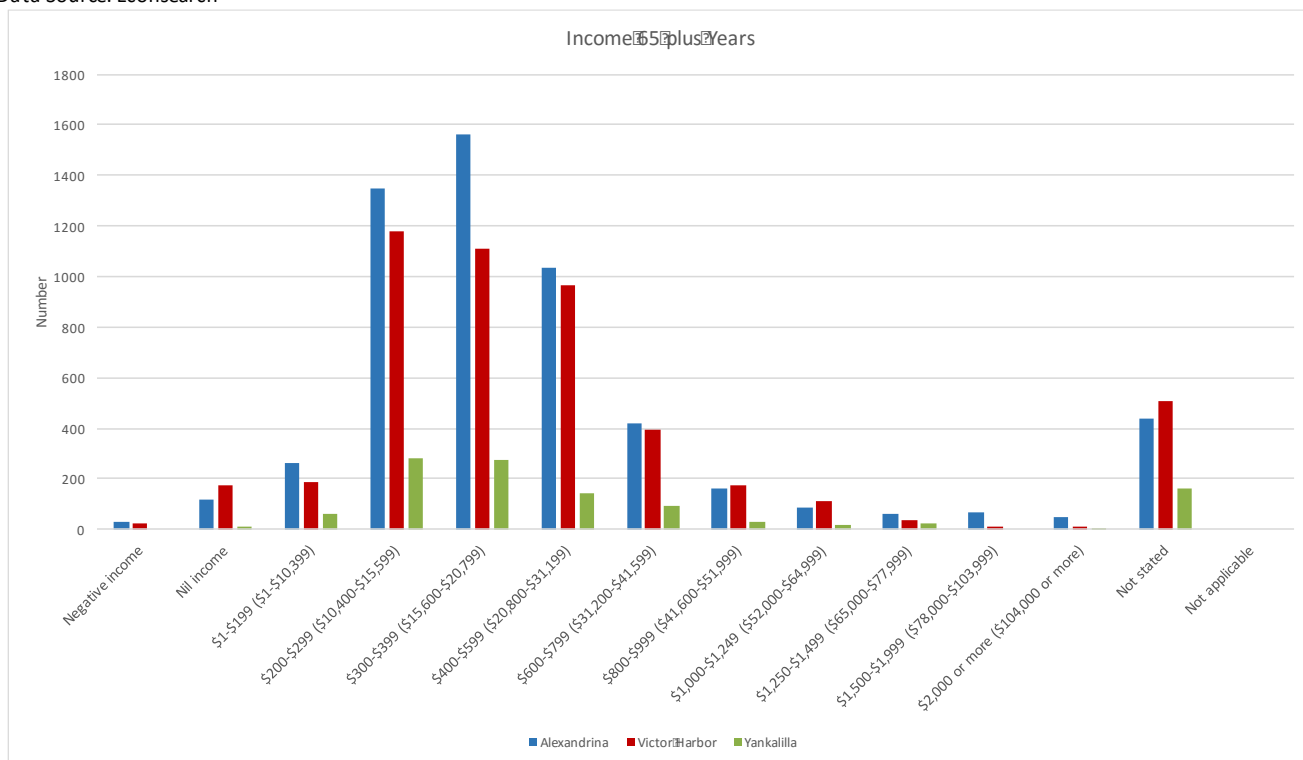
## Tapping the Demographic Dividend Mapping for the Future Report

### Income

ABS Census shows the average wage for Alexandrina is \$39,734, Victor Harbor \$38,358 and Yankalilla \$37,978 per annum or between \$600-\$799 per week and SA \$46,551 per annum or \$800-\$999 per week. When you look at senior age groups the majority of 50 – 64 year olds earn between \$10,400 and \$31,199 per annum and for 65+ years \$10,400 and \$20,799 per annum.



Data Source: Econsearch



### **Aged Care and Community Care Workforce**

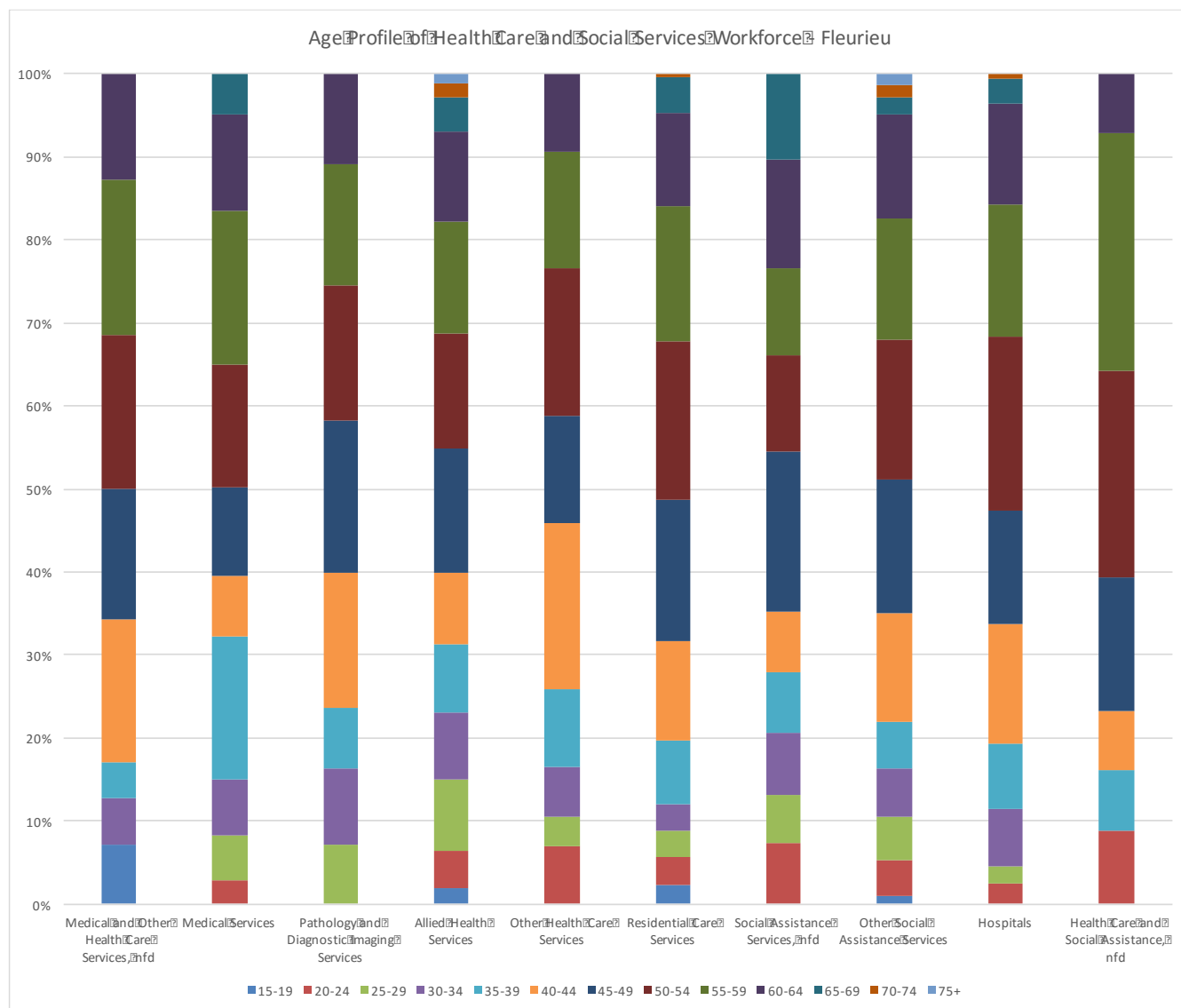
Over three quarters of the aged care and community care workforce is female though recent years has seen increases in the number of males working in the industry. This could be attributed to skills and labour shortages and structural shifts in the economy like declining manufacturing industry.

The Aged Care and Community Care workforce consists of:

- Registered Nurses
- Aged and Disabled Carers
- Nursing-support and Personal Care Workers
- Generalist Medical Practitioners
- Dental Practitioners
- Dental Assistants
- Occupational Therapists
- Psychologists / Psychiatrists
- Practice Managers
- Medical Technicians
- Health & Welfare Services Managers
- Ambulance Officers and Paramedics
- Social Workers
- Nurse Managers
- Pharmacists
- Massage Therapists
- Social Professionals
- Surgeons
- Physiotherapists / Chiropractitioners
- Other Medical Specialists
- Complementary health Therapists
- Medical Imaging Professionals
- Nurse Educators and Researchers
- Dental Hygienists, Technicians and Therapists
- Optometrists and Orthotists
- Dieticians
- Podiatrists
- Other Health diagnostics and promotion professionals
- Special Care Workers
- Indigenous Health Workers

In the Fleurieu region about ½ the Health Care and Social Services workforce is 50 years and over with only a small proportion of younger workers <25years of age. Allied Health and other Social Assistance Services show the highest ages with a few workers 75+ years.

## Tapping the Demographic Dividend Mapping for the Future Report



To add to the quantitative data analysed through this reports qualitative market research will be undertaken in July/August 2016 and reported on separately.

## Community Programs

There was no single point of information coordination around community activities in general or for seniors. The Community guide put out annually by the Victor Harbor Times was a good resource for community organisations and local groups but provided not detail on what these organisations provided.

Activities across providers who specifically target senior people fall into the following areas:

Type of activity	Number of Services providing programs
Social	10
Excursions	7
Indoor games	7
Information including Medical – 7	7
Outdoor games and sports	5
Exercise & fitness	5
Art & Craft	4
Entertainment	3
Reading & Writing	2
Garden & Maintenance	2
Learning & Skills Development	2
Singing & Music	2
Dancing	1
Theatre	1
Cooking	1

Providers included:

- Alexandrina Centre for Positive Ageing, Alexandrina Council
- Caring Neighbourhood Program, City of Victor Harbor
- ECH
- Encounter Lakes Residents Group
- Australian Retired Person Association
- Association of Independent Retirees
- Southern Fleurieu Health Service
- Probus Clubs – Encounter Bay, Goolwa, Port Elliot, Port of Goolwa, Port of Victor, Victor Harbor, Strathalbyn, Yankalilla
- Ross Robertson Day Care Centre
- U3A South Coast and Strathalbyn
- Victor Harbor Senior Citizens Club,
- Yankalilla & Districts Senior Citizens Club,
- Strathalbyn & Districts Senior Citizens Club
- Veteran Golfers Association Inc, Southern Group

## ***Tapping the Demographic Dividend***

### **Mapping for the Future Report**

- Club Fleurieu
- Easy Movers Exercise Class
- Peninsula Play Readers
- South Coast Veterans Association Inc
- Victor 50+ Club
- Goolwa 50 Plus Club
- Men's Engagement Network
- South Coast Singles Club

Analysis will now be extended to include general community programs for any age.

Sparrow L. (2006) in the A Framework for Social Connectivity on the Southern Fleurieu Peninsula analysis of the types of participants in programs offered by the Alexandrina Centre for Positive Ageing was used to estimate the demand that a population will have on each level of response . Those with moderate to high social support needs required varied support including a need for encouragement to participate and/or low level physical assistance to significant personal care needs, anxiety and/or behaviours. Levels of assistance across the three councils were:

Council	Number received assistance to participate	Number who needed moderate to high social support	Estimation of numbers who require support by 2020
Alexandrina	303	87	475 (137 moderate to high)
Victor Harbor	463	141	686 (209 moderate to high)
Yankalilla	104	29	158 (46 moderate to high)

Source: Sparrow (2006)

Some organisations may not have the trained staff or volunteers to provide moderate or high level support to engage or retain senior people as they age and need higher assistance.

## Value Chain

Interviews were conducted across the region with different providers of services including Aged Care Sector both local and Adelaide based. Conversations covered a number of topics from services gaps, strengths and weaknesses, export of aged care services, skills needs and suppliers. Main issues / opportunities identified include:

### Aged Care Sector Comments

1. strong interest in the export of services to china but the majority of activity was at a state or metro level not at a local or regional level;
2. lack of local skilled Registered Nurses and aged care staff within the region leaving providers reliant on Agencies increasing costs. Employment and training programs are problematic as many participants are not suited to Aged care service ;
3. Difficulty of one provider sourcing volunteers due to community perceived distance from Victor Harbor to Encounter Bay. Volunteers are reluctant to travel;
4. Many aged care providers use larger suppliers for operations across the state and not local suppliers. Example: Some local centres use pre-cooked meals done in Adelaide and transported to residential facilities. Couple of exceptions i.e. local physio is used as Adelaide Physio's won't travel to Victor Harbor/Goolwa. Mixed comments that local suppliers are not cost effective, others say they are cheaper or that locals are not 24 hours and do not stock the range needed (particularly pharmacies) leading to aged care facilities having to source from Adelaide to meet their needs;
5. Senior people are staying home longer and coming into care a lot later and therefore more incapacitated. This leads to a higher turnover of residents as they are coming in later and staying for shorter periods, leading to more assessments in shorter spaces of time = more staff needed for assessments and support needs;

### General Comments

6. Trend in senior people is an increase in their appetite to be engaged in the community in some way. Senior community organisations need re-education on the changing consumer demand of senior people within the community services sector eg. RSLs, LGAs, clubs, community groups, libraries etc. How to engage senior people particularly with disabilities;
7. Regional strength is that individuals are more easily able to connect with the community compared to northern areas of Adelaide. Could use champions and advocates to help spread this further;
8. Currently younger older people (65-74 years) dominate (higher than state average in the region) while older older people (75+, lower than state average) leave the region. Many suspect that the reason 75+ leave is because of pressure to move closer to family, easier access to medical facilities and services;
9. Lack of higher level community engagement of seniors i.e. continuous learning opportunities, entrepreneurship, mentoring, utilization of higher level skills within the retired population. This links to point 7 above;
10. Less people over the age of 65 are registering for job seeking assistance and have "given up" on being able to gain paid work;



11. Senior job seekers are generally open to undertaking training but cost is often prohibitive to this occurring;
12. Training being undertaken by senior people appears to not align with main regional industries with the exception of Health and Social Assistance Services (TAFESA data only) and numbers of senior people undertaking training is small. Better access to training and learning opportunities and promotion of the benefits is needed;
13. Senior people are keen to share their knowledge and mentor others;
14. Senior people are more aware of their limitations and abilities so are more discerning in what they will and won't do.

## Recommendations and Actions

1. Facilitate better 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. Facilitate awareness and promote the 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. Provide further support for the above two areas 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 including supporting Dementia Awareness	Deliver an annual Business and Community forum

## References

- Sappey J, Bone Z, Duncan R (2010), The Aged Care Industry in Regional Australia: Will it cope with the Tsunami to come?, AFBM Journal Vol 7 – no 1 p21-28
- Hills Positive Ageing Project (2013), <http://www.ahc.sa.gov.au/Community/seniors/hills-positive-ageing-project>
- Executive Summary, Hills Positive Ageing Strategy 2020: Planning for our Ageing Community, (n.d.), Adelaide Hills Council
- Khan H. (2013), Five Hours a Day, Systemic Innovation for an Ageing Population, NESTA
- RAND: Banking the “Demographic Dividend” – How Population Dynamics Can Affect Economic Growth, (2002), Rand Corporation, [http://www.rand.org/pubs/research\\_briefs/RB5065/index1.html](http://www.rand.org/pubs/research_briefs/RB5065/index1.html)
- Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA, Direction Report, May 2015, (2015), The Southern and Hills Local Government Association
- Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA Background Report, February 2015 (2015), The Southern and Hills Local Government Association
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- Prosperity Through Longevity: South Australia’ Ageing Plan 2014-2019. Our Action Plan (2014), Department of Health and Ageing, Government of South Australia
- Blueprint for an Ageing Australia, (2014), PerCapita, <http://percapita.org.au/wp-content/uploads/2014/11/BlueprintForAnAgeingAustralia.pdf>
- Strategic Plan for the Southern Fleurieu Positive Ageing Taskforce 2010-2019, (2010), Jonquil Eyre Consulting, <https://www.victor.sa.gov.au/webdata/resources/files/Strategic%20Plan%20for%20the%20Southern%20Fleurieu%20Positive%20Ageing%20Taskforce%202010-2019-1.pdf>
- Sparrow, L. (2006), A Framework for Social Connectivity on the Southern Fleurieu Peninsula, Southern Fleurieu Positive Ageing Taskforce
- 2015-16 Community Guide, District Councils of the Southern Fleurieu & The Times
- Total VET Students and Courses 2015, Australian vocational and education and training statistics (2015), National Centre for Vocational Education Research

## ***Tapping the Demographic Dividend*** **Mapping for the Future Report**

### Websites

- Seniors Information Service, <http://www.seniors.asn.au/centric/home.jsp>
- Maggie Beer Foundation, <https://www.maggibeerfoundation.org.au>
- PerCapita, <http://percapita.org.au>
- CAPPA, <http://cappa.percapita.org.au> and <http://percapita.org.au/research/centre-for-applied-policy-in-positive-ageing/>
- The Lantern Project, <http://thelanternproject.com.au>
- Active Ageing Australia, <http://www.activeageing.org.au>
- Alexandrina Council, <https://www.alexandrina.sa.gov.au/page.aspx>
- City of Victor Harbor, <https://www.victor.sa.gov.au/page.aspx>
- District Council of Yankalilla, <http://www.yankalilla.sa.gov.au/page.aspx>
- SA Community: a directory of South Australian community services, Connecting up Australia, <http://sacommunity.org>

## Appendices

### Appendix 1: Summary of Council Plans and Services

#### Summary of Council's Plans

The Southern and Hills Local Government Association in their regional public health plan "Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA, Background Report, February 2015 audited each LGA plans with the following summaries provided for Alexandrina, Victor Harbor and Yankalilla Councils:

Alexandrina	<ul style="list-style-type: none"><li>• <b>Strategic Plan</b> commits to quality open spaces and facilities and trails networks and enhancing the well-being of the community including through participation in activities. The Plan also promotes waste management and water efficiency and local produce.</li><li>• <b>Business Plan</b> supports youth training and development, economic development, community programs including for young and older people, early intervention, equitable access to HACC services, OPAL programs, aquatic centre development, sport and recreation facilities and open space, events and efficient operational environmental health service (food safety, waste water management, communicable disease prevention).</li><li>• <b>Recreation and open space plans</b> focus of encouraging activities, reducing the risk of obesity, encouraging healthy eating, providing quality facilities and open space and establishing trail networks.</li><li>• <b>Town planning</b> identifies the potential for hubs and precincts that support culture and recreation, aims to improve service provision to older adults and sport and recreation provision, highlights opportunities for volunteers and events, improved water quality and conservation through wetlands.</li><li>• <b>Public and Environmental Health Plan</b> focuses on maintaining assisted care and living standards (aged, disabled, general), planning for health impacts, public health projects and disasters, encouraging healthy eating, providing health promotion material, food safety standards, public pool health requirements and inspection approaches, the control of mosquitoes, reducing risk from needle stick injuries, maintaining water quality, maintaining immunisation and managing the risk of infectious diseases and managing fire risks.</li><li>• <b>Environmental plans</b> focus on working with Traditional Owners to improve connection for Aboriginal People, local food projects, climate change adaptation and mitigation, protecting water resources and establishing community gardens.</li></ul>
Victor Harbor	<ul style="list-style-type: none"><li>• <b>Urban Growth Management Strategy</b> and Community Plan focus on providing a adequate housing for people, achieving a strong transport network including community transport, improving communication networks and education and skills development opportunities and the effective provision of health and community services. In addition the plans provide directions for supporting people with a disability, children's services, new resident connection and volunteer opportunities, young people and sport and recreation opportunities.</li><li>• <b>Business Plan</b> plans for appropriate housing stock, guides walking and cycle networks and footpath enhancements as well as transport networks, and focuses on quality open space and sport and recreation facilities. Volunteers and support to families with young children and new residents as well as stormwater and bushfire responses are also addressed.</li><li>• <b>Recreation and Open Space Strategy</b> focuses on establishing and enhancing sport and recreation facilities and open spaces including natural areas and improved pedestrian and cycle opportunities. Children, youth, families, older adults and achieving integrated and healthy communities are a particular focus.</li><li>• <b>Youth Strategy</b> focuses on supporting and strengthening the confidence and skills of young people to assist them to gain employment. Participation in recreation and sport activity and providing welcoming places for young people to socialise is also a focus.</li><li>• <b>Environmental Management Plan</b> raises the importance of the coastal environment and</li></ul>

recreation and sport, as well as water quality.

- **Tree Management Plan** aims to maintain trees and ensure the safety of park users.
- **Management Plan for Encounter Lakes** includes water testing of the lakes and safety of recreation infrastructure.
- **Foreshore Coastal Park** focus on improving the quality, function and amenity of the coast and includes directions for enhancing walking and activity opportunities and protecting the dunes and coastal vegetation.
- **Boating Strategy** outlines safety requirements.
- **Footpath and Pedestrian Strategy** provides a framework for achieving a 'walkable' environment and creating alternative transport options.
- **Traffic Management Strategy** aims to improve road and pedestrian safety and reduce vehicular crashes and managing vehicular speeds.
- **Master Plans for Victor Harbor and Railway Precinct Master Plan** include directions on pedestrian links and creating appealing places for people to recreate. Improving sport and recreation facilities including through a foreshore promenade is also a focus.

Yankalilla

- **Strategic Plan** focuses on optimising the health of the community, providing public and environmental health services, promoting quality of life for the disabled and aged; providing and promoting sport, recreation and community services and facilities, providing community transport for disadvantaged residents, providing appropriate housing options and facilitating networking. In addition, volunteerism, public safety, tourism and water management are a focus.
- **Strategic Directions Issues Paper** focuses on improving the economy and economic development, township redevelopment, extension of walking and cycle trails and conserving natural environments.
- **Business Plan** highlights emphasis on core services including managing basic infrastructure, waste disposal and environmental health services as well as focus on library and community centre, community programs, community transport and maintaining natural environment.
- **Social Plan** focuses on achieving a range of transport options within and outside the District, supporting people with limited mobility, increasing education opportunities, supporting young people in leadership roles, and supporting older adults to remain in their homes including through HACC services as well as carers.
- **Structure Plan** for main towns highlights the importance of open space, walking and cycle trails and connections, greater housing choice, and stormwater management and WSUD.
- **Animal Management Plan** aims to increase public safety and guide the provision of off leash areas.
- **Strategic Tourism Plan** guides tourism and economic development, manages recreation use of natural areas and supports events and activities that bring visitors to the area.

Source: Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA Background Report, February 2015 (2015), The Southern and Hills Local Government Association

## Summary of Health and Well-being Facilities and Services

The Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA Background Report, February 2015 (2015), also provided the following summary of facilities and services:

Local Council	Key Facilities	Direct Health and Environmental Health Services	Other Community Services (indirect Value)
Alexandrina	<ul style="list-style-type: none"> <li>• 1 community centre</li> <li>• 1 positive ageing centre</li> <li>• 4 libraries</li> <li>• 13 halls and function facilities</li> <li>• 28 hectares of sports grounds and sports facilities</li> <li>• 1 indoor sport and recreation centre</li> <li>• Goolwa Sports Stadium</li> <li>• 2 aquatic facilities (Strathalbyn Swimming Pool and Fleurieu Regional Aquatic Centre under design)</li> <li>• 72km walking paths including Encounter Bikeway between Goolwa and Victor Harbor</li> </ul>	<ul style="list-style-type: none"> <li>• Home Assist &amp; social support programs for over 65's, e.g. HACC service</li> <li>• Council immunisation clinics</li> <li>• Inspections including food premises inspection, food poisoning follow up, market inspections, advice to new premises, audit of high risk premises</li> <li>• Waste management including onsite wastewater management inspections, provision of kerbside recycling, green waste collection, waste collection, chemical collection program, electronic waste collection program</li> <li>• Other environmental services including wastewater system applications, advice follow up, noise/air/water quality programs, High Risk Manufactured Waste System inspections</li> </ul>	<ul style="list-style-type: none"> <li>• Part time youth development officer</li> <li>• Fleurieu Families program</li> <li>• A range of programs through Council facilities including youth and family programs, programs for under 65s, school holiday programs, digital hub services</li> <li>• Volunteering opportunities through various departments including libraries, community centres, environment and tourism</li> <li>• Education opportunities including Food Handler training, Immunisation education, wastewater education</li> <li>• Market permits and traffic control</li> <li>• JP services</li> <li>• Stormwater reuse and management</li> </ul>
Victor Harbor	<ul style="list-style-type: none"> <li>• Positive Ageing Centre (Carrickalinga)</li> <li>• Library linked to Civic Centre</li> <li>• 5 halls and function facilities</li> <li>• Indoor Recreation Centre</li> <li>• Developing Aquatic centre with Alexandrina Council</li> </ul>	<ul style="list-style-type: none"> <li>• HACC Caring Neighbourhood Program</li> <li>• Disability Access Advisory Committee</li> <li>• Southern Fleurieu and KI Positive Ageing Taskforce involvement</li> <li>• Food premise Inspections</li> <li>• Waste management (by Fleurieu Regional Waste Authority) which includes recycling and green waste</li> <li>• Water sampling program for Encounter Lake and Franklin Island Lake</li> </ul>	<ul style="list-style-type: none"> <li>• Southern Communities Transport Scheme</li> <li>• Contribution to school and community bus service</li> <li>• Youth Development Officer</li> <li>• Fleurieu Families program (support to families with young children)</li> <li>• Volunteer Week Small Grants Program</li> <li>• Volunteer recognition events</li> <li>• STAR Club Field Officer Program</li> <li>• Support to various events (farmers' and foreshore market, schoolies events)</li> <li>• Community Grants Program through Council</li> <li>• Network facilitation for service provision</li> </ul>

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Yankalilla	<ul style="list-style-type: none"> <li>• 1 youth and community centre (The Centre, Yankalilla)</li> <li>• Yankalilla School Library (managed by Council)</li> <li>• 1 hall (Second Valley)</li> <li>• 1 oval (Rapid Bay)</li> <li>• Carrickalinga and foreshore shared pathways</li> <li>• 45 parks and reserves across 9 towns, 9 nature reserves, 8 main coastal reserves and a number of buffer and walkway reserves</li> </ul>	<ul style="list-style-type: none"> <li>• School immunisation program</li> <li>• Environmental health officer involved in food safety program</li> <li>• Fleurieu Regional Waste Authority including recycling initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Community transport services including HACC transport (Council provides buses and vehicles)</li> <li>• Seniors IT services</li> <li>• Library services</li> <li>• Youth Officer who runs a number of programs and events</li> <li>• Community services section involved in arranging programs and events</li> <li>• Volunteer coordination</li> <li>• NRM local environmental groups (29)</li> </ul>
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Source: Well Being in our Community, Regional Public Health Plan for Southern & Hills LGA Background Report, February 2015 (2015), The Southern and Hills Local Government Association

## **Appendix 2: Meeting Needs of SA's SASP, Strategic & Economic Priorities**

### **State Economic Priorities**

**Priority3 – A globally recognised leader in health research, ageing and related services and products.** This project works directly in looking for innovative solutions for successful ageing, ensuring well-being and productivity across the life course of our citizens and will work towards a regional approach around this market.

**Priority6 – Growth through innovation.** This project will work to building a regional environment of innovation in the Fleurieu region, by support companies taking risks and reaping the rewards of business change. This will be supported by programs and information through the project including by utilizing the skills of the older population of semi-retirees with their skills and connections to mentor business owners.

**Priority7 – South Australia, the best place to do business.** This project will work directly with local and state government to inform policy development and planning reform, encourage businesses growth and show local businesses how that might be achieved given the regions strengths. It also has the potential to assist in matching businesses with skilled older workers.

**Priority9 – Promoting South Australia's international connections and engagement.** This project will build on earlier work undertaken by this RDA in development of an investment portfolio for the region. The research undertaken through this project will add to this portfolio providing overseas investors with information on potential investment opportunities within the region. This investment will encourage new people and knowledge to the region.

**Priority10 – South Australia's small businesses have access to capital and global markets.** As a region of mainly micro and small businesses this project will identify new growth opportunities for our small businesses leading to job creation. These growth opportunities will include local and international opportunities, accessing domestic and international markets.

### **Strategic Priorities:**

**Safe communities, healthy neighbourhoods** - The research undertaken in this project will assist the local governments in ensuring that future policy and planning decisions meet the region's particular population demographics. Including encouragement of the older cohort to get out and about, engage in community and business life increasing social interactions and friendships and participate in community decisions.

**An affordable place to live** – This project will have implications for local and state government policy and planning decisions. Better planning decisions particularly around hard infrastructure and design in light of a significant older population would have particular impact on over all well-being of the community but may also contribute to reduction of living costs.



**Relevant SASP Targets:**

- 23. Social participation: Increase the proportion of South Australians participating in social, community and economic activities by 2020
- 24. Volunteering: Maintain a high level of formal and informal volunteering in South Australia at 70% participation rate or higher
- 30. Boards and committees: Increase the number of women on all State Government boards and committees to 50% on average by 2014, and maintain thereafter by ensuring that 50% of women are appointed, on average, each quarter
- 31. Chairs of boards and committees: Increase the number of women chairing State Government boards and committees to 50% by 2014
- 35. Economic growth: Exceed the national economic growth rate over the period to 2020
- 38. Business investment: Exceed Australia's ratio of business investment as a percentage of the economy by 2014 and maintain thereafter
- 39. Competitive business climate: Maintain Adelaide's rating as the least costly place to set up and do business in Australia and continue to improve our position internationally
- 46. Regional population levels: Increase regional populations, outside of Greater Adelaide, by 20 000 to 320 000 or more by 2020
- 47. Jobs: Increase employment by 2% each year from 2010 to 2016
- 48. Ageing workforce participation: Increase the proportion of older South Australians who are engaged in the workforce by 10 percentage points by 2020
- 49. Unemployment: Maintain equal or lower than the Australian average through to 2020
- 50. People with disability: Increase by 10% the number of people with a disability employed in South Australia by 2020
- 56. Strategic infrastructure: Ensure that the provision of key economic and social infrastructure accommodates population growth
- 78. Healthy South Australians: Increase the life expectancy of South Australians
- 83. Sport and recreation: Increase the proportion of South Australians participating in sport or physical recreation at least once per week to 50% by 2020

### **Appendix 3: Interviews and Other Information Sources**

- 2/9/15 Victor Harbor Council – Viv Holloway, Mark Przibilla
- 24/8/15 Yankalilla Council – Amber Nancarrow
- 23/9/15 Southern Fleurieu Positive Ageing Taskforce – Michelle Fuller
- 1/10/15 Positive Ageing Forum CEDA, Festival Centre
- 13/10/15 Victor Harbor Council – Mark Oliphant
- 26/10/15 ECH Steve Holden
- 3/11/15 Alexandrina Council Economic Development Stakeholder Group Meeting with Essential Economics
- 3/11/15 Alexandrina Council Economic Development Business Group Consultation with Essential Economics
- 9/11/15 Bridget Ransom, MBDC
- 10/11/15 Alexandrina Council, Positive Ageing Centre – Beth Moore
- 10/11/15 DOME, Debbie Crook
- 13/11/15 ECH Andrew Stoll and Amber Watt
- CEDA Positive Ageing Forum 1/10/15
- 17/11/15 Beyond Developments – Adam Wright, Aged Care Facility and Service centre
- 20/11/15 Dementia Friendly Communities Webinar
- 1/12/15 Dr Fiona Kerr, FK Consulting and Ageing & Living Well Think Tank and Innovation Collaborative, Uni of Adelaide ECIC
- 8/12/2015 Primary Health Networks (PHN), Inara Beecher, Regional Manager, Central
- 5/01/16 PHN, Julie Franzon, Analyst, Service Design
- 15/01/16 The Australian Centre for Social Innovation (TACSI), Kerry Jones
- 29/01/16 In Home Senior Care, Corrie Burnside
- 15/02/16, Shanghai Small Medium Enterprise Centre for International Cooperation (SMEC), Robert Cai
- 23/02/16 Premier Health, Florence Padman
- 23/02/16 Caring Choice, Michael French, CEO
- 23/02/16 Ross Robertson Memorial Aged Care, Elspeth Brown
- 23/02/16 ESTIA Health, Encounter Bay, Sandy Kesting
- 2/03/16 ACH, Mike Rungie, CEO, Jeff Fiebig, GM and Australian Aged Care and Health Export Services (AACHES), Jerome Maguire, CEO
- 2/03/16 PHN, Inara Beecher
- 3/03/16, SMEC, Robert Cai
- 8/03/16 AACHES, Jerome Maguire and SMEC Robert Cai
- 9/3/16 – Tim Hutchinson, TAFESA
- 11/03/16 Southern Cross Care, Home Support Services, Rosetta Rosa
- 17/3/16 AACHES, Jerome Maguire
- 22/3/16, Mobility Aids n More, Cassie Squires
- 24/3 16 – Kateijne Lenaerts, CAPPA (Centre for Applied Policy in Positive Ageing)
- 29/3/16 – Dementia Action Group Meeting
- 1/04/16 Alzheimer's Australia, Raj Chand

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### **Mapping for the Future Report**

- 10-15/04/16 – China Trade Mission
- 26/4/16 – Daniella Colicchio, Economic Development Board of SA
- 5/4/16 – Florence Padman, Premier Health
- 5/4/16 – Michael French, Caring Choice
- 10/5/16 – Petra de Mooy, Fleurieu Living Magazine
- 17/5/16 – Dementia Action Group Meeting
- 24/5/16 – F on the F Festival Steering Group Meeting
- 25/5/16 – Business & Community Forum
- 31/5/16 – Tim Saul, NBN Co
- 6/6/16 – Peter Balan, UniSA
- 7/6/16 – Colin Shackleford, Alexandrina Council
- 7/6/16 – The Convenient Chef – Frozen Meal manufacturer
- 14/6/16 Tim Hutchinson, TAFESA
- 7/7/16 – Debbie Crook, DOME Association

#### Community Stakeholders

- Senior individuals in the community
- Business that service this cohort and their employees
- Health Services, disability services, GP Clinics
- Recreation and lifestyle agencies
- Volunteer Organisations
- Transport and Taxi services – public and private
- Service businesses – financial, equipment, personal services, gardening & trades