The Purpose of Longevity....
and how to house it
NEW NARRATIVE RAPIDLY FORMING IN THE HEARTS AND MINDS OF OLDER PEOPLE
THE CHASM HERE IS THAT BUSINESS, SERVICES AND INSTITUTIONS TEND TO REVEL IN THE OLD NARRATIVE
THE LONGEVITY ECONOMY

UNLOCKING THE WORLD'S FASTEST-GROWING, MOST MISUNDERSTOOD MARKET

JOSEPH F. COUGHLIN

FOUNDER AND DIRECTOR OF THE MIT AGELAB
A role gives people meaning and purpose.

Big ideas:

Roles

Transition into new roles

What do you do?

Well, I do...

Job

Volunteer

Relationships

Connections

A role gives people meaning and purpose.
Enjoying Retirement

An Australian handbook of ideas, strategies and resources
The 6 Role Enablers

- Networks
- Services
- Finding Purpose
- Self Power
- Money
- Home
WISDOM @ WORK
THE MAKING OF A MODERN ELDER

CHIP CONLEY

“Chip Conley will be your guide in learning how to cultivate a beginner’s mind... and be the sage counselor.”
—from the Foreword by Brian Chesky, co-founder and CEO, Airbnb
Age & Opportunity

Bealtaine Festival

Celebrating the arts and creativity as we age
Consumer Directed Care (CDC)
Flexibility and choice in the direction of your future
The 6 Role Enablers

- Finding Purpose
- Self Power
- Money
- Networks
- Services
- Home
 CO-UNDERSTAND NEEDS
 VALIDATE PRODUCTS/SERVICES
 CO-CREATE PRODUCTS /SERVICES
 REAL LIFE TRIALS
Land lease communities
The most popular living trend for over 55s
Why retirees are retiring to College
Latest News

Morley Project Update
Magnetize / July 24, 2018 / News
Two homes. Under one roof.
Why should aged care be a compromise?

When many people think of aged care they think of a nursing home and living on someone else’s timetable. That’s not what you’ll think after visiting an Aveo Freedom Aged Care community. Why shouldn’t you be free to live together as a couple, to bring your pets, to have family and friends stay over, and simply be yourself? And why shouldn’t you receive the personal care and support you need on your own ageing journey in a vibrant and deeply caring community?
Imagine living in a community as vibrant as you!
HOME SWEET Shared HOME

Find Your Perfect Housemate

A unique roommate matching service for baby boomers and empty nesters

Click here to search homes by location...

Silvernest Brings People Together

Find Your Match

Use our proprietary matching tool to get paired with your ideal compatible housemate. Finding the right roommate has never been so easy.
ACKNOWLEDGES THE JOURNEY

CO-CREATION

A WIDER RANGE OF OPTIONS

ENABLES ROLES, ENHANCES REPUTATIONS

INTEGRATED

PRIORITIES DRIVE COMPROMISE

EXISTS IN A JOINED UP ECOSYSTEM

RESPONSES TO NEW NARRATIVE
The Global Centre for Modern Ageing will create an ecosystem that empowers people, businesses, researchers and governments to seek and develop solutions that reflect the opportunities for modern ageing.
JOIN THE CONVERSATION

USE THE LANGUAGE

BECOME AN ENABLER

AUDIT FOR THE NARRATIVE

CO-INVENT

PARTNER IN THE ECOSYSTEM