



Trends in the lifestyle retirement industry

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26 February 2016

The “lifestyle retirement” market

- Small segment of the senior housing market
- Exclusive and relatively expensive
- Hospitality & lifestyle focus
- Discreet healthcare solutions
- Insulated, safe & secure

Sectional Title

Life Rights

Rental



Senior housing industry in South Africa

- Fragmented & immature
- Little interaction & information sharing
- Limited senior living design R&D
- Slow to adopt green strategies
- Slow to incorporate technology
- No industry body e.g. SAPOA affiliate



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**OPPORTUNITY
TO INNOVATE**



Trends & Challenges

1. Mega-shift in the ageing paradigm
2. Boomers will demand different product
3. Continuous improvement is the gold standard
4. Senior home care is the new frontier
5. Age-in-place solutions will compete with retirement communities
6. Dementia & Alzheimer's are on the rise
7. Affordable solutions will win market share



Trends & Challenges

1. **Mega-shift in the ageing paradigm**
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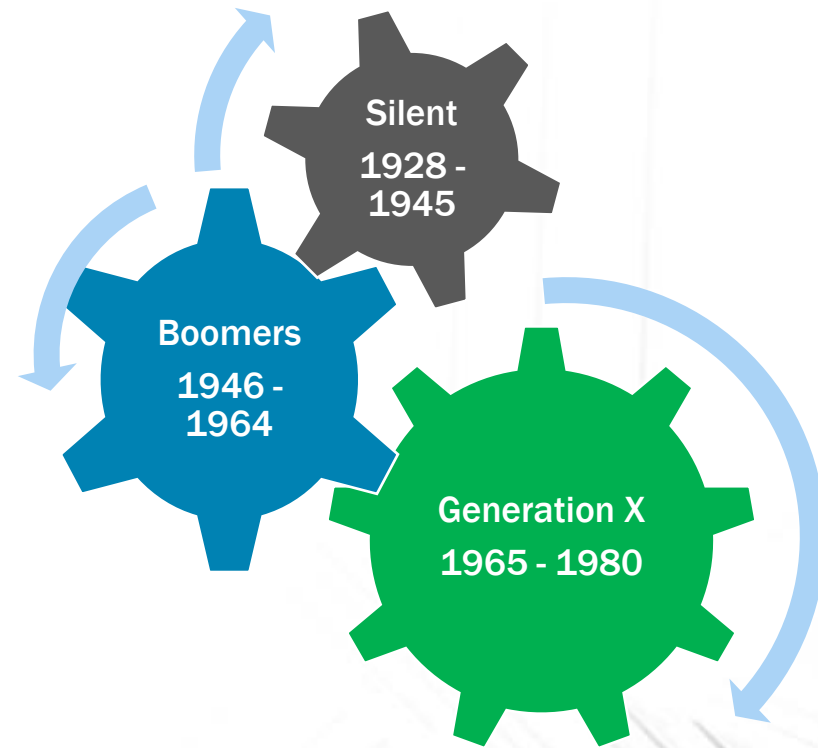
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1. Mega-shift in the ageing paradigm



1. Generational shift
2. People are living longer
3. People are working longer
4. Ageing paradigm is shifting



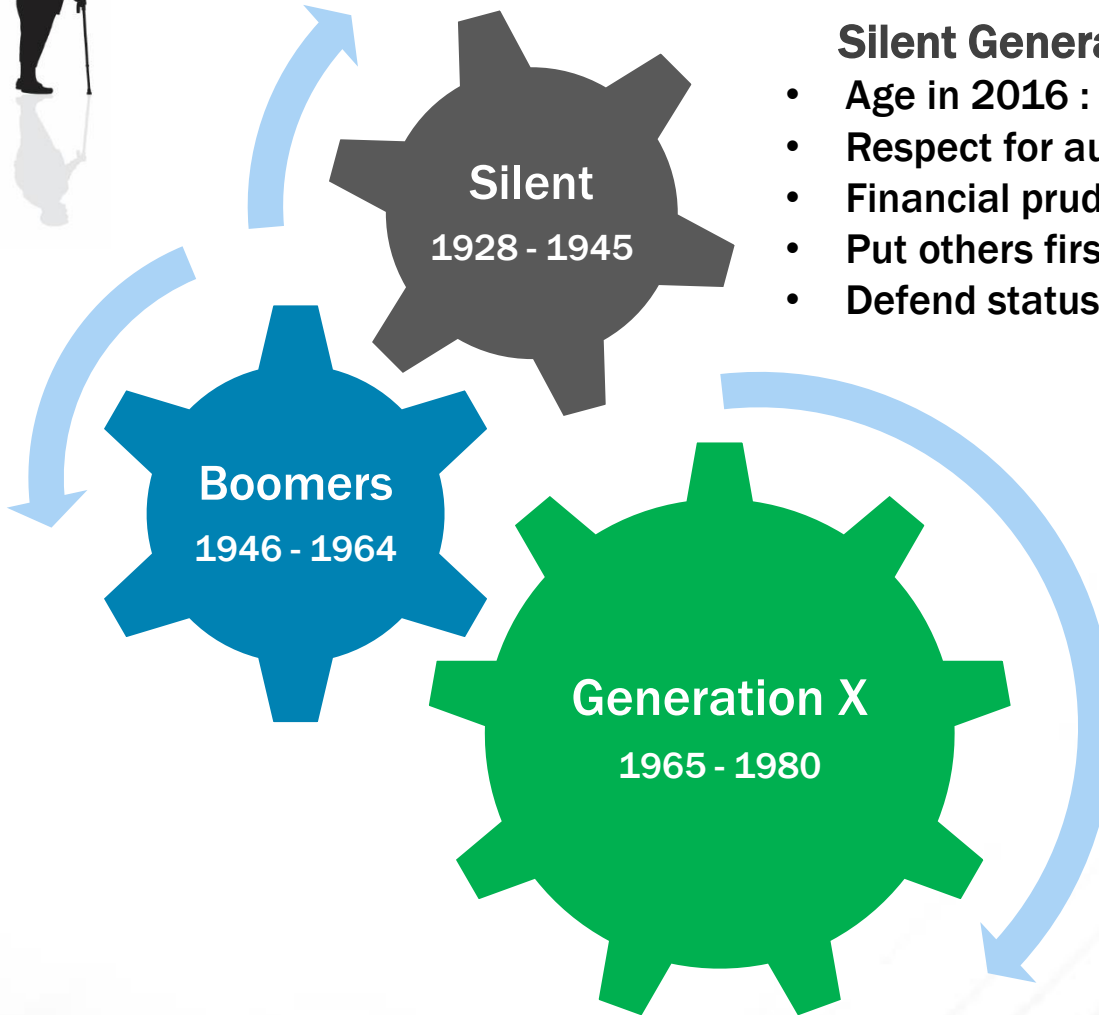
Generational Shifts

conjecture & generalization



Baby Boomers

- Age in 2016 : 52 - 70
- Independent thinkers
- Optimistic risk takers
- Career before family
- Change the world



Silent Generation

- Age in 2016 : 70 - 87
- Respect for authority
- Financial prudence
- Put others first
- Defend status quo

Generation X

- Age in 2016 : 35 - 50
- Well educated
- Independent
- Distrust of authority
- Work life balance

Generational Shifts

conjecture & generalization



Present Customers
Age 70 - 87
"Accepting of retirement homes"

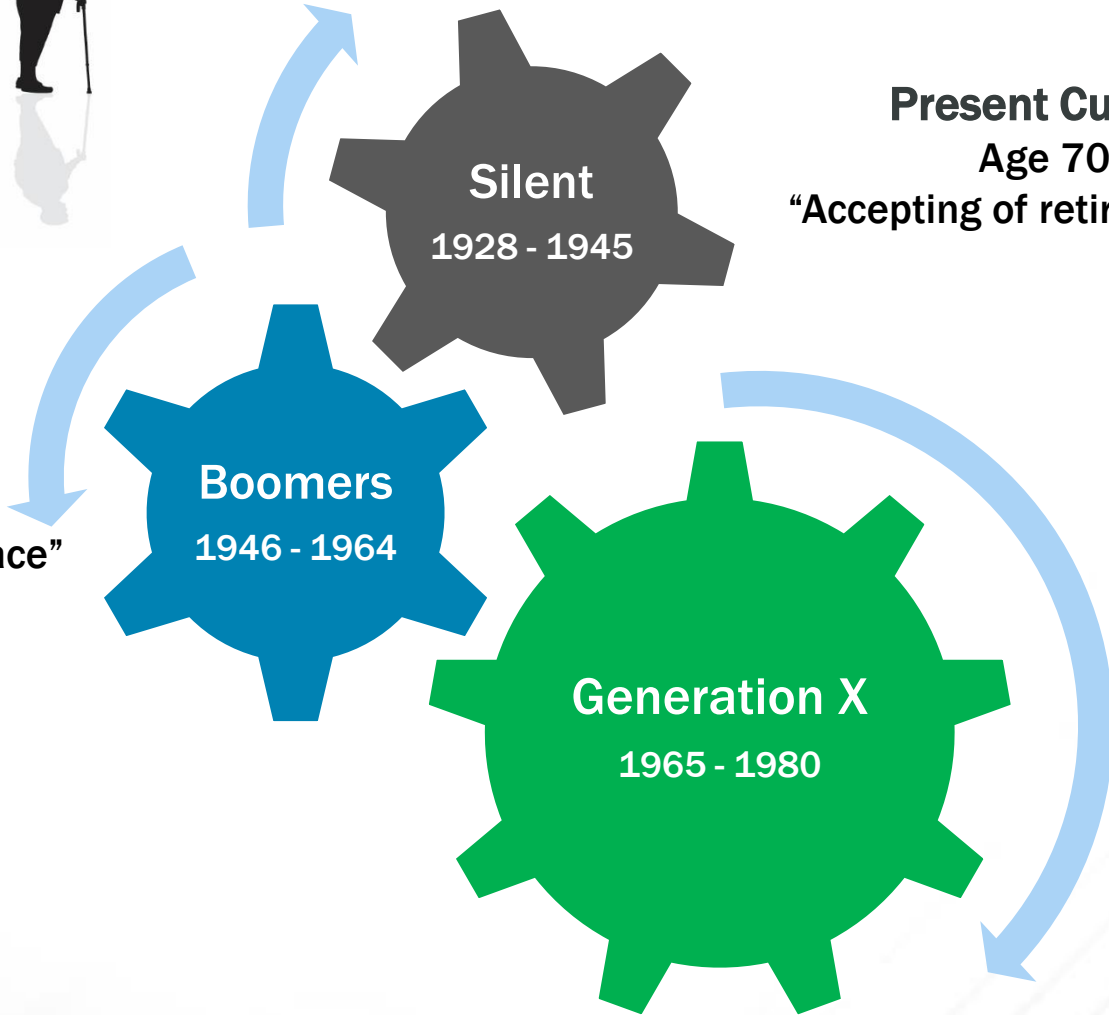
Silent
1928 - 1945

Future Customers
Age 52 - 70
"Jury is out, prefer to age-in-place"

Boomers
1946 - 1964

The Adult Children
Age 35 - 50
"Will influence the decision"

Generation X
1965 - 1980



2. Boomers will demand a different product



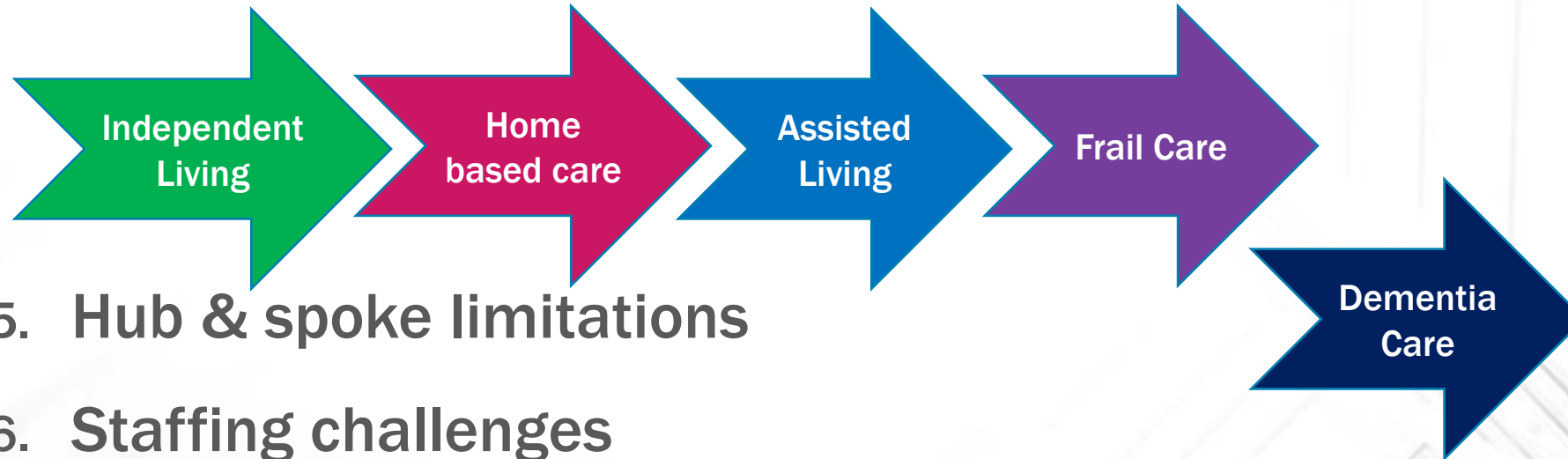
1. Boomers are living and working longer
2. Conventional retirement is obsolete
3. Looking to extend current independent lifestyles
4. Prefer multi-generational communities
5. Ageing on their own terms ... do it my way!
6. Boomers are prepping their homes early
7. Will use technology to extend independence
8. Will buy-in services as independence diminishes

3. Continuous care will become the gold standard



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1. When independence is lost ... ???
2. Morality of the life right without care options
3. Frail care funding solutions
4. The care continuum:



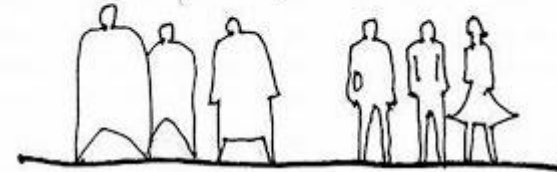
5. Hub & spoke limitations
6. Staffing challenges

4. Senior housing design will get smarter

1. Inspired design of form & function
2. Delivering privacy within high density
3. Sustainability elements:
 - Fibre optic backbone ... TV, VOIP & MENU
 - Solar with thermal efficiency
 - Energy storage & LED lighting
 - Water harvesting etc.
5. Smart house technologies
6. Health monitoring & medical emergency



PEOPLE



5. Age-in-place solutions will compete with retirement villages

1. Home remodelling
2. Community support networks
 - NORC's
 - Co-operative living
3. Age-in-place service providers:
 - domestic services ... meals
 - shopping & transport ... outings
 - companionship ... healthcare
4. Technology to monitor health & emergency
5. Huge industry in the USA



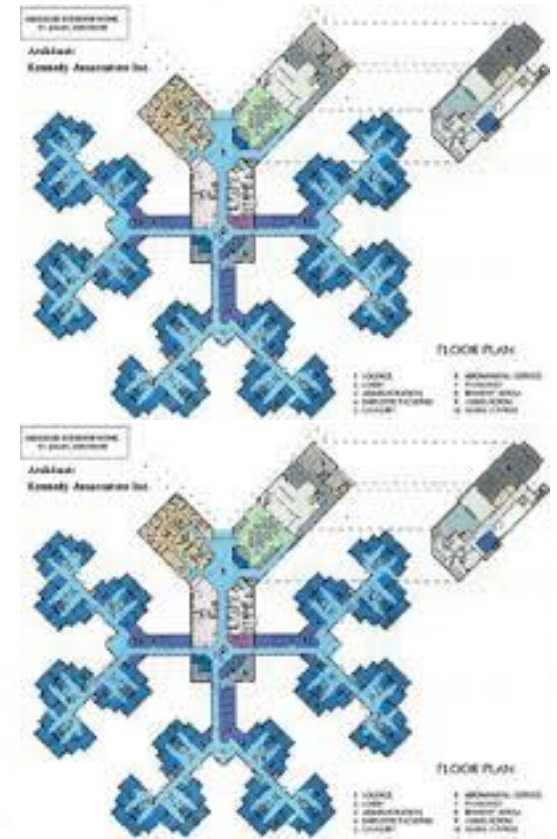
6. Dementia & Alzheimer's on the rise

1. Prevalence on the rise ... just yesterday she was ...
2. Insufficient specialist facilities
3. High cost of quality dementia care
4. Shortage of skilled helpers with compassion
5. Serious challenges for retirement villages



7. Affordable solutions will win market share

1. Boutique lifestyle estates will attract the wealthy
2. Middle income resources will be stretched
3. Need for “coke light” offerings
4. Solution is larger villages (800 – 1500 units)
5. Cost engineer & scale to reduce ticket prices
6. Scale & efficiency to contain levies
7. Form as important as function
8. Modular design & social programs to create communities within communities



How do we make lifestyle villages boomer friendly?

- Drop the “retirement” label and attitude!
- Expand the lifestyle & hospitality focus
- Emphasis on wellness, health & vitality
- Offer multi-generational alternatives
- Events to attract the local community
- Minimise house rules and increase personal choice



How do we make retirement villages boomer friendly?

- Design to deliver privacy within high density
- Energy efficient & technologically advanced
- Discreet healthcare solutions
- Scale to enhance affordability
- Beautiful spaces to enrich the soul
- Design to “age-in-place-in-time”



Factors pushing boomers towards retirement villages in SA

PHYSICAL SECURITY

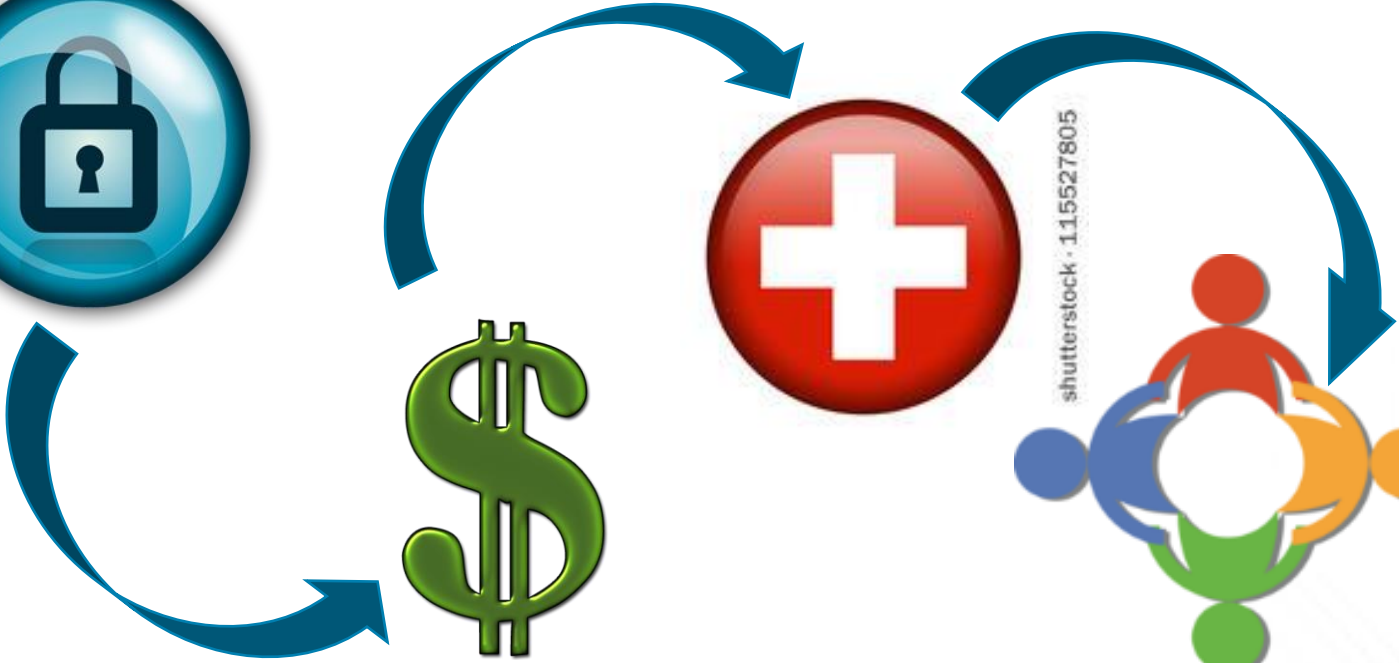


HEALTHCARE SECURITY



FINANCIAL SECURITY

SENSE OF COMMUNITY



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Advice for the brave!

1. Understand the paradigm shift
2. Listen to the customer
3. Invest in design R&D
4. Create beautiful spaces
5. Scale-up for affordability





The End

Thanks for listening ...