



Refirement Network
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Retirement Lifestyle Conference

Don't Retire-REFIRE



Why Refire not Retire?

The Baby Boomers have changed every life stage as they have moved through it. There is no reason to believe that the same will not be true for this next phase of life that is called “retirement”



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Baby Boomers heading your way



The Baby Boomers born 1946-1964

The have a positive “can do” attitude



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Why will it be different for Boomers?

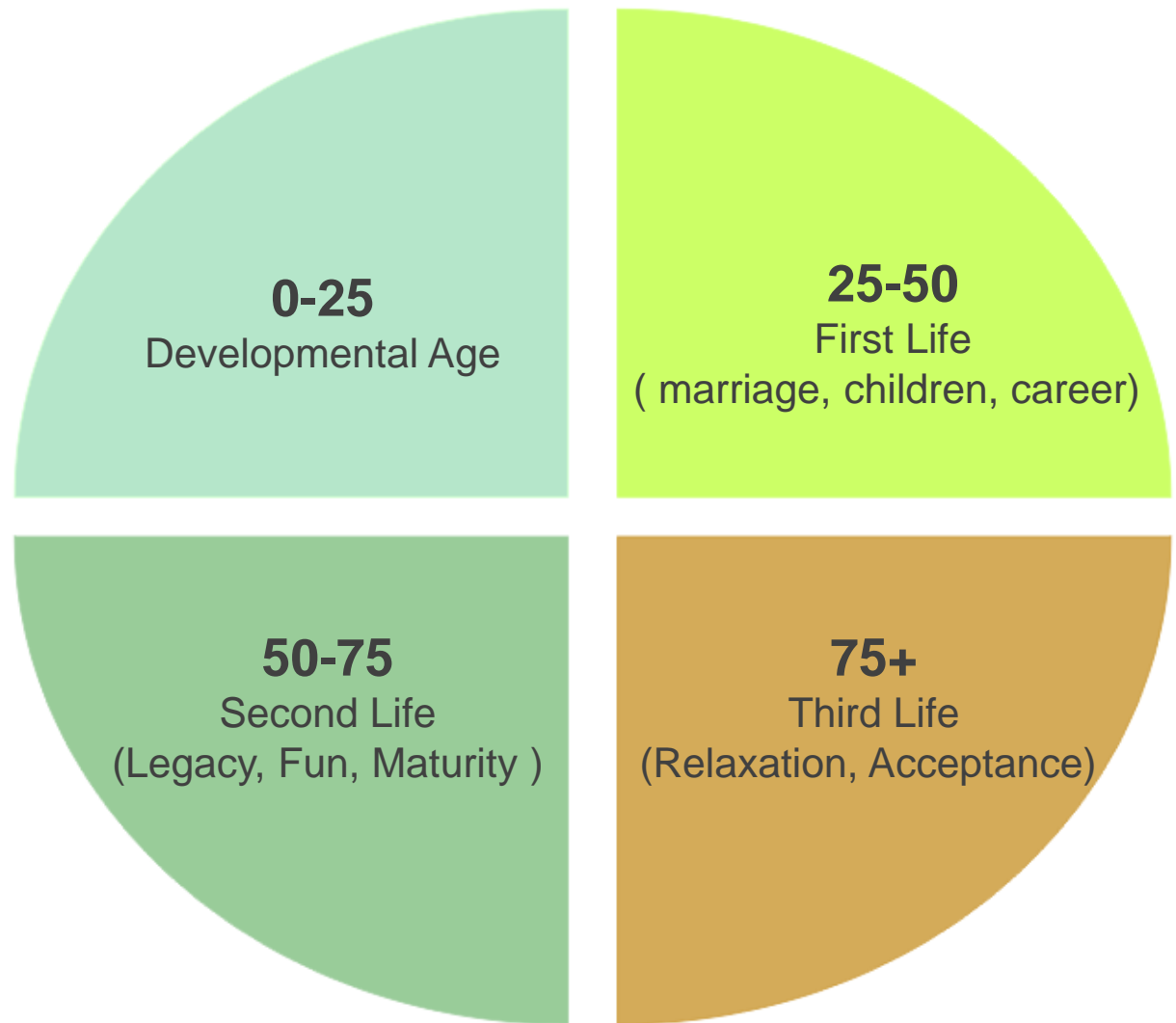
- Social Change
- Technology
- Aging
- Influence in formative years
- History of Boomers through other life stages.
- Global World



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4 Ages



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Some of the trends

- Increase in numbers of the aged
- Increase in longevity
- New generation heading into retirement
- Technology driving change
- Global families
- South African political story
- Talented and skilled staff needed
- Design of facilities
- South Africa as a retirement destination
- Socio-economic challenge



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Trends for the 50+ market

Second Life

- Lifestyle Living
- Different language (18 till I die)
- Security
- Lock up and go
- Close to the city
- Technology enabled facilities
- Health and Wellness centre
- Short Term care facilities
- Cycles of work and play
- Complete Independence



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Trends for Aged Care Third Life



- Care facilities and services
- Mental wellness activities
- Social activities
- Inter-generational activities
- Food services
- Large increase in numbers over the next 40 years.



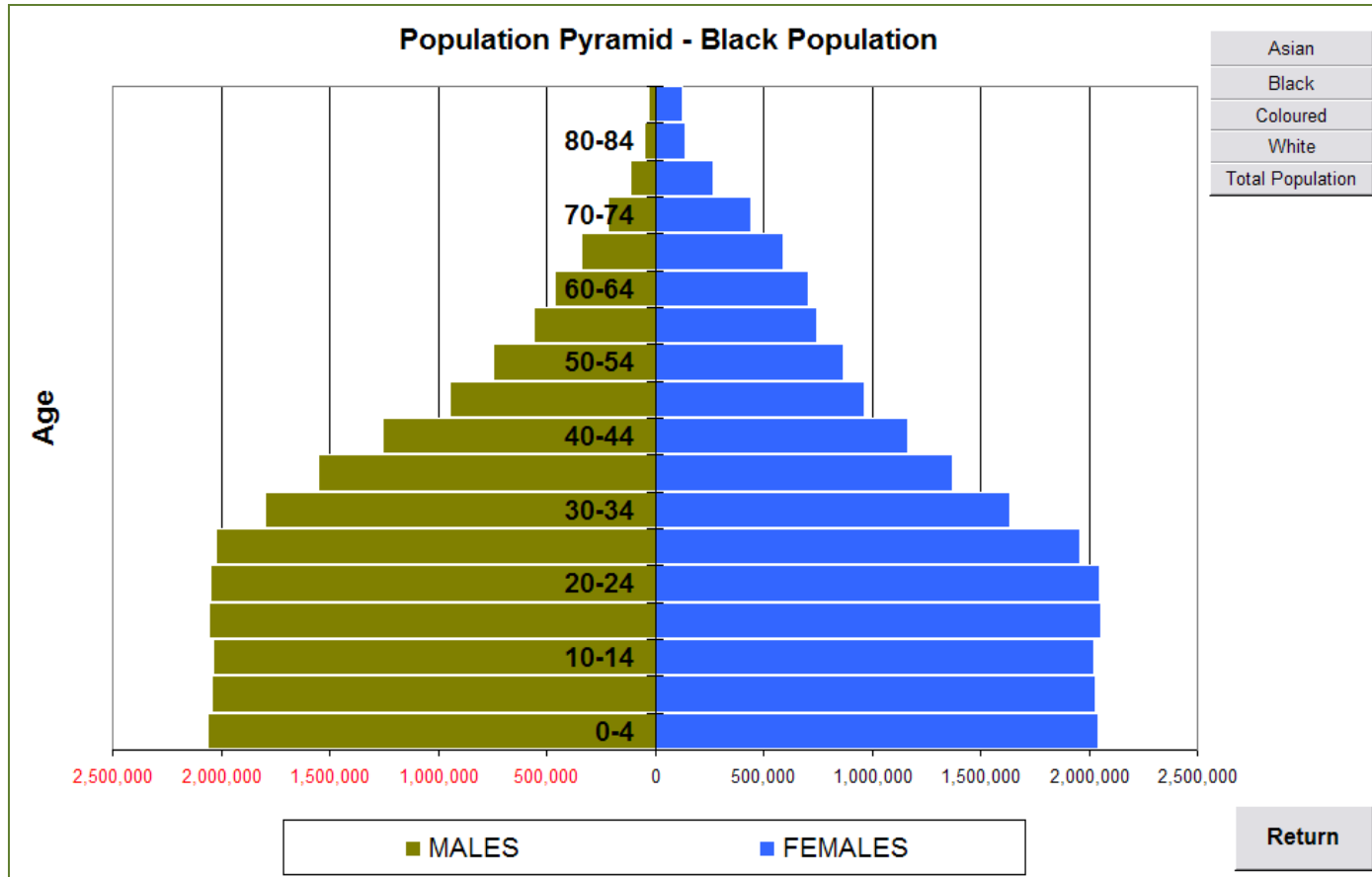
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South African Picture

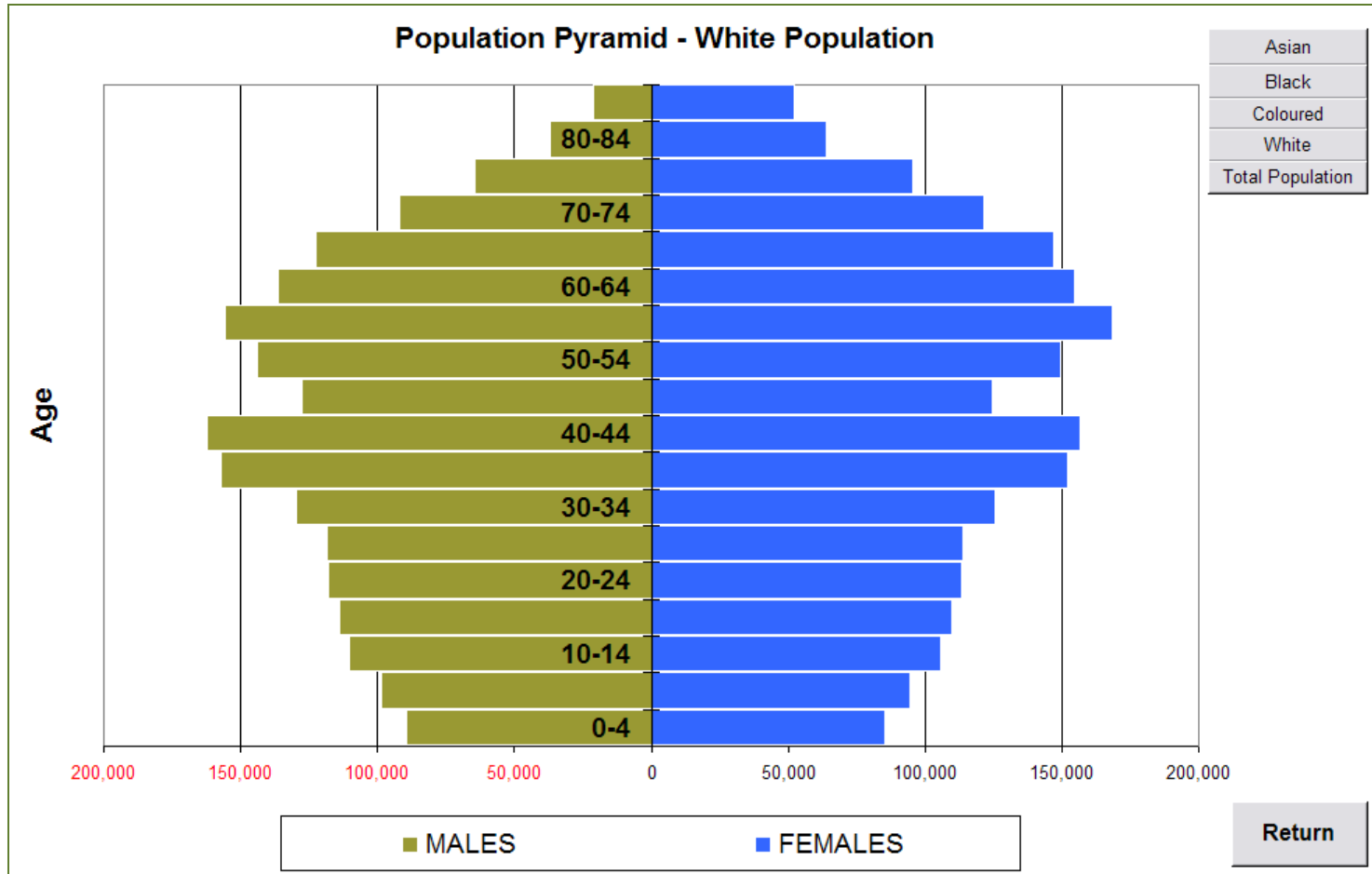
- There are 2 million people over 50 in the LSM 7-10 bracket
- This is 6% of adult population
- Wealth of this group is equal to 20% of spend.
- 50% white
- 25% black
- 25% Coloured and Indian



Demographic Summary

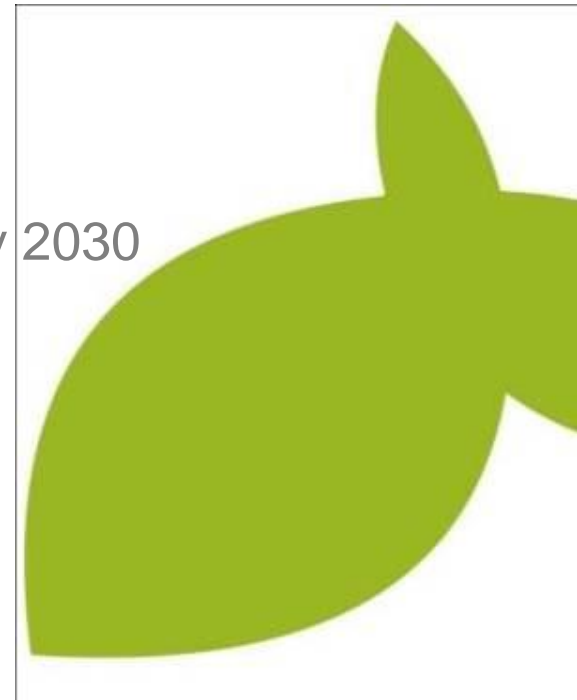


Demographic Summary



Some up to-date stats for South Africa

- 7.8% of population currently over 60
- By 2025 this will be 13.1%
- Over last 10 years life expectancy in SA has risen from 53 to 62
- The NDP hopes to raise life expectancy to 70 by 2030
- Stats care of Dr Aquina Thulare from national health at WCHA2015



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The next 40 years

- In the next 40 years the growth of the over 50 market will increase by 50%.
- In the same time period the rest of the population will only grow by 10%

Trends to watch

- Life Long Learning
- Travel Experiences
- Work and Play Cycle
- Where will I live?
- Technology
- Health Industry
- Volunteering
- Stretching the finances



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Working longer may be the best insurance policy for your future

“I know that someday I will die,
but I will never Retire”

Margaret Mead



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What are our work options?

- Full time Retirement
- Sabbaticals
- Intervals of work and play
- Volunteering
- Travel experiences
- Life Long Learning
- Flexi-time
- Wisdom Transfer
- Coaching and Mentoring
- New Career



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Encore Career

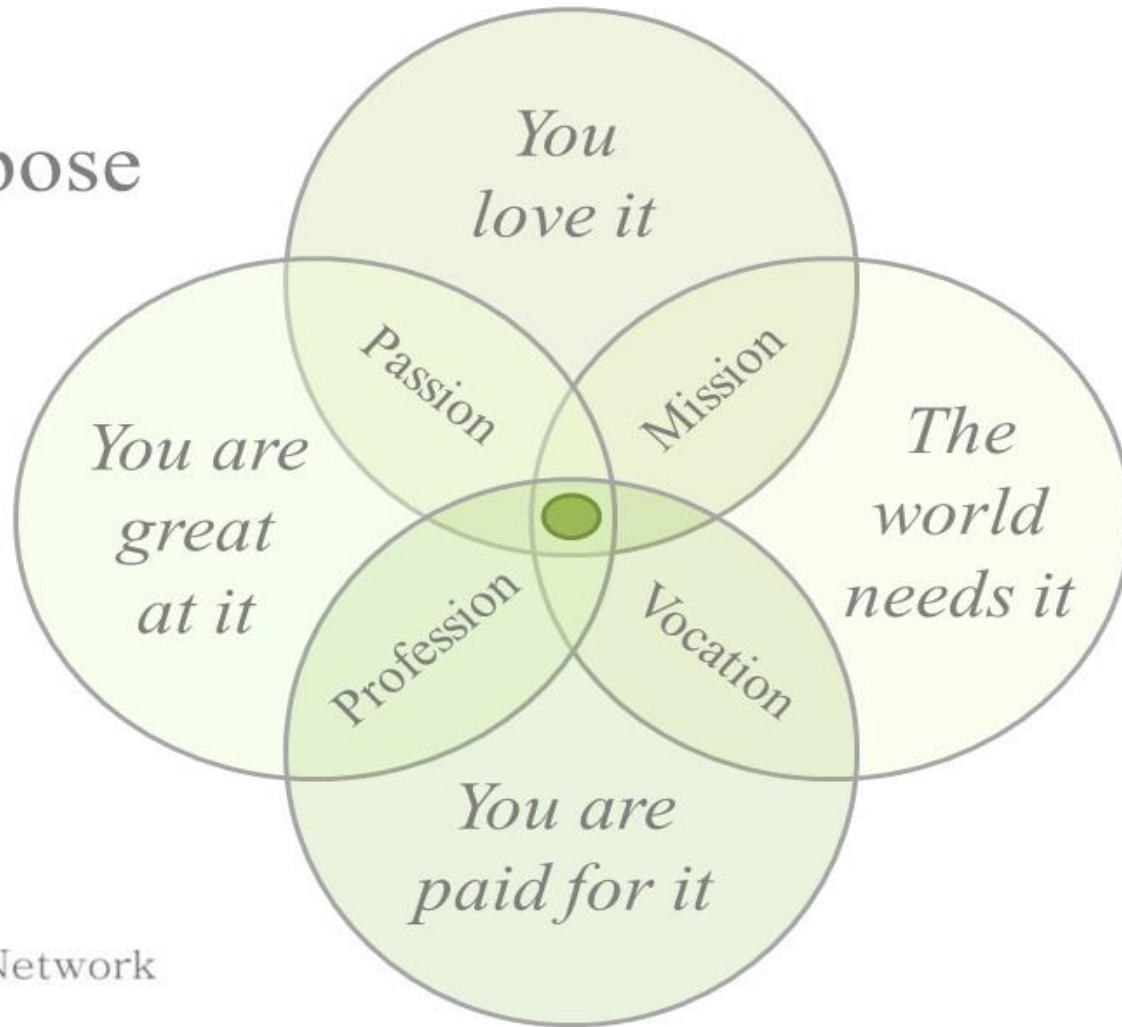
- To find your calling in an encore career, ask yourself “ what need in the world will ignite the passions in my heart, tap my natural gifts, educational background and skills and bring vitality to all of life?”
- Meaningful, absorbing work aligns passion, talent and values.



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Where is your sweet spot?

● Purpose

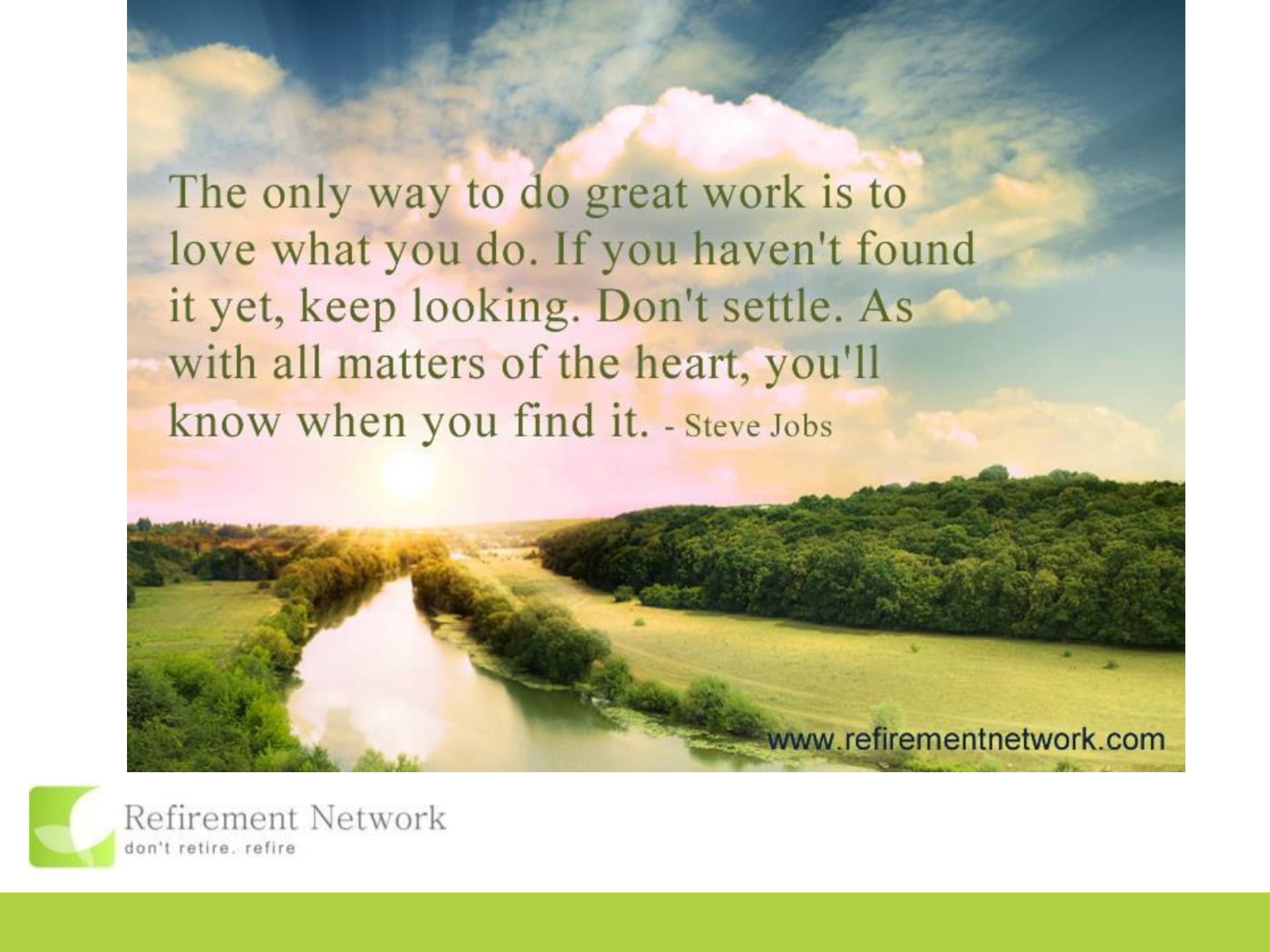


Technology is the driver of change

- Computers were not part of our childhood
- Internet is driving speed of change
- Marketing of technology not aimed at Boomers
- We have no concept of this other world without the knowledge of computers.
- Fear/Confidence/ in the way of change.



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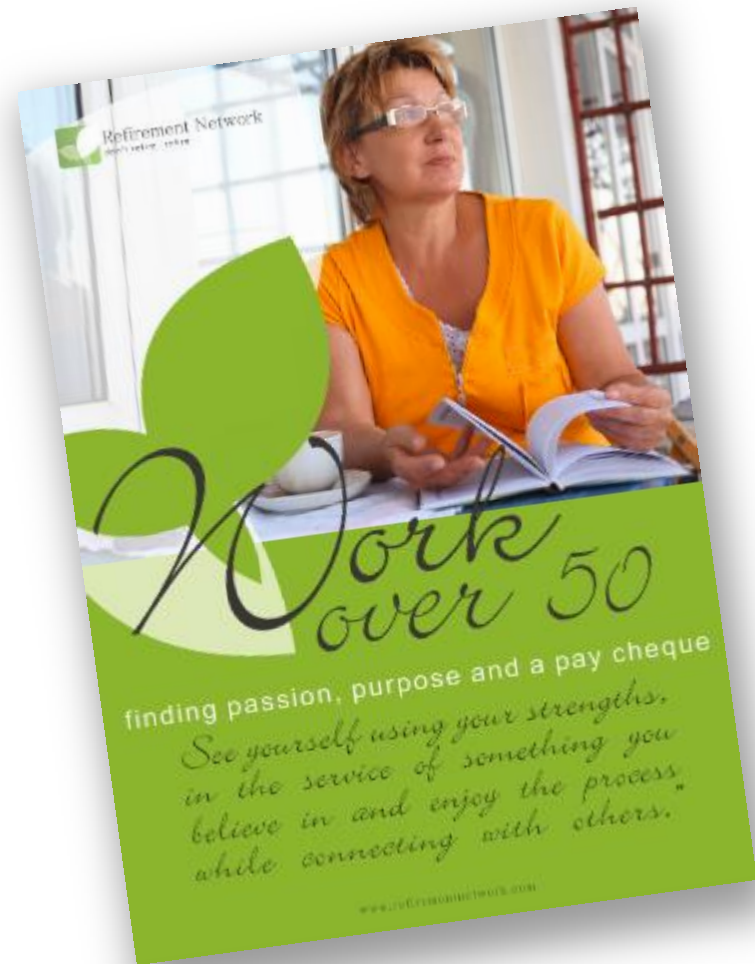
The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. - Steve Jobs

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- This journey is unique and different for every human being.
- Your circumstances, experience, financial position and health will dictate your journey and decisions.
- Make time to work on your plan and live your life to the full .



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Where are these Boomers at the moment?

- Still in the work place.
- Many may even be single
- Stressed out and ready to change direction
- In big houses with no children
- Entrepreneurs and Business owners
- Ready for change after long career with one employer



Challenges

- Size of the market
- Correct differentiation and marketing
- Affordability
- Range of services
- Skills shortage
- Single Women
- Global Families
- Mental wellbeing
- Isolation



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Opportunities

- Inter-generational solutions- Daycare at work for aging parents and combining preschoolers and old people in the same building.
- Collaboration across the sector
- Use the services of the Second Life (50+) to meet the needs of the Third Life (75+)
- Use technology
- Encore career opportunities
- International Retirees



Words from a wise thinker

- “We live in a culture, time, and place where creative people have to use creative means to accomplish something that was always the most ordinary, customary thing in the human experience: older people and younger people sharing their lives,” says **Bill Thomas**, a doctor and international authority on geriatric medicine and eldercare.

Leave a legacy



Life is no brief candle to me.

It is a sort of splendid torch which I have got hold of for the moment and I want to make sure it burns as brightly as possible before handing it on to future generations.

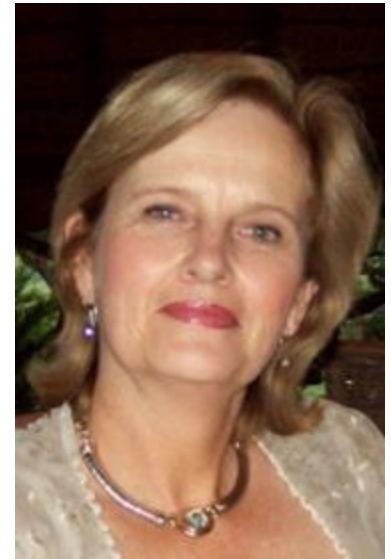
George Bernard Shaw



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What we offer?

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- Breakfast events
- Online Skills Bank
- Coaching
- Marketing Opportunities
- Assist with building Refirement Communities



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