



A SILVER ECONOMY: THE VALUE OF LIVING LONGER

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2017



A presentation on key points arising from a silver economy research project initiated by SUPA-NZ with investment by SmartGrowth. The project was based on a need to further understand the social and economic impact of population ageing.

The presentation will include research outcomes including:

- A review of international commentary, research and development
- An assessment of the silver contribution to the Bay of Plenty economy
- Investment for sustainable communities and opportunity for business innovation
- The power of the global silver economic megatrend
- **Evidence that Tauranga has a booming silver economy**

It is clear that global population ageing will change the world.
New Zealand regions cities, towns and communities are super-ageing

Like climate change, a response to population ageing is imbedded in
some of the most complex social, political and economic problems of our day

The research outcomes indicate an urgent imperative to reframe an informed conversation

and investment that will:

- Create environments for healthy, purposeful and meaningful ageing

Providing collaborative population-ageing leadership on
silver economic development, active ageing, age-friendly business
and community environments for sustainable social and economic wellbeing





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- Promote innovation-silver economic platform for social and economic sustainability
- Inform investment in enhanced policy frameworks by building on international evidence, New Zealand and this Bay of Plenty silver economic contribution data.

Longevity means that a 'business as usual' approach to policies, planning and the delivery of products and services will no longer be enough to meet the well-being needs of increased numbers of mature, older, and older-old New Zealanders. If environments for longevity remain the same, communities and regions will miss out on the opportunity to maximise the benefits of the silver economy megatrend. Evidence shows that:

Communities that plan together to develop liveable communities for active purposeful and meaningful ageing will create systems change, grow a silver economy and enable environments to become more age-friendly.

The silver lining is, that the power of the wealth, education, technological and leadership capacity of the boomer cohort to aspire, navigate and reimagine a productive 'retirement' lifestyle will create a 'second demographic dividend.'