

The Purpose of Longevity....
and how to house it

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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

MID LIFE

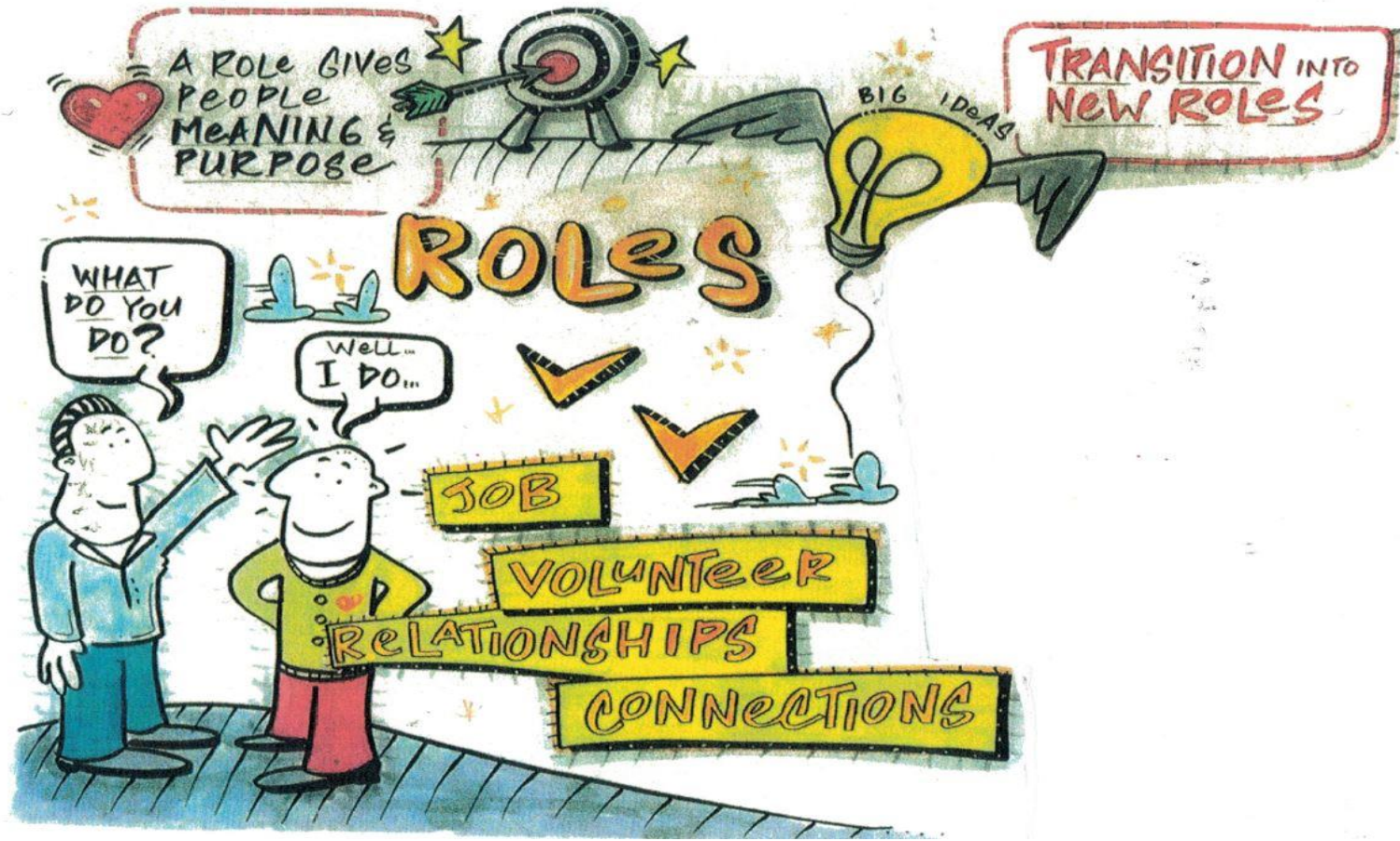
RETIREMENT

FRAILTY

MID LIFE

SEMI
RETIREMENT

FRAILTY



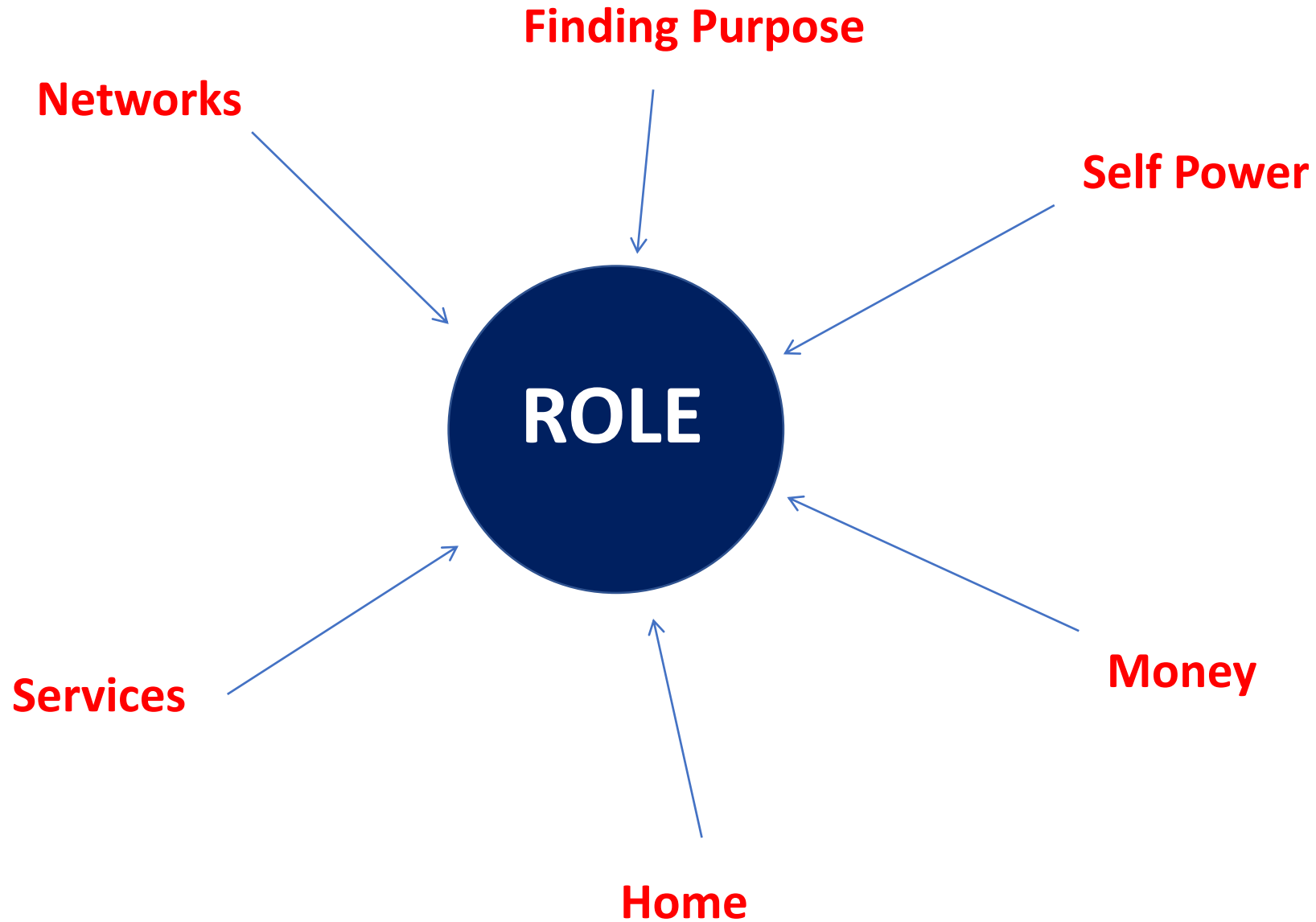
MICHAEL LONGHURST

Enjoying Retirement

An Australian handbook of ideas,
strategies and resources



The 6 Role Enablers





FOREWORD BY RAY MARTIN

RETHINK

YOUR

CAREER

In your 40s,
50s and 60s

JOANNA MAXWELL

Australia's work reinvention expert

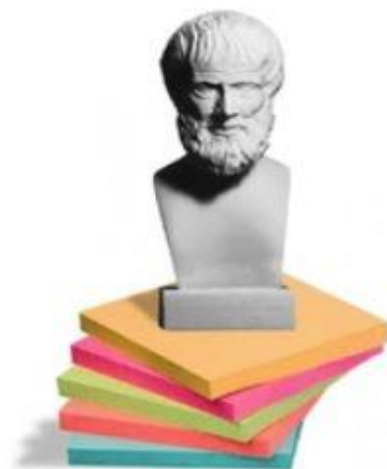


Next
For
Me



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, cofounder and CEO, Airbnb

Age & Opportunity

Bealtaine Festival

Celebrating the arts and creativity as we age



Australian Government

long
live
you





Consumer Directed Care (CDC)

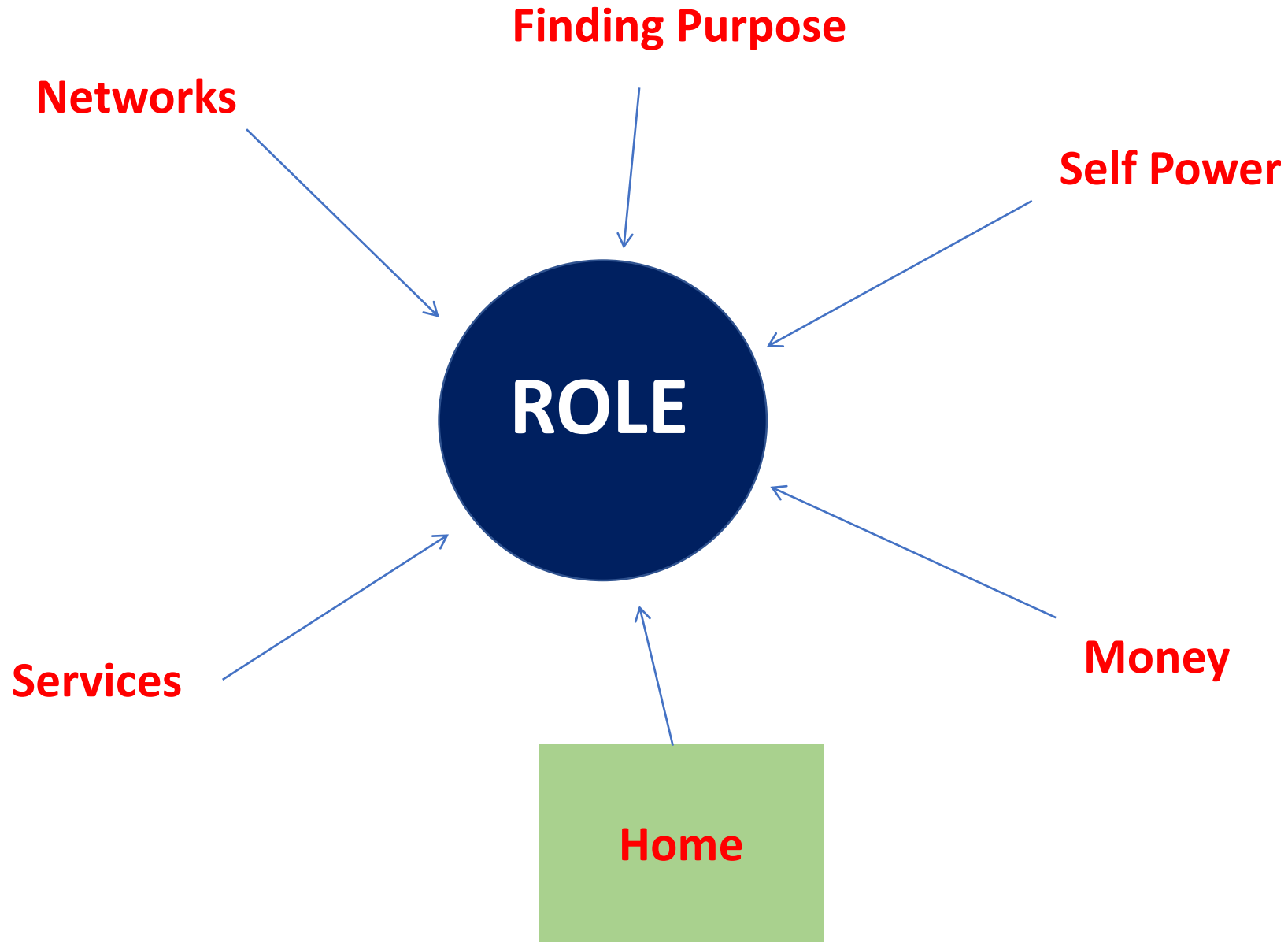
Flexibility and choice in the direction of your future

AGING^{2.0}

OPTIMIZE

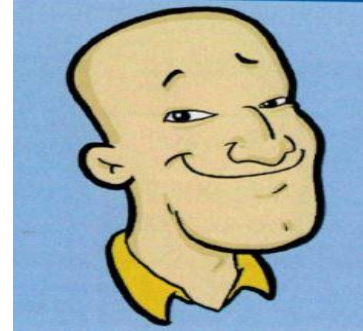
NOV. 14-15, 2018 | HERBST THEATRE | SAN FRANCISCO WAR MEMORIAL

The 6 Role Enablers





The Worker



The Grandparent



The Renter



The Traveller



The Regional
Resident



- 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](#)





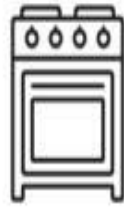
**Two homes. Under
one roof.**

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?



Couples stay together



Private homes
with ensuite and kitchen



Pets welcome*



Wolf Creek Lodge

a cohousing community
for active adults



*Imagine living in a community
as vibrant as you!*





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Find Your Perfect Housemate

A unique roommate matching service for baby
boomers and empty nesters

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[Explore by Map](#)

[Homeowner Info](#)

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.





BEACON HILL VILLAGE

➤ 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

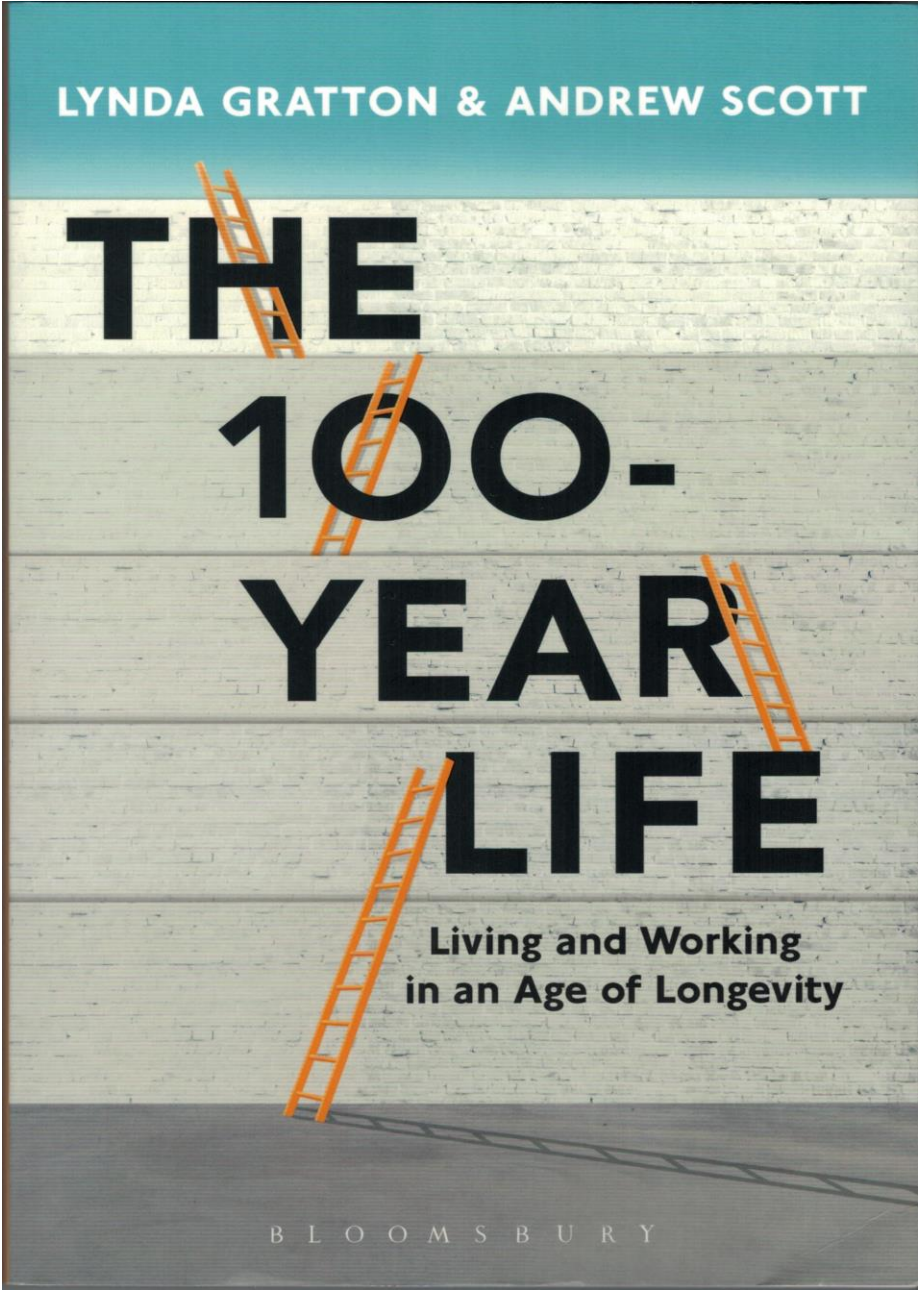
➤ BECOME AN ENABLER

➤ AUDIT FOR THE NARRATIVE

➤ CO-INVENT

➤ PARTNER IN THE ECOSYSTEM

LYNDA GRATTON & ANDREW SCOTT

The book cover features a teal header and footer. The central area has a background of horizontal grey concrete slabs. Four orange ladders are leaning against the wall: one against the word 'THE', one against '100-', one against 'YEAR', and one against 'LIFE'. The title 'THE 100-YEAR LIFE' is printed in large, bold, black sans-serif capital letters.

THE 100- YEAR LIFE

**Living and Working
in an Age of Longevity**

BLOOMSBURY