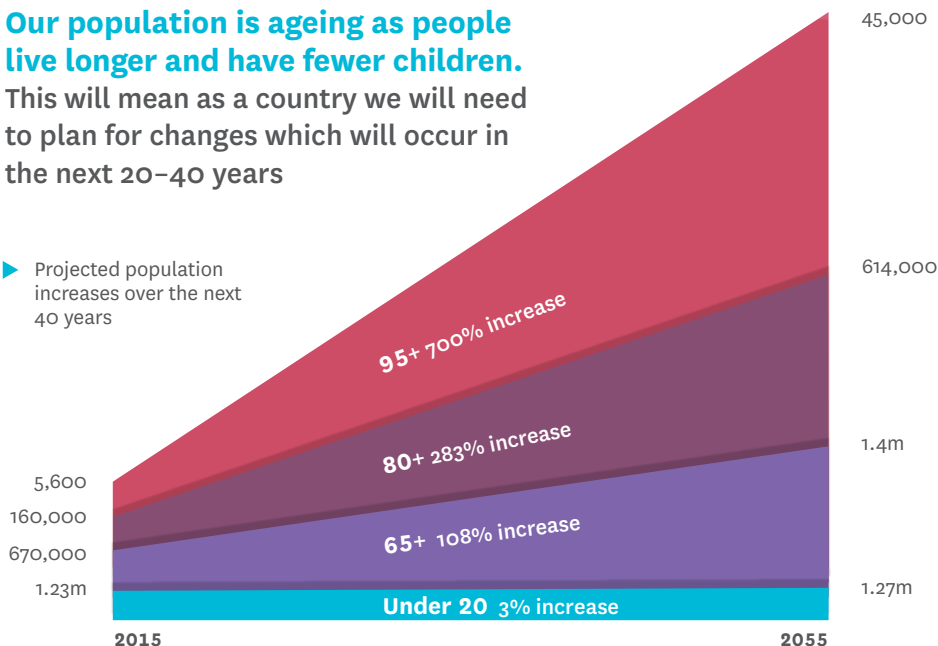


# What an ageing population means for New Zealand

**Our population is ageing as people live longer and have fewer children.**

This will mean as a country we will need to plan for changes which will occur in the next 20–40 years

► Projected population increases over the next 40 years



Source: Statistics New Zealand population projections

## This may mean



Services will need to adapt to an older population



Increase in demand for smaller, more accessible homes for older people



Increase in home support or aged residential care facilities, mainly for those aged 80+



More demand for carers and skilled health workers

For more information visit [www.osc.govt.nz](http://www.osc.govt.nz)

# What an ageing population means for our regions

**Our regions are ageing faster than many of our cities.** Some regions will need to plan for a future where they will have much larger older populations at the same time as having declines in younger population groups.

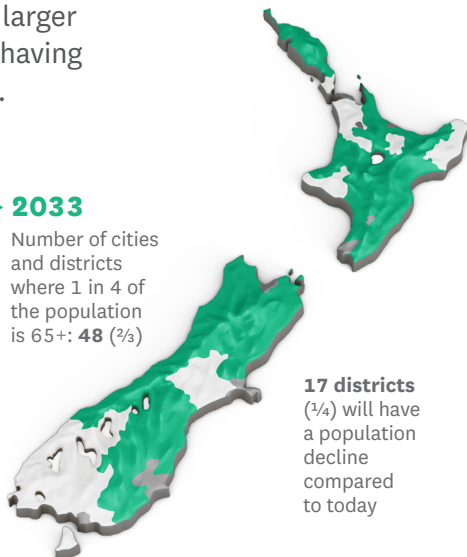
## ► 2015

Number of cities and districts where 1 in 4 of the population is 65+: **2**



## ► 2033

Number of cities and districts where 1 in 4 of the population is 65+: **48** (2/3)



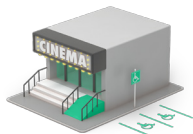
**17 districts** (1/4) will have a population decline compared to today

Source: Statistics New Zealand population projections

## This may mean



Many of our smaller towns will be much older than our cities



Local services, both public and private will need to adapt to an older population



Some regions may face population decline, falling rate bases and a shortage of skilled workers



Older people in small or remote areas may have difficulty accessing critical services, such as health and transport

For more information visit [www.osc.govt.nz](http://www.osc.govt.nz)

# Older people as consumers and workers

**Our older population is becoming a larger workforce and consumer market.** Employers and businesses need to understand the key role older people will play as consumers and workers.

## ► 2011

Amount of money spent by older people on goods and services: **\$14b**



## ► 2031

Amount of money spent by older people on goods and services: **\$39b**

Based on 2013 dollars  
Source: MSD 'Business of Ageing'

**2015** 21% of people 65+ in some form of paid employment (approximately 138,000 people)



**2031** 31% of people 65+ in some form of paid employment (approximately 350,000 people)



**Only 14–18% of employers are actively planning for an ageing workforce**

## This may mean



Businesses will need to target more products and services towards older people



Rapid expansion of businesses signing up to the SuperGold Card shows the beginning of this consumer market

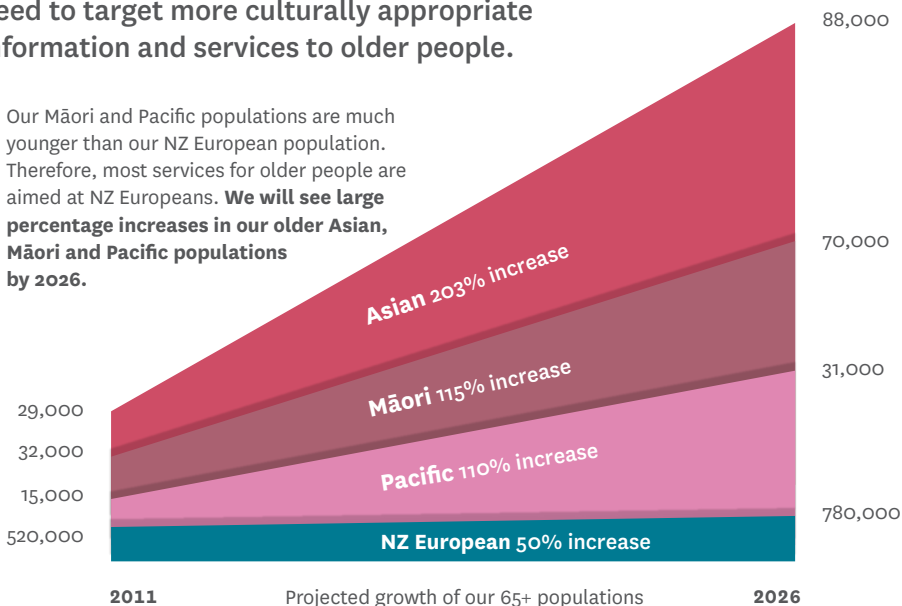


Businesses will need to plan for an ageing workforce if they want to avoid skill shortages

# Diversity of older people

**Our older population is becoming more culturally diverse, and organisations will need to target more culturally appropriate information and services to older people.**

- Our Māori and Pacific populations are much younger than our NZ European population. Therefore, most services for older people are aimed at NZ Europeans. **We will see large percentage increases in our older Asian, Māori and Pacific populations by 2026.**



Source: Statistics New Zealand population projections

## This may mean



A more diverse older population



More demand for multi-cultural services, in areas such as home support and aged residential care



More demand for non-English services and information for older people who do not have English as a first language

# Older people today — nationwide

**Making New Zealand a positive place in which older people are supported and valued by society** and acknowledged for their contribution and participation is what we are all striving for.

\$ **18**  
**BILLION**

Around a quarter (\$18b) of core government spending is spent on older people (superannuation, health etc)

Conservative estimate



Around 65 million trips have been taken by SuperGold Card holders since 2008



12,500 business outlets offer SuperGold Card discounts

## Where can I find help?

**Ministry of Social Development** Senior Services  
[www.msd.govt.nz/what-we-can-do/seniorcitizens](http://www.msd.govt.nz/what-we-can-do/seniorcitizens)  
0800 552 002 (New Zealand Superannuation)  
0800 650 656 (Veteran's Pension)

**Ministry of Health** Services for Older People  
[www.bit.ly/1Gj1BrR](http://www.bit.ly/1Gj1BrR)

**Rates Rebate Scheme**  
[www.dia.govt.nz/ratesrebates](http://www.dia.govt.nz/ratesrebates)

**Total Mobility Scheme**  
[www.nzta.govt.nz/resources/total-mobilityscheme](http://www.nzta.govt.nz/resources/total-mobilityscheme)

**Consumer Affairs** – Get Online Savvy – A Guide for Seniors  
[www.bit.ly/1yQoCdU](http://www.bit.ly/1yQoCdU)

**Accident Compensation Corporation**  
[www.acc.co.nz](http://www.acc.co.nz)  
0800 101 996

**SuperGold Card**  
[www.supergold.govt.nz](http://www.supergold.govt.nz)

# Older people today — services and information

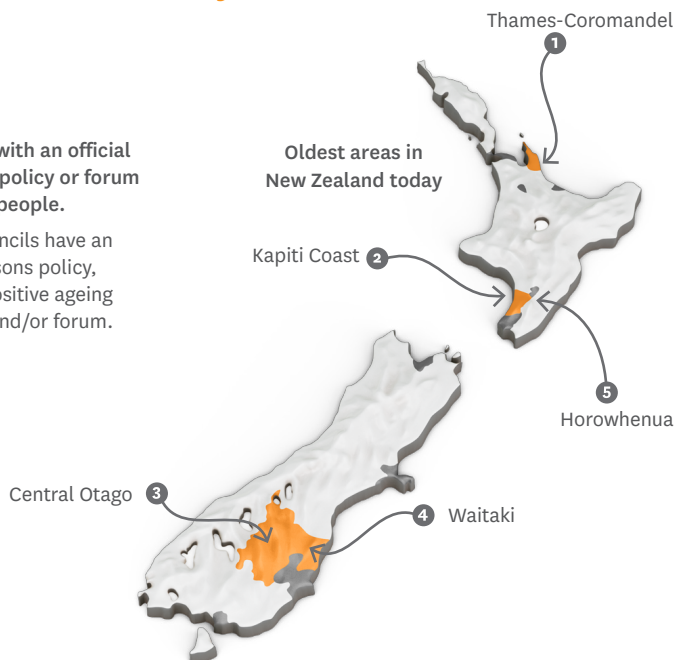
Local organisations, such as councils, need to **encourage and empower older people to have their voice heard in the community.**

**Yes**  
35%

Councils with an official strategy, policy or forum for older people.

Some councils have an older persons policy, some a positive ageing strategy and/or forum.

**No**  
65%



Source: Statistics New Zealand

## Where can I find help in my area?

Talk to your council – ask if they have a formal older persons advisory group or strategy.

Contact your local Age Concern, Greypower, RSA, Citizens Advice Bureau or church group.

For more information visit [www.osc.govt.nz](http://www.osc.govt.nz)