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 (¼)

17 districts (¼) 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.superseniors.msd.govt.nz

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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

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

**2031**
Amount of money spent by older people on goods and services: $39b

**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

For more information visit www.superseniors.msd.govt.nz
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 2035.**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2015</th>
<th>Projected growth of our 65+ populations</th>
<th>2035</th>
</tr>
</thead>
<tbody>
<tr>
<td>NZ European</td>
<td>39,000</td>
<td></td>
<td>780,000</td>
</tr>
<tr>
<td>Māori</td>
<td>41,000</td>
<td></td>
<td>70,000</td>
</tr>
<tr>
<td>Pacific</td>
<td>18,000</td>
<td></td>
<td>31,000</td>
</tr>
<tr>
<td>Asian</td>
<td>31,000</td>
<td></td>
<td>88,000</td>
</tr>
</tbody>
</table>

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

For more information visit www.superseniors.msd.govt.nz
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 65 million trips have been taken by SuperGold Card holders since 2008

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

Conservative estimate

Where can I find help?

Ministry of Social Development  Senior Services
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

Rates Rebate Scheme
www.dia.govt.nz/ratesrebates

Total Mobility Scheme
www.nzta.govt.nz/resources/total-mobility-scheme

Consumer Affairs – Get Online Savvy – A Guide for Seniors
www.bit.ly/1yQoCdU

Accident Compensation Corporation
www.acc.co.nz
0800 101 996

SuperGold Card
www.supergold.govt.nz

For more information visit www.superseniors.msd.govt.nz

OSCIT13 MAY 2016
Local organisations, such as councils, need to encourage and empower older people to have their voice heard in the community.

Councills 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.

Yes 35%

No 65%

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.superseniors.msd.govt.nz

Source: Statistics 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.

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.superseniors.msd.govt.nz