

# Ready for Living

*“living by giving”*

## Our Challenge

Southland and the Gore District have set 10-year population growth targets to ensure the ongoing prosperity of the area. These targets will need to be met through a combination of attraction and retention.

41% of the Gore District is currently aged over 50 years. The Gore District must be well prepared to ensure that the goals this group have for their older years can be met within the District, and that they are encouraged and supported to remain “net-contributors” to the community for as long as they are keen and able to do so.

## Our Goal

Achieve widespread acceptance and understanding of the following ideas:

- Contributions from older people are vital to the future of Gore;
- What is good for older people is good for the community;
- There is economic benefit from investment in services, supports and activities that result in an enhanced contribution of older people to the community;
- The terms “retirement” and “retiree” no longer accurately describe the older years of life;
- For many, the older life-stage involves a significant continued contribution to the community through paid or unpaid employment.

### PROJECT CHARACTERISTICS

The Ready for Living project will encompass these key characteristics:

- Community driven
- Clear leadership
- Age-friendly mindset
- Strategy
- Goal focus
- Openness
- Community support and endorsement
- Hard and soft factors
- Long term plan
- Community-wide funding

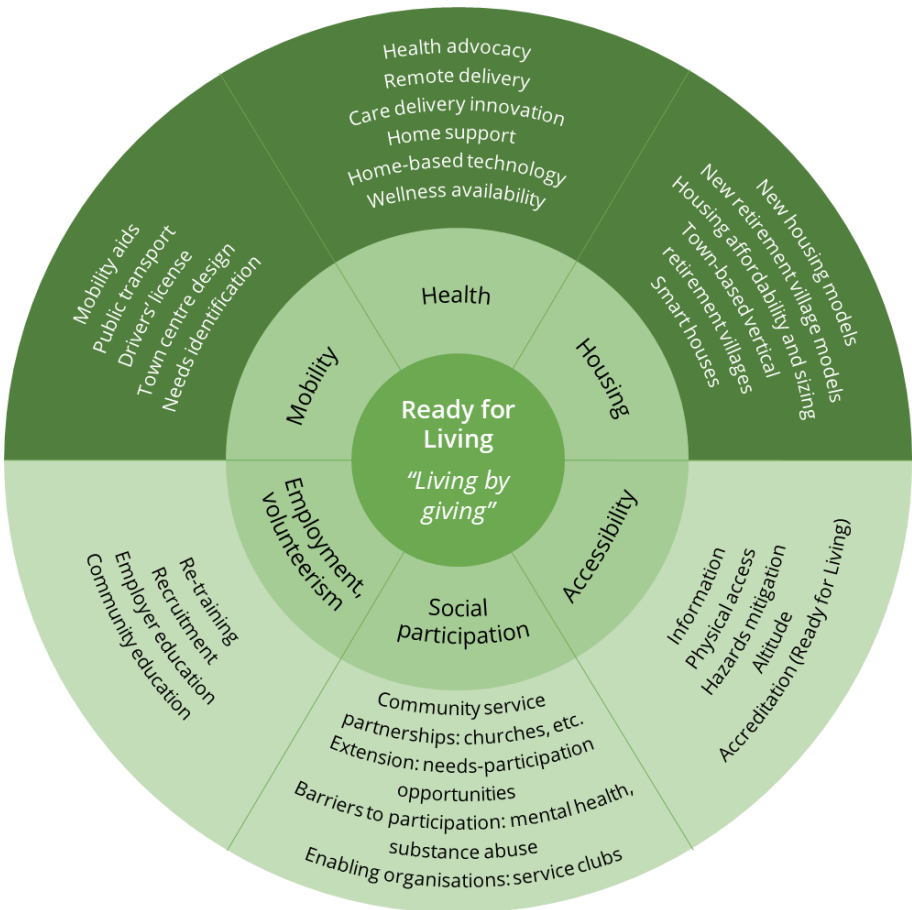
### FOCUS AREAS

Primary priorities:

- Health – accessibility of health services was strongly identified as the key priority;
- Mobility – relates to the ability to access living experiences;
- Housing – appropriate housing is a fundamental requirement to enabling active ageing.

Secondary priorities:

- Social participation – vital, but can be severely constrained if the primary priorities cause pressure;
- Employment and volunteerism – part of the broader sense of meaning that older people seek;
- Accessibility – enables a broad view of the world at a time of life when the view can narrow sharply.



### KEY DATES

