

Aichi World Expo Lifestyle Health and Ageing

The focus in an ageing society tends to be on some of the negative aspects of ageing such as requiring ongoing nursing home care and seniors diminished capacity. Ross Humphreys spoke at a seminar for senior Japanese health and aged care providers in the Australian Pavillion at the Aichi World Expo just outside of Nagoya Japan in June 2005. The presentation focussed on the positive aspects and the enormous business opportunities that are emerging.

The following is an extract from the presentation:

A new world for the industry is emerging. It is important that when investing or developing or expanding a business, you need to consider this new world and understand how it will impact on say the development of a new nursing home or the construction of a retirement village. These are usually longer term investments – the question to ask is will this investment be relevant in say 5- 10 or 15 years?

The new world is no longer considering ageing as some kind of disease or medical problem – it is part of life. The majority of older people live or can live long fulfilling lives. A small percentage of the older population may have some health issues. However these can be managed through better practices resulting in the maintenance of a reasonable quality of life. The new world will focus on prevention rather than treatment, on better information and productive lifestyles rather than the negative portrayal of older people and ageing.

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