SENIORS LIVING AND HEALTH
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SETTING THE GLOBAL STANDARD FOR CARE
Australia offers world-class products, services and expertise to help other countries meet the challenges of an ageing population, and has many decades of experience in senior living and health care delivery.

As fertility rates decline, the worldwide proportion of people aged 60 and over is expected to double between 2007 and 2050, and their actual number will more than triple, reaching two billion by 2050.1

Our ageing population is creating new opportunities and challenges for governments, healthcare systems, social services and cultural traditions. The World Health Organisation states “the quicker we take action, the better chance we have of ensuring this global transformation benefits everyone. Countries that invest in healthy ageing can expect a significant social and economic return for the whole community.”2

The Australian senior living and health system is a global benchmark for best practice, thanks to strong government funding, a robust framework for accreditation, quality and regulation, and a long history of cooperation between government, service providers and the community.

Australian capabilities span infrastructure, services, products, technologies, research and development, and education and training. In addition, strategic and operational capabilities include clinical care and lifestyle and recreation services for older people. Dementia care and palliative care in particular are emerging health priorities, and the Australian senior living and health sector has developed services and resources to meet the growing demand.

All these capabilities are supported by a world-leading legislative and quality framework, as well as substantial investment in research.

This industry capability statement provides an overview of Australian capabilities in the senior living and health sector, including examples of some of the many Australian companies with specialist expertise.

Talk to your local Austrade representative for more tailored advice and information on connecting and partnering with the Australian senior living and health sector.
GLOBAL POPULATION AGEING

Countries where more than one fifth of the population was 65 or over in 2010

Countries where more than one fifth of the population is expected to be 65 or over in 2050

Of a total population of 23 million, over one million older Australians currently receive some form of aged care and support services each year.4

GOVERNMENT SENIOR LIVING AND HEALTH FUNDING

A high level of government support for senior living and health, going back many decades, has been a powerful factor in building capacity across the sector in Australia.

The Australian Government, through the Department of Social Services (DSS), has the principal responsibility for aged care. DSS works to deliver quality, affordable and accessible aged care and carer support services for older people, through subsidies and grants, industry assistance, training and regulation.

The non-government sector has a long history of providing both residential and community aged care services, delivered by private enterprise and not-for-profit organisations.

Senior living and health services are funded by government subsidies and grants, user contributions and volunteer care. Currently, 70-85 per cent of the cost of formal aged care is funded by the Australian Government from general taxation revenue. The Aged Care Funding Instrument (ACFI) was introduced on 20 March 2008 as the means of allocating Australian Government subsidies to residential aged care providers.5

User contributions comprise basic fees, plus income and asset-tested co-payments. While the Government continues to be the majority funder of senior living and health services, it is expected that people will contribute to the cost of their care and accommodation if they can afford to do so. There are strong protections in place to make sure that care is affordable for everyone. For those who are financially secure, many new home care providers do not receive government funded senior living and health packages, and provide a range of services for a fee.

The Australian Aged Care Quality Agency (AACQA) is the accreditation body for residential aged care homes and services. DSS sets the standards for quality of care, and AACQA conducts quality reviews of home care services; registers quality assessors; and provides information, education and training. Residential care providers are audited every three years, with Home Care Package providers also now included in this process.
COMMUNITY AND RESIDENTIAL SERVICES

Australia has developed a sophisticated system to deliver multiple levels of care to its ageing population and is investing strongly in resources and initiatives to support older people, carers and families.

Senior living and health in Australia spans much more than just residential aged care.

Most older people prefer to remain at home for as long as possible, even those living with significant physical illnesses or dementia.

Today, a wide range of services can be tailored to individual needs, allowing older people to preserve their independence for as long as possible. New technologies are playing a pivotal part in this. Not only does this approach have clear social benefits, it is also highly cost-effective to delay the need for residential care.

In order to ensure that residential aged care is provided to an increasing number of vulnerable older people, community care has expanded significantly in recent decades and Australia has built substantial capability in this area.

Dementia care in both the residential and community care settings poses specific challenges in an ageing population and has received increasing attention in recent years. In August 2012, dementia was designated a National Health Priority Area.
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AGED CARE SERVICES IN AUSTRALIA

FOUNDERATION
World-class regulatory, accreditation, quality and funding framework

OPERATORS
Church and charity/Not-for-profit/Private sector

RESIDENTIAL CARE

HIGH-LEVEL CARE/DEMENTIA CARE/PALLIATIVE CARE

SERVICED APARTMENTS/LOW-LEVEL CARE

LIVING AT HOME

home help

community care

nursing care

transport

respite care

SHOPPING

accommodation

personal care

health services

meeting spaces

recreation facilities

health and beauty services

food outlets

RETEIREMENT LIVING

nursing care

respite care

specialist care

recreation facilities

meeting spaces

food outlets

AGED CARE
Community care

Multiple levels of care are available to assist and support older people still living in their own homes.

Home Care Package:

- A Home Care Package provides a co-ordinated package of services tailored to meet the needs of older people with more complex care needs.
- A range of services may be provided under a Home Care Package, including:
  - personal services – such as help with showering or bathing, dressing and mobility
  - support services – such as help with washing and ironing, house cleaning, gardening, basic home maintenance, home modifications related to a care recipient’s needs, and transport, to help with shopping, visiting the doctor or attending social activities
  - clinical care – such as nursing and other health support including physiotherapy (exercise, mobility, strength and balance), services of a dietitian (nutrition assessment, food and nutrition advice, dietary changes) and hearing and vision services.
- Home Care Packages are delivered on a Consumer Directed Care (CDC) basis, giving older people greater choice and flexibility over their health and wellbeing by allowing them to make choices regarding their needs and goals, the types of care and services they will receive, and who will deliver those services and when.
- Respite care is short-term care that may be provided either at home, at a day centre or in an aged care home and provides the older person and their carer with a short break from care responsibilities.
- Centre-based day respite offers care for part or all of a day, provided at a day centre or club.

The Commonwealth Home Support Programme:

The Commonwealth Home Support Programme provides entry-level support for older people who need assistance to remain living independently at home. Some of the types of services that can be accessed through the Commonwealth Home Support Programme include:

- domestic assistance including cleaning and washing
- personal care
- home maintenance
- social support – group or individual
- flexible respite
- nursing
- allied health
- home modifications
- goods, equipment and assistive technology
- food services
- transport
Retirement living

Retirement villages or retirement communities are designed to facilitate independent living in individual premises that share common amenities, such as recreational facilities, libraries, health and beauty services, food outlets, meeting spaces and medical services.

Many non-government retirement communities offer multiple levels of care at the same location, allowing residents to transition from independent units to serviced apartments and to higher-level care as their needs change. Home Care Packages can be offered to those requiring extra care.

Residential aged care

Residential aged care provides a range of supported accommodation services for older people who are unable to continue living independently in their own homes. Many aged care homes offer the full continuum of care, allowing residents to stay in the same aged care facilities as their care needs increase. This is also known as ageing in place.

Care focuses on personal care services (help with the activities of daily living such as dressing, eating and bathing); accommodation; support services (cleaning, laundry and meals); and some allied health services, such as physiotherapy. Nursing care can be given when required. Care is also provided to assist people who need almost complete assistance with most activities of daily living. 24-hour care is provided either by registered nurses, or under the supervision of registered nurses.

Residential aged care is provided on a permanent or respite basis. Residential respite care provides short-term care, on a planned or emergency basis, in aged care homes to people who have been assessed and approved to receive it.
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AUSTRALIA
A LEADER IN SENIOR LIVING AND HEALTH SERVICES PROVISION

Over 60 years’ experience in senior living and health delivery models

Multiple levels of care across retirement, residential, community, and stay-at-home models

Consumer transparency and choice through the Australian Government’s My Aged Care website

First country in the world to establish a ‘Minister for Aged Care’ role

A well-funded and regulated aged care framework that provides quality assurance, accreditation and consumer protection measures

Experience in tailoring services and products to international requirements

A world-class healthcare system focused on promoting the wellbeing and independence of seniors and their carers

Global leaders in Dementia and Alzheimer’s research and management

Proximity to Asia

Ethnically diverse, English-speaking population

A highly skilled and experienced workforce

Over 60 years’ experience in senior living and health delivery models
REGULATION AND QUALITY STANDARDS

Australia led the world in establishing the role of Minister for Aged Care (now Minister for Social Services) and has had formal aged care legislation in place for over 60 years. Current legislation provides a national quality assurance framework to promote high quality residential and community care, covering:

- comprehensive quality standards, which service providers are required to meet
- assessment and monitoring of these standards by the Australian Aged Care Quality Agency, including through announced and unannounced visits
- the Aged Care Complaints Scheme which responds to concerns raised by anyone regarding the quality of care or services
- independent review of the Scheme’s decisions by the Aged Care Commissioner
- compliance powers, including sanctions, where regulatory obligations are not met.

The senior living and health system in Australia is one of the most thoroughly regulated in the world and is used as a model by many other countries. Australia’s accreditation and reporting mechanisms set the standard for care.

The Australian Government will increase the independence of aged care complaints handling arrangements by transferring the complaints powers of the Secretary of the Department of Social Services and the Aged Care Complaints Scheme to the existing Aged Care Commissioner from 1 January 2016.

Senior living and health sectors in other countries are benefiting from this depth of knowledge and experience in regulation and quality assurance, as Australian companies provide advice and practical support to many overseas health and aged care legislators and providers.

INFRASTRUCTURE

With wide-ranging capabilities in the design, construction, management and provision of support services to aged care facilities and retirement housing, Australia has the capacity to meet the growing global demand for complete, fully integrated healthcare facilities and services.

Specific areas of expertise offered by Australian companies include:

- architecture and interior design of senior living and health facilities
- cost management and quantity surveying
- procurement
- project management
- engineering and construction
- equipment
- technology
- fitout (including furniture, fixed items and equipment).
SERVICES

Australian companies are well placed to advise and assist with a broad range of senior living and health services, such as:

- brief preparation
- feasibility planning and design guidelines
- aged care/health planning and briefing
- project financing and financial modelling
- aged care/health models or levels of care e.g. legislative frameworks, regulatory advice and funding models
- facility commissioning
- aged care/healthcare operations and management
- aged care/healthcare accreditation
- facility standards/assessment/quality assurance
- recruitment services.

While no formalised franchising services are available to organisations in other countries, a number of Australian senior living and health companies provide consulting and advisory services to overseas operators. Services range from organisational planning, architecture and design, through to a full suite of management contracts.

MEDICAL DEVICES AND CONSUMABLES

Products and technologies that help older people live at home rather than in aged care homes can offer significant cost savings, as well as allowing older people to retain their independence, and the benefits of living in familiar surroundings, for as long as possible.

While not limited to particular areas, Australia produces a wide range of aged care and health products and technologies, and is a leader in innovation in this area. Current capabilities in medical devices, consumables and equipment include:

- mobility aids (including wheelchairs, stretchers and lifts)
- incontinence management solutions
- medical furniture such as beds, mattresses, pressure sore prevention products and care-related sheets
- rehabilitation equipment, training materials and devices
- hospital equipment, patient handling and ward equipment
- hand-held ultrasound devices
- daily living assistance devices such as positioning and stand-up aids, furniture, cooking, washing and clothes changing aids
- medical consumables including bathing and toilet products
- artificial limbs and orthopaedic products
- prescription, over-the-counter and complementary medicines
- home care services and equipment.
DIGITAL HEALTH

Digital health (also known as healthcare information technology) can improve the quality of aged care services while reducing costs.

Australia has highly developed capabilities in hospital information management systems and communication equipment, such as facility management and briefing systems, emergency alarm and warning systems, nursing call systems, resident monitoring systems and aged care facility management software. New systems are being continuously developed and trialled in Australia.

Telehealth

Australia’s telehealth technologies and applications using mobile communications technology for senior living and health include:
• applications that allow older people to have contact with healthcare professionals in their own home, or to access specialised services and advice without having to travel long distances
• technologies that allow general practitioners (GPs) treating patients in aged care homes to refer patients to specialists in other locations via video conferencing. A GP or other health professional can also be with the patient during the telehealth consultation to provide clinical support. This is called a “supported” consultation
• home-based cardiac rehabilitation programmes that use mobile phones to measure physiological data and provide regular voice and video communications with specialists, encouraging patients to take an active role in managing their conditions.

Remote patient monitoring systems

Remote monitoring systems allow:
• patients to upload test results, such as glucose levels, blood pressure or lung function, for review by their doctor
• video conferencing with the doctor
• monitoring of implantable cardiac devices such as defibrillators and pacemakers to check device function and detect signs of worsening health.

Electronic medical records

The Australian Government has developed and is currently rolling out a national electronic health record to create better connected, faster and more efficient care between patients and health professionals.

The new system’s personally controlled electronic health record is likely to be of particular benefit to the senior living and health sector, given that older people are more likely to have multiple medical conditions that require complex care involving numerous providers.

Contact your local Austrade representative for assistance connecting with the Australian senior living and health providers that best suit your requirements.

Download Austrade’s health related Industry Capability Reports:
RESEARCH AND DEVELOPMENT

Australia is well known for innovative and niche healthcare products, from the ‘bionic ear’ to continuous positive airway pressure (CPAP) devices to treat sleep apnoea.

The availability of home assistance and medical services means that most of the older people who receive care are still in their own homes. Consequently many new medical technologies, such as integrated remote monitoring capabilities, target this large and growing sector.

Many serious chronic diseases, such as heart disease, diabetes, stroke and cancer, are more common in older people.

Worldwide, 47.5 million people have dementia and there are 7.7 million new cases every year.

Alzheimer’s disease is the most common cause of dementia and may contribute to 60-70 per cent of cases. Australia is a world leader in the research and management of Alzheimer’s disease.

Recent advances include:
- scientists at the Queensland Brain Institute have had success in using non-invasive ultrasound technology to treat Alzheimer’s in trials involving mice. The drug-free approach breaks apart the neurotoxic amyloid plaques that result in memory loss and cognitive decline.
- Australian biotechnology company Actinogen is showing positive results from clinical trials of Xanamem, a new drug designed to treat Alzheimer’s disease.
- in the first study to quantify the effect of iron on Alzheimer’s risk, researchers from the University of Melbourne found high levels of iron in the brain indicates a person is more likely to develop Alzheimer’s.
- researchers at the Australian Synchrotron have discovered how drugs can attack the abnormal plaques clustering in the brains of Alzheimer’s disease patients, giving hope that new medicines could be developed.

The Australian Government has funded a number of collaborative research projects to explore disease prevention, shortening periods of illness, maintaining economic and social participation, and approaches to care that support independence and quality of life.

Some examples of senior living and health research centres are listed below.

The Western Australia Centre for Health and Ageing (WACHA)

The Western Australia Centre for Health and Ageing (WACHA) is a non-profit clinical research and education centre established with joint funding from the Department of Health of WA and The University of Western Australia, and partnered with the WA Institute.
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of Medical Research. Its research comprises three core programs: the
Healthy Ageing Program; the Clinical Research Program; and the Health
Service Research Program.

Some of the Centre’s research achievements are:
• demonstrating evidence of the
  benefit of memory clinics in reducing
  stress for older people with dementia
  and their caregivers
• conducting Australia’s largest
  study of residential care residents,
  which demonstrated that vitamin D
  supplementation reduced the rate
  of falls by 30 per cent for people in
  residential care
• demonstrating that smoking is
  not a protective factor (as was
  commonly believed), but a risk factor
  for dementia
• showing that physical activity
  reduces the rate of cognitive decline
  in later life
• developing a culturally sensitive
  dementia assessment tool for remote
  and rural Aboriginal and Torres Strait
  Islander communities.

Some current WACHA research projects are:
• the Maintaining the Health in Men
  Study (HIMS), a large population-
  based study into the effects
  of various lifestyle factors on
  cardiovascular disease risk, cognition
  and mental health
• the Promoting Healthy Ageing with
  Cognitive Exercise (PACE) study,
  which explores the role of stimulating
  mental activities in improving
  cognitive function and reducing the
  risk of dementia
• studies on the effect of vitamins on
  mental health and cognitive function
• studies on the effect of different drug
  therapies in stroke
• examining the effect of heart failure
  on brain function and structure
• developing tools for cognitive
  assessment in Aboriginal and Torres
  Strait Islander people
• the Student Training Project in
  Dementia (STRIDE), which aims
  to develop a new undergraduate
  medical curriculum in dementia.

wacha.org.au

The National Ageing Research Institute (NARI)

The National Ageing Research Institute
(NARI) focuses on research into ageing
and improving the quality of life and
health of older people. It is recognised
as a leading research institute in
falls and balance, pain, dementia,
physical activity, healthy ageing, public
and preventive health, and health
systems evaluation.

NARI also conducts a broad range
of other clinical and psychoso-
social research including research
into cognitive decline and music
therapy and older women’s health.
NARI is currently co-located with
Melbourne Health on the University
of Melbourne campus in Parkville,
Victoria, and teaches undergraduate
and postgraduate students from the
University of Melbourne.

NARI’s current research
projects include:
• exploring tests and treatments
to improve wound healing, blood
supply and nerve function in people
with diabetes
• prevention of secondary strokes
• falls prevention
• interventions, such as music therapy and physical exercise, to help prevent or manage dementia
• a blood test to measure the progression of osteoarthritis
• improving pain management in residential aged care.
mednwh.unimelb.edu.au

The Centre for Research on Ageing, Health and Wellbeing (CRAHW)
The Centre for Research on Ageing, Health and Wellbeing (CRAHW), established in January 2012, is comprised of academic staff, doctoral students, professional staff and visiting or adjunct fellows. The centre is based at the Australian National University in Canberra. CRAHW also hosts a node of the Australian Research Council Centre of Excellence in Population Ageing Research and a National Health and Medical Research Council Dementia Collaborative Research Centre for Early Diagnosis and Prevention.

its research projects currently include:
• a screening tool to assess driving ability in older people
• a self-report risk assessment tool to assess late-life Alzheimer’s disease risk
• a social dancing program designed to reduce risk of falls
• use of neuroimaging for early detection and prevention of dementia.
crahw.anu.edu.au

The ARC Centre of Excellence in Population Ageing Research (CEPAR)
The ARC Centre of Excellence in Population Ageing Research (CEPAR) is a collaboration between academia, government and industry.
The Centre is based at the University of New South Wales with nodes at the Australian National University and the University of Sydney. It combines high level, cross-disciplinary expertise drawn from economics, psychology, sociology, epidemiology, actuarial science, and demography.
In addition to health and aged care, CEPAR’s major areas of research focus include:

- causes and consequences of demographic change
- cognition and decision making
- resources in retirement
- ageing well and productively
- ageing in Asia and its impact on Australia.

In 2014 CEPAR released a two-part research brief on senior living and health in Australia focused on policy, development and funding; and industry and practice. The briefs are freely available at [www.cepar.edu.au/research-briefs.aspx](http://www.cepar.edu.au/research-briefs.aspx).

**UniQuest**

UniQuest is one of Australia’s leading research commercialisation companies. It specialises in global technology transfer and facilitates access for business to the world-class expertise, intellectual property and facilities at The University of Queensland, Australia.

**RES-e-CARE**

For people in aged care homes, making the trip to see a GP or a specialist can be both difficult and exhausting. Yet these people are often the ones who need the consistent and ongoing care of experienced medical practitioners. In response, researchers at The University of Queensland developed RES-e-CARE.

RES-e-CARE is a web-based service business managed by UniQuest. RES-e-CARE enables specialist geriatric healthcare professionals to interact directly with patients in residential aged care facilities via telehealth. The aim of RES-e-CARE is to ensure all patients can access high quality healthcare services in the most efficient manner, regardless of their location.


**EDUCATION AND TRAINING**

The global health care industry is set to face significant challenges in the years to come, including ageing populations and a corresponding rise in demand for community care. Australian education and training providers can help governments, companies, institutions, health services and hospitals to address these challenges by enhancing the skills of their workforces and increasing their research capacity.

Australian specialists in education and training can help health and community services organisations to develop staff capable of increasing productivity and innovation, and to adapt to global trends and capitalise on opportunities.

Australian vocational education and training (VET) is held as a benchmark around the world, with the Australian system internationally recognised by bodies including the OECD, UNESCO and the ILO for its capacity to meet industry needs by providing quality, industry-responsive training and job outcomes across a nationally consistent training platform.
The competitiveness and productivity of every organisation is highly dependent on it having access to the skills it needs – today and in the future. Australian vocational training in health and community services is industry-led, meaning that the competencies required for job roles in the sector are set jointly by representatives of employers, unions and training organisations from the industry. These competencies in turn determine the training required for their achievement. This ensures training reflects the needs of the health and community services organisations, and the workforces they employ.

Australian vocational training in health and community services is offered by both private and public providers, which deliver qualifications that are nationally recognised through the Australian Qualifications Framework (AQF) and quality assured through the Australian Skills Quality Agency (ASQA). This means health and community services associations and enterprises can be confident trainees have received the requisite skills, regardless of where they studied, and employees can be confident their skills will be sought after by employers around the world.

With steady growth in demand for medical staff at all levels, Australian educational institutions deliver general and specialist training for carers, nurses and doctors. Specialist postgraduate training in aged care for doctors is provided by Australian universities and overseen by the professional colleges.

Senior living and health providers are major employers of both registered and enrolled nurses. Registered nurses are trained at degree level with many universities also offering postgraduate diplomas in geriatric nursing. Enrolled nurses train in the Vocational Education and Training (VET) sector. Nurse practitioners, who are registered nurses with specialist qualifications, are involved in the delivery of aged care services in the community, particularly in rural and remote areas.

Care staff provide basic care services to residents and community clients. Training for carers is via nationally accredited qualifications at Certificate III and IV, provided by registered training organisations. Qualifications are not mandated but have generally been adopted as an industry standard.

The Community Services and Health Industry Skills Council (CShISC) is funded by the Australian Government to develop and update aged care qualifications and skill sets.

cshisc.com.au
East meets West at Jeta Gardens

Case study: services and infrastructure

As the effects of population ageing in Asia begin to strain traditional family–based care, Jeta Global is taking Australian aged care know-how to the Asian aged care market.

With a model of care that sets out to combine Asian cultural values with proven clinical standards and quality accommodation, the company are now involved in the development and operation of two seniors living facilities, Jeta Gardens in Brisbane and Jeta Care in Kulaijaya, Johor, Malaysia. Two other seniors living facilities under construction are Plumeria in Bandung, Indonesia & SaraCare in Sibu, East Malaysia.

Jeta Gardens aims to serve the cultural & religious needs of all its residents, about half of whom are of Asian background. It is based on JETA’s “ageing-in-place” principle, with multiple levels of care and community facilities available in one large site.

Independent living is offered in a retirement village with 33 two and three bedroom independent living units (ILUs) and 32 studio/one bedroom and study/two bedroom independent living apartments (ILAs). Many more ILUs and ILAs will be developed in the years to come.

There is also accommodation for 106 residents with different care needs, including low and high care, dementia care, palliative care and respite care.

A new wing of 72 beds has just been commissioned. This is a state-of-the-art facility that is based on the JetaHome model and designed to feel like a 12 room home.

For the independent living residents who wish to remain independent for a longer period of time, Jeta’s in-house homecare team provide support as required.

Jeta Gardens also features extensive community facilities, including an auditorium and dance floor, bar and servery, library, karaoke, craft and billiard rooms. The master plan includes a geriatric hospital, international training college, seniors-friendly shopping centre, child care centre and intergenerational condominium.

Jeta Care Kulaijaya in Johor, Malaysia is the first residential aged care facility in Asia for Jeta Global. Jeta Global is currently looking to develop and operate more seniors living facilities, including retirement living and aged care facilities in the Asia Pacific region.
ThomsonAdsett integrates aged care into communities

Case study: infrastructure

Australian specialist design company ThomsonAdsett has worked with the aged care industry for over 30 years, delivering over 1000 retirement living and aged care developments across the private, charitable and government sectors. With offices in Guangzhou, Hong Kong, Singapore and Jakarta as well as several Australian cities, the company delivers a wide range of services to aged care providers throughout Asia.

Project examples include the Apex Harmony Lodge in Singapore and Cheerful Court in Jordan Valley, Hong Kong.

Commissioned by service organisation Apex on behalf of the Singapore Government, Apex Harmony Lodge provides 224 residential and 50 day care places and is purpose-built for people with dementia. It includes seven households, a day care centre, staff quarters, physiotherapy rooms, kitchen, multi-purpose hall and landscaped gardens and courtyards.

ThomsonAdsett developed intermix models and care packages for the elderly, health planning, concept design, model of care/care package design and architectural design for the facility that would ensure cultural relevance and compatibility with local climatic conditions.

Cheerful Court is a pilot project for the Hong Kong Government developed by the Hong Kong Housing Society and designed to provide strong links to the community for the integration of day services. It comprises 325 units in a mixed-use ‘ageing in place’ residential high-rise building. Landscaped gardens are provided on the podium and on the ‘sky terraces’ as secure and quiet recreational and therapy spaces.

Other features include restaurants, a library, a polyclinic, a respite centre, games and activity spaces, meeting spaces, a pool/hydrotherapy centre and retail shopping. ThomsonAdsett acted as the specialist aged care advisor providing design and management advice to the architects and operators.
Simavita delivers benefits for residents and staff

Case study: medical devices and consumables

Sydney-based company Simavita is providing Smart Incontinence Management (SIM®) solutions. SIM® is the world’s first instrumented urinary incontinence assessment tool that can detect multiple incontinence episodes during an assessment period. This tool enables accurate and reliable data to be collected during a continence assessment, and assists clinicians to develop a personalised continence care plan.

SIM® sets the foundations for good continence management, replacing the current manual approach involving care staff checking a person’s continence pad every one to three hours, over a three to seven day period. The result is better continence outcomes and a greater level of dignity for residents. SIM® is currently used in residential aged care, but has applications more broadly in the community and acute settings.

Facilities using SIM® have achieved noticeable improvements in comfort, skin condition and dignity for residents, while delivering savings in continence products and labour.

SIM® is now publicly listed on the ASX and TSX. Analysts position SIM® on a broad platform that could extend wearable healthcare technology beyond just continence into aged care. Simavita is well and truly a digital company, where additional global applications of the technology are being developed both in-house (in Simavita’s Australian research and development hub) and through alliances with other R&D organisations. Advanced algorithms and data analytics have positioned Simavita at the centre of global proactive healthcare management, driven in the main by its big data capabilities and customer focus.

Not only is SIM® delivering benefits in aged care facilities around Australia, major partnerships in both the north American (United States and Canada) and European markets now position Simavita as an Australian invention that has market penetration across its three primary global markets.
WACHA research highlights new ways to help delay dementia

Case study: research

A Western Australia research centre is exploring ways to maintain mental and physical health in the ageing population.

One recent study found that computer use in older people could have significant health benefits and perhaps even slow the seemingly unstoppable rise in the prevalence of dementia.

A team from the Western Australian Centre for Health and Ageing (WACHA) looked at computer use amongst men enrolled in the large-scale Perth-based Health In Men Study (HIMS) and found that men who reported they were using computers in 2001 had a 40 per cent decrease in their risk of dementia after an average follow-up of about eight years.

‘In older people who were using computers at that time, the reason was mostly to communicate with others, to keep their networks or relationships active and ongoing. They were also checking current affairs, keeping up to date with the news, what’s going on around them and in the world and in their local communities. They were probably interested in keeping track of their finances as well and moving money in their accounts,’ said lead researcher Professor Osvaldo Almeida, Research Director and Professor of Geriatric Psychiatry at the University of Western Australia.

‘If you have eclectic knowledge, that enables you to keep in touch with the community, with your life and it enriches your life, by all means embrace the technology. We should also be mindful that we are not talking about sitting in front of the computer for hours playing repetitive games – it is unlikely to be good for your physical health. It is important to remain physically active as well.’

HIMS is an ongoing study and continues to survey the men who participated in the original trial across many aspects of lifestyle and mental and physical health.
Bringing sustainability and liveability to retirement developments

Case study: services

Aveo has been developing, operating and managing retirement villages for nearly 25 years, and has a portfolio of 75 retirement villages and four aged care facilities across Australia. Listed on the Australian Stock Exchange, Aveo Group is Australia’s only listed company focused purely on retirement.

Decades of property development experience ensures that Aveo’s retirement developments are at the cutting-edge of design, sustainability and liveability.

Aveo owns a 30% share of the Tide Healthland Campus in Shanghai, China. The Campus is a relatively new concept in Shanghai, and offers an alternative to traditional at-home care. The aim is a high-end integrated health and retirement community, supplemented with home-style service, intelligent health management and retirement management services.

The Tide Healthland Campus comprises 43 multi-storey buildings featuring a hospital, nursing house, serviced apartments, independent living units, shopping arcades, neighbourhood centres and more. Upon completion, the Tide Healthland Campus will cover an area of approximately 150,000sqm and will comprise 1,344 retirement units. The community will be home to more than 2000 people with a CCRC (Continuum of Care Retirement Community) model of service being delivered by more than 400 team members.

Construction is expected to be complete by the third quarter of 2015, with the first residents moving-in in late 2015.

Aveo has brought its experience in the retirement sector to the international market; as one of the largest and most established pure retirement groups in Australia, Aveo’s experience is unique to the Chinese market. Aveo China will bring the Australian culture of friendship and recreation, and the highly respected customs of the Chinese, to this community.

Aveo is also part of a joint venture with Macquarie Capital and US Senior Living, which owns five retirement assets in the USA.
Innovative partnerships taking healthcare to China

Case study: education and training/services

Established in 1885, RDNS is one of Australia’s largest and most experienced providers of home nursing and healthcare. Now operating internationally, RDNS is working with governments, universities, service providers and partner organisations to address the major health issues of our time: ageing populations, increases in chronic disease and mounting pressure on healthcare systems.

In China, RDNS is committed to addressing shared healthcare challenges through the provision of seniors living solutions, care delivery systems, collaborative research, and education and training programs.

In Nanjing, RDNS has formed a partnership with Zhongshan College which involves the development and operation of an aged care facility which will include 1,500 integrated care places, a 400-bed hospital and links to the college’s education faculty. RDNS is providing input during the facility planning, design and construction stages as well as delivering a comprehensive staff training and development program at all levels, including management training and advice to the Executive and Board on governance issues.

A second project in Beijing with Geely University involves RDNS providing a series of education sessions to deliver senior manager, executive and director level training and development in seniors’ care. Disciplines covered in this program include marketing, financial management, strategic and business planning, quality, safety and clinical governance training, workforce planning and management.

RDNS CEO Stephen Muggleton and Board Director Susanne Macri were recently appointed members of the International Expert Committee for China’s Minister of Civil Affairs Planning Institute for Senior Care (a Chinese think-tank to plan and promote senior care through multi-level/multi-dimensional collaboration between stakeholders).

Through innovative partnerships and collaborations, RDNS continues to seek new ways to support communities in China and the Asia Pacific.
IMG Leads the Way in Seniors Living Management and Training

Case study: services

The Seniors Living industry is far more than a property play. It is a complex, socially responsible service business that crosses the boundaries of property development, property management, hospitality, leisure and lifestyle and the management of personal wellbeing.

Understanding this critical philosophy is one thing but delivering a profitable and sustainable business requires a high degree of skill, competency and care. IMG has the expertise, experience, diversified solutions and the independence to successfully manage a retirement business or provide a wide range of consulting services from initial feasibility and design through to operations and training.

IMG Australia has established a Seniors Living operating and consulting company which is based in Guangzhou and provides comprehensive Seniors Living services throughout Asia. As a Chinese company with its roots in Australia, it brings together the best of the East and the West to create culturally relevant Seniors Living communities which integrate care, education, recreation, family, wellness and social interaction among other important services.

IMG takes a positive approach to education, using senior, experienced, Australian staff to mentor and train staff in all aspects of operations. Australian education and training standards are well respected and IMG can deliver training courses, tailored to the Asian market and certified by Melbourne Polytechnic, to ensure community staff are well trained.

IMG is currently working with clients in China, Hong Kong, Singapore, Thailand and Malaysia to deliver world class Seniors Living communities. IMG Managing Director Susan Malone, comments “The opportunities for seniors living products overseas is immense, but whether it is independent living, assisted living or even dementia care, it is essential to understand the needs of seniors and the way to deliver services efficiently and effectively. IMG can deliver this expertise.”
The following organisations are some of the government and industry bodies involved in the Australian senior living and health sector.

Contact your local Austrade representative about connecting and partnering with the Australian senior living and health industry.

austrade.gov.au

GOVERNMENT ORGANISATIONS

The **Department of Health** is the Australian Government department responsible for health and sport. Its vision is ‘better health and wellbeing for all Australians, now and for future generations’. The Department aims to achieve this through evidence-based policy, well-targeted programmes and best practice regulation. The Department of Health has overarching responsibility for the health of all Australians, with ageing and aged care (senior living and health) responsibilities residing with the Department of Social Services (DSS).

health.gov.au

The **Department of Social Services (DSS)** is the Australian Government department responsible for aged care. DSS aims to encourage older people to live active and independent lives. The Department works to deliver quality, affordable and accessible aged care and carer support services for older people, including through subsidies and grants, industry assistance, training and regulation of the aged care sector.

dss.gov.au

The **My Aged Care** website is the entry point to the aged care system and a key point of interaction with older people and their families, friends and carers, as well as service providers and health professionals.

myagedcare.gov.au

The **Australian Institute of Health and Welfare (AIHW)** is a major national agency set up by the Australian Government under the Australian Institute of Health and Welfare Act as an independent statutory body to provide reliable, regular and relevant information and statistics on Australia’s health and welfare.

aihw.gov.au/aged-care

ehealth.gov.au, Australia’s electronic health record system, links patients to their health information and to the system itself. Electronic health records are designed to improve the sharing of clinical information between healthcare professionals, providing a more comprehensive and efficient health system.

ehealth.gov.au
AUSTRALIAN SENIORS HEALTH AND LIVING DIRECTORY

Find world-class Australian suppliers of seniors products, services and expertise.

The Australian Seniors Health and Living Directory has a user-friendly index, and lists almost 300 Australian organisations delivering products and services to the senior health and living sector. Each listing includes the company’s capability statement, areas of industry expertise, contact information and website links.

Download the Australian Seniors Health and Living Directory
seniorshealthexports.com.au

or access the interactive version

Search the Directory under these categories:

**Digital Health**
- Analytics
- Billing Systems
- Clinical decision support
- Electronic medical / health records
- Facility and asset management
- HR / time and attendance / rostering
- Integration applications / data broker
- Medical imaging
- Medication management
- Messaging
- Assessment systems
- Referral / discharge management
- Health monitoring / management systems
- Risk management
- Standards / regulations / funding
- Supply chain / procurement / inventory
- Training & simulation

**Infrastructure**
- Architecture
- Interior design
- Project management
- Engineering and construction
- Equipment, technology & fit out

**Technology**
- Medical furniture
- Daily living assistance and mobility devices
- Massage equipment and supplies
- Occupational and compression therapy
- Home care equipment
- Disposable articles for hospitals / surgeries / laboratories
- Universal medical commodities
- Infection control / disinfection
- Incontinence and stoma aids / systems
- Diagnostics

**Education & Training**
- Higher Education
- VET (vocational)
### Pharmaceuticals & Nutrition
- Ethical pharmaceuticals (prescription)
- Over-the-Counter (OTC) pharmaceuticals
- Functional foods and supplements

### Research & Development
- Clinical neuroscience
- Cardiovascular
- Clinical trials
- Hormonal
- Visual and audio
- Oncological
- Assistive technologies

### Services
- Feasibility planning and guidelines
- Health planning and briefing
- Financial modelling
- Health models or levels of care
- Healthcare operations and management
- Facility standards / assessment / quality assurance / accreditation
- Recruitment services
- Rehabilitation services / training materials
- Home care and in-home services
- Lifestyle management and planning (wellness)
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INDUSTRY AND PROFESSIONAL ASSOCIATIONS

**Aged Care Connect** is a residential aged care placement service that helps families and carers select aged care accommodation.

agedcareconnect.com.au

**Aged and Community Services Australia (ACSA)** is the national peak body representing not-for-profit and faith-based providers of residential and community care, and housing and support for people with a disability and their carers.

agedcare.org.au

**Alzheimer’s Australia** is the peak body providing support and advocacy for Australians living with dementia. It administers national dementia programmes and services funded by the Australian Government for people with dementia, their families and carers.

fightdementia.org.au

**The Australian Aged Care Quality Agency** is the statutory body responsible for managing the accreditation and ongoing supervision of Australian Government-funded aged care homes.

Its functions include:

• accrediting residential care services
• conducting quality review of home care services, the Commonwealth Home Support Programme and the National Aboriginal and Torres Strait Islander Flexible Aged Care Program
• registering quality assessors
• to advise the Secretary of the Department about aged care services that do not meet the standards
• promoting high quality care, innovation in quality management and continuous improvement
• providing information, education and training.

aacqa.gov.au

**Australian Association of Gerontology (AAG)** is Australia’s main national body linking professionals working across the multidisciplinary fields of ageing. Its members include geriatricians, academics, researchers, nurses, policy makers, allied health professionals, social workers, consultants and other gerontology specialists.

aag.asn.au

**Australian Masters Aged Care Services (AMACS)** is an Australian consortium of leading-edge aged care service providers and suppliers.

amacs.org.au

**Leading Age Services Australia (LASA)** is a national peak body organisation for all providers of care, services and accommodation for older Australians. LASA represents providers across the entire spectrum of the age services industry, regardless of their ownership status (private sector or not-for-profit). It provides aged care information services, advocacy and education and training, including nationally accredited qualifications and skills sets.

lasa.asn.au

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REFERENCES


The Australian Trade Commission — Austrade — contributes to Australia’s economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- develop international markets
- win productive foreign direct investment
- promote international education
- strengthen Australia’s tourism industry
- seek consular and passport services.

Austrade helps companies around the world to identify and take up investment opportunities in Australia as well as to source Australian goods and services.

Our assistance includes:

- providing insight on Australian capabilities
- identifying potential investment projects and strategic alliance partners
- helping you to identify and contact Australian suppliers.

W  www.austrade.gov.au
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