

'Ageing Well' Asia

South Australia's opportunity to lead

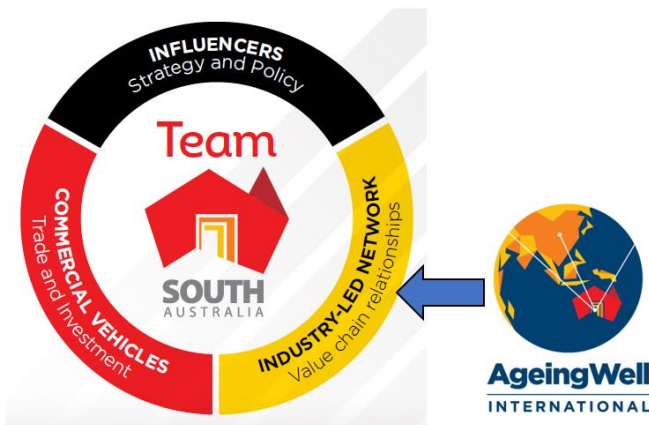


Ageing well is a growth business globally, with significant demand emerging in China and Asia. Given South Australia's capabilities and leadership, we have an opportunity to integrate our collective ageing well business expertise to optimise both exports and inbound investment, driving economic development and jobs.

SA needs a systematic approach to deliver this opportunity – an *Ageing Well TeamSA* which links the three key drivers: sector influencers (strategy and policy), an industry-led peer-to-peer network, and the commercial businesses.

Ageing Well International – an industry-led association

Evolving from the Australia China Aged Consortium (ACACC) **Ageing Well International (AWI)** has been established to raise the capabilities of SA businesses, supporting them to identify market opportunities and investors, customise their offerings, and grow and create jobs. **AWI** will provide structured programs and events for ageing well businesses to leverage each other's successes and learn from each other's experiences.



AWI will play a critical role in building an integrated *Ageing Well TeamSA*. As a peer-to-peer network, it will support the essential link between sector stakeholders ("influencers") and commercial business entities.

Because **AWI** is a business enabler, NOT a commercial trading entity, it provides government and other stakeholders with structured processes to engage with an unaligned industry-led network, while directly building the export and investor capacity of SA businesses.

AWI is an incorporated, not-for-profit association, with membership open to anyone interested in international business development from across the ageing well value chain. It has a registered Constitution, and is led by a Management Committee of network leaders.

