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.osc.govt.nz
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

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

- 2015: 21% of people 65+ in some form of paid employment (approximately 138,000 people)
- 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.osc.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 2026.**

<table>
<thead>
<tr>
<th>Population</th>
<th>2011</th>
<th>Projected growth of our 65+ populations</th>
<th>2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>NZ European</td>
<td>520,000</td>
<td></td>
<td>780,000</td>
</tr>
<tr>
<td>Pacific</td>
<td>15,000</td>
<td></td>
<td>31,000</td>
</tr>
<tr>
<td>Māori</td>
<td>29,000</td>
<td></td>
<td>70,000</td>
</tr>
<tr>
<td>Asian</td>
<td>32,000</td>
<td></td>
<td>88,000</td>
</tr>
</tbody>
</table>

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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.

Where can I find help?

**Ministry of Social Development**  Senior Services  [www.msd.govt.nz/what-we-can-do/seniorcitizens](http://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/1GjiBrR](http://www.bit.ly/1GjiBrR)

**Rates Rebate Scheme**  [www.dia.govt.nz/ratesrebates](http://www.dia.govt.nz/ratesrebates)

**Total Mobility Scheme**  [www.nzta.govt.nz/resources/total-mobilityscheme](http://www.nzta.govt.nz/resources/total-mobilityscheme)


**Accident Compensation Corporation**  [www.acc.co.nz](http://www.acc.co.nz)  0800 101 996

**SuperGold Card**  [www.supergold.govt.nz](http://www.supergold.govt.nz)
Older people today — services and information

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

Councils 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.

- Thames-Coromandel
- Horowhenua
- Kapiti Coast
- Waitaki
- Central Otago

Oldest areas in New Zealand today

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.

Source: Statistics New Zealand

For more information visit www.osc.govt.nz
What an ageing population means for 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.

This may mean:

- 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.osc.govt.nz

Source: Statistics New Zealand population projections