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Dear Steering Committee on Population Policy,

Thank you for setting up the Consultation. I am Dr. Ng Woon Leung, Consultant in Department of Medicine & Geriatrics, United Christian Hospital. I would like to forward suggestions in response to the Consultation Paper. I will concentrate on the promotion of successful aging.

I attached a file for suggestions that had come to my mind at the moment. May forward more later.

Best Regards,

Steering Committee on Population Policy - Suggestions

What are the key areas we need to improve to build an age-friendly city that can help elderly people to stay active in the community?

- Create a platform to promote examples of productive elderly through various media
- Provide education and courses for people entering “Half Time” and promote the concept of “Finishing Well”
- Innovations should come from the people, rather than the Government. Create platforms (actual or virtual) for retirees from various disciplines to meet and know each other so that stimulations, creativity and innovations can take place. **Affordable and accessible venues are most crucial** to most of the suggestions. May consider using ex-industrial buildings or other public areas to promote the formation of such agoras. Government’s role is best in facilitation and enhancement rather than promoting directives.

How can we encourage and facilitate elderly people to undertake volunteer service?

- Many NGOs and non-profit organizations (e.g. Churches) are also interested to serve and nurture their elderly members. Liaise with them and encourage them to design innovative services and initiatives to develop the potential of elderly.
- Provide seeding / matching funds for the above initiatives
- Set up awards to recognize elderly with exemplary service, recognize business or institutions that promote the well-being and respect for elders. Let the free markets form what works.

What sort of products and services tailored for elderly people would you like to see in the market? How can the Government facilitate the development of the silver hair market?

Products and Services tailored for elderly people	Key Elements & Related Industries	Government’s role in facilitation
Fitness services	<ul style="list-style-type: none"> • Opportunities for the Fitness industry (Health clubs, accessories tailored to elderly) • Quality coaches skilled to guide elderly in exercise and sports • Facilitate the formation of interest groups, sports club (e.g. table-tennis, tennis, badminton etc) 	<ul style="list-style-type: none"> • Affordable venues • Facilitate set up of professional coaches specialized in coaching elderly trainees.
Food and Catering services	<ul style="list-style-type: none"> • Food and dishes tailored to needs of elderly 	<ul style="list-style-type: none"> • Needs training of dietitians, cooks and catering service for this target group
Public Space	<ul style="list-style-type: none"> • Everything needs specialization for different sector of the market. The Silver hair market warranted such investment 	<ul style="list-style-type: none"> • Dedicate streets; buildings; shopping malls specialized in elderly services. Make it not a stigma but a specialization

Products and Services tailored for elderly people	Key Elements & Related Industries	Government's role in facilitation
Retirees turned entrepreneurs	<ul style="list-style-type: none"> Affordable venues as offices / service platforms Secretariat services to help them with logistics 	<ul style="list-style-type: none"> Provide affordable venues (can be time-limited, e.g. for first 2-3 years) Seeding or matching funds Provide training for secretariat support
Life-long learning	<ul style="list-style-type: none"> Let elderly be teachers as well as learners 	<ul style="list-style-type: none"> Create University curriculum for elderly "Gearing up for the Silver Hair Market with Bachelor of Science (Honours) in Applied Ageing Studies" is a good start. Should promote more.
Leaving legacies	<ul style="list-style-type: none"> Biographies should not be confined to celebrities. Ordinary people may want to record and publish their life experiences to share to future generations Promote the affluent individuals to donate part of their estate for public good 	<ul style="list-style-type: none"> Create a public Hall of Fame for ordinary (elderly) people with altruist deeds and legacy.
Volunteer work	<ul style="list-style-type: none"> High end volunteer work Mentoring 	<ul style="list-style-type: none"> Set up awards to recognize elderly individuals with outstanding volunteer services
Leisure	<ul style="list-style-type: none"> Travel is a big opportunity as many elderly may want to travel after they retired. Travel not just for fun but also for experience. They may opt for more exotic places as the usual tourism sites might have been visited during their younger years. Expectation for higher end activities. Some may want to engage in completely different hobbies such as gardening, organic farming, various forms of arts, music Explore products including fashion, electronic and electrical products, socialization (coffee shops) 	<ul style="list-style-type: none"> Consider sponsorship of elderly to travel during low travel seasons to buffer the seasonal fluctuation in travel business Tourism needs to create new programmes and itineraries to satisfy the needs of these target groups. Facilitate exhibitions of art creation by elderly groups

Products and Services tailored for elderly people	Key Elements & Related Industries	Government's role in facilitation
Healthcare	<ul style="list-style-type: none"> • Huge opportunities for healthcare industry: diagnostic and treatment services, amenities, accessories etc. • Beauty, appearance and images are also important. Anti-aging products will be in demand • Promote measures that enhance health of elders: exercise, weight control, dental health 	<ul style="list-style-type: none"> • Training of relevant workers, certification to upgrade their status to professionals. • Needs to monitor the safety of related products
Design & adaptation	<ul style="list-style-type: none"> • Many of the products or services, including buildings, public and domestic environment will require special design and adaptation for elderly (mobile phones, computers, games etc). • Avoid stigmatization of products for elderly, but rather enable product adaptation to capture this market sector • 	<ul style="list-style-type: none"> • Encourage the set up of competition and awards for companies or individuals that produce the best products / services for elderly • Encourage Universities and other Educational Institutions to create curriculums and certified courses tailored to the Elderly sector • Hold seminars, conferences and exhibitions to facilitate the development of the Silver Hair Market • Liaise academic, business and non-profits
Funeral services	<ul style="list-style-type: none"> • Decent funeral service with dignity, simplicity and elegance may be needed. • May want to produce biographic solo album to commemorate the life experiences. 	<ul style="list-style-type: none"> • Provides support to facilitate various options. • Provide environmentally friendly burial arrangement
Environmental and green movement	<ul style="list-style-type: none"> • Many retirees are interested in farming, horticulture 	<ul style="list-style-type: none"> • Provide affordable venues and platforms to nurture these hobbies