

What Australia's retirees want to do
right after COVID-19 restrictions are lifted.....

June 2020

In May 2020, we asked hundreds of retirement village residents what they want to do right after COVID-19 restrictions are lifted.....

These have been trying times for everyone, let alone for our seniors.

With this in mind, we introduced this positive, engaging and mindful idea to get retirees thinking about life when it gets back to normality.

Right in the thick of the social distancing, quarantining and self isolation, we asked retirees to tell us the things they cannot wait to do, the nanosecond all this is over.

And the warmth, positivity, resilience and razor-sharp wit peppered throughout the responses have been an eye-opening delight.

Before we let you dive into it, a 'group hug' for Australia's retirees, for sharing such wonderful responses in a challenging time.

You are all wonderful ambassadors for Generation Retiree.

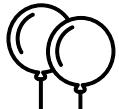
comments
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456

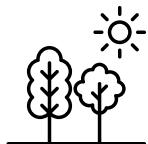
determining themes



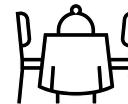
See family and friends
20%



Party/social event
16%



Outdoor activity
12%



Eat out/cooking
12%



Indoor activity
11%



Shopping
9%



Church
5%



Travel
4%



Beauty
2%



Celebrate
1%



Romance
1%



Other
8%



brilliant comebacks

"Play golf on a course. My course in the apartment is too restricting with my ability, I have caused too much damage!!"

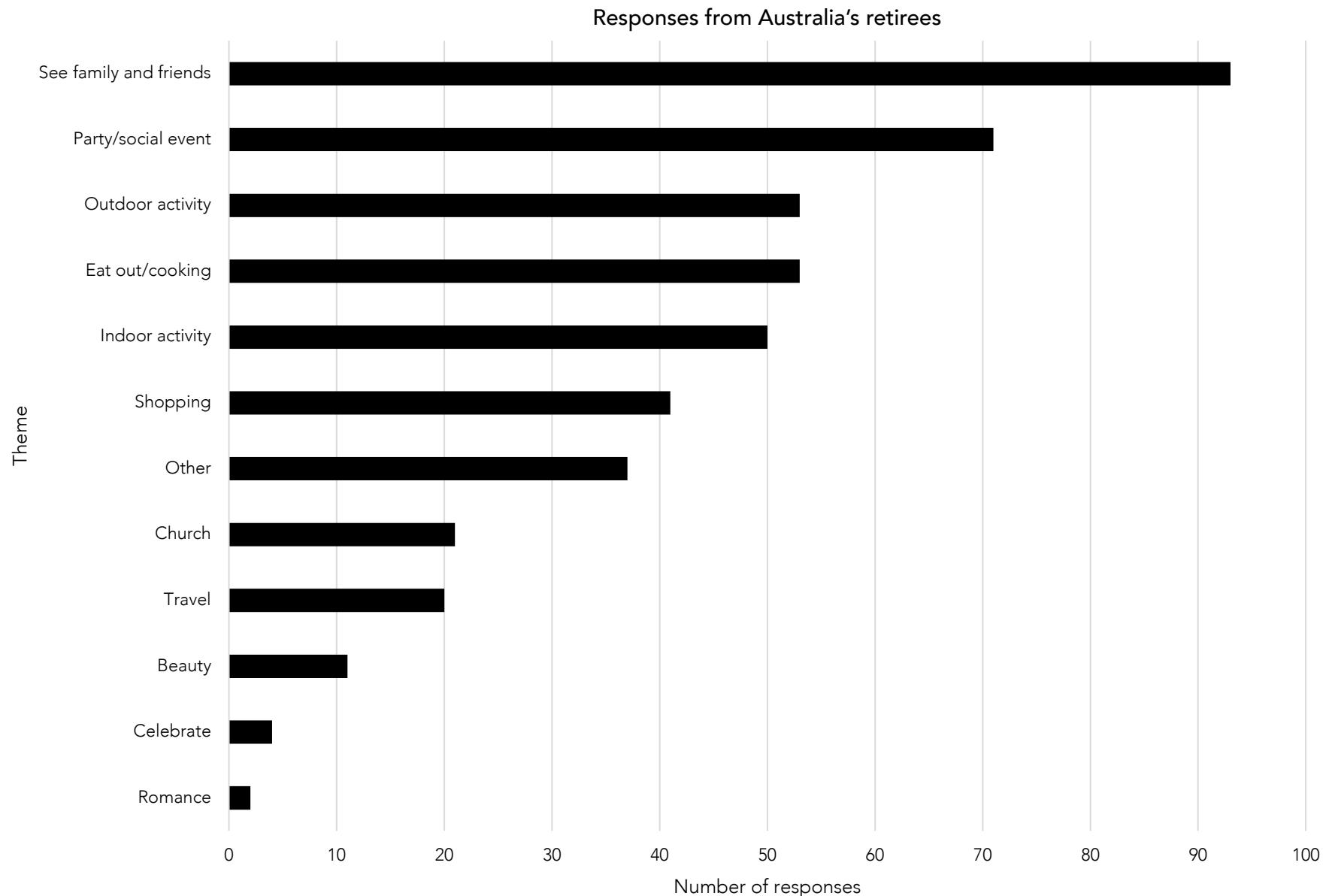
"Have a pedicure so I don't have to try cut my own toenails."

"Go down to the RSL and find an old codger widower with a gold card, who is still fit and healthy!"

"Help with the economy by re-acquainting myself with retail therapy – god knows, any kind of therapy would help!"



results



all I want to do is...



See family and friends

"Hug my grandchildren and great grandchild."
"See family and friends, catch up on hugs."
"Visit relatives both young and elderly."



Party/social event

"A lovely morning tea with residents, especially all the new people who have joined us during the crisis."
"Have a big party up at the clubhouse."
"Happy hour!"



Outdoor activity

"Play golf on a course. My course in the apartment is too restricting with my ability, I have caused too much damage!!"
"Walk in the gardens, look at the sea. That's what'll do it for me!"



Eat out/cooking

"Put another shrimp on the barbie."
"Go to a licensed restaurant for a meal."
"Go to the pub for lunch."



Indoor activity

"Play chess in the clubroom."
"Attend a comedy movie."
"Games afternoon."



Shopping

"Go to a shop – any shop!"
"Shop til I drop."
"Buy new walking shoes."



Church

"The church service for those who enjoy it."
"Go to church."
"Return to church services."



Travel

"Go to Europe."
"Tour around the world."
"Trip off in the caravan!"



Beauty

"Have facial/beauty parlours open."
"Go to the hairdresser."
"Have a pedicure so I don't have to try cut my own toenails."



Celebrate

"Trump up and down and yell, 'you little beauty'.
"Tell EVERYONE from Prime Minister to my grandchildren, 'see I told you so!'"



Romance

"Go down to the RSL and find an old codger widower with a gold card, who is still fit and healthy!"
"Kiss my wife good night."



Other

"Thank you to the management and staff for a lovely gesture on Mother's Day as well as maintaining the catering during these difficult days for us all."
"Cross over to the 'Dark side' (Star Wars) the ventilators are the best!!"

implications



Key Theme 1: See family and friends

Villages to ensure there are frequent and varied social events held onsite for residents. These events should welcome the opportunity for residents to invite friends and family into the village.

Villages to provide opportunities for online learning. Even beyond COVID-19 restrictions, there may be other constraints that prevent family and friends from visiting their loved ones living in a village, or vice versa.

For marketers, this finding reinforces the importance of explicitly communicating that family and friends are always welcome onsite in promotional messaging.

Key Theme 2: Party/social event

A reinforcement of the implications of Key Theme 1, villages to ensure there are frequent and varied social events held onsite for residents. These events should enable and nurture resident get-togethers in the village.

For marketers, organising events designed specifically for prospects may pave the way for winning new buyers (e.g., Open Days, Information Sessions, etc.). Activities that demonstrate the social side of village life.

Key Theme 3: Outdoor activity and Key Theme 4: Eat out/cooking

A reinforcement of the implications of Key Themes 1 and 2, villages to ensure a social activities calendar that includes outdoor activities is implemented regularly. Sharing food can be used as a reason for socialisation, providing further opportunity to bring residents together.

For villages, consider running outdoor physical activities for residents to promote healthy and active lifestyles and improved mental health.

For marketers, consider focusing promotional messaging on village lifestyle, social activities and access to local amenities and restaurants. Communicate the benefits of living in a village community, the friendship and companionship that can be found, and the fun that can be shared.



key findings

- The top three themes identified in the feedback were 'See family and friends', 'Party/social event', and in equal third rank, 'Outdoor activity' and 'Eat out/cooking'.
- It is worth noting that many of the responses that were categorised under the 'Party/social event' theme were in reference to activities within residents' own villages, and/or involved interaction with other residents.
- The themes that fell in the "middle" of the responses show an intended interest to "go out" in some way (e.g., 'Shopping', 'Travel', etc.).
- The themes, 'Beauty', 'Celebrate', and 'Romance' were the least popular themes that emerged in resident responses, yet are still of interest.
- The nature of responses shows that many older Australians have a sense of humour and opportunities to have fun and enjoy life will appeal to them.

Interpretation of findings

- The results show that generally older Australians living in villages want to remain social, whether that be through actively seeing friends and family outside of their village community, socialising with other residents within their village community, or engaging in a range of social activities.
- It is an artefact of freedom of choice: having the freedom to choose whether they want to stay at home, or venture out to engage in a community function.
- It is about allowing retirees to do what they want, when they want, and on their own terms.
- In turn, it is about village operators fostering and promoting a lifestyle that allows residents to have this choice, and to feel good in their retirement.



opportunities

There are many opportunities arising from this very valuable and insightful feedback from retirement village residents in our survey group.

We have opportunities to engage with residents on matters we know are important to them.

The importance of enabling social interaction and activities is very apparent.

Management and sales teams are encouraged to build a program of 'activities' and actions to leverage this feedback.

For marketers, this also provides campaign messaging opportunities which can form part of ongoing sales and marketing activities.