



ARC CENTRE OF
EXCELLENCE IN
**POPULATION
AGEING
RESEARCH**

1st CEPAR International Conference

UNSW

Thursday 4 July 2013

Challenges for Business and Government: How to Respond

Panel Discussion

Michael Sherris



Age Friendly Businesses

- Challenges and Opportunities – finance and insurance
- Changing markets
 - Financial markets (accumulation to drawdown)
 - Insurance markets (life and income to longevity)
 - Housing markets (downsize and equity release)
- Changing risks
 - Health and long term care
 - Non-life insurance (home, auto)
 - Life Insurance (savings, longevity)
- Products
 - Simplicity rather than complexity, user friendly
 - Flexibility and ease of understanding
 - Lower cost with optional extras
 - Financial advice and trust