



## Age-friendly and leading edge can go hand in hand

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

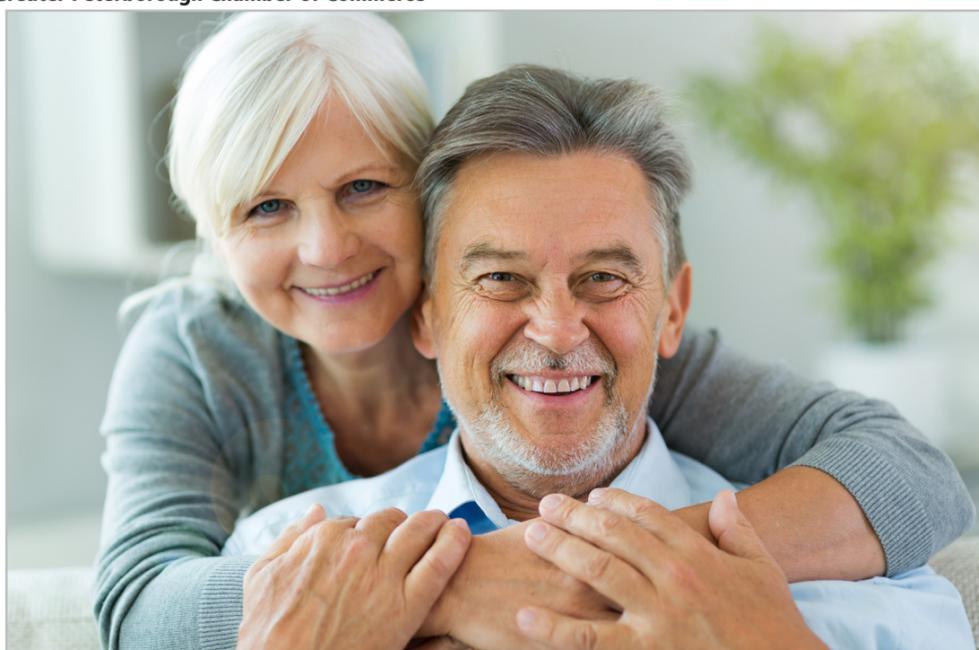
Earlier this month the Ontario Chamber of Commerce (OCC) hosted a roundtable event examining the issue of our aging population and what it will mean for our communities and businesses.

It's a timely discussion given the recent approval of the City and County of Peterborough's Age Friendly Plan, the continued success of the Chamber's Seniors Showcase Trade Show in June and the continued efforts of the Peterborough Council on Aging.

Ashley Challinor is the Director of Policy for the OCC and provided us with this overview of the very interesting and thought-provoking discussion.

"The Ministry of Finance presented some fascinating statistics during the session which indicated that Ontario is not only facing slower population growth in the future, but slower growth of the working age population. Currently, immigration represents 78 percent of population growth but given that immigrants tend to settle in urban areas, it means smaller communities are facing a unique challenge related to aging. Overall, the number of seniors in the province is set to double by 2014, which means we have to plan and act now.

One of the themes of the roundtable, laid out by the Minister and echoed by many at the table,



was that we need to stop discussing the aging population as exclusively a challenge and exclusively a cost driver. The perception of a growing senior population is currently that of a problem that needs to be solved, rather than an opportunity to be tapped. Similarly, the discussion of seniors needs to broaden beyond health and long-term care needs.

Research conducted by the Ministry of Seniors Affairs indicates that older Ontarians want to continue to give back and continue to be of service after they retire and as they age. This can manifest itself in many ways – volunteering, mentoring, training, seniors caring for other seniors, etc. Not only could we do a better job of encouraging this kind of service, but we could also do a better job of measuring its economic impact.

Another theme that emerged related to the changing nature of work, and how seniors may be able to take advantage of the sharing economy and non-traditional work arrangements. Similarly, seniors tend to be experienced in the kinds of skills that will be in-demand in an automated future: management, critical thinking, negotiation and mediation, caregiving, strategy and planning, communication, and many more.

However, the changing nature of work also means that older business owners may struggle with succession plans if their children – or any younger persons – are not interested in taking over the business, jeopardizing what they have worked

to build and potentially interfering with their retirement plans. Broadly, this is part of the larger discussion of the decoupling of economic growth from the size of the labour force, how future growth will be generated, and who will pay for the needs of an older population that is largely not participating in paid work.

Some questions for consideration:

- How can smaller communities survive and thrive as the average age of their residents rises? How can they encourage younger people and immigrants to move to their communities - and with them, new businesses? How can they naturally transition their communities to ones that support seniors, i.e. through initiatives like NORCs (naturally occurring retirement communities)?
- Seniors today fear outliving the pension model, but are also interested in working beyond 65 and continuing to contribute well into their later years. How can policy-makers square that circle, linking seniors' income security and their need for a sense of purpose?
- We tend to speak about seniors as a monolith, but the experiences of someone aged 65 differ wildly from someone who is 85. How can we bring nuance to the discussion of older adults, and ensure that younger seniors are not put "on the shelf" prematurely?

- While we do not want to only think of an aging population as a cost driver in the health care system, the sustainability of that system and its evolution toward one that can effectively manage chronic disease and long-term care is critical to navigating demographic change. How do we re-orient the system around patient outcomes and measure savings across hospitals, LHINs, and even Ministries to ensure that the government can manage these new demands?

In 2018, the OCC will tackle three major policy projects: on the untapped potential of Ontario's health and life sciences sector; on building a transportation network for the future; and on managing growth through strategic urbanization and housing policy. All three of these projects intersect with seniors' issues, and an aging population will have to be considered as we grow the health sector, build new transit options, and design livable communities."

The Peterborough Chamber is extremely interested in being a part of this discussion and policy work and would love to hear from our members and partner organizations to move the conversation forward.

We also look forward to participating in a city and county-wide program to certify local businesses as age-friendly based on certain criteria.

More: [peterboroughchamber.ca/blog](http://peterboroughchamber.ca/blog)

## Event Calendar

Mark down these dates for 2018!



Special Date!

TUESDAY, January 9<sup>th</sup>, 2018

PBX @ Community Care Peterborough

185 Hunter Street, Peterborough

4:00pm – 6:00pm

**Details:** Celebrate the start of 2018. PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

**Cost:** Free, courtesy of Shorelines Slots at Kawartha Downs



WEDNESDAY January 17<sup>th</sup>, 2018 (Chamber & WBN Members only)

Creating your Digital Marketing Roadmap



Chamber Boardroom 175 George Street North

12:00pm - 1:00pm

**Speaker:** Toby McLeod, Strategy.ca

**What you'll learn:**

Website Roadmap: Learn how to turn your website into a business asset that makes you money, instead of costing you money and opportunities

5 costly website mistakes and how to avoid them.

The anatomy of a web page that generates leads & sales.

How to track and measure the success of your website.

**Cost:** Free (Bring your lunch)

**Sponsor:** Bell

**Note:** Pre-registration required



Full Events Calendar can be found at [peterboroughchamber.ca/events](http://peterboroughchamber.ca/events)

**POWER HOUR**  
STRENGTHENING BUSINESS

**Save the Date**

Wednesday, February 21, 2018

5:30pm

The Venue PTBO

Registration opens in January

**Peterborough Chamber of Commerce**

**BE SEEN  
BE HEARD  
BELONG**

**JOIN US**

GREATER **Peterborough** Chamber of Commerce  
STRENGTHENING BUSINESS

Chambers of Commerce Group Insurance Plan<sup>®</sup>

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

**PTBO CHAMBER MEMBER**

STRENGTHENING BUSINESS

Turning 1 is cause for celebration!

Congratulations to Hand & Stone Peterborough as they celebrate their first anniversary in Peterborough.

Hand & Stone provides a number of massage techniques, including Swedish, Deep Tissue,

Sports and more! Be sure to ask about their Signature Hot Stone Massage, designed to melt away the stress of deadlines and hectic schedules.

They are located at 999 Lansdowne Street West.

More information: [handandstone.ca/locations/peterborough](http://handandstone.ca/locations/peterborough)

**New Naturopathic Doctor joins PCNM team**

Congratulations Dr. Grover ND (and the whole team at Peterborough Centre of Naturopathic Medicine) on receiving her confirmation of registration with the College of Naturopaths of Ontario.

PCNM offers a variety of health services from naturopathic medicine to women's health and integrative cancer care.

More information: [pcnm.ca](http://pcnm.ca)

Chamber members, send your Member Milestones to [reception@peterboroughchamber.ca](mailto:reception@peterboroughchamber.ca) or call 705-748-9771 x0.

**#LOVE LOCALPTBO**  
STRENGTHENING BUSINESS

Kawartha Local @kawarthalocal - Dec 12  
A selection of made-in-the-Kawarthas goodies - our gift crate is holiday favourite. [#lovelocalptbo](http://kawarthalocal.ca)

**Kawartha's Best Gift Crate Available now\***

\*dog not included

[www.peterboroughchamber.ca](http://www.peterboroughchamber.ca)

**#LOVE LOCALPTBO**  
STRENGTHENING BUSINESS

**Congratulations to our 2017 #LoveLocalPtbo winner Seana Collins Mander of 360 Wellness Clinic**

Stay tuned ... #LoveLocalPtbo will return in 2018

GREATER **Peterborough** Chamber of Commerce

