

Lifemark



## Challenges

- 1. Government focused on affordability & supply
- 2. Limited resources.
- 3. Lack of understanding.
- 4. No trademark on "Lifetime Design"
- 5. No industry champion
- 6. Limited support from the industry



# An aging & changing NZ

#### By 2031

- Population increased 22%.
- 1 in 5 people 65+ years.
- 50% issue around mobility.
- 27% of households will be 'single person'.
- Multi generational households will increase.

Who is our consumer?



# Using new language Space Aign refreshmanging

Design for living

place



Hostile homes







# Social media strategy

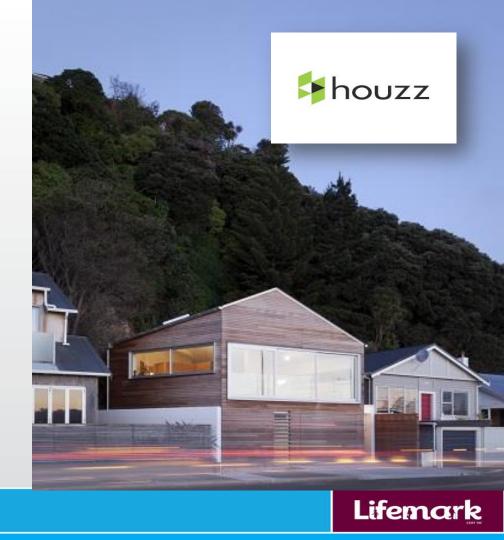


### Social Media Specialist

- Development of consumer appropriate platforms
- Objective to educate and inform the consumer
- Launch 2016 new website focused at the consumer
  - Web visits 100% increase to 6000 visits/month



- Houzz platform for home remodelling & design
- 40 million visitors per month globally
- Profile in Houzz NZ, July 2016
- Lifemark<sup>™</sup> 5-Star home in Wellington
- Estimated 7900 views



# Working with developers



- Ability to influence multiple homes.
- Example: East North Frame,
   Christchurch
- 940 townhouses and apartments 2017+
- All dwellings Lifemark™







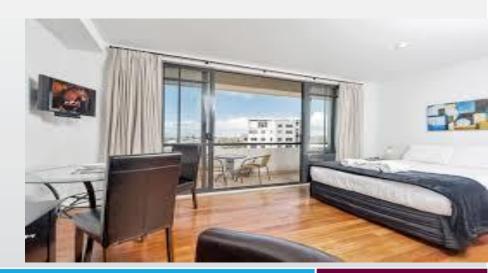


Lifemark

Version 2

- Released end August 2016
- Increased number of voluntary design standards and reduced mandatory standards
- Lifemark™ 5-Star can be achieved in more ways – better design flexibility but harder to achieve

Staying relevantidensity living Design Standards challenges for Universal Design



# Educating industry on



#### 'Age explorer suit'

- Will help designers develop 'age-friendly' solutions.
- Lifemark™ will use the suit to help partners better understand aging and mobility



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