

*\$1 billion residential
buildings
in New Zealand
built to Lifemark™
certification.*

Lifemark
CRUT 100



Who are we?

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

Design for living

Space in the right place
Aging and changing place



Hostile homes

Institutional?





Mainstream



YouTube

Social media
Lifemark™ sponsored World's Oldest Flashmob - 2014
Hip Op-eration Crew - over 3.3million views on YouTube


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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

A modern kitchen interior featuring a large island with a dark countertop and a blue-painted base. The island has a stainless steel refrigerator and a water dispenser. A blue bar stool is tucked under the island. The background wall is white with a blue accent wall featuring a map of New Zealand. Three black pendant lights hang over the island. A hallway leads away from the kitchen on the left.

Social media allows us to promote
case studies of Lifemark™ homes
to consumers and potential partners

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



Working with developers



**Fletcher
Living**

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



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Staying relevant

Design Standards

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

Multi density living
provides new
challenges for
Universal Design



Educating industry on aging



‘Age explorer suit’

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



The next 10 years