SENIOR LIVING INNOVATION CHALLENGE

www.seniorliving.org.au

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Australians are ageing, but not getting ‘old’, so there is growing demand to develop new products, services and spaces that will empower future seniors to live the life they choose. This competition aims to challenge traditional stereotypes of older people and help spark conversation on how we can support our seniors to live fulfilling, vibrant lives.

WHO ARE WE?

1. Senior Living Innovation is a major research initiative that aims to reconceptualise the experience of ageing in Australia. Our goal is to bring to life the World Health Organisation’s (WHO) Age Friendly Cities and Active Ageing principles.

2. Senior Living Innovation is a collaboration between the Queensland University of Technology (QUT) and four industry leaders; Bolton Clark, Aveo, BallyCara and IRT Group. Three Senior Living Innovation partners are not-for-profit organisations and all partners provide accommodation and health services to older people.

3. Our focus is on developing new approaches to housing, spaces, services and products. We are looking for innovative models and designs that address the challenges facing people later in life.

Aveo Group Limited
ABN 28 010 729 950

For over 25 years, Aveo has been dedicated to giving older Australians the best retirement living and care options available. Our innovative approach to care delivery and community design mean we’re able to truly say that we are redefining retirement for all Australian lifestyles.

Hibernian (QLD) Friendly Society Ltd
ABN 66 425 322 497

BallyCara a charitable organisation owned and operated by the Hibernian (QLD) Friendly Society which has served the community in South East Queensland for over 115 years. BallyCara seeks to inspire healthy and happy living through our SONA ethos and Wellness models of service provision.

RSL Care RDNS Ltd.
ABN 90 010 488 454

Bolton Clarke offers an integrated continuum of care services to residents and clients that match their needs and their health and lifestyle journey. Our services connect customers to solutions that promote healthier, more productive and involved lives.

Illawarra Retirement Trust
ABN 52 000 726 536

IRT has specialised in seniors’ lifestyle and care solutions for almost 50 years. Our mission is to create communities where seniors achieve their optimum quality of life. The changing needs of our customers ensure we continue to be innovative and dynamic whilst remaining true to our foundation.

Queensland University of Technology
(ABN 83 791 724 622)

QUT is a major Australian university with a global outlook and a real-world focus. We are one of the nation’s fastest growing research universities and our courses are in high demand. The Institute for Future Environments (IFE) studies how our natural, built and virtual environments interact, change and converge, to find ways to make them more sustainable, secure and resilient.
PURPOSE AND VISION

- The purpose of this competition is to uncover game-changing ideas that will empower people over 65 to live life they choose.
- Whether it’s housing, digital, technology, services or other innovative concepts, we’re looking for new thinking and ideas to enable older people to continue to engage and enjoy life.
- Outcomes from the Senior Living Innovation Challenge will help shape the products and services offered to older people to better meet their needs and lifestyles.
- Your challenge is to develop new service and product options for older people, meeting individual needs as they grow older and enabling them to actively participate in their community.

CREATING A FUTURE FOR PEOPLE AS THEY AGE

- Designing spaces, products and services for people as they age is challenging. Currently options are limited to traditional retirement villages where older people are gated and live with similar aged residents.
- Traditional housing does not support people to age in their own home. Domestic and clinical services assist older people in their homes but gaps remain.
- Current products for seniors both enhance and detract from living. The walker and electric scooters are both examples.
- Growing older has many social implications which are not always addressed, or if addressed, may have negative impacts or consequences such as ageism. The new generation of Australian seniors expect to engage in valued roles throughout their lives and be a valued part of their community.

The purpose of this competition is to uncover game-changing ideas that will empower people over 65 to live the life they choose.

COMPETITION DESCRIPTION

The Senior Living Innovation Challenge is focused on changing the way we think about communities, products and services for people over 65. The ultimate goal is to create socially sustainable spaces and places that facilitate interactions between diverse groups of people. The competition organisers are guided by WHO’s Age Friendly Cities and Communities Framework, particularly the foundations of inclusion and supporting the continued contribution of people throughout their lives.
The overarching problem
Australians have one of the longest life expectancies in the world and the proportion of people aged over 65 is projected to more than double by 2054-55. BUT… the way we age is changing and Australian seniors don’t identify with ‘old’ stereotypes.

The challenge for senior living industry is to evolve product and service offerings in line with new expectations so that they are relevant and valued.

Your challenge is to take a new approach to designing the communities, products and services for the next generation of Australian seniors.

ELIGIBILITY
Anyone can enter and entries may be submitted as an individual or group. Entrants are strongly encouraged to co-create with others and particularly older people, their families and community support members. It is also recommended that you use the guide to Human Centred Design and WHO’s Age Friendly Cities and Communities framework.

SUBMISSION GUIDELINES
1. Complete an expression of interest form to receive the latest competition information.
2. Submit the Senior Living Innovation Challenge online application form providing:
   - Your personal details and information of team members (if applicable).
   - Describe the challenge as you see it, the insights used and any references for those insights.
   - Describe your methodology and details of those you co-created the application with
   - Rationale for your method and outcomes (consider the background information and the persona used).
   - The link or ‘embed code’ (URL) link to your 3 – 5 minute video (see submission format).
3. If your entry is shortlisted, you will be invited to submit a full proposal according to the instructions provided.

COMPETITION STAGES
Stage 1: Submit a video of your innovative idea
Entrants must submit an innovative idea that responds to one of the three challenge categories and present the concept as a 3 – 5 minute video. The embed code (URL) needs to be included in the application. Please ensure the judging panel will be able to access the video during the competition timeline. In order to protect your privacy, consider configuring the video settings to ‘unlisted’ or ‘private’ so that it’s not available for public viewing.

The style for communicating your idea is open, but please address the challenges and the outputs mentioned in each of the competition categories.

Stage 2: Shortlisted entrants invited to submit a full proposal
If your idea is shortlisted by judges, you will be invited to submit a full proposal. Shortlisted entrants will be provided with detailed instructions and assistance by Senior Living Innovation representatives. The format of the proposal may consist of a combination of statements and images or diagrams.
CHALLENGE CATEGORIES

The Senior Living Innovation Challenge has two stages and three categories:

1. Design a new community
2. Create new products and services for the future
3. Wildcard

Participants may enter as many of the categories as desired, but must only address one category per entry. There is no limit to the number of entries that can be made per entrant.

Considerations for all categories

When communicating your idea, consider:

- How you will communicate with people over 65 years.
- How your idea redefines and rethinks ‘old’ and ‘older’.
- How you will communicate the problem or challenge as you see it.
- The impact your idea will have and why.

CATEGORY 1: DESIGN A NEW COMMUNITY

The problem

During our lifetime, we will move homes several times. From our family home to our first home, to new homes in different locations. As we grow older our needs and desires may change and alternative accommodation options are required (downsizing or rightsizing). There are currently limited housing options for people over 65 such as retirement and over 50’s lifestyle villages. However these models of housing are unpopular, with research indicating up to 94% of Australian seniors are not interested in living in a gated community for seniors.

Your challenge

Design a new community that offers a new approach for people up to 110 years.

Constraints include:

1. Mixed use. You should consider lifestyle, activities, space, nature and intergenerational mix.
2. Up to 3,000m² parcel of land, max eight storeys high.
3. Located in an urban setting.

Other considerations

1. Design in community.
2. Create spaces that encourage people to access public transport or other forms of transit.
3. Aim to create a vibrant urban environment.
4. Your design should facilitate a strong sense of community and social/neighbourhood connectedness.
Your submission should also address:

1. Why your community is unique and how it differs from a traditional suburb or community.
2. Why would someone choose to live in your community?
3. Who is your target resident?
5. How products and services will cater to both older people and multigenerations.
6. How your community design caters for everyone.

Output
Create a design that offers a new approach to ‘community’. Your community should be targeted specifically for people over 65, but appeal to all ages. Consider how you will communicate your concept to people of all ages.

CATEGORY 2: CREATE NEW PRODUCTS AND SERVICES FOR THE FUTURE

The problem
Seniors want and need opportunities to make a continuing contribution to society and to be part of a diverse, multigenerational community. Despite health concerns, older Australians believe there are more adventures and dreams to be fulfilled. The issue is that many products and services developed for seniors are based on ‘old’ stereotypes or a technological solution focused on solving problems.

Your challenge
Develop new service and/products for older Australians that meet individual needs and enable participation in a full, vibrant life. Your idea should:

1. Support people to contribute to their community throughout their life.
2. Consider the relationship between social connectedness and technology, understanding that using technology doesn't necessarily result in strong social connections.
3. Use technology as a social ‘enabler’ rather than a monitor.
4. Take a low/high tech approach that focuses on a higher quality of life.
5. Recognise that face-to-face delivery is important for some health services as some older people build trust through regular and reliable interactions with others.

Output
Your concept should take a new approach to services and/or products challenging ‘old’ stereotypes and focusing on supporting seniors to engage in their community.

CATEGORY 3: WILDCARD

Output
Propose an original and creative idea that doesn’t fit into category one or two, but is aligned with the competition purpose and vision. Include a brief statement about the problem or issues your idea will address and outline the impact it will have on people over 65.
PRIZES
A total of $20,000 (inc. GST) will be awarded to one or more submissions based on the assessment by the judging team on:
- Innovation
- Creativity
- Clarity of purpose
- Ability to be implemented
- Value to consumers and/or community
- Fit
- Inspiration

Prize money is payable within 30 days of the determination of the winner(s).

Please refer to the competition terms and conditions for full details.

SUPPORT

Stage 1: Questions may be submitted to the panel (via the website) to clarify the brief or other details of the competition by 5pm (AEST) Tuesday 24 October 2017. The answers to questions will be posted weekly on the website. A full list of questions submitted will be posted on the competition website in the Frequently Asked Questions section.

Stage 2: Only shortlisted entrants will be contacted. Successful entrants will be provided with the detailed requirements for stage 2. Potentially entrants may be offered opportunity to engage with a Senior Living Innovation partner to further develop a full proposal.

HOW WILL THE OUTCOMES OF THIS COMPETITION BE USED?

Senior Living Innovation will use stage 1 and stage 2 submissions to:
1. Challenge current thinking, inform new conversations and create new ideas for future seniors.
2. Inform, test and contribute to developing new designs and technologies, forward-looking models and designs for the challenges facing people as they age.
3. All images used for the purposes outlined above will be credited to the winning individual, group or organisation.
4. Whilst there is no commitment to develop or build any of the designs, we may seek specific proposals from one or more entrants to provide design/development services for a fee.

Please note the provisions regarding intellectual property and moral rights for the submissions made by entrants are set out in the competition terms and conditions.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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</thead>
<tbody>
<tr>
<td>Last date for clarification questions</td>
<td>Tuesday 24 October 2017</td>
</tr>
<tr>
<td>Last date for issue of answers</td>
<td>Friday 27 October 2017</td>
</tr>
<tr>
<td>Stage 1 competition entries due</td>
<td>5pm (AEST) Tuesday 7 November 2017</td>
</tr>
<tr>
<td>Announcement of shortlisted entrants</td>
<td>Friday 24 November 2017</td>
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<tr>
<td>Stage 2 full proposals due</td>
<td>5PM (AEST) Tuesday 6 February 2018</td>
</tr>
<tr>
<td>Announcement of competition winners</td>
<td>Late February 2018</td>
</tr>
<tr>
<td>Post-Competition activities (TBA)</td>
<td>From March 2018</td>
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</tbody>
</table>
BACKGROUND CONTEXT

We understand that not all entrants may have extensive first-hand experience with seniors, so have included the following information to provide insight into how older Australians perceive their living environment, personal wellness and connection to their community.

The insights explore the everyday experiences of older people from various locations across Australia and socio-economic backgrounds.

What’s life like now for an older person?

What I want:
- To be loved and to love
- To be part of a family and actively contribute to the family
- To have a valued role in the community
- To have valued ‘everyday’ occupations and activities
- To be part of a multigenerational community
- To do the things I want and be with the people I want
- To continue to live as I always have, and enjoy and keep experiencing life the way I choose

Who do I want to live with in my community?

What I want in my neighbourhood:
- I want to be close to my family and social network - live in my neighbourhood.
- I want public transport so I am not tied to my car.
- I want to live in a vibrant urban environment.
- I want and need to be valued and respected.
- Community is important to keep me mentally and socially engaged.
- Personal relationships are one of the most important aspects of life; they support and sustain me as I age.
- I want social connectedness and a neighbourhood that engages with me.

Wellness and me!

My life:
- I need my future physical and personal needs to be supported wherever I choose to live, work and play.
- I don’t want to live with old people, it will make me old
- My mind is still active – even though physically I might struggle.
- My body is still active – even though my mind may sometimes limit me.
My home, my space and my habitat

Where I live:

- I like my home and where it is.
- Where I live is important for familiarity – my interests, my hobbies, my daily requirements and way of life.
- I want to live with different people. Different ages, backgrounds, different individuals, couples and families.
- Affordability might be an issue when I’m no longer working.
- I want green spaces/gardens in my living environment.

Technology enables me to participate

My future:

- Technology is an enabler.
- I value it when it improves my lifestyle (but not when it is used to control my life).
- I’d like it to assist me with any physical or health issues I may have in the future.
- Connections with family and friends are the most important thing to me. Technology helps but doesn’t replace being together.

PERSONAS

The following six personas may be used by entrants to develop their submission for stage 1 and stage 2.

What is a persona?

A persona is a fictional, but fact based character developed to represent a target market. The profiles are based on research and real data.
SEGMENT: Comfortable Explorer

NAME: Pat

AGE: 73

OCCUPATION: Leadership and Education

SPOUSE: Divorced (Husband left her when she was 50)

FAMILY: Six children with higher education living in Australia. Five which are married and four of which have children (total of 11 grandchildren). All of which she supported without any help from her husband.

OUTLOOK: Extremely positive. Constantly giving her all in order to help others. Couldn’t work in an industry that doesn’t help others.

ABOUT: Started working just before her husband left, then she had to find a way to support her six children without assistance. Pat studied and attained a Bachelor of Social Science majoring in Psychology and Aged Care in 5 years instead of the usual 6, all while caring for her family. She plays tennis once a week (which is non-negotiable!), goes to Mass 3 days a week and Parish on Sundays. In her day to day life she volunteers at a nursing home and visits children in foster care. Pat currently has 2 international students living with her and she typically cooks for them during the week. She also babysits and spends as much time as possible with her grandchildren.

ATTITUDES: Doesn’t want to be a burden to her family, plans to live at home and continue working for as longs as possible or at the very least volunteer. Has no plans to retire or enter a nursing home, she will avoid moving in with any of her children when she is no longer independent.

SEGMENT: Comfortable Explorer

NAME: Malcolm

AGE: 79

OCCUPATION: Ambulance Officer (Retired), Author

SPOUSE: Wife (75), both living in a Residential Village

FAMILY: Has six siblings of which only one other is alive. Married for 54 years and has had three children with his wife. They all live in Eastern Australia and one of which is married with three children. He sees them quite regularly.

OUTLOOK: Has given and continues to give a lot to the community. Views sharing his knowledge with others as a high priority.

ABOUT: Malcolm worked as an ambulance driver just like his father, who was the first ambulance driver in Cairns. His goal was always to provide help to others and the majority of his children also followed his footsteps in that regard. He rose through the ranks and advanced from an apprentice for the railway to a paramedic with the Queensland Ambulance Service and retired as Assistant Commissioner for the QLD metropolitan area. He served in the Royal Australian Air Force and conducted a range of seminars. He has also self published 4 books and is currently writing another. He became the president of the Residents Committee at his care village after being there for only 4 months, he has now stepped down to a role as vice president.

ATTITUDES: Believes that giving 110% is rubbish, you just need to go the extra mile. His upbringing with a good Christian family has really set the stage for him. He holds helping others above all else and values being a position to help others, alleviate pain, and allow the healing process to occur.
<table>
<thead>
<tr>
<th>Segment</th>
<th>Comfortable Nester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Violet</td>
</tr>
<tr>
<td>Age</td>
<td>90</td>
</tr>
<tr>
<td>Occupation</td>
<td>Telephonist, Volunteer and Housewife</td>
</tr>
<tr>
<td>Spouse</td>
<td>Husband passed away one year ago</td>
</tr>
<tr>
<td>Family</td>
<td>Has four children and eight grandchildren who live around the world (Australia, Vanuatu, Japan), she keeps regular contact with them. Two of her sons are moving back to Australia and have purchased property on her street.</td>
</tr>
<tr>
<td>Outlook</td>
<td>Violet wouldn’t change anything that she’s done. She thinks that family and love is more important than anything else.</td>
</tr>
<tr>
<td>About</td>
<td>She worked as a telephonist during World War II in Malta where she met her husband who was with the British Armed Forces. They were happily married for nearly 70 years. Violet moved to Australia in 1972 after having traveled all around the world and living in Malta, Africa, and Europe while her husband worked for the United Nations. She’s not lonely but she misses sitting and talking to him every night, thankfully his mind was all there until the minute that he passed. Violet has beaten both breast and bowel cancer and has a great outlook on life. She still goes walking every day, tends to her garden and enjoys cooking and baking for her family when they visit. She drives to do her shopping and is a member of various clubs including RSL club and Co.As.It.</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Can’t imagine being reliant on anyone else and wants to remain independent to the very end. She won’t go into a nursing home or move in with any of her children unless she is sick and can’t avoid it. She would like to stay in her own home until the day she dies. Life is too short not to love.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Segment</th>
<th>Challenged Survivor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Mafalda</td>
</tr>
<tr>
<td>Age</td>
<td>83</td>
</tr>
<tr>
<td>Occupation</td>
<td>Nurse and Midwife</td>
</tr>
<tr>
<td>Spouse</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Family</td>
<td>Comes from a very large family. She was the second oldest of nine and her grandmother had 14 children. Came back home look after her father when he was in need. She then moved in with her mother until she passed.</td>
</tr>
<tr>
<td>Outlook</td>
<td>She doesn’t really feel like she’s accomplished much during her life.</td>
</tr>
<tr>
<td>About</td>
<td>Mafalda started nursing as soon as she could, when she was 17. She trained for four years and then moved to Melbourne to do a course in midwifery which lasted for nine months. Following this she did a course in infant welfare for 3 months. When her father was diagnosed with cancer she moved back home to look after him, despite him telling her to stay in the city and to avoid coming back to such a small town. After he passed she bought a house in Bracken Ridge and moved in with her mother. Although she loves gardening her unit doesn’t have much of one, thankfully she brought a lot of pot plants with her. She’s scared of trains so whenever she goes to a new place she always walks.</td>
</tr>
<tr>
<td>Attitudes</td>
<td>She prefers to let life happen around her rather than to try and forge a path for herself.</td>
</tr>
</tbody>
</table>
### Optimistic Explorer: Nonna

**NAME:** Nonna  
**AGE:** 85  
**OCCUPATION:** Cleaning, Shoe Production Line, Volunteer  
**SPOUSE:** Passed away 12 years ago  
**FAMILY:** She had three children and fostered another. Between those children, they had a total of seven grandchildren and one great grandchild. They are all still living in Brisbane.

**OUTLOOK:** She looks back at the beginning of her life and thinks it was quite difficult. She loves her current lifestyle and wouldn't change a thing.

**ABOUT:** Nonna got married to Angelo when she was 20. Only a year later they both left Italy and moved to Australia. It was difficult for them to find work at first but they both made do. Her husband was a do it yourself kind of guy, a lovely man and a handyman. She is quite religious and attends the Italian Catholic Federation meeting every 2 years and runs bingo for the elderly, even though she is the oldest one there! For the past 17 years she has volunteered at the Royal Brisbane Hospital performing courtesy visits. Nonna stayed alone in her family home after Angelo passed away for 5 years until she realised it’s not feasible, she is now living in a retirement village. She frequently goes traveling to Europe by herself for extended periods of time.

**ATTITUDES:** She once wrote a book with a friend and her only real regret is not following through with that while she still had the opportunity. In a true optimistic fashion she loves to help people and will continue to do so in any way that she can, for as long as she can.

### Optimistic Explorer: David

**NAME:** David  
**AGE:** 85  
**OCCUPATION:** Carpenter and builder  
**SPOUSE:** Passed away in 1999  
**FAMILY:** David has 3 children, between those children they had 8 grandchildren as well as 3 great grandchildren. They all live in Australia in either Brisbane or Sydney and David has a close relationship with many of them.

**OUTLOOK:** Happy the way he is, doing what he can to help others. He loves his family and wants to spend as much time with them as he can.

**ABOUT:** Above all else David cherishes every moment he spent with his wife and children. He really misses going traveling with her. His father owned a sawmill which he worked at when he was young and despite losing 4 fingers on his left hand while working there, he continued doing what he loved. He worked as a carpenter in his early years before becoming a builder. His son followed in his footsteps and is working in the same industry. In his spare time he tends his garden, looks after his house, and goes volunteers for bipolar and schizophrenic people every second Wednesday, fixing up stuff around their homes when he can. He also makes some mean pumpkin scones which he shares during morning tea on weekends with his mates who live across the road.

**ATTITUDES:** David loves reminiscing, he has really enjoyed the journey he has been on. He would like to get his knee fixed up so he can go walk up kundalilla falls like he used to with his best mates Brian and Kevin when he was younger. He also donates to various charities.
THE JUDGING TEAM

Marcus Riley (Chair)
CEO BallyCara

Marcus is Chairman of the Global Ageing Network and appointed to a Steering Committee for GAROP (the Global Alliance for the Rights of Older People) to develop plans and direct activities following the United Nations session in December 2016. Marcus serves as a Director of Australian Marist Solidarity Ltd. Marcus has worked hard to champion innovative practices and approaches to advancing our industry.

David Fagan
Director, Corporate Transition, QUT

David Fagan, Director, Corporate Transition at QUT, pursues innovation at QUT with his eye sharpened to community needs by a decade running Queensland’s largest news organisation. He is also a director of Carers Queensland.

Jason Eldering
EGM Integrated Retirement Communities, Retirement, Aveo

Jason Eldering is Aveo’s EGM Integrated Retirement Communities, Retirement. He has over 15 years experience in the delivery of retirement living and aged care developments.

Lauren Ffrost
Integration Design Lead Bolton Clarke

Lauren has extensive experience in service model design and business model innovation and applying human centered design to solve strategic and complex social problems.

Jacqui Parrish
Head of Strategy and Accommodation, IRT

Jacqui is IRT Communities’ Head of Strategy and Accommodation. Jacqui’s role encompasses housing innovation, strategic asset management, business strategy and sales. Jacqui has held senior positions in banking, property and retirement and aged care. She has extensive experience in marketing, sales and strategy development.
Nicole Devlin
Chief Customer Officer, BallyCara
Nicole Devlin is the Chief Customer Officer at BallyCara. Nicole possesses extensive experience and qualifications in primary health and aged care management, education, leadership, innovation and research spanning a career of over twenty-five years.
Nicole has held multiple leadership, management, research and educational positions in nursing and aged care in ACT, SA and Qld.

Tim McLennan, CEO of QUT Bluebox
Tim McLennan, CEO of QUT Bluebox, has over 25 years of experience in technology and research innovation and commercialisation sector. He has first-hand involvement in leading industry sectors such as resources, METS, energy, water, automation, aerospace and technology funding. He has held senior positions in research and innovation management, commercialisation, international business development and strategic partnership management.

Stephen Gook
National Marketing Manager, Retirement, Aveo
Stephen Gook is Aveo’s National Marketing Manager, Retirement. He has 15 years experience in marketing and communication. His strengths are in analysis, consumer insight and ultimately in ensuring execution.

James Mantis, General Manager, Property Development and Asset Management, Bolton Clarke
James Mantis is General Manager, Property Development & Asset Management at Bolton Clarke with over 20 years experience in project delivery. Specialising in the delivery of seniors living, aged care and integrated living projects that are informed by a technical understanding of operational and business requirements, James has successfully delivered multi-million dollar projects for private developers, NFP’s and Government.

Tim McLeod
Housing Innovation Manager IRT Group
Tim McLeod has over 25 years of experience in senior roles in local government, the private sector and not for profit industry specialising in town planning, property management & development and aged care/retirement living.
EVALUATION CRITERIA FOR ALL CHALLENGE CATEGORIES

1. Design a new community
2. Create new products and services for the future
3. Wildcard

Stage 1: Innovative idea
1. Is this a great idea?
2. Impact of the idea. Who will benefit and why?
3. Significance of the challenge and value of insights used. Is this an important issue? For whom? How do we know it is an important issue?
4. Robustness of the method /co-creation. Will your idea be accepted/taken up by adults or the community?
5. Composition of the team. Did the submission include insights from others?
6. Future oriented and consideration of global issues: Digital disruption, rapid urbanisation, climate change etc.
7. Innovation and creativity.
8. Feasibility of the idea.

Stage 2 – Full proposal
1. Criteria from stage 1.
2. Implementation feasibility and strategy.

Tip: Contextualise your idea within a story that puts the human element at the front and centre of your concept.
TERMS AND CONDITIONS

The Senior Living Innovation invites entrants to enter this 2 stage competition, with 3 competition categories. The following terms and conditions are provided in addition to the competition brief.

1. The two stages include:
   o 1.1 Stage 1: Innovative Idea
      The entrants will submit the idea in the form of 3-5 minute video. The video, along with the online forms, will be reviewed anonymously by judges. The shortlisted entrants in stage 1 will be invited to submit a full proposal.
   o 1.2 Stage 2: Full proposal
      The shortlisted entrants will be given the detailed requirements for the full proposal and also engagement opportunities with a Senior Living Innovation Partner to assist in the development of the proposal.

2. Challenge categories
   The Senior Living Challenge has three categories:
   1. Design a new community
   2. Creating new products and services for the future
   3. WildCard
   Participants may enter as many of the categories as desired, but must only address one category per entry. There is no limit to the number of entries that can be made per entrant. Entrants must present their innovative idea as a 3-5 minute video to meet the competition challenge and the criteria listed in the competition description and the evaluation criteria. The detailed requirements for stage 2 submissions will be provided to the shortlisted entrants including support provided to develop the proposal.

2.1 Design a new community
   Entrants in this category will produce a new approach to community that is engaging for all ages of people and specifically people over 65. The submission requires you to use a scenario of a place that includes people up to 110 years old in an urban setting.

2.2 Create new products and services for the future
   Entrants will create a new approach to services and/or products that will enable continued engagement in community and lifestyle. The proposed new service and product will not just meet the individual needs but also enable participation to allow continuing a vibrant and full life.

2.3 Wildcard
   Entrants can propose any great idea that does not fit in the above categories but aligns with the purpose and vision of the SLI Challenge. In addition to the discussion or demonstration of the innovative idea, entrants need to mention a brief statement of problems or issues that relate to the idea.

3. Competition governance
   Queensland University of Technology as the research institute for Senior Living Innovation will be responsible for the governance of the competition and will use these conditions to organise the competition. The organising committee will not disclose personal information which may influence the judging process. The decision of the judging panel is final.

The organising committee is Senior Living Innovation (SLI). SLI is made up of five organization: Queensland University of Technology (ABN 83 791 724 622), Aveo Group Limited (ABN 28 010 729 950), Hibernian (QLD) Friendly Society Ltd (ABN 66 425 322 497), RSL Care RDNS Limited (ABN 90 010 488 454) and Illawarra Retirement Trust (ABN 52 000 726 536).
The organising committee is responsible for the oversight and coordination of the competition and will review the details of all competition documents and information before they are released publicly. The committee will ensure anonymity of entries and confidentiality of entrants’ details during the judging process. The committee will conduct the first screening to check that all entries comply with these conditions (otherwise decide on disqualification of any entry if not compliant) and respond to any possibility of conflict of interest. The committee will promptly notify entrants or potential entrants (where the competition is promoted) of any changes in the competition brief, conditions, timeline and other information related to this competition.

All entrants will need to use the competition website (https://research.qut.edu.au/seniorliving/projects/senior-living-innovation-challenge/) to ask questions and submit their entries to any category of the competition.

4. Competition integrity and conduct of entrants

To ensure that all entrants are treated equally and have the same access to participation in the Competition, each entrant must:

a) Comply with these competition conditions and acknowledge and accept the conditions by ticking the supplied box in the entry form provided for the submission of the entry.

b) Respect copyright of others in the development of entries and not behave to compromise integrity which could bring the competition into disrepute.

c) Maintain anonymity and confidentiality at all times during the competition process.

d) Promptly inform the organising committee of the competition of any possible conflict of interest.

e) Make no attempt to influence the judging process and accept the decision of the judging panel as final.

f) Provide any reasonable information requested by the organising committee to assist any investigation into potential breaches of these conditions.

g) In stage 1, no entrant will make direct contact with Senior Living Innovation Partner organisations or people on the judging panel.

h) Entrants must not make any public comment about the competition or another entrant and must not make public any confidential information obtained in relation to the competition.

i) Entrants must not engage in any misconduct (such as collusion, cheating or anti-competitive conduct with any other entrant). This may result in immediate disqualification.

j) Include consent to making publicly available all or part of an entry if/when they are successful in the first stage or the second stage.

The organising committee may disqualify the submission if:

- The entrant does not comply with obligations in these conditions.
- Does not submit before the deadline.
- Does not submit all details required by the competition brief and entry online form.
- Does not address the requirements of these conditions or the competition brief.
- Entrants must not disclose their identity to the judging panel where anonymity is required.

All complaints in relation to this competition must be directed to the organising committee via the website as soon as practicable. The complaint must include the basis and the impact of the complaint, any relevant information and a suggested remedy/action.
5. Eligibility

- Anyone is eligible to enter the competition.
- Any entrant under 18 will be deemed to have obtained their parent/guardian consent.
- Entrants may work as an individual or in a group (team members must be listed in the application form).
- Where an entry is made by a team, one eligible person must be nominated as the entrant for the purpose of the registration.

We strongly encourage you to co-create with others (particularly older people, their families and/or community members). A quick guide to Human Centred Design and Global Age-friendly Cities: A Guide by the World Health Organisation, may be of assistance.

The following are ineligible to enter the Competition:

a) All members of the judging team and their family members.
b) All members of the organising committee, and any person involved in the preparation or organisation of the competition.
c) Any potential entrant who is uncertain about their eligibility status should lodge a question before the deadline for questions (before Tuesday 24 October 2017) in the manner described in the questions clause.
d) Entrants should identify a potential conflict of interest with the organising committee when completing the online submission form.

A judging team member may refrain from the final evaluation of a shortlisted entry where a conflict of interest is declared by either an entrant or judging panel member.

6. Competition timeline

- Last date for questions: Tuesday 24 October 2017
- Last date for issue of answers: Friday 27 October 2017
- Stage 1 competition entries due: 5pm (AEST) Tuesday 7 November 2017
- Announcement of shortlisted entrants and confirmation from the entrants to move to Stage 2. Additional information for stage 2 provided: Friday 24 November 2017
- Stage 2 full proposal due: 5pm (AEST) Tuesday 6 February 2018
- Announcement of competition winners: Late February 2018
- Post-competition activities (TBA): From March 2018

7. Online submission

Submit your entry and complete all of the fields in the online registration form at the competition website, by 5pm AEST on the last date for entries specified in clause 6. Your entry should clearly identify and includes:

- Your personal details and those of your team members (if applicable).
- The challenge as you see it, the insights used and any references for those insights.
- Your methodology, and the details of who you co-created with.
- The rationale for your method and outcomes (consider the background information and the persona used).
- A copy of the ‘embed code’ (URL) link to your video (see submission format).
- Acceptance of the conditions and agreement to comply with the conditions by completing the online check box on the registration page on the competition website.
- Permission to the organising committee to download the video in the link provided in the online submission form.
- Late submissions may not be considered.

All entries will be checked for compliance with the entry requirements and to ensure anonymity of entrants the organising committee will allocate a registration number for each entry prior to distributing them to the judging panel. The organising committee will keep the identity of each entrant and their registration number (not distributed to the judging panel). However, to maintain anonymity, all entrants
must not include any name, brand, logo or any other identifier on the submitted materials that could potentially identify the entrant to the judging panel.

Entries will not be returned to entrants, but may be retained or disposed of by the organising committee at their discretion. Use or publication of submitted entries and the design concepts embodied in them will be in accordance with clause 12.1.

8. Support
- The competition brief contains relevant background, context, challenge, consideration and expected outcomes for each category of the competition. If potential entrants need other information to prepare a complying entry, they can send questions to the organising committee via the competition website.
- Any questions may be submitted to the panel (via the website) to clarify the brief or other details of the competition by 5pm (AEST) Tuesday 24 October 2017.
- The organising committee will endeavor to respond to questions within 5 working days of receipt and the answers to all questions received will be posted on the website weekly.
- A full list of questions submitted will be posted on the competition website in the Frequently Asked Questions section.
- The answers will not be posted if the questions or answers relate to confidential or proprietary information of an entrant and has an impact on the fairness, equity or integrity of the competition.
- In the second stage, shortlisted entrants will be provided detailed requirements for stage 2. Potentially entrants may be offered an opportunity to engage with an SLI Partner to further develop a full proposal.

9. Evaluation criteria
The entrants will have no opportunity to submit directly to the judging panel. The organising committee will support the judging panel in the process of the distribution of the entries but not in the judging decision.

9.1 Stage 1 – Innovative idea
The following evaluation criteria will be used by the judging panel to assess stage 1 entries:
1. Is this a great idea?
2. Impact of the idea. Who will benefit and why?.
3. Significance of the challenge and value of insights used. Is this an important issue? For whom? How do we know it is an important issue?
4. Robustness of the method/co-creation. Will your idea be accepted/taken up by adults or the community?
5. Composition of the team. Did the submission include insights from others?
6. Future oriented and consideration of global issues: Digital disruption, rapid urbanisation, climate change, etc.
7. Innovation and creativity.
8. Feasibility of the idea.

9.2 Stage 2 – Full proposal
1. Criteria from stage 1.
2. Implementation feasibility and strategy.

At the conclusion of the judging evaluations, all entrants who submitted a complying entry will be formally advised whether they: (a) are shortlisted to the second stage; or (b) are highly commended; or (c) have been unsuccessful. No opportunity to seek feedback will be provided to unsuccessful entrants.
The final proposal concepts prepared by all entrants may be exhibited or published on the Senior Living Innovation website. By submitting an entry, the entrant confirms their consent to such exhibition or publication.

10. Judging
The judging team will be made up of representatives from: QUT, Bolton Clarke, Aveo, BallyCara and IRT Group. The judging team will appoint a chair to lead the panel meeting and the casting vote when necessary.

The judging team:

a) Will review all compliant entries and make shortlisting decisions which are final and which will be announced to the entrants in stage 1 by the date mentioned in the competition brief.

b) Will allocate prize(s) of a total of $20,000 available to be awarded amongst winning stage 2 submission(s).

c) Will finalise the citations prior to the date for public announcement of the winners.

d) Evaluate entries as per conditions set out in clauses 9.1 to 9.2

e) Provide the rationale for the decisions in a formal judging panel report to the Senior Living Innovation, signed by all judges. The brief competition summary will be available prior to the public announcement of the winner(s).

11. Prizes

- A total of $20,000 (inclusive of GST) is available to be awarded amongst winning submission(s).
- Prize money will be awarded to one or more submissions based on the assessment by the judging team of innovation, creativity, clarity of purpose, ability to be implemented, value to consumers and/or community, fit and inspiration.
- Prize money is payable within 30 days of the determination of the winner(s).
- Senior Living Innovation partners may individually award special prizes to submissions that grab their attention.
- Special prizes may include: opportunities to collaborate to bring the idea to market, fee for service in development, scholarships, work experience, etc.

12. Post competition events

12.1 When all prize money has been awarded, the entrants agree that Senior Living Innovation consortium (Queensland University of Technology, Aveo Group Limited, Hibernian (QLD) Friendly Society Ltd, RSL Care RDNS Limited and Illawarra Retirement Trust) and individual partner will have the right to use, store, publish or reproduce submitted entry materials in any way relating to the promotion of the competition. The entrants grant the Senior Living Innovation a worldwide, royalty free, non-exclusive, perpetual, freely transferable, sublicensable and irrevocable license to use, edit and reproduce the submission subject to full attribution of the entrants in each instance without the permission, or further notice, to the entrant.

12.2 The Senior Living Innovation may arrange for the public exhibition or publication, either physically or online, of all awarded entries.

13. Privacy

- Although entries may be made anonymous for the purposes of judging, personal information will be collected during the online submission.

- Any personal information collected will be used by the organizing committee and Senior Living Innovation for the purpose of this competition only.
• Entrants choosing to enter and take part in this competition are required to provide the
  organising committee with personal information such as entrant’s name, email address,
  organisation and job title.

• The organising committee will collect and use the entrants’ personal information in order to
  conduct the competition (including without limitation, the publication of entrant’s name) and
  for future promotional marketing and publicity of Senior Living Innovation and partners
  organisations without any further references, payments or other compensations to the
  entrants.

• A request to access, update or correct any information should be directed to the organising
  committee.

14. General conditions

14.1 Subject to clause 12.1, ownership of all intellectual property rights and copyright in submitted
  materials and concepts remains with the entrant. The entrant will indemnify the Senior Living
  Innovation against losses arising due to the use of the submission provided by the entrant
  including all losses arising from claims for actual or alleged infringement of any intellectual
  property rights.

14.2 The entrant warrants that there has been no infringement of the intellectual property rights
  and copyright of others, and that they have obtained any necessary licenses or assignments
  from third parties.

14.3 A mixed Intellectual Property in ‘co-created entries’ may occur and the entrants are
  responsible for administering agreement between co-creating parties. The Organising
  Committee and Senior Living Partners are not responsible for administering these
  agreements and will not intervene in any issues or disputes arising from them.

14.4 In relation to any publication, exhibition or public dissemination of design concepts and other
  submitted materials, the Senior Living Innovation and the organising committee will take all
  reasonable action to preserve the moral rights of the entrants.

14.5 These Competition Conditions are governed by the laws applying in the State of Queensland.

14.6 The parties submit to the non-exclusive jurisdiction of the courts of Queensland.

14.7 The entrant must comply with all relevant laws in preparing and submitting their entry and
  participating in the competition.

14.8 To the extent of any inconsistency between the Conditions and the Brief, the terms of the
  Conditions will prevail.

14.9 All costs associated with the preparation and submission of an entry in the competition,
  including labour, materials, and any indirect costs such as photography, travel and sub-
  consultant costs must be met by the entrants.

14.10 Each entrant will be responsible for any tax implications in Australia or any other jurisdiction
  arising from the payment of prize money, fees or any other payment relating to the
  competition. The Senior Living Innovation may withhold any amount prescribed by law and
  pay the net amount to the winners.

14.11 The organising committee reserves the right to vary terms and conditions and this will be
  notified to all entrants. The organising committee will promptly notify all entrants of any
  changes in the competition conditions, timetable, brief or judging panel members.

14.12 The Senior Living Innovation, organising committee and judging panel members will have no
  liability arising from these conditions in relation to:

  a) The rights of the entrant or any associate regarding any alleged misrepresentation in the
     provision of information as part of the competition.

  b) Any technological failures (e.g. device or third party platforms/services).

  c) Any entrant information, including proprietary or confidential information, designs or other
     entry material during its submission or at any time while in the possession of the competition
     organisers.
14.13 The entrant will indemnify the Senior Living Innovation, organising committee, judging panel and all their respective officers, employees in respect of any loss suffered as a result of:

a) Breach of these Competition Conditions by the entrant or any associate.

b) Negligence of the entrant or any associate.

c) Any unlawful act, omission or fraud of the entrant or any associate. Such indemnity does not apply to the extent that the loss is caused or contributed to by the Senior Living Innovation, organising committee or judging panel.