

Trends

New Seniors Centre Development



Medicine Hat
The Gas City

Baby Boomer Trends

- Boomers are the generation born between 1945 and 1965
- Boomers began to turn 65 in 2011. The largest age group in Canadian history are just now becoming seniors, including here in Medicine Hat
- 1 in 5 Albertans will be over 65 year of age by 2031
- Boomers are “redefining what it means to be a senior... expecting an emphasis on physical activity and recreation” (Alberta Association of Seniors Centres, 2014)
- Boomers expect flexible hours of operation (after school, evenings, weekends, holidays)

Emerging Trends (*“Future Seniors Centre” Model*)

- Age segregated centres are becoming inclusive “health and wellness centres”
- Multigenerational and intergenerational community centres include targeted activities and programs for older adults but also ‘ageless’ activities and services
- Virtual Senior Spaces being created
- Federal funding (New Horizons Grants) available for intergenerational programs, services and activities

Facility planners must consider creation of spaces that provide the greatest number and widest flexibility of programming opportunities to accommodate today’s seniors, the coming wave of baby boomers and future generations.