



PRIMELIFE PARTNERS PRESENTS

Longevity Unleashed

NSW's Next Big Opportunity

Monday 21 September 2026 · 1:00 – 3:00pm

UNSW CBD Campus, Sydney · Part of Spark Festival 2026

Anne-Marie Elias & Dr Abby Bloom, Co-Founders, PrimeLife Partners

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SPARK FESTIVAL 2026 | UNSW CBD CAMPUS



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SPECIAL ADDRESS

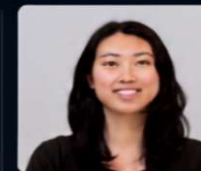
The Hon. Jacqui Munro MLC
Shadow Minister for Science and Technology



SPEAKERS & INNOVATORS



Harry Godber
CEO, Spark Foundation



Annabel Zhou
Toastie Health



Colin Jowell
BillWill



Andrew Payne
CarePlan



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PRIMELIFE PARTNERS
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ABOUT US

Australia's longevity advisory practice

We help organisations turn longer lives from a cost line into a growth strategy.

Who we are

- Founded by Anne-Marie Elias and Dr Abby Bloom
- Advisers, researchers and practitioners in the longevity economy
- Independent of any product or provider agenda

What we do

- Longevity strategy and policy advice
- Diagnostics that test organisational readiness
- Workforce and member programs
- Research, speaking and facilitation

How we work

- Evidence first — Australian data, Australian systems
- Whole-of-life-course: work, wealth, health, home
- Gender-responsive by design
- Practical outputs, not aspirations

Find us



primelifepartners.com
hello@primelifepartners.com

Longevity U · MatchFit
Diagnostic · Longevity
Resilience Check

We are a longevity advisory practice: we work with super funds, employers, banks, government and peak bodies on the economic consequences of longer lives.

OUR OFFERING

Longevity U and the MatchFit Diagnostic

A readiness diagnostic, and the learning program that turns the result into capability.

The problem

- Organisations know their workforce and customers are ageing — few can say how exposed they are
- Readiness tools in market are single-axis: financial only
- Policies still assume linear careers and a fixed retirement date
- Women, carers and frontline workers fall through the gaps

What it is

- MatchFit Diagnostic: a dual-lens readiness assessment — organisation and member
- Four pillars: Work, Wealth, Health, Home, with care as a cross-cutting multiplier
- Trajectory view: where you are now and where current settings take you
- Longevity U: workshops and programs that act on the findings

Who it's for

- Super funds serving female-dominated and care-sector workforces
- Employers with experienced, ageing or frontline workforces
- Banks and mutuals with long-tenure customers
- Government agencies and peak bodies needing a delivery layer

The impact

- A defensible baseline: where you are exposed, ranked
- Retention of experienced staff and corporate memory
- Members engaged earlier, on more than money
- Evidence for product, service and workforce design

Benchmarks: *OECD Longevity Readiness Tool; John Hancock / MIT AgeLab Longevity Preparedness Index. MatchFit is the Australian, dual-lens, trajectory-based equivalent.*

AGENDA

What we'll unleash today

Monday 21 September 2026 · 1:00 – 3:00pm · UNSW CBD Campus

1:00	Guests arrive	
1:15	Longevity — setting the scene: the Longevity Lens	PrimeLife Partners
1:25	How do we innovate in superannuation?	Harry Godber, CEO, Spark Foundation
1:40	Are we ready to meet the market? The longevity market and its four pillars	PrimeLife Partners
2:00	Special address	The Hon. Jacqui Munro MLC
2:10	Longevity Innovation Showcase — three innovations and one mystery	Toastie Health · BillWill · CarePlans AI
2:50	Wrap up and close	PrimeLife Partners

OUR FIRST SPEAKER

Harry Godber

Chief Executive Officer, Spark Foundation

How do we innovate in superannuation?

- CEO of the Spark Foundation, the permanent home of Spark Festival and a national voice for Australian startups
- Former adviser in the Morrison Government, working on superannuation, fintech and financial regulation
- Previously head of policy at the Tech Council of Australia; independent director, FinTech Australia
- Brings the policy and investment view: where innovation in super actually gets unlocked



Harry Godber
CEO, Spark Foundation

Longevity: are we ready to meet the market?

What the next decade brings to NSW — and to every organisation operating in it.

8.2M → 11.5M

NSW population, 2020 to 2061
— a 40% increase

17% → 25%

Share of the NSW population
aged 65 and over, today vs 2061

3.9 → 2.4

People of working age for every
person aged 65+, 2020 vs 2061

- Longer lives are not a future scenario — the cohort is already in your workforce and your member base.
- Most organisations plan for ageing as a welfare question. The shift is economic: revenue, housing, care and work all move together.
- Readiness is measurable. The question is not whether the market is coming, but whether you can show where you stand.

Source: NSW Treasury, 2021–22 NSW Intergenerational Report (Towards 2061).

The longevity market — a lot more than aged care

Source: PrimeLife Partners, Longevity 2030 (2024)

Aged care is one segment of the longevity economy, not the market itself.

\$110B+

Australia's longevity economy by 2026–27, from \$60bn 2021–22

2.4x

Growth in the longevity economy in five years

90%+

Of Australians aged 65+ live in the community, ageing in place

Work & skills

Later careers, retraining, age-inclusive design

Wealth & advice

Super, drawdown, longevity risk, financial wellbeing

Housing

Downsizing, retirement living, ageing in place, retrofits

Health & prevention

Healthspan, digital health, chronic disease management

Care & carers

Home care, assistive tech, support for working carers

Consumer & leisure

Travel, learning, social connection, products designed for 60+

The four pillars of longevity readiness

01

Financial Security

Super and pension adequacy, the gendered retirement gap, drawdown and longevity risk

02

Housing Security

Supply and affordability, ageing in place, the rise of older renters

03

Securing Care

Health spend, the carer shortfall, working carers and the care workforce

04

Resilience

Purpose · People ·
Personal health —
participation, social
connection and
healthspan

Care runs across all four. Resilience is the pillar most often left out — and the one that decides whether the other three hold.

SPECIAL ADDRESS

The Hon. Jacqui Munro MLC

Shadow Minister for Science and Technology

- Member of the NSW Legislative Council; also shadow minister for Environment, Heritage and the Central Coast
- Speaking to innovation, science and technology policy in NSW — and the role of government in an ageing state
- The 2027 state election makes this the moment to set a longevity economy agenda

Our ask: a Longevity Economy Strategy for NSW — linked to the Intergenerational Report, with a delivery layer beneath it.



THE SHOWCASE

Longevity Innovation Showcase

Three Australian innovations — and one mystery innovation.

Toastie Health

Annabel Zhou

Tracking symptoms, medications and chronic conditions, with personalised insights



Annabel Zhou
Toastie Health

BillWill

Colin Jowell

Open-banking tool that closes and transfers bills when someone dies — and a letter of wishes



Colin Jowell
BillWill

CarePlans AI

Andrew Payne

Daily AI check-in calls for aged care: listening for decline and loneliness, escalating to the care team



Andrew Payne
CarePlan

Mystery innovation

To be revealed

THANK YOU

Longevity is NSW's next big opportunity

- Talk to us about a MatchFit readiness diagnostic for your organisation
- Bring Longevity U to your workforce or member base
- Join the call for a NSW Longevity Economy Strategy ahead of March 2027



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