**4 PAGE NEWSLETTER DESIGN BRIEF**

1. **Business Background/Overview**

* Elements Third Age Living @ Springwood is a brand new modern retirement village (RV) designed around the elements of successful living. 28 homes built. 97 more to build.
* The 5 elements that we focus on are:
  + Spiritual
  + Social
  + Psychological
  + Physical and
  + Financial
* Reasons for moving into a RV
  + Health decline/scare
  + Downsizing
  + Sick of home maintenance
  + Social isolation
  + Safety and security
* Decision making process
  + If for health, social isolation and safety reasons – within 12 months
  + If for downsizing/maintenance reasons – upwards of 5 years

1. **Purpose of the Newsletter**

* A monthly “touch” with the 1000+ clients on our database. Only 25% have email addresses
* Use the newsletters to keep Elements at the forefront of their decision making should they decided “now” is the time
* Give them a sense that construction and sales are happening – ie, project is not stalling
* Offer them a taste of what the residents get up to – they could be part of these exciting adventures, only if they live at Elements
* Invite them to attend activities geared towards an opportunity to meet the resident
* A page on wellbeing advice with a recipe from a resident

1. **Target Audience**

* 70% of residents in Retirement Villages are female
* 50% are single (95% female)
* Aged between 60 to 90 years old
* Like bright feminine contrasting colours

1. **Optional Extra**

* To convert this into a web-based newsletter