



**TOTALCARE Living**  
**Newsletter Quarter 2 2019**



TOTALCARE Living wishes our residents and their families a Happy Father's Day!

With the Winter upon us and all our swallows in Gauteng fleeing the cold for warmer weather, may you travel safe and return home soon.

Enjoy our newsletter and feel free to send any feedback to [newsdesk@totalcaresa.co.za](mailto:newsdesk@totalcaresa.co.za)  
TOTALCARE Living is on Facebook and we have recently joined Instagram – follow us at TOTALCARE\_Living

## TOTALCARE WISHES ALL OUR FATHERS AND GRANDFATHERS A HAPPY FATHER'S DAY

### TOTALCARE LONG SERVICE AWARDS AT HEAD OFFICE

Palesa Ndlovu and Melissa have worked at TOTALCARE for 10 Years. Palesa began her career as a cleaner, her potential was evident and she quickly escalated to become receptionist due to her friendly nature and professional demeanor. She then trained and studied to become one of TOTALCARE's Payroll Professional and are now dedicated to service delivery and customer relations. Melissa joined TOTALCARE as a single, shy and hard-working girl in her twenties and have blossomed to become a wife, mother and determined employee. She is dedicated to deliver quality service with years of knowledge. They started their careers at TOTALCARE in 2009 and we are proud of their loyalty and dedication!



Anton Sambo was spotted as a hard-working labourer carrying bricks and rubble on a building site in the late 1990's. He was employed as a gardener due to his happy predisposition and relentless energy. It did not take Anton long to move from using his physical strength to using his mental abilities. With focus and hard work, he committed to achieving his learners license and soon to follow his driver's license. Anton have inevitably moved from washing cars to driving cars to owning a car. For the past 10 years we have trusted Anton to transport our employees throughout our national roads. He has grown from a young foreigner who struggled to speak English to a proud South African citizen with responsibility and ambition.



## TOTALCARE CHARITY

Our Head Office employees have worked tirelessly to crochet and knit 20 exquisite blankets for the children at Laerskool Esperanza. It is a small but significant contribution which will hopefully add a bit of warmth against the cold.



## TOTALCARE FLOWERS

TOTALCARE is proud of our beautiful flower arrangement that are professionally tended to bi-weekly. Beautiful surroundings contribute to happiness and wellbeing. We hope that you will appreciate them the next time you visit!

*Beautiful Belenois*



*Lovely La Vie Nouvelle*



*Mystical Mount Edgecombe*



## TOTALCARE'S FIRST RESIDENT AT MOUNT EDGECOMBE'S BIRTHDAY

We are so happy to have had our first birthday at Mount Edgecombe. May there be many more!



## TOTALCARE TRAVELS

Notwithstanding our National Nursing Services Manager, our Directors, Human Resource Manager, our Facility Manager and Chef jet setting weekly to and from our facilities in Umhlanga and Upington, we had the privilege to send our Housekeeping manager on her first voyage to Mount Edgecombe. Dorcas, dressed exquisitely, made her first airplane trip to oversee and manage the cleaning operations at Mount Edgecombe.



*Dorcas smiles proudly with our National Nursing Manager, Petra Swanepeel*

## **TOTALCARE IS PROUD TO ANNOUNCE OUR PARTNERSHIP WITH MRS SOUTH AFRICA FINALIST, MEGON SCHUTTE**

TOTALCARE Living is sponsoring the lovely Megon Schutte to support her in her journey to become the next Mrs. South Africa. She is vibrant, happy and of course beautiful. We are proud to share in her endeavor. Good luck Megon!



## **TOTALCARE SHARES AN INTERESTING ARTICLE FROM THE ECONOMIST**

The grey market

Older consumers will reshape the business landscape

IN 1965 Diana Vreeland, the editor-in-chief of Vogue, coined a phrase “youth-quake” to describe how baby-boomers were shaking up popular culture. Today the developed world is in the early stages of a “grey-quake”. Those over 60 constitute the fastest-growing group in the populations of rich countries, with their number set to increase by more than a third by 2030, from 164m to 222m. Older consumers are also the richest thanks to house-price inflation and generous pensions. The over-60s currently spend some \$4 trillion a year and that number will only grow.

Yet companies have been relatively slow to focus on this expanding market—certainly slower than they were to attend to the youth-quake. The Boston Consulting Group (BCG) calculates that less than 15% of firms have developed a business strategy focused on the elderly. The Economist Intelligence Unit, a sister organisation to The Economist, found that only 31% of firms it polled did take into account increased longevity when making plans for sales and marketing.

One reason for this tardiness is that young people dominate marketing departments and think that the best place for the old is out of sight and mind. Germaine Greer, a feminist, speaks for her generation, as usual, when she says that “just because I’m over 60 nobody wants to sell to me.” A study by fast.Map, a marketer, and Involve Millennium, a consultant, found 68% of British 65-74-year-olds “don’t relate” to advertising that they see on television.

But the biggest reason is that oldies are such slippery customers. The definition of what it means to be “old” is complicated and dynamic. Sixty-five-year-olds are not the same as 85-year-olds. Age affects people in different ways:

some fade early while others march on. Class divisions are more marked now than for previous generations of retirees: the winners, sitting on suburban mansions and defined-benefit pensions, cannot spend their money fast enough, while losers go cap in hand to charities (31% of working-age Americans don't have a pension or savings, according to the Federal Reserve). Most greying baby-boomers in the rich world are in denial about ageing: 61% say that they feel at least nine years younger than their chronological age.

The surest way of alienating older consumers is to treat them as old. When Procter & Gamble, a consumer-goods company, repackaged some of its dental products as "selected for aged fifty-plus consumers", it saw sales plunge. Bridgestone blundered by promoting a new line of golf cubs as one for pensioners, producing poor sales.

Yet change is in the air. Some industries such as health care and automobiles have been thinking about the grey market for a while. Others such as retailing and consumer goods started paying attention more recently. Now comes the silver rush. A report by the McKinsey Global Institute points out that older consumers are one of the few engines of growth in an otherwise sluggish global economy. The emerging-market boom is slowing in some countries, notably China, and turning into a bust in others, notably Brazil. Millennials suffer from the twin burdens of student debt (especially in America) and the lingering effects of the 2008 financial crisis. They are starting families and buying houses later than their parents, if at all. MGI calculates that pensioners in the rich world spend an average of \$39,000 on consumption compared with \$29,500 for the 30-44 age group. The old are becoming the new new thing.

Some firms are trying to understand older people better. Kimberley-Clark, a maker of consumer products, has built a mock-up of what a senior-friendly shop might look like in the future. Ford has created a "third-age suit" for car designers to wear to help them understand the needs of older people: the suit thickens the waist, stiffens the joints and makes movement more cumbersome. Thick gloves reduce the sense of touch and yellow-tinted goggles simulate eye cataracts. BCG research on older people suggests they are less eager to acquire material possessions than preceding generations and much keener to acquire experience, particularly through travel and study.

Understanding is giving birth to new products and business models. NTT DoCoMo not only produced a phone with large keys and a big display screen. It also redesigned its marketing, promoting the new phones during bus tours for pensioners and providing classes in shops to explain the ins-and-outs of apps. Electronics makers are producing devices that are designed specifically for old people: for example, Independa manufactures a monitor that sends an alert if something untoward happens, making it easier for the frail elderly to stay in their own homes ("age in place") rather than move to nursing homes.

Companies are also mastering the art of discretion—addressing older people, but not too explicitly. Retailers are surreptitiously lowering shelves and putting in carpets to make it harder to slip. Package-goods firms are printing larger typefaces and using more white space. Kimberley-Clark has overhauled its Depend brand of adult nappies to make them more like regular underwear. Sabi, a design company, now sells walking canes in bright colours. Car firms don't make a song and dance about the fact that old people with stiff necks and fading vision will benefit disproportionately from self-parking cars.

Yet this is only the early stages of a revolution. Baby-boomers have spent their lives making noise and demanding attention. They are not going to stop now. They will be the biggest and richest group of pensioners in history. They will also be the longest lived: many will spend more time in retirement than they did working. The baby-boomers have changed everything they have touched since their teenage years, leaving behind them a trail of inventions, from pop culture to two-career families. Retirement is next on the list.

**Remember to follow us on INSTAGRAM – TOTALCARE\_Living**

## TOTALCARE CONTACT DETAILS

### **Belenois Retirement Village Krugersdorp - Johannesburg**

|                             |                 |              |                                 |
|-----------------------------|-----------------|--------------|---------------------------------|
| Belenois Retirement Village | Reception       | 010 534 8301 |                                 |
| Facility Manager            | Karin Venter    | 072 429 4897 | belenoisadmin@totalcaresa.co.za |
| Nursing Manager             | Petra Swanepoel | 083 702 0601 | belenois@totalcaresa.co.za      |
| Care Companion              | Leonie Kruger   | 082 927 8508 |                                 |

### **Belle Rio Lifestyle Estate Upington**

|                            |                    |              |                            |
|----------------------------|--------------------|--------------|----------------------------|
| Belle Rio Lifestyle Estate | Reception          | 054 050 1042 | bellerio@totalcaresa.co.za |
| Facility Manager           | Lise Mari Goosen   | 087 630 0172 |                            |
| Nursing Manager            | Marinda du Plessis | 072 074 5088 |                            |
| Care Companion             | Sharron Wagener    | 076 696 7574 |                            |
| Accountant                 | Katryn Nel         | 011 675 4208 | katryn@totalcaresa.co.za   |

### **Huis Hoëveld**

#### **Albertville - Johannesburg**

|                  |                 |              |                                    |
|------------------|-----------------|--------------|------------------------------------|
| Huis Hoëveld     | Reception       | 011 673 2045 |                                    |
| Facility Manager | Erna Meintjes   | 082 895 1852 | huishoefeldadmin@totalcaresa.co.za |
| Nursing Manager  | Petra Swanepoel | 011 673 2045 | petra@totalcaresa.co.za            |

### **La Vie Nouvelle Lifestyle Estate**

#### **Broadacres - Johannesburg**

|                  |                    |              |                              |
|------------------|--------------------|--------------|------------------------------|
| La Vie Nouvelle  | Enquiries          | 010 534 8102 | lavieadmin@totalcaresa.co.za |
| Nursing Manager  | Moira Farrel       | 082 412 2892 |                              |
| Facility manager | Maria Frederickson | 082 603 1399 |                              |
| Accountant       | Dana Stone         | 011 475 4208 | dana@totalcaresa.co.za       |

### **Mount Edgecombe Retirement Estate**

#### **Umhlanga**

|                  |               |              |                             |
|------------------|---------------|--------------|-----------------------------|
| Mount Edgecombe  | Reception     | 010 534 8102 | mervadmin@totalcaresa.co.za |
| Facility Manager | Erika Joubert | 010 534 8102 |                             |
| Nursing Manager  |               | 010 534 8102 |                             |

### **St Michaels Village**

#### **Weltevreden Park - Johannesburg**

|                     |                |              |                                   |
|---------------------|----------------|--------------|-----------------------------------|
| St Michaels Village | Reception      | 011 475 1497 |                                   |
| Facility Manager    | Jacques Venter | 011 475 1497 | stmichaelsadmin@totalcaresa.co.za |
| Nursing Manager     | Dawn Meyer     | 011 475 1497 | stmichaels@totalcaresa.co.za      |

### **Waterfall Hills**

#### **Sunninghill - Johannesburg**

|                  |                    |              |                                  |
|------------------|--------------------|--------------|----------------------------------|
| Waterfall Hills  | Reception          | 011 260 6845 |                                  |
| Facility Manager | Maria Frederickson | 011 260 6845 | waterfalladmin@totalcaresa.co.za |
| Nursing Manager  | Renee Richards     | 011 260 6845 | waterfallhills@totalcaresa.co.za |