

Offering Luxury Living For Indonesia's Seniors

Kennial Caroline Lala

As Indonesia's social landscape changes with women entering the workplace in ever increasing numbers, the country will have to find new ways of taking care of its senior citizens, who have traditionally lived within the extended family.

Benjamin Cass, the president director of Living Well Community, an Australian developer and operator of luxury homes for seniors, said the company could meet this need with its residential products, which are based on the "less hospital, more hospitality" concept.

"Living Well is not a provider of nursing homes. We develop luxury residential communities based on our aim of helping seniors in Indonesia maintain active and healthy lives," Cass said.

He said the company wants to change the way senior citizens live in Indonesia by promoting the "aging in place" concept, which lets people remain in communities, irrespective of their changing health and physical condition as they transit from independent to supported living.

"Our residential products don't just meet physical needs, they also create many opportunities for seniors. A typical nursing home is something more akin to a hospital, while what we create is different. It's luxury independent apartments specially designed for active seniors," Cass said.

"For a long time, the definition of being old in Indonesia was that if you're old you must be dependent. If you're dependent, you must receive medical care. We reject this. We believe you can be over 60 and still do all the things you like. You can still make a social contribution. You can meet with family, friends ... That's nothing like living in a nursing home," Cass said.

However, Cass pointed out that the community would still provide health-care facilities.



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Benjamin Cass, president director of Living Well Community

"We do provide 24-hour nursing care and access to a hospital. But that's not the emphasis. The emphasis is on the lifestyle. And the lifestyle we offer is contrary to the traditional old-fashioned nursing home," Cass said.

The Living Well residence will be built in Bintaro, Tangerang, in Banten, next year and it is set to launch in 2017, targeting elderly middle-upper class people in Jakarta and its surrounding areas.

"We are designing the apartments with condominium Class A specifications. They will be physically comfortable and will be designed to suit the physical conditions and needs of the residents, such as wider than normal hallways to accommodate wheelchairs. We will also have number of facilities such as a spa, cinema, restaurant, cafe, library, meditation center and more," Cass said.

"We will provide a lifestyle coordinator whose job it will be to facilitate community activities for residents. It's most important. Yes, there will be medical support and care and all that. And residents who join Living Well Community are making a statement. And that statement is 'we maybe old, but we have an active lifestyle, we still want to socialize. We still want to enjoy our lives.' That's what we believe we can achieve," Cass said.

"Family members could also visit their elders. Our products are specifically meant for the elderly, but our apartments are large enough for families to visit. If families want to spend weekends, they can but permanent residents are those over 60," Cass said.



Lion Air founder Rusdi Kirana.
Bloomberg Photo/Bryan van der Beek

Lion Announces Airport Projects

Lona Olavia

Toulouse, France. Lion Group, the parent company of Lion Air, is embarking on the development of a new airport in Lebak district, Banten province, the group's founder and owner announced on Wednesday.

"We've received the permit from the Transportation Ministry," Rusdi Kirana said at the headquarters of aircraft manufacturer Airbus, in a suburb of Toulouse.

Rusdi said that the development of new airports in Indonesia was important, especially in light of the country's growing middle class and rising demand for air transportation. He said that Lebak, an impoverished part of underdeveloped Banten province to the west of Jakarta, was chosen for its close proximity to the capital and to help boost the local economy.

Rusdi said his company had already received a permit to develop 4,000 hectares

of land in Lebak — twice the size of Soekarno-Hatta International Airport, the country's main aviation hub which is located in Tangerang, also in Banten. He added that the project would begin in 2015.

Lion Group plans to build four runways and a commercial center on the plot, as well as a railway link.

"We want to build a shopping center near the airport to develop local small and medium enterprises, and so that visitors will not have to go far away from the airport [if they want to shop]," Rusdi said.

The funding for the project will be borne by a consortium, Rusdi said. He did not elaborate on business partners or the project's total budget.

In addition to the Banten airport project, Lion Air and Adhi Karya, a state-owned construction company, will soon break ground on a project to expand Halim Perdanakusuma Airport in the capital's east for more civilian air travel.

The company has earmarked Rp 5 trillion (\$407 million) for the project.

Construction is expected to begin in November on the expansion, which will see the airport's capacity rise from three million passengers per year to 12 million, Lion Air spokesman Edward Sirait said.

The airport is the primary base of the Indonesian Air Force, but the government has long been trying to find ways to ease pressure on Soekarno-Hatta, one of the world's busiest and most over-capacity airports. Halim is currently under state-owned airport operator Angkasa Pura II's management.

The airport expansion includes a new taxiway, passenger terminal and apron. The expansion will occupy 21 hectares of land, which is owned by a cooperative linked to the Air Force.

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