

Dear Friends,

Welcome to the third newsletter for 2013. Wow, the end of April is at hand and May is right around the corner.

It is good to be back! For a while there Hale & Fun were “off the web” as it were as we updated our website, computer systems and email servers to accommodate our new webinar program, our new website is still a work in progress but those minor editing issues should be resolved soon.

So what has been happening in the offices of Hale & Fun?

As always we at Hale & Fun are hard at work putting together new and exciting programs for our community of learners.

...And “NEW & EXCITING” is definitely how I would describe our new initiative which I have dubbed:

### **“All things weird, wacky and wonderful”**

This initiative really draws on our business philosophy of **“exciting, educating and engaging”** seniors of all walks of life with a set of courses to choose from that are..well, shall we say a little out of the ordinary!

Let me explain...

Senior Week has come and gone once more for Sydney. As the premiere supply of education and entertainment services in the Greater Sydney area, we at Hale & Fun often conduct a large amount of market research during this period to find out how we can better serve our clients.

Hale & Fun has always prided itself on understanding our clients and recently I have noticed a growing demand for courses that are different- novel, something that the residents wouldn't have found elsewhere. In fact, the Daily Telegraph reported that one of the most popular ("booking out soon after it was listed") was a course derived from the popular but controversial novel 50 shades of grey (The Daily telegraph, pg 7. "Seniors week stimulates the erotic adventures of grandmas and grandpas", Thursday, March 14, 2013).

### **The seniors of Sydney have spoken and the demand is for something new**

That is not to say that there isn't still a place for traditional courses such as History, literature and Science but the modern retiree doesn't want to match their younger counterparts in university or school, to learn the same things as others do. They want exceed them, to push the boundaries and to be challenged.

Because of this, these always popular traditional courses now need to rub shoulders with a new generation of programs that are specifically designed to be novel- and it is this novelty that has been the drawing card for many of these retirees.

By offering your residents something new, something they haven't thought about before, perhaps something that the answers are not already known, where everyone can have an opinion, we are finding that the number of attendees to the courses are increasing and those that come are staying for longer, the discussions are becoming more lively and animated and possibly most rewarding the interest in these topics has flowed onto their every day lives with residents starting up their conversation groups to extend their learning experience, taking up interests and hobbies related to the topics they are learning about, watching and reading

**Information on Hale and Fun can be found at:** Website: <http://www.haleandfun.com.au/>; Blog: <http://haleandfun.blogspot.com/>; Twitter: Halefun; Facebook: Hale & Fun; Email: [info@haleandfun.com.au](mailto:info@haleandfun.com.au); Telephone: 02 8034 6945 / 0425 282 317

documentaries and even writing their own thoughts down and giving to others outside the course time.

**Humans are novelty seeking beings and retirees have more time on their hands to pursuit this novelty, so if you are finding it harder and harder to get your residents involved and challenged each day perhaps it is time to have a look at some of “All things weird, wacky and wonderful”!**

So what courses are within this initiative? Well the list is growing but the most popular courses are listed below. If you would like more information on any of them –please contact me and I can provide you with more details.

**Now, forewarned while some of these courses may not be for everyone but there is definitely something for everyone here.**

**1. Where biology meets fantasy, on the trail of Bigfoot, Loch Ness monster and other mysteries**

*This course is derived from the course conducted at the City East Community College and is presented by its lecturer Dr. Daniel White.*

**2. A look at our most iconic myths throughout the ages: Ghosts, UFOs, Zombies, Vampires, Werewolves and Witches**

**3. When is it Right to Rebel?: William Shakespeare’s Version of the History of the English Kings**

**4. The wonderful world of Comic books and those who love them**

**5. Talking to Animals: The science of animal behaviour.**

*This course is derived from the course conducted at the WEA Community College and is presented by its lecturer Dr. Daniel White.*

6. **The hunt for ET out there and nearby**
7. **Banned: A history of controversial British literature**
8. **Things That Go Bump in the Night**
9. **What's on your mind? A look at some of the key schools of Psychology**

These are just a few of our growing program that seeks to incorporate novelty back into the lives of seniors throughout the Sydney area, so if you think your community is up for a new challenge, something to add a little more spice to their lives- then contact me and let's see how we can work together in giving the very best to the seniors in your care.

Looking forward to hearing from you

Your Friend

Daniel