



**STRICTLY EMBARGOED UNTIL 6:00 AM AEST,
MONDAY 10 AUGUST 2026**

New Australian AI platform launches to unlock purpose and contribution in later life

Purpose Again uses personalised AI guidance to help people turn their experience, strengths and interests into meaningful participation, connection and contribution.

MELBOURNE, AUSTRALIA, 10 August 2026 – A new Australian technology venture has launched to help people build greater purpose, direction and connection across different stages of later life.

Purpose Again is an AI-powered platform designed to help people translate the experience, strengths and interests they have built over a lifetime into meaningful opportunities to participate and contribute.

The platform aims to create a more effective bridge between people seeking renewed direction or connection and the organisations, communities and causes that need their contribution.

Purpose Again will initially be delivered through organisations supporting people in later life, including retirement living operators, councils, libraries, employers, member organisations and community groups. Expressions of interest are now open for early organisational and pathway partners.

Purpose Again Founder and CEO Colin Pudsey said society had become increasingly sophisticated at helping people prepare financially for retirement, while offering far less support for the personal and social transitions that can occur throughout later life.

“Retirement is usually approached as a financial event, but later life can involve profound changes in identity, routine, relationships, connection and sense of contribution,” Mr Pudsey said.

“For some people, the question of what comes next emerges as they approach retirement. For others, it may arise years later following a move, bereavement, changing relationships, shrinking social networks or simply the feeling that they still have more to give.

“Whether someone is approaching retirement or has been retired for many years, they may have extraordinary experience, knowledge, capability and motivation, yet receive very little personalised support to consider what could come next.

“Purpose Again has been created to help close that gap.”

From reflection to meaningful action

Purpose Again uses guided AI conversations to help participants explore their life experiences, strengths, motivations, interests, values and priorities.

The platform develops a personalised profile and helps each person identify possibilities that align with who they are, what matters to them and what is realistic within their circumstances.

Participants are then supported to move from reflection into action through personalised guidance, practical activation and relevant pathways. These may include volunteering, mentoring, learning, community involvement, creative projects, flexible work, advisory roles and other forms of contribution.

“Purpose is deeply personal and will look different for every individual,” Mr Pudsey said.

“We are not trying to prescribe one definition of a successful retirement or tell people what their next chapter should be.

“Our role is to help people better understand what matters to them, recognise strengths and possibilities they may be overlooking, and take practical steps towards something meaningful.”

Contribution remains a powerful motivation

The launch follows the release of the Australian Bureau of Statistics’ 2025 General Social Survey. Among Australians undertaking unpaid voluntary work through an organisation, the most common reasons for participating were to help others or the community, nominated by 65%, and to gain personal satisfaction or do something worthwhile, nominated by 63%.

Mr Pudsey said the findings highlight the important role contribution can play in people’s lives.

“People want to help others, contribute to their communities and feel they are doing something worthwhile,” he said.

“The challenge is that wanting to contribute does not always mean knowing where to begin, what would be personally meaningful or which opportunities are the right fit.

“There are people with decades of knowledge, relationships, skills and lived experience who still have an enormous amount to offer. At the same time, organisations are searching for volunteers, mentors, participants and people with valuable experience.

“Purpose Again is designed to create a better connection between those two sides.”

Built for organisations supporting later life

Purpose Again is designed to complement existing wellbeing, community engagement and retirement transition initiatives while helping organisations provide more personalised support and gain clearer insight into participant interests, pathways and progress.

For retirement living operators, that may mean helping residents identify opportunities within their village, local community or broader network.

For councils and libraries, it may support pathways into volunteering, mentoring, learning, local groups and civic participation.

For employers and member organisations, it may provide a more human transition beyond full-time work, extending the conversation beyond financial readiness.

Purpose Again will also work with pathway partners, including volunteering organisations, mentoring programs, educational providers, clubs, charities and employers offering flexible or project-based contribution. While the initial launch is focused on organisational delivery and partnerships, direct access for individuals may be introduced as the platform develops.

Personalised technology at scale

Purpose Again Co-founder and CTO Abraham Davidson is leading the development of the platform’s personalised AI guidance, participant pathways and organisational insights.

“Each person arrives with a different life story, set of strengths, motivations, circumstances and ambitions,” Mr Davidson said.

“AI creates an opportunity to provide highly personalised support at scale, while keeping each participant’s values and choices at the centre of the experience.”

Guided by leaders across ageing, technology, economics and innovation

Purpose Again is supported by a strategic advisory group comprising:

Linda Mellors – Care sector leadership and organisational transformation

Nicholas Gruen – Economics, public policy and social innovation

Stephen Huppert – Retirement systems, policy and longevity

Adjunct Professor Dr Alan Wong – Digital transformation and international care innovation

Samantha Freeman – Ageing, wellbeing and sector leadership

Adjunct Professor Adam Ryan – Startup growth, investment and commercial scaling

“Purpose in later life intersects with retirement, employment, health, technology, community participation and economic contribution, so we have intentionally assembled an advisory group with expertise across those systems,” Mr Pudsey said.

Mr Pudsey is also the Founder of SilVR Adventures, an Australian technology company supporting meaningful engagement and connection among older adults.

“The idea behind Purpose Again grew from recognising that people often have an extraordinary amount to offer but may lack a personalised pathway to put it into action,” he said.

“This is not about telling people how to retire. It is about giving them better tools, guidance and opportunities to shape what comes next on their own terms.”

Purpose Again is now inviting expressions of interest from organisations interested in becoming early delivery partners and from organisations seeking to make meaningful opportunities available through the platform.

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About Purpose Again

Purpose Again is an Australian AI-powered platform helping people build greater purpose, direction and connection across different stages of later life.

Through personalised reflection, practical activation and curated participation pathways, Purpose Again helps people identify what matters to them and take meaningful steps towards volunteering, mentoring, learning, community involvement, flexible work and other forms of contribution.

Purpose Again initially works through organisations supporting people in later life and with pathway partners able to provide meaningful opportunities for connection, growth and contribution. Direct access for individuals may be introduced as the platform develops.