

The rise of the Super Boomer

Canberra, AUSTRALIA – July, 2014

There is a new 'boom' in regional Australia.

Baby Boomers are transforming regional Australia and the ageing experience. So forget about the term 'Baby Boomer'— now is the time of the Super Boomer.

Super Boomers and regional Australia are a perfect match. 'Super Boomers are entrepreneurs, community leaders and volunteers, mentors to young regional Australians, employees, and investors. All of these roles are fundamental to thriving regions, and Super Boomers have the potential to have a huge impact,' Regional Australia Institute CEO, Su McCluskey, said.

Regions need workers, entrepreneurs, investors and smart, energetic people to grow.

'Super Boomers have the potential not just to stay engaged for longer but to be the leaders of change and revitalisation efforts within communities,' Ms McCluskey said.

The importance of this upside to the ageing trend is reinforced by the fact that regional Australia is ageing faster than the nation as a whole. Super Boomers make up 39 per cent of the regional workforce, placing them at the heart of the regional economy.

For 21 regions with the most rapid ageing trends, harnessing the potential of this shifting role for older Australians is vital to their social and economic futures.

Eight 'super charged' regions will need to be the leaders in developing approaches to make the most of an ageing Australia. These regions, located along the east coast of Australia and around Adelaide, combine an already older population with large numbers of Baby Boomers moving into the region.

'It's time to change our thinking about what an ageing population means to Australia,' Ms McCluskey said. 'This next generation of older Australians will be the most educated, diverse, wealthy and experienced to reach the traditional retirement age. Our conversations around ageing need to reflect this by acknowledging not just the challenges, but also the opportunities.'

'This is a call for Baby Boomers and regions to embrace their future opportunities. It's time to focus on the benefits that flow when older Australians make the positive choice to 'go regional', embrace their inner Super Boomer and become a keystone to prosperous regions.'

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Editor's Notes:

Talking Point: An ageing (regional) Australia and the rise of the Super Boomer, as well as press ready maps and infographics, can be accessed via www.regionalaustralia.org.au/pressroom

For more information, or to schedule an interview, contact the Regional Australia Institute on 02 6260 3733.

Quick Facts

- Baby Boomers make up 39 per cent of the regional workforce.
- 33 per cent of all SMEs in Australia are operated by a person aged over 50 years.
- Approximately 72 per cent of Super Boomers plan to use their lifetime's worth of saving and hard work to fund their hobbies and passions, rather than leaving an inheritance.
- In 2006, older Australians contributed more than 160 million hours to their communities.

For more quick facts see the 'Rise of the Super Boomer' infographic.

Australia's Super Boomer hubs – regions experiencing accelerated ageing

There are 21 regions experiencing accelerated ageing;

"Super charged" regions that are ageing the fastest with populations staying in place as they get older and new Baby Boomers moving into the region	High ageing in place	Growing Super Boomer population
South Coast, NSW	Wheatbelt, WA	Peel, WA
Mid North Coast, NSW	Murraylands and Riverland, SA	South West, WA
Gippsland, VIC	Murray, NSW	Central Coast, NSW
Yorke and Mid-North, SA	Hume, VIC	Barossa, SA
Northern Rivers, NSW	Loddon Mallee, VIC	Grampians, VIC
Wide Bay Burnett, QLD	Great Southern, WA	Barwon South West, VIC
Adelaide Hills, Fleurieu and Kangaroo Island, SA	Tasmania	
Sunshine Coast, QLD		

For more information on Super Boomer hubs see the '21 Regions Leading the Trend' infographic.

About the Regional Australia Institute:

The Regional Australia Institute is an independent research institute and policy think-tank focused on regional Australia. The Regional Australia Institute develops policy and advocates for change to build a stronger economy and better quality of life in regional Australia – for the benefit of all Australians.

Definition of regional Australia:

Regional Australia includes all areas of the nation that lie beyond Australia's six major capital cities (Sydney, Melbourne, Brisbane, Perth, Adelaide and Canberra) and their immediate surrounding suburbs.