

★ ★ ★ THE RISE OF THE ★ ★ ★

SUPER BOOMER

ARE YOU A SUPER BOOMER?



39%
OF THE REGIONAL
WORKFORCE
ARE BABY BOOMERS



72%
OF BABY BOOMERS
WOULD RATHER SPEND
THEIR MONEY TO ENJOY
RETIREMENT, THAN LEAVE IT
AS AN INHERITANCE



14%
WORKERS
AGED OVER 45 WHO WANT
TO WORK INTO THEIR 70S

PEOPLE AGED BETWEEN 50 AND 69 YEARS IN REGIONAL AUSTRALIA ARE CHANGING THEIR COMMUNITIES.
FORGET THE BABY BOOMER; THIS IS THE AGE OF SUPER BOOMER.

STAYING IN THE WORKFORCE
FOUNDATIONS OF A SKILLED AND EXPERIENCED WORKFORCE,
REMAINING ACTIVE AND IMPORTANT CONTRIBUTORS TO THE
LOCAL (AND NATIONAL) ECONOMY.

SENIOR-PRENEURSHIP
COMBINING PAST EXPERIENCE, KNOW-HOW AND
FINANCIAL INDEPENDENCE WITH INNOVATION TO CREATE
NEW BUSINESSES.

PASSING ON KNOWLEDGE
QUENCHING A THIRST FOR LEARNING AND PASSING IT
ON TO THE WIDER COMMUNITY.

YOU ONLY LIVE ONCE
SPENDING THE KIDS' INHERITANCE TO ENJOY LIFE AND
ALL IT HAS TO OFFER.

HELPING THE COMMUNITY
BUILDING THE SOCIAL FABRIC OF THE COMMUNITY
THROUGH LEADERSHIP AND VOLUNTEERING.



NEARLY
2 MILLION
PEOPLE AGED BETWEEN
50 AND 69 YEARS LIVE
IN REGIONAL AUSTRALIA



33%
OF SME'S
ARE OPERATED BY SOMEONE
AGED OVER 50 YEARS



**160 MILLION
HOURS**
DEDICATED TO
COMMUNITIES BY OLDER
AUSTRALIANS IN 2006



REGIONAL
AUSTRALIA
INSTITUTE

regionalaustralia.org.au