WHY?

AUSTRALIA
There is 4.7 million Australians over 60 and there is 7.3 million Baby Boomers in Australian today.

USA
There is 76 million living Baby Boomers in America. Today, one in three Americans is now 50 or older. In five years 50 percent of the US population will be 50+.

UNITED KINGDOM
There is 14.7 million million people in 2014 that are 60 and above in the UK, and this is expected to surpass 20 million by 2030.
POPULATION GROWTH

Proportion of the world population aged 60 years or more

1950: 8%
2000: 10%
2050: 21%

Source: UN report World Population Ageing 1950-2050
The retirement intentions report says up to 41 percent of people intend to switch to part time work before retiring.

Of these, over 1/3 will change employers to this point with the average Australian making this change at 60.

12 percent plan a change of career.

23 percent of our online community say they have contemplated buying/starting their own business in the last year.
FILLING DECADES

No longer are boomers filling a gap between leaving the traditional workforce and old age, they will be filling decades

Figure 1: Life expectancy (years) at birth by sex, 1881–1890 to 2011–2013

Sources: ABS 2014a; ABS 2014b (Table S1).
## COVERING THE COST

<table>
<thead>
<tr>
<th>($) Age</th>
<th>Account-based APRA Male</th>
<th>Account-based APRA Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;35</td>
<td>6,210</td>
<td>5,804</td>
</tr>
<tr>
<td>35-49</td>
<td>24,852</td>
<td>20,166</td>
</tr>
<tr>
<td>50-59</td>
<td>62,017</td>
<td>44,425</td>
</tr>
<tr>
<td>60-65</td>
<td>88,023</td>
<td>76,224</td>
</tr>
<tr>
<td>66+</td>
<td>120,379</td>
<td>110,312</td>
</tr>
<tr>
<td><strong>Average across all agegroups</strong></td>
<td><strong>29,572</strong></td>
<td><strong>22,879</strong></td>
</tr>
</tbody>
</table>
The word retirement is getting old

No longer do people retire and leave the workforce for good, rather, they move in and out of work at their leisure; indeed many form a new career in another field when they ‘retire’.
REVOLUTIONARIES

2.5 million pageviews in the month

The most read niche digital media for the older demographic in Australia and New Zealand

Reliable audience numbers, incredible engagement, brand safe environment.
WHAT’S HAPPENING?

• The largest buyer of franchises
• The largest consulting generation
• It’s a myth that silicon valley is full of propeller heads – propagated by venture funds who want cheap entry
TYPES OF BUSINESSES

• Hobby businesses
• Businesses that build on things people enjoy
• Businesses that offer flexibility
• Businesses that leverage technology into new markets
• Businesses that leverage older knowledge
• Business that leverage skills
WHAT IS MAKING IT EASY?

• Barriers to starting a business are low
• More industries are disruptable than they have ever been
• Computers and work from home
• Staff using part timers with growth
• Access to funding easier
• Online learning more accessible
• Social media uptake changing everything