



**Michael O'Neill, Chief Executive**



The independent voice of senior Australians

# Our People



**Seniors contribute  
as employees,  
volunteers, carers,  
mentors, and  
consumers**



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# About National Seniors

- Aust. largest non-profit seniors org.
- 285,000 members in Australia - 9,000 in the Sunshine Coast
- High % of < 65s



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# Our Activities

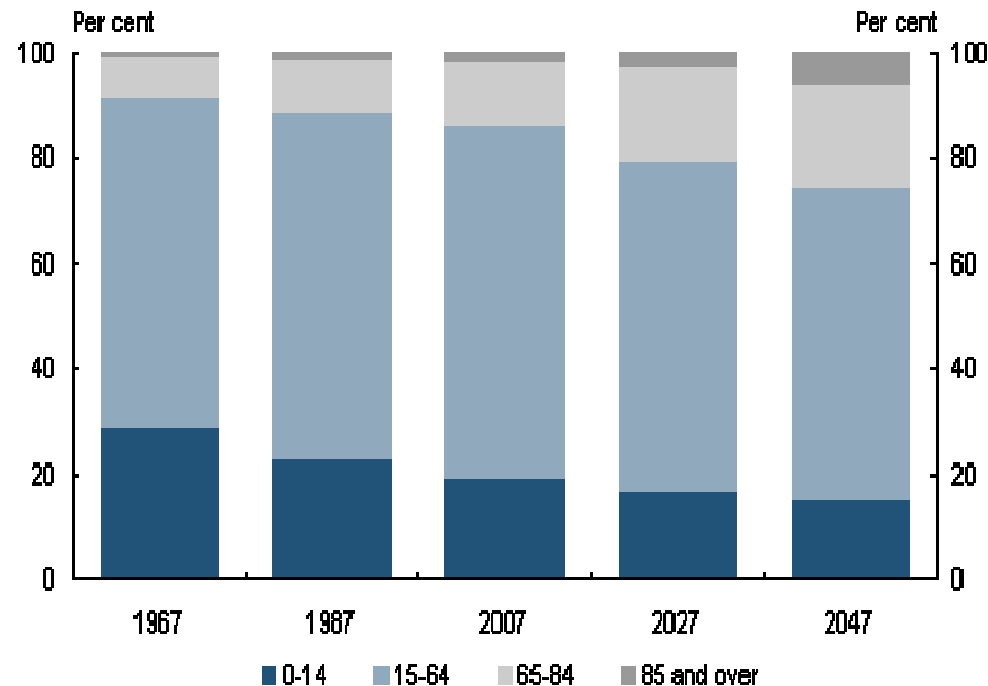


- Representation
- Research
- Commercial
- Social



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# Population Ageing



**People > 65 will increase from 2.8m to 7.2m by 2047**

*Source: Intergenerational Report (2007)*



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# IGR (2002 & 2007)



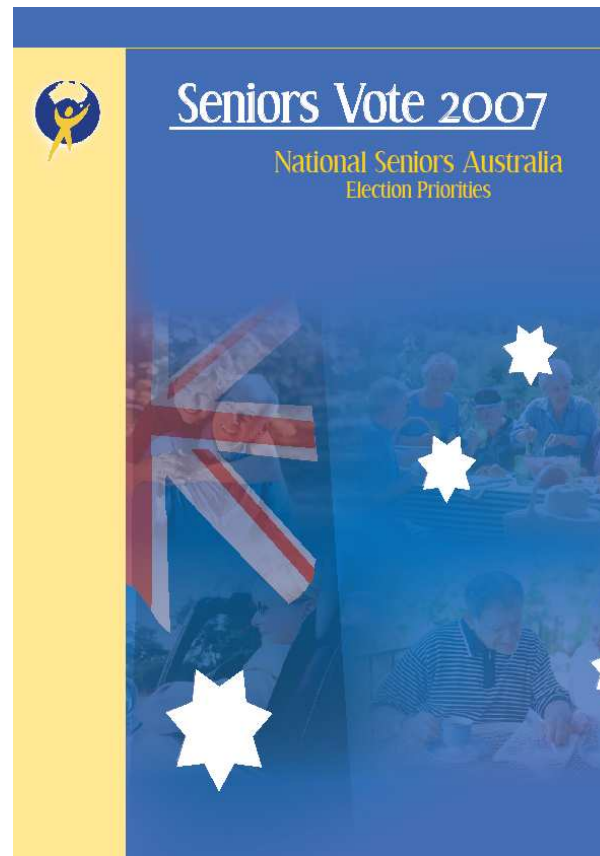
***“Australia’s strong fiscal position will be challenged as the population ages. We need to balance current and future spending needs, and continue to manage spending pressures.”***

Commonwealth Treasurer, The Hon Peter Costello



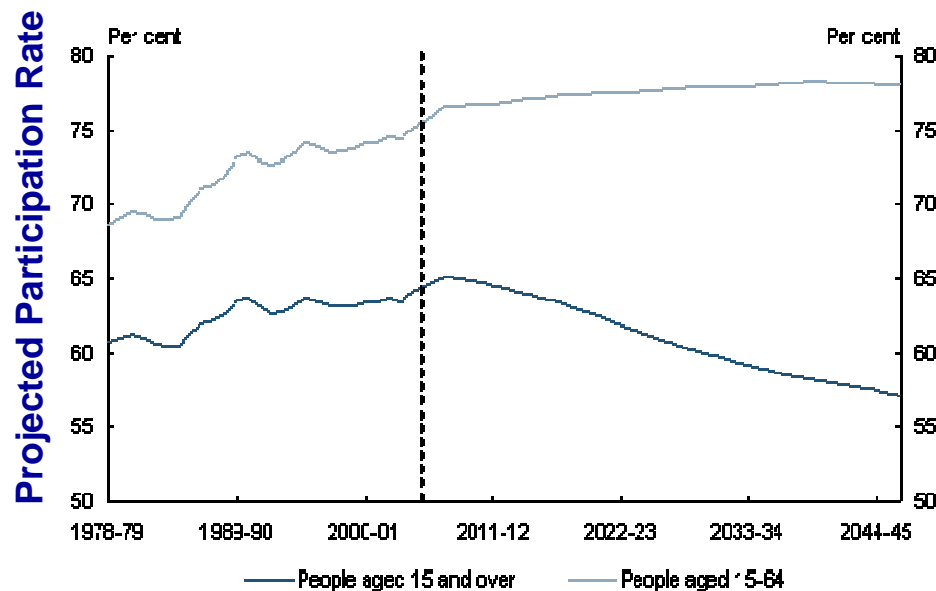
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# National Seniors' Research



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# Shrinking Workforce



Source: *Intergenerational Report (2007)*

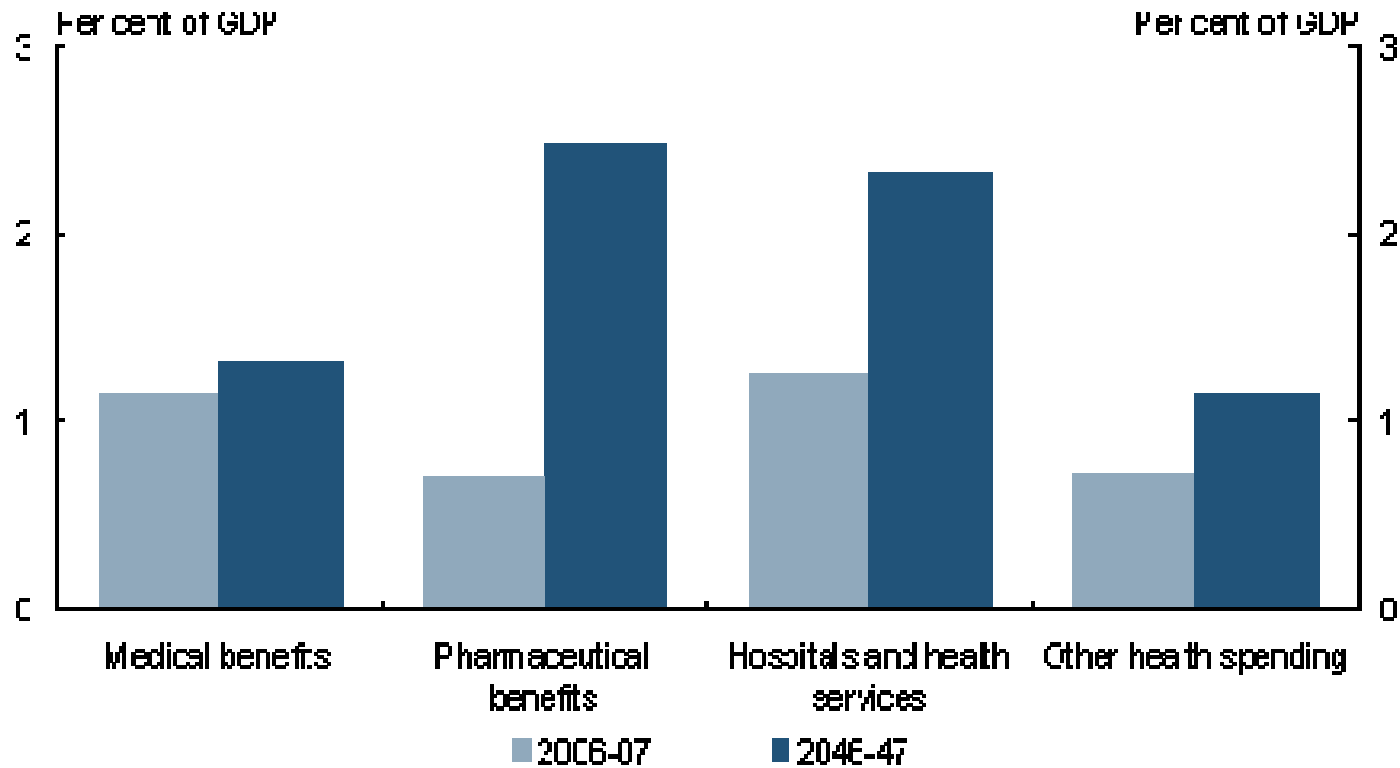
- Need for reform (super and workers compensation)
- Need for flexible work practices
- Need to attract, motivate and retain older employees



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# Health Costs

Projected Health Cost Increases (2007 – 2047)



Source: Intergenerational Report (2007)



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# Health - Potential Savings



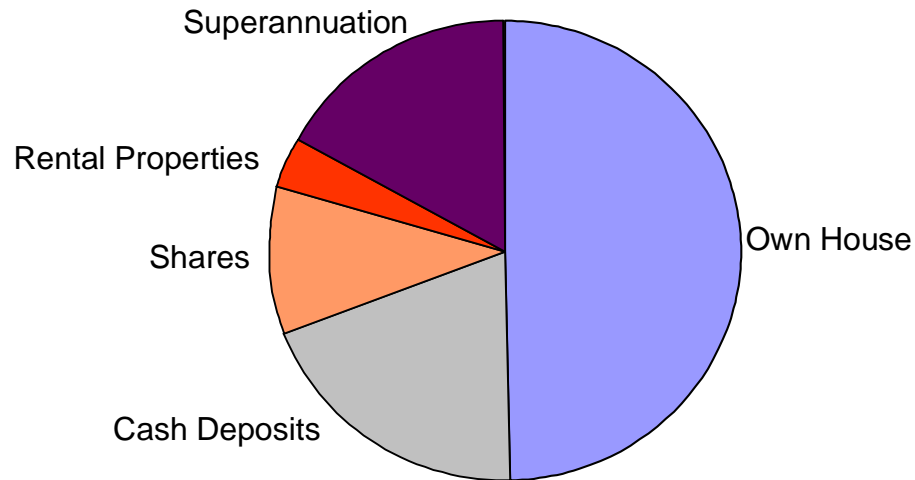
- **lower medical costs**
- **lower living costs**
- **more productive**



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# Economic Contribution

## Wealth Breakdown (Average Senior)



- 40% of the nation's wealth
- accumulated net wealth of nearly \$400,000

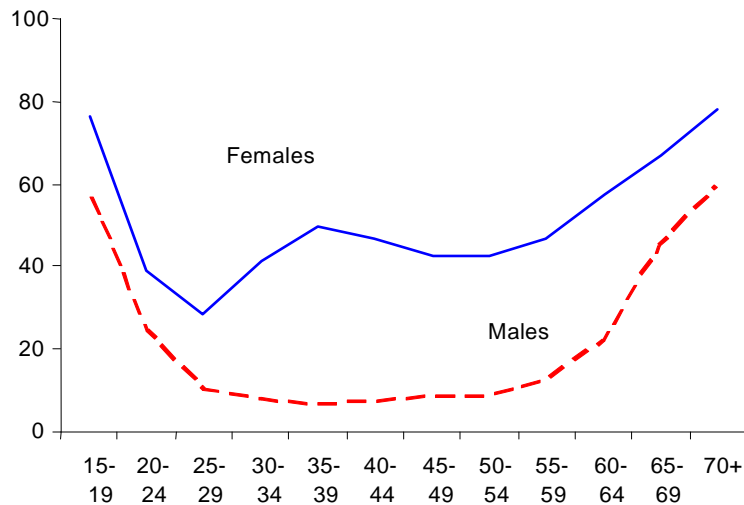
Source: Australian Productivity Commission



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# Unpaid Work & Volunteering

Average Hours of Part-Time Work According to Age



**> 55s contribute more than \$75b to national economy in unpaid work.**

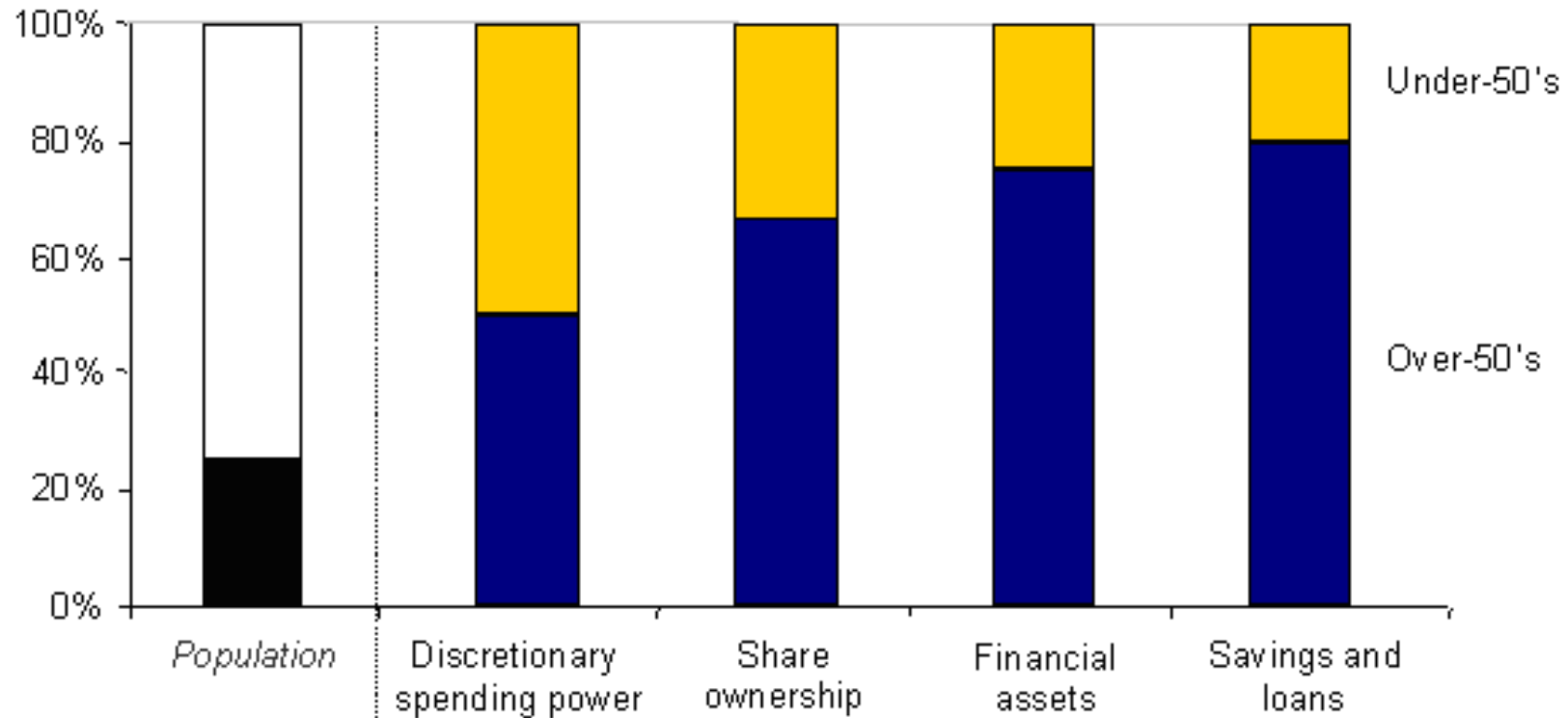
Source: Australian Productivity Commission



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# Marketing to Seniors

## Disproportionate Purchasing Power of Over 50's



Source: *The Economist* 2002



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# Image of Seniors



Jane Fonda



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# The End

Over 50s are 40% of the  
voting population

Over 50s influence several  
generations – parents,  
children & grandchildren

