



Boomers are back in the dating game

WITH more and more people logging onto the internet to find companionship, friendship or love, a new Australian website targeting over 50s - www.forever-young-club.com.au - was launched this week.

With an ageing population, longer life spans and increasing numbers of cashed-up baby boomers going through relationship breakdowns, turning 50 or even 60 can present many Australians with a whole new outlook and range of life choices.

The website was developed for the increasing number of mature people looking to socialise with people their own age.

A founder and spokesperson for www.forever-young-club.com.au, Mike Ramsay said that not only is the baby boomer market far more technology-savvy than most marketers appreciate, it is also asset-rich, demanding and the least straight-laced generation of over-50s ever seen.

"There was an obvious gap in the market for an online meeting place targeting boomers - particularly one that understands people over 50 don't see themselves as senior citizens but vibrant, healthy, active participants in life," said Ramsay.

"The majority of people over 50 want to develop relationships with people of their own generation. They have a real sense of camaraderie about their life experiences and appreciate the substance of relationships with someone else in the over 50

bracket."

According to author and demographer Bernard Salt, there are now 492,000 single 60-somethings in Australia, comprising those who have never married as well as the separated, divorced and widowed.

Over the next decade, boomers will fully colonise their 60s and the single-and-60 market will grow by 228,000.

Australian Bureau of Statistics figures showed mean discretionary household income per person was significantly higher in the 45-64 bracket than the 15-34 bracket. Between 2001 and 2011, spending by mature consumers 55 and over will grow by a marked 61 per cent, which is twice the national average.

"As the first baby boomers approach 60 marketers need to appreciate they don't see themselves as 'ageing'. They are, in fact, 'forever young'. And forget about calling them 'seniors' - the assumption will be you are talking about their parents," Ramsay said.

"It's only in the early stages, but initial responses have been strong with several businesses looking to form alliances with us. We are aiming to develop the site as the premier social network for Australians over 50 offering a range of lifestyle solutions, special interest forums and events."

● email: info@forever-young-club.com.au or visit www.forever-young-club.com.au.

