Dear Member

Welcome to issue 38 of the AIR National Baby Boomer Bulletin (BBB). The purpose of this bulletin is to provide relevant information to AIR members who have elected to be part of the AIR National Baby Boomer special interest group. If you have any ideas or requests for information to be included in future bulletins, please send your thoughts and comments to me at robgrover@hotmail.com. Please also remember that AIR is not an advisory body, so while we can provide general information within this bulletin, we cannot provide specific advice on your personal circumstances.

Active in Retirement

(and hopefully avoiding depression)

In last month’s Baby Boomers Bulletin I published an article on depression in early retirement. At the end of the article I asked members to send me details of the sorts of activities they are involved in so we could share these with other members. The response I have had has been terrific and I thank all those members who contributed – your support is certainly appreciated. I have summarised below the activities members have suggested.

<table>
<thead>
<tr>
<th>Part-time employed</th>
<th>Gym, Over 55’s cycle club, tennis, aerobics, walks, history and trivia walks, swimming, Marathon running</th>
<th>Walking the dog, maybe with a dog walking group</th>
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<tbody>
<tr>
<td>U3A</td>
<td>Art</td>
<td>Language classes</td>
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<tr>
<td>Social bowls, touch football, golf, Tai Chai, Ten Pin Bowling</td>
<td>Movie Club, theatre, concerts.</td>
<td>Men Of the Tree’s</td>
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<td>Rock n Roll dancing/social club</td>
<td>Ukulele group.</td>
<td>Carpentry</td>
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Ongoing social interaction

Babysitting grandchildren, caring for elderly parents

Trinity School for Seniors who promote companionship through learning

Cryptic Cross words and Scrabble

The Council have regular talks from various writers or subjects

Gardening

Photography group

Church activities

Cooking school

Sewing, scrap booking.

Driving in our 65 Mustang (I loved this one)

Semi professional punter

Involved with parliamentary committees and reviews

Reading and keeping in touch with computer systems, Developing computer programs

And of course, one activity all members could consider, becoming an active committee member with your local AIR branch.

Again, my sincere thanks to the many members who provided such a comprehensive list of activities.

BABY BOOMERS SURVEY

Both the National Board and the National Marketing Committee are now very much focusing their attention on how we can recruit Baby Boomers to join AIR. As with any Marketing Plan, the key to attracting “customers” is to firstly identify what potential customers need, and then to ensure you have the product or service to satisfy that need.

The Marketing Committee has access to research that has been undertaken by both AIR and other organisations as to what Baby Boomers are looking for as they approach and enter retirement. However, we would also welcome comments from our existing Baby Boomer members as to what their needs are, why they joined AIR and whether AIR is fulfilling their expectations.

The Marketing Committee has asked me to request members to complete the following simple survey with their response direct to me at RobGrover@hotmail.com. The three questions we would like responses to are:

1. As you approached and entered retirement, what issues were of major concern to you?
2. How did you first hear about AIR and what were your expectations as a new AIR member?
3. Now that you are a member, is AIR satisfactorily fulfilling you needs and expectations?

I look forward to receiving your responses in due course.

Well that’s all from me for now. I hope you found this Baby Boomer Bulletin informative and I certainly welcome any email feedback with suggestions on any topics you would like included.
Cheers for now

Rob Grover
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