



# Get set for female boom

By **Kanchan Dutt**,  
Business Reporter

Female baby boomers should be the focus of the next big marketing trend, an industry expert says.

The managing director of Weston-based Maine Street Marketing, Bob Crawshaw, said mature females were fast emerging as the population segment with most disposable dollars.

A small band of companies were latching on to the market but many more had yet to realise the potential.

Mr Crawshaw said research he had carried out in the US showed the possibilities for Australian firms.

And with a significant proportion of Canberra's working population in the baby boomer generation, he urged businesses in the territory to act now.

"The Australian population is ageing and we are finding businesses are now starting to look at the ageing population because it has disposable income," Mr Crawshaw said.

"As people are beginning to look more at the female market they are saying these people control a lot of the spending in the economy and are tailoring more products towards them."

Some retail and services sectors could make especially strong returns from the segment.

"Financial services in Canberra are particularly able to target professional women in the 45 to 60 age group as they will have particular

needs," Mr Crawshaw said.

"I also see accommodation as these women are seeing their children leave home and are looking to downsize. I see holidays as well, research suggests these women are now looking for different experiences."

Marketing and advertising approaches may be forced to change in Canberra before anywhere else in Australia, thanks to the large proportion of the baby boomer generation working for the Federal Government which is set to retire within the next decade.

This shift has already led to warnings about the need for the group, especially women, to ensure their retirement savings are up to the demands of post-employment lives that will be longer and more active than ever before. Though Mr Crawshaw accepted not all women in their 40s and beyond would possess significant spending power, he was confident there was enough demand there for advertisers.

"This doesn't apply to every single baby boomer woman but it is a big enough market, particularly in an affluent city like Canberra," he said.

"Your average marketing company in Canberra does not have to spend a great deal of money doing this, it's thinking differently and saying you don't have to chase the youth dollar."

Mr Crawshaw became aware of the lack of attention given to mature women when out shopping for a car with his wife about six months ago.

While she knew more about cars than he did, almost all the dealers wrongly assumed Mr Crawshaw was the one making the decisions.



**ACT NOW:** Bob Crawshaw urges business to focus on the big-spending