

# Older Australians are the new entrepreneurs



Australians aged 55 to 64 are the fastest growing group of entrepreneurs in Australia.

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Published On: 19 Jan 2018

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New research by the Swinburne University of Technology and Queensland University of Technology has revealed that Australians aged 55 to 64 are the [fastest growing group](#) of entrepreneurs in the country.

Named by industry as 'Seniorpreneurs', this group of entrepreneurs achieved an activity rate of 8 per cent, well above the 3 per cent average of innovation-driven economies.

These figures are no surprise when you see that 34 per cent of all Australian business owners are aged 55 to 64.

From mid-2020, the Federal Government is rolling out [career transition assistance programs](#) for older Australians through groups that will offer specialised career advice and digital literacy training.

Australians of all ages with specialised skill-sets are finding it easier than ever to work as little or as much as they like by running their own businesses through open-market platforms such as Airtasker. Diz, a 37-year-old painter who joined [Airtasker](#) in 2015, is now the company's top member, earning \$170,000 a year working 40 hours a week (prior to factoring in Airtasker's 15 per cent commission for each job).

"The vast majority of seniorpreneurs are people who have had changes to their current work situation, as a result of company restructure and are in that age where re-employment is difficult," said Bambi Price, co-founder of Melbourne-based [SeniorPreneurs Foundation](#).

With the Age Pension qualification age continuing to increase and age discrimination still a significant factor hurting Australians over 50 seeking re-employment, the seniorpreneur market is only expected to grow over the next decade.

What do you think? Do you have a unique trade or skill you can utilise in the lead up to retirement or post retirement? Have you started an entrepreneurial venture at 50-plus years of age? If so, why?