

**A Brief History of Baby Boomers:
Understanding the Baby Boomer demographic**

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From politicians to taxi drivers, everybody has an opinion about Baby Boomers. But who are they? Where have they been? And where might they be heading? *A Brief History of Baby Boomers* will provide a demographic profile of Baby Boomers in Australia and an overview of the experiences of this generation over the past 40 years. This keynote address will also identify the social and political characteristics of this cohort, the financial position of Baby Boomers pre- and post-Global Financial Crisis, and the minority groups within the cohort whose experiences and prospects may be markedly different. *A Brief History of Baby Boomers* will draw on data from the ABS, as well as academic research and recent focus groups conducted as part of the Ageing Baby Boomers in Australia project (courtesy of the University of Sydney, La Trobe University and National Seniors Australia).