



Media Release - 2 February 2009

Mature Age Lost in Sea of Despair- A need for government focus.

Thousands of mature age baby boomers are in a panic at the moment about their futures.

The Storm Financial crash and the effective wipe-out of 5 years of superannuation gains is having a very negative affect on the Over 50s.

Many had their financial futures mapped out through years of planning with the professional advice of financial planners but no one saw this current situation coming.

They are lost and need some direction. Centrelink lines have grown and many have applied for the aged pension for the first time.

Babyboomers need their own government department- Maturelink- so that the mature age can refocus on their needs.

The Baby boomer information site www.bonza.com.au has upgraded their web site to reflect on the current crisis.

BONZA is calling on government to have a mature age one stop shop Maturelink which will be full of resources and information for over 50s but not pensioners.

“We have been the voice for Baby boomers for 8 years now,” original founder and Editor Brian Murphy stated, “and many in government and society had no idea of the future Baby boomer problems before they read BONZA”.

‘The Howard Government through Minister Joe Hockey came within months of initiating the concept of Maturelink offices to focus on the Over 50’s which would have seen offices like Medicare spring up around the country.’”

“I was invited to a meeting in 2006 with local MP Margaret May Federal Member for McPherson and current Shadow Minister for Ageing and I discussed the need for such a focus.



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She was very enthusiastic and has always been a great supporter of BONZA.”

“She then took the idea to Minister Joe Hockey and Maturelink was born and he gave it his full support initially and he developed the Medicare office concept for the focus.

Unfortunately petty bureaucratic input from Centrelink had the idea canned within months as they claimed ownership.”

“The need is still there more than ever with recent events and BONZA calls upon the Rudd Government to recognise the need for such a focus.

To stop Over 50s thinking gloom and doom retirement and to give them the knowledge that will enable them to successfully plan for their futures.”

Mr Murphy already runs free public seminars on the topic and is a presenter at the Reinvent Career Expo at Southbank in March.

Our new upgraded information web site www.bonza.com.au is there for all who are interested in Baby boomers who are now 45 to 63 years of age.

Developed in her own time by Heather Christensen a school friend of Brian Murphy, the new site allows easy access to reports, information, media releases and knowledge that will be of benefit to all.

All of us are entitled to have and look forward to a BONZA life as we age.

For further information contact;

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