

**MEDIA RELEASE****Kapiti Embracing The Power Of Senior Entrepreneurs**

**Thursday, 21 September 2017** - The growing number of self-employed people aged over 50 in Kapiti is challenging the way we think about ageing and work.



Geoff Pearman, an expert on age and work, will be speaking at October's Electra Business Breakfast about making the most of the economic opportunities that come from having more senior people in the workforce.

Recent statistics show the median age for self-employment in Kapiti is 52 years old and is growing each year steadily. Nearly half of all 65 to 69-year-olds continue to work beyond the traditional age of retirement, and it's estimated our older workforce will contribute \$18.2 billion to the economy in 2051.

Geoff Pearman says regions like Kapiti are waking up to the power of our senior entrepreneurs as their influence on the economy becomes apparent.

"They bring something different to the mix compared to younger generations- a lifetime of experience, networks and working capital. Now is the time for us to start having conversations about the role our older entrepreneurs can have in helping Kapiti thrive," says Geoff Pearman.

Electra CEO Neil Simmonds is hoping Geoff Pearman will spark innovation amongst our older working population.

"It is the perfect forum to connect with the high level of older entrepreneurs and business people we have in Kapiti. We believe this group of people will have an incredibly important role to play in the region's economy over the coming years," says Neil Simmonds.

Helene Judge, from Kapiti Business Projects, herself an entrepreneur says Kapiti is a great place for people to start their own business.

"We're seeing more people who want to move away from working full-time in Wellington, and are bringing their expertise to Kapiti. Our networks are active, and our collective input into the economy is set to grow," says Helene Judge.



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Geoff Pearman has some advice for any people who are considering making the leap into self-employment.

“It can take some time to transition into self-employment. Work out your ‘micro-niche’ before you leap, manage the risks you can and start connecting with other like-minded people”, says Geoff Pearman.

The Electra Business Breakfast is hosting Geoff Pearman in association with Kapiti Coast District Council on 4 October at Southward Car Museum, Kapiti. Register here to attend. <https://www.eventbrite.co.nz/e/the-challenge-that-will-not-go-away-tickets-37741918093>

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