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Abstract

Baby boomers are a generation with the potential to challenge traditional ideas about ageing, retirement and leisure. However, little is known about the lived experience of leisure in the lives of baby boomers as they approach and move into retirement. This research used in-depth interviews to explore the leisure experiences of 55 female baby boomers living in the Yass Valley Local Government Area of rural New

South Wales (Australia). Three key themes emerged: leisure as a personally meaningful interaction; retirement was not a time of leisure change; and retirement was not a time for 'doing nothing'. These findings raise questions regarding the appropriateness of designated 'seniors' leisure activities targeted at women, as well as the desirability of narrowly focused leisure marketing campaigns aimed at a stereotypical construct of what it means to be an older woman. They contribute to setting the research agenda around leisure and retirement for female baby boomers.

Key words: women's leisure, baby boomers, retirement, ageing

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