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media release

Adage job board honoured with Seniors Week Award

National job board Adage.com.au was honoured in a spectacular ceremony yesterday as part of NSW Seniors Week. The Award for Excellence in Business Mentoring was presented at Sydney Town Hall in a ceremony attended by Premier Morris Iemma and Minister for Ageing, John Della Bosca.

Adage.com.au, a job board aimed at connecting over 40s job seekers with organisations serious about hiring maturity, was cited as a unique organisation that continues to promote the skills, experience and talents of older professionals.

Speaking at the ceremony, Premier Iemma spoke of the changing face of retirement and the need for older workers to continue to contribute to and remain an active part of the workforce.

Accepting the award was Adage business partner Margaret Seaberg. "We continue to be inspired by the skills and talents of older workers and are heartened by the attitude and willingness of business leaders to embrace age management in their own companies.

"Our Adage.com.au sponsors such as AMP, IAG and St George as well as the hundreds of employers who use our job board services continue to benefit from the experience and wisdom that mature professionals bring to an organisation," she said.

Adage continues to raise awareness of ageing workforce issues and as part of this commitment to business mentoring has recently launched its own search to identify the **Adage Top 20** - Australia's definitive list of organisations that are changing the face of employment in Australia by addressing ageing workforce issues.

Recognising the business benefits of positive age management and the influence it has on consumer spending and loyalty, nominations are rolling in for the Adage Top 20 from companies in industry sectors as diverse as Recruitment, Energy, Retail, Banking, IT&T and Not-for-Profit.

Companies are encouraged to self-nominate if they are an organisation where mature employees are highly prized, recruitment practices are age neutral or age diversity is actively encouraged.

Organisations that are eligible for the Adage Top 20 are corporates, small / medium enterprises and recruitment companies. Adage will produce a list of nominated organisations in March 2007 and then an expert panel will rank the organisations.

Nominations can be made online at www.adage.com.au until 31 March. The Adage Top 20 list of organisations will be announced in a ceremony in May 2007.

"We are delighted that the commitment we have made to encouraging companies to embrace positive age management has been recognised so publicly with the honour of receiving a NSW Seniors Week Award this week. We remain committed to promoting the skills and experience of mature employees in all our future activities," said Ms Seaberg.



Adage's Alison Monroe (L) and Margaret Seaberg (R) with award nominator Di Pass of 360HR.

END

For interviews please contact: Margaret Seaberg on 0412 602 081 or email Margaret@adage.com.au. Visit www.adage.com.au for further information.