



Adage Top 20

Over the next five years, due to its ageing population, Australia faces a potential shortfall of over 200 000 workers. The Minister for Workforce Participation, the Hon Dr Sharman Stone MP recently attended the Adage Top 20 ceremony in Sydney—an initiative that recognises organisations that are pioneering age management solutions and practices.

Adage provides specialist recruitment services for mature age professionals and their Adage Top 20 list includes organisations—public and private, large and small—that have addressed the challenges of an ageing workforce head on. Organisations in the 2007 Adage Top 20 implemented a range of progressive practices including flexible working conditions, phased retirement programmes, knowledge transfer, recruitment methods and retirement assistance.

'Mature recruits can bring a whole range of characteristics to an organisation, such as loyalty and commitment—organisations need them and society needs the human capital they represent,' Dr Stone said.

A worthy inclusion in this year's list is the Brisbane City Council. Recognising the importance of managing the ageing workforce, the Council has developed a set of strategies to attract and retain experienced and dedicated staff through its 'Wise Heads' programme.

With almost half of its 7400 workforce aged over 45, the Council has worked hard to remove negative stereotyping about mature age workers through its age positive recruitment practices. On the retainment side, the Council has worked to equip managers with skills and knowledge conducive to the needs of mature aged workers and help the organisation plan and



Minister Stone with Sara Rasmussen of IAG at the Adage Top 20 Awards.

prepare for the workforce it will need in 2010. The Council has implemented flexible working practices by offering job share and part-time work, and also provides the opportunity for workers leaving permanent employment to return to the Council as a contractor to help minimise corporate knowledge losses.

DEWR is also working to address the impacts of the ageing workforce through its Mature Age Employment Workplace Strategy (MAEWS).

A key component of MAEWS is the Wise Workforce programme. Wise Workforce aims to alert employers to the ageing workforce and its effect on regional labour supply and help them explore and implement options that will enhance their recruitment and retention of mature age workers.

Adage's sister company, SageCo, currently works with DEWR in delivering the Wise Workforce programme in Central and Lower Northern Sydney. □

More information about Wise Workforce and other mature aged programmes can be found at www.jobwise.gov.au.

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Abacus > AMP > ANZ > Aurora Energy > Brisbane City Council > CareersMultilist > Commonwealth Bank > Gold Coast Water > IBM > Insurance Australia Group > JPMorgan > Masonic Care, Queensland > SA Water > St George Bank > St Vincents and Mater Health > Sunstate Cement > TACTICS Consulting > The Salvation Army > Westpac > 360HR.