



Brisbane City Council wins kudos for age management

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Brisbane City Council has won national kudos as "an enlightened employer" when it comes to attracting and retaining mature professionals.

Council was the only government in Australia to make the Top 20 list in the inaugural Adage Top 20 awards for organisations demonstrating age management excellence.

Adage is a commercial organisation, which manages a web-based job board for mature professionals (age 40+) and organisations seeking their services.

The judging panel recognised council as a "stand out" nomination and its Australian "best practice" age management strategies and retention of mature age employees.

Lord Mayor Campbell Newman says the win is particularly significant because Council is the only local government earning a place on the Top 20 list in a competition adjudicated by private sector judges.

"The judges were highly impressed by the Council's initiative to offer all 50+ year employees a one-on-one interview about flexible work options," Newman says.

"Council has also developed processes to measure the effectiveness of its age management programs."

Newman says the judging panel also noted that council was one of the few nominees making a clear link between age management and workforce planning.

Federal Minister for Workforce Participation Sharmon Stone presented the award in Sydney on May 1.

Other winners included AMP, ANZ, Westpac, Commonwealth Bank, IBM and the Salvation Army.