



Top 20 companies tapping in to mature talent pool

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The ageing population's impact on future business growth and sustainability is already biting according to executives from the country's top employers who gathered in Sydney last night for the announcement of the Adage Top 20 – the definitive list of organisations demonstrating age management excellence.

"After years of talking about it, the realisation is hitting industry that the available talent pool is dramatically shrinking and with 85% of new labour force growth coming from the over 45s, only employers who understand how to attract and retain the mature worker will thrive," says convener of the inaugural Adage Top 20 judging panel, Adage Director Catriona Byrne.

Byrne says that while many companies are working towards effective age management by reviewing how they recruit, train and then retain older workers through flexible employment conditions, phased retirement programs and opportunities for wisdom sharing, a significant challenge remains in how to articulate the return on investment.

"These companies understand that mature workers stay with their organisation longer, that the experience and knowledge they bring is invaluable and cite improvements in customer satisfaction when their workforce mirrors their ageing customer base," she says.

The Adage Top 20 are:

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 & Mater Health; Sunstate Cement; TACTICS Consulting; The Salvation Army; Westpac; and 360HR