

5 September 06

St George joins innovative age management initiative

St George Bank have joined the ranks of companies serious about age management, sponsoring an innovative new job board connecting over 40s professional job seekers with organisations.

St George Bank's sponsorship and support of Adage.com.au puts them at the forefront of the global age management challenge which has seen companies seek new ways to tap into mature talent as the number of younger job seekers dwindles and 85% of new labour force growth comes from the over 45s.

"St George Bank is excited to be a sponsor of Adage. Our relationship with Adage is part of our long-term strategy to address the challenges of an ageing workforce and be an employment leader in the financial services industry for mature professionals," said Robert Marriott, St George Bank's General Manager of Human Resources.

With the support of corporate sponsors St George Bank, AMP, and Insurance Australia Group (IAG), and alliance partners ipac and BrainCorp, Adage.com.au has already gained a reputation for placing high calibre mature professionals into organisations.

Originally launched in 2005 by leading ageing workforce consultancy SageCo Pty Ltd, Adage.com.au has grown to become the premier online community for mature professional job seekers and organisations seeking to employ wisdom and maturity.

Adage's latest development has seen Adage.com.au evolve into an innovative new job board for mature professional job seekers aged 40+ making it even easier for organisations and job seekers to connect.

"The move to our recently launched over 40s job board is in response to organisational demand and the research we have undertaken over the past two years", said Adage Director, Alison Monroe. "Progressive companies have realised they need to tap into the mature job seeker market and are seeking cost effective ways to do so. The new job board provides this avenue."

Adage.com.au offers employers an economical way to advertise roles and yet still attract the best of the over 40s talent pool. Companies and recruitment agencies placing roles on Adage.com.au receive a filtered applicant pool, putting the organisation in the driving seat of hiring decisions. Additionally, mature professionals who join the site free of charge, can access resources, training, job leads, special offers from alliance partners and the support to ensure they are marketable to employers.

Adage.com.au's new job board is a direct response to last year's Adage survey results which demonstrated that companies are ready to take up the challenge of effective age management. In it 91% of companies recognised that creating age balance would be integral to future success and 67% were already developing strategies to attract mature workers. Other results from the 2005 survey which inspired the new Adage.com.au job board initiative included:

- 51% of mature job seekers (45yrs+) were seeking full time, permanent employment
- 49% were seeking flexible options including contracting, consulting or project work

- 95% strongly agreed there was a need for specialist mature recruitment initiatives
- 86% of respondents were more likely to purchase products and services from organisations that employed mature workers.

"A key strength of the bank is its people. We strongly believe that having the right people with the right capabilities is fundamental to our success in providing great customer service and positioning us for future growth. To achieve this end we have a commitment to the attraction and retention of a diverse workforce," said Mr Marriott.