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# National Conference on Maximizing Employment Opportunities for Mature Workers



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## **The Best Employers Award for 50 Plus Canadians™**

*Recognizes and rewards innovative and/or effective programs or initiatives within organizations that lead the way in best practices with 50 Plus workers while achieving organizational goals*

# The Best Employers Award for 50 Plus Canadians™

## Some Previous Winners:

Seven Oaks Hospital

Home Depot

RBC

Metasoft Systems

Avis Rent A Car

Merck Frosst

Statistics Canada

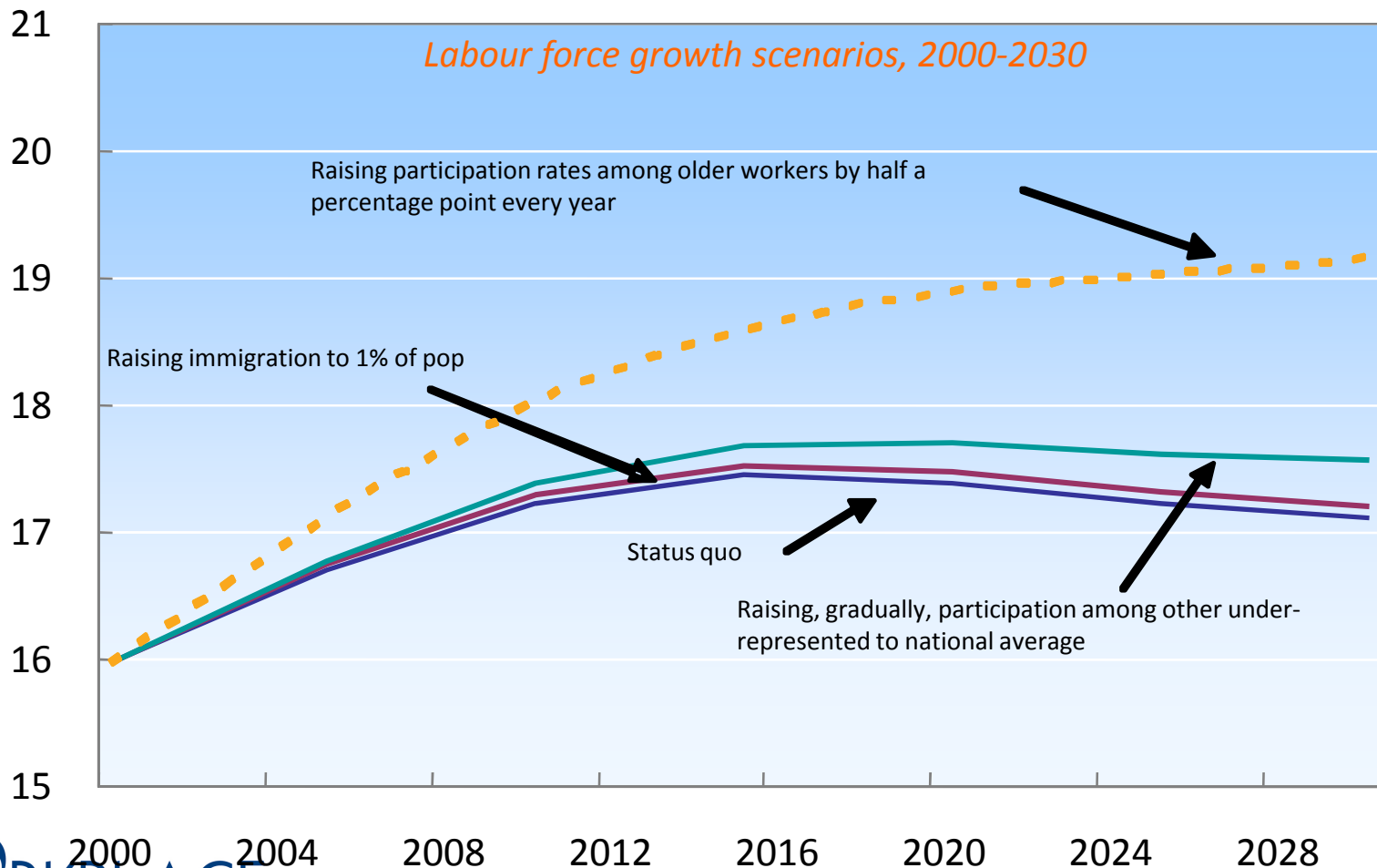
Catholic Children's Aid Society

City of Calgary



# Increase labour market participation

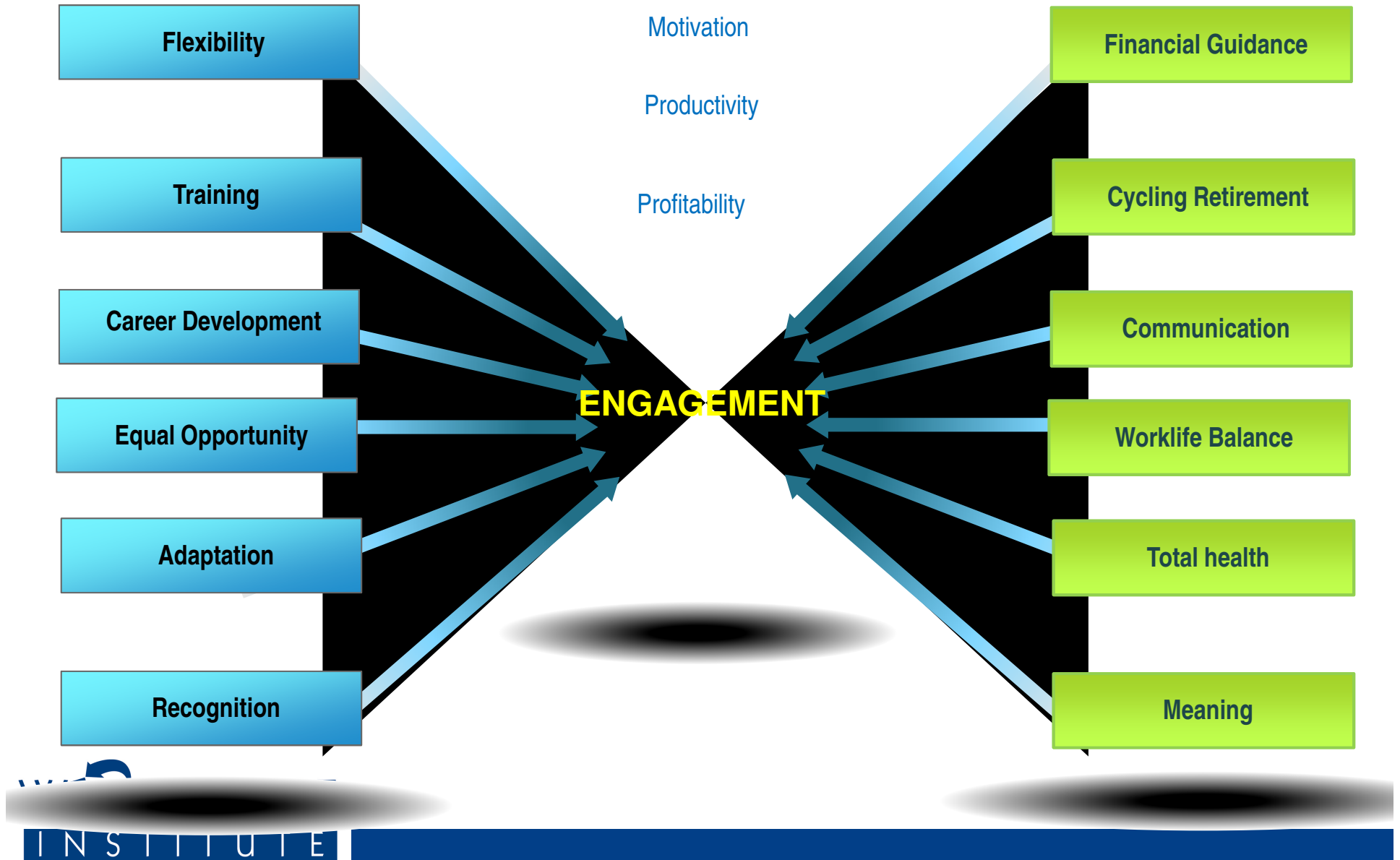
*As labour force growth slows, it will be increasingly important to maximize the participation of all Canadians to meet the needs of the labour market*



# Impact on Organizations

- Human resource management will become a critical success factor as organizations have to focus on
  - Recruitment
  - Retention of employees of all ages
  - Workforce Planning
  - Work-life balance
  - Career Development
  - Diversity
- My aim today is to get you thinking about what you need to **do now** about these issues

# WORKPLACE INSTITUTE 45+ ENGAGEMENT MODEL



# Opportunities

- Make the connection to business, social and economic competitiveness
- Engage business about the value of high experience workers
- Provide awareness to combat ageism (old thinking)
- Encourage high experience workers to see themselves as part of the future
- Boomers will never see themselves as seniors

Plan For The Future- Now!

KAAA   
BOOM