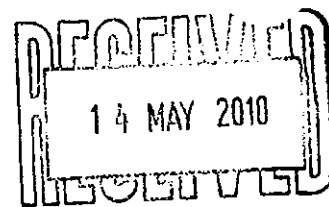
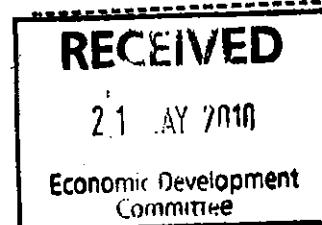


Sub 46



12th May 2010

Mr Evan Moorhead MP
Member for Waterford
Parliament House
George Street
BRISBANE



Dear Sir,

I have read with considerable interest recent reports of your enquiry into the well publicized phenomena of Grey Nomad tourism. For your information our organization not only promotes tourism but has also been heavily involved in promoting the services and skills of Grey Nomads throughout Australia since late 2007.

Now with membership fast approaching 2,000, we have been able to attract the attention of Federal ministers who have expressed interest in our holistic approach to the needs of the Grey Nomad population. Enclosed for your information are copies of correspondence to Dr Craig Emerson, Minister for Small Business and Mr Mark Arbib, Minister for Employment Participation.

Please note that Grey Nomads Employment is not an employment agency as such. It represents itself an important conduit whereby prospective traveling employees can make contact with prospective employers. It is effectively a two way contact data base.

The key programs supported by our company are:

Employment of mature aged workers, primarily in regional areas of Australia;

Essentially we say to mature aged workers, retired or about to retire, "go see all the parts of Australia you always wanted to see, be a tourist and get paid for it."

Continued strong support of the Queensland Government's "Experience Pays" program, to which our web site is linked;

Continued support of the philosophy of Dr Michael Valenzuela's concept of work post retirement – "Use it or lose it". His research into Alzheimer's and Dementia did win for him the Eureka Award in 2006 and has previously been on the Catalyst program with ABC TV.

Some people will say – "that's not a bad idea if I do". In terms of physical and mental health, Dr Valenzuela maintains it may be a bad idea if you don't.

Following a large write up about us in the Brisbane "Courier Mail" recently, later repeated in the Darwin local paper, I was contacted by ABC journalists for an interview on the very topical matter of job opportunities for mature aged workers.

Just recently I was on ABC radio Townsville, previously having been on ABC radio 612 Brisbane, with Madonna King, then later on ABC radio Bundaberg and then on radio Toowoomba. The concerns of mature aged listeners are all the same. Many do want to work part time, but getting over the prejudice by employers is often difficult.

Apart from promoting tourism by 'special promos' of various regions, we also promote the health aspects of part time work and provide advice to members to assist them in topping up their super funds, many of which suffered badly during the recent GFC.

No doubt you have already read the earlier reports commissioned by Federal and State Governments, especially:

Report by Tony Charters & Associates that was commissioned by Tourism Queensland in 2006 "Profiling the Queensland Grey Nomad". This report was prepared in conjunction with the CMCA Submission to the House of Representatives Inquiry into Workforce Challenges in the Australian Tourism Sector.

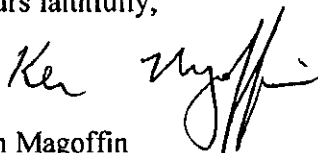
My response to the Tony Charters report is contained in a copy of the letter attached. As my letter has clearly pointed out, many of the issue raised by Tony Charters have actually been addressed and have now been functioning for more than two years.

A copy is also enclosed of correspondence with DETA which gives further background on our activities back in November 2008.

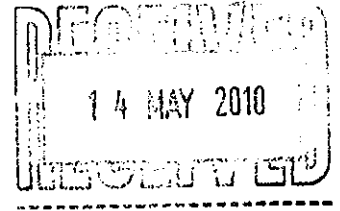
Many business people are now coming to the conclusion that the Grey Nomads represent a rich resource of traveling expertise, a resource which not only can be motivated to promote tourism, but also solves the employment shortages in regional areas.

Our net site at www.greynomadsemployment.com does give an overview of our activities to date but I do seek an opportunity to meet you personally to determine how we can work with your committee to address not only tourism issues but the promotion of the skills of mature aged workers.

Yours faithfully,



Ken Magoffin
Director
B Com, ACIS, FNTAA, ATIA, CPA



30 April 2010

Mr Mark Arbib
Minister for Employment Participation
Parliament House.
CANBERRA ACT 2600

Dear Mr Arbib

By now you should have received the letter from your colleague Dr Emerson which introduces our organization.

I therefore seek an opportunity to outline to you personally the objectives of Grey Nomads Employment Pty Ltd. We are not an employment agency in the usual sense of the word, rather a two way contact data base for employers and potential employees traveling Australia. We have become an important conduit whereby prospective traveling employees can make contact with prospective employers. With our specific target being mature aged workers, I believe that your department would be interested to be informed of our various programs in place to encourage employment in this demographic field.

Membership now is almost 2,000 across every State in Australia, with new members and employees joining every day.

It has been well acknowledged that the Baby Boomer generation will become a significant voting bloc in future years and increasing immigration will not alleviate the problem posed by their retirement. Keeping them in paid work will increase the tax take and lessen the burden on Generation Y and Z.

The key programs supported by our company are:

Employment of mature aged workers, primarily in regional areas of Australia;

Continued strong support of the Queensland Government's "Experience Pays" program, to which our web site is linked;

Continued support of the philosophy of Dr Michael Valenzuela's concept of work post retirement – "Use it or lose it". His research into Alzheimer's and Dementia did win for him the Eureka Award in 2006 and has previously been on the Catalyst program with ABC TV.

Essentially we say to mature aged workers, retired or about to retire, “go see all the parts of Australia you always wanted to see, be a tourist and get paid for it.”

Some people will say – that’s not a bad idea if I do. In terms of physical and mental health, Dr Valenzuela maintains it may be a bad idea if you don’t.

Following a large write up about us in the Brisbane “Courier Mail” recently, later repeated in the Darwin local paper, I was contacted by ABC journalists for an interview on the very topical matter of opportunities for mature aged workers.

Just recently I was on ABC radio Townsville, previously having been on ABC radio 612 Brisbane, with Madonna King, then later on ABC radio Bundaberg and then on radio Toowoomba. The concerns of mature aged listeners are all the same. Many do want to work part time, but getting over the prejudice by employers is often difficult.

We agree with the Federal Government in recognizing that the aging population may be representative of future very expensive health problems for all levels of government. Any projects aimed at reducing those problems, should, I believe, be supported by Federal and State Governments alike. Apart from addressing the health issues through promotion of part time work we also promote tourism and provide advice to members to assist them in topping up their super funds, many of which suffered badly during the recent GFC.

I therefore look forward to an opportunity to meet with you to outline the extensive range of other services we are currently providing, all privately funded.

Our net site at www.greynomadsemployment.com does give an overview of our activities to date but I do wish to meet personally to determine how we can work with your department to present some solutions to the looming employment and health issues.

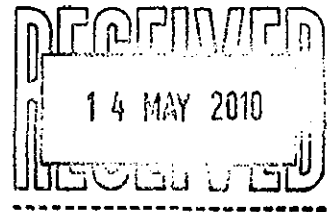
During the recent meeting with Dr Emerson I believe that he did indicate some interest in recent Government suggestions that it may be useful for subsidies to be paid directly to employers to take on mature aged workers. I see this matter as a “whole of government concern”, such that collaboration between your department and Dr Emerson’s department should be able to address not only the employment issues but also health as well as a boost to tourism.

I can travel to Canberra or any other city in Australia at any convenient time for you.

Kind regards



Ken Magoffin
Director
B.Com, ACIS, ATIA, FNTAA, CPA



22 April 2010

Dr Craig Emerson
Federal member for Rankin
P O Box 349
WOODRIDGE 4114

Dear Dr Emerson

This is to acknowledge receipt of the copy of the letter sent to Mark Arbib, Minister for Employment Participation on 15th April.

Please accept my thanks for your support for our project and recommendation to Minister Arbib.

I have now contacted Minister Arbib with a view to a meeting with him to further elaborate on the services we are providing to mature aged workers, grey or not, nomad or not.

We agree with the Federal Government in recognizing that the aging population may be representative of future very expensive health problems for all levels of government. Any projects aimed at reducing those problems, will I am sure, be supported by Federal and State Governments alike. Apart from addressing the health issues through promotion of part time work we also promote tourism and provide advice to members to assist them in topping up their super funds, many of which suffered badly during the recent GFC.

Kind regards

A handwritten signature in black ink, appearing to be "Ke" followed by a flourish.

Ken Magoffin
Director

craigemerson

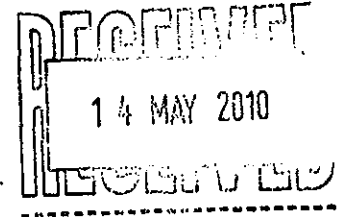
federal member for rankin

Minister for Small Business

Independent Contractors and the Service Economy

Minister Assisting the Finance Minister on Deregulation

15 April 2010



The Hon Mark Arbib
Minister for Employment Participation
Parliament House
CANBERRA ACT 2600

Mark

Dear Minister Arbib

I recently met with Ken Magoffin and Brett Denholm, representatives from Grey Nomads Employment, an organisation based in my electorate, but one that reaches throughout Australia.

Grey Nomads describes themselves as "an organisation designed for wanderers looking for work and employers looking for workers". They cater for the mature-aged worker, with many seeking short to mid-term employment in rural and regional Australia.

They are keen for workers to take advantage of the recent government announcements by The Treasurer, Wayne Swan to improve mature age participation in the workforce through retention, re-skilling and mentoring initiatives.

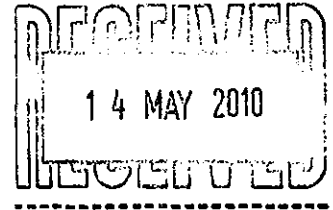
Word has been spreading about Grey Nomads with a recent full-page article in the Career One section of the Courier Mail followed up with several radio interviews. They are continuing to promote the service throughout Australia and would welcome any opportunity you have to advance it as well.

Yours sincerely

Craig

Craig Emerson
Member for Rankin





28 November 2008

Tony Charters & Associates
GPO Box 2301
Brisbane, 4001

Dear Mr Charters,

I have recently reviewed some information on certain research projects you have undertaken regarding "Grey Nomads" and wish to advise that our organization appears to have many common objectives with your research topics.

Our research on this topic has included :

1. Presentation to the Board of Directors of CMCA in Brisbane in February 2007, by special invitation of John Osborne, as the CMCA was keen to discover more about our company;
2. Meetings with Dr Michael Valenzuela in Brisbane in March 2007 after Dr Valenzuela has expressed interest in this topic, being a specialist in the areas of dementia and Alzheimer's'. He has now contributed various articles to our net site;
3. Presentation to senior member of Townsville City Council in June 2007 about our aims;
4. Meetings with members of Charters Towers City Council in June 2007;
5. Meetings with Maryborough Shire Council in September 2007 to promote this project;
6. Presentation to Rockhampton City Council in September 2007 at request of Commerce Queensland;
7. Significant advertising promotions in the following:
 - o CMCA – many editions
 - o Senior Classifieds (NSW) - Advertisement
 - o Caravan world magazine – Advertisement
 - o Motorhome World - Advertisements
 - o The Wanderer - Advertorial
 - o The Retiree (Spring) - 2 page spread
 - o Adelaide Advertiser - Boomer lift out
 - o CMCA Year Book
 - o Caravan World – Year Book
 - o Kalgoorlie Miner –editorial
 - o Link to WA tourism offered by Christine Cole, Dept of Tourism WA

A presentation was made to Tourism Queensland on 18 March 2007 at the request of Sarina Hobbin and Carmen Smith.

In June 2007, Judy Higgins, Senior Project Manager with Department of Employment & Industrial Relations, on behalf of the Queensland Government approved a direct link to its own specialised net site www.experiencepays.qld.gov.au

Your report entitled "Engaging Grey Nomads as a mobile workforce" raised a number of concerns for which you were seeking solutions:

To quote from

- Para 4.3 Necessary solutions to a delivery mechanism (P.16) – all points now covered
- Para 5.1 Weaknesses to be addressed (P.19) – items 1, 2, 3, now covered
- Para 5.2 Benefits and Costs (P.20) – Major Costs – time (more than 2 years) with significant costs already expended by us, all private expenditure.
- Para 6.4 Screening, Assessment & Advice – many of these items are currently work in progress for release in the near future.

The key ways in which GNE could be of interest to you and any of your further studies are as follows

- 1 GNE already has 500+ members who are actively interested in working whilst travelling.
2. The GNE website is already established and acts as a portal for centralised information delivery.
3. Employers can use the GNE website to profile applicants, if particular skills testing is required these tests could also be available on the GNE site if and when required.
4. GNE has already invested in significant advertising; therefore the costs of utilising the GNE site would be far less than the creation and marketing of a start up program. In October 2008 alone there were 65 new registrations on our site.

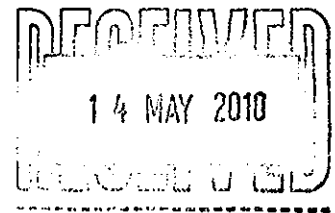
Should you be seeking collaboration in further developments of your research I believe that a meeting to discuss our complimentary interests would be mutually beneficial and I look forward to your positive response.

Please contact me on 1800 137 853 or via email info@greynomadsemployment.com

Yours faithfully,



Ken Magoffin
Director



21 April 2008

Ms Linda Pearmine
D E T A
Industry Portfolio Manager
Tourism & Hospitality Industry Development Division
Level 1, Education House,
30 Mary Street
BRISBANE Qld 4000

Dear Ms Pearmine,

I am writing to you directly as a result of a meeting held with Sarina Hobbin, Carmen Smith and Robyn Keenan at Tourism Queensland's headquarters on 18 March. The meeting was requested by TQ to enable me to make a presentation on the concepts behind the Grey Nomads Employment web site. I had previously written to TQ with an outline of the concept and they were interested enough to invite me to make a formal presentation. Following the meeting, it was the suggestion of Sarina Robbin that I contact you directly, as she believed that DETA would also be interested in this project.

As you are aware, the Queensland Government launched a special campaign last year to attract mature aged and even retired people back into the work force. In addition to extensive media advertisements a web site was created www.experiencepays.qld.gov.au.

In 2006 an interesting report addressing the serious employment issues in regional areas throughout Australia was prepared in conjunction with the Campervan & Motorhome Association of Australia (CMCA). The report was titled Submission to the House of Representatives Inquiry into Workforce Challenges in the Australian Tourism Sector.

The issues raised in those reports lead me to the creation last year of an online employment and information company "Grey Nomads Employment". By permission of the Queensland Government, the company now has an approved link to its own www.experiencepays.qld.gov.au.

The intention of the new web site is to target directly potential employees, many of whom are grey nomads, and generally represent a rich resource of traveling expertise. In conjunction with direct advertising to grey nomads the site currently offers free advertising to employers, as well as an opportunity for those same advertisers to offer a limited promotion of their region at no cost.

The West Australian paper "The Kalgoorlie Miner" highlighting this project, has recently provided an editorial. Christine Cole from Tourism Western Australia noted this editorial, has contacted me, and has now confirmed that information will be distributed to industry in WA via their weekly eNewsletter Talking Tourism. There have been numerous enquiries from all over W.A in the past few weeks since the WA tourism web site linked to this grey nomads project.

There exists also specialist interest from medical sources, and a review of the web site will show contributions relating to Dementia and Alzheimer's by Dr Michael Valenzuela. The article by Trevor Sykes "Thinking of Retiring, Don't" also outlines alternative reasons for working part time after a life of full time occupation. I was able to meet with Dr Valenzuela last year and he has shown a keen interest in this project and has contributed a number of articles. There will be an editorial in "The Retiree" magazine next month as well as an editorial in the "Seniors Lifestyle" booklet in May.

Most people retiring at age 60 or 65 must realise now that they are likely to live another 15 to 20 years, which can be of concern in terms of not only financial, but also health reasons.

Clearly, there are more issues than money, which motivate people to engage in work post retirement. The medical incentives are considerable, and on this matter alone, governments should be keen to promote any processes, which reduce medical care costs to the aging population. Urging the aging population to travel Australia is not just good for tourism, it can be very good in financial and health terms for the travelers.

You will have noted Desley Boyle's recent comments in the Courier Mail regarding the shortage of skilled workers, under the striking headline "Grab for Grey Nomads". The skills shortage is severe across Australia in all occupations and professions.

One suggestion to ease this problem was highlighted in the Courier Mail of the above date when reporting on the 2020 Summit in Canberra. One delegate, Ernie Peralta's idea of "golden gurus" fits remarkable well with the Grey Nomads Employment concept. His idea was to set up a database to connect older people with businesses and organizations to share their experience. This was begun in practice last year and right now the list of "golden gurus" on the grey nomads net site is growing daily, with jobs being placed almost daily.

Perhaps you are aware of Dr Elizabeth Brooks, who is head of Managing Employment Pathways to Reintegrate Older Workers (funded by the Vichealth Public Health Research Fellowship). Her recent comments in the Swinbourne University of Technology magazine (April 2008) are worthy of serious consideration: "Currently there is no employment services model that takes an holistic integrated approach across healthy lifestyle promotion and motivational factors, including self-perceptions of capacity, skills and age awareness".

I seek an opportunity to demonstrate to you that Grey Nomads Employment has already adopted that holistic approach and has an extensive marketing campaign already prepared for promotion of these concepts – not just work, but promotion of health issues and tourism. A review of our net site will confirm the developments to date.

Whilst Julia Gillard has openly espoused the ideas of Ernie Peralta, I would like to demonstrate to you that these ideas are already well advanced in practice, and I trust that DETA would be supportive to the extent of an interest in collaborating in the advancement of the project.

Yours faithfully



Ken Magoffin

Director