

## Question on Notice

No. 554

Asked on Thursday 17 April 2008

**MR HOOLIHAN** ASKED THE MINISTER FOR TRANSPORT, TRADE, EMPLOYMENT AND INDUSTRIAL RELATIONS (MR MICKEL)—

QUESTION:

Will he advise the House on the next stage of the Bligh Government's 'Experience Pays' campaign?

ANSWER:

The Experience Pays Awareness Strategy has recently run a small media campaign to promote the benefits of recruiting, retraining and retaining older workers.

I am advised the next stage of the Experience Pays campaign will focus on real businesses that have already realised the benefits of older workers and have created flexible, age-friendly workplaces. It will also focus on older workers who are happy to continue in the workforce given the right conditions.

The Honourable Member for Mansfield recently launched the new Employer Guide on my behalf. It provides the 'how to' for employers to assist them to address the skill and labour supply shortage that will continue to challenge businesses in an ageing population. It is being distributed as part of the media campaign and will be handed out to employers by the Industry Liaison Officers who work face to face with industry. I understand the Guide has been well received by businesses across Queensland.

I am advised work is also currently underway to focus on communicating with industry and individuals about retention of older workers in the workplace which is a critical part of the Experience Pays Awareness Strategy.

The importance of this Strategy cannot be underestimated. Given the ageing population, skill shortage and labour supply shortage, those businesses that have not already taken on board the value of experienced and older workers will find it difficult to compete in the future. They are no longer just competing for business, but also for staff in a very tight labour market.