

69. Adage

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Adage

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Proposal 2-1:

It is important to recognise that there is different behaviour with regards to how mature age workers are perceived across industries. Before education can take place a review should be conducted as to understand the different attitudes across different industries and also recruitment agencies. For example, in our experience we have noted that the IT and advertising/marketing industries are often quite explicit in their focus on recruiting from a younger talent pool. Why is this? We don't believe it is productive to punish organisation if they first haven't been given an opportunity to change their behaviour. Also, we have had quite a positive experience with boutique recruiters but found larger recruiters to be uninterested.

Proposal 2-2:

The RCSA has considerable reach and influence within the recruitment industry. Every opportunity should be taken to leverage this review to campaign for mature age workers and making this audience a feature of the review - even a review is a marketing opportunity. The review should be mindful of the actual individual audience the RCSA are engaging with, particularly their Gen Y members. Adage would recommend considering conducting an unorthodox review which is engaging, fun and in a humorous way challenges their perceptions of mature age workers. This will create more honest feedback as to their insights and why they may behave a certain way. If this is the behaviour we are trying to change - we need to understand how they tick - not jump to forcing education on them.

Proposal 2-3:

Absolutely agree with this strategy however it is an outcome generated by previous research undertaken. I also believe you need to engage with an advocate in this area - such as a leading organisation in this area or a specialist such as adage.com.au (shameless plug!!) Again, we need to be careful we don't feed into negative stereotypes of mature workers through dissemination bulky, formal and outdated communications. The messaging and communication methods need to appeal to these individuals we are trying to influence.

You should also consider engaging with the NPA - an agency for boutique recruiters who are often more engaged and willing to recruit already from this target audience.

Proposal 2-4:

Absolutely support this initiative. Adage has run an award in the past - Adage Top 20 - and we would be happy to share experiences/insights.

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I believe this would be a worthwhile initiative. It incentivises organisations to change behaviour in a productive and positive way. The framework needs to consider not just representation and retention but also recruitment practices in relation to mature age workers. Organisations should also have to explicitly acknowledge mature workers in their internal diversity policies as well as education/training of their people to recognise benefits of this audience.

Proposal 2-12:

Agree. However it needs to be a multifaceted campaign which communicates to different people. Don't preach to the converted. Who's behaviour do you want to change and influence? That's the person the campaign needs to be targeted towards.

Proposal 3-1:
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Feedback from our jobseekers is that many actually don't qualify for support through JSA as they are not seen as 'disadvantaged' enough. While they may have been unemployed for 12 months or more, because of their financial position they are only able to access limited resources. However, these people still very much want and can make a positive contribution to the community. The system is set up so that must fall down the ladder to get assistance

before they can climb back up. More resources should be allocated to this 'middle class' unemployed as I'm sure they will also offer a better ROI.

Question 5-2:

Question 5-3:

Proposal 5-3 :

Proposal 5-4 :

Proposal 5-5:

Proposal 5-6:

Proposal 8-1:

Question 8-1:

Proposal 8-2:

Proposal 8-3:

Proposal 8-4:

Proposal 8-5:

Proposal 8-6:

Proposal 8-7:

Question 8-2:

Question 8-3:

File 1:

File 2: