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## Focus

Corporate Social Responsibility
Business-Community Partnerships
Creating Competent Leaders
EQ Development
Corporate Volunteering
Leadership Coaching

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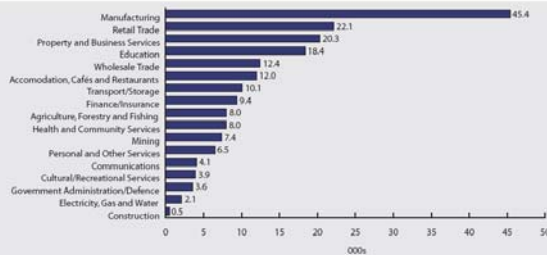
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# Workforce Tomorrow

By now we hope that you and your company have started to notice the big changes in the Australian labour market that are just around the corner. The overall labour force is shrinking and the number of workers aged 45 years and over is high and growing rapidly. Over the next 5 years the effect of the ageing population is estimated to be equivalent to a shortfall of 195,000 workers, with a lot worse to come after 2010.

Figure 14: Forecast Reduction in Employment Levels (Thousands of Employed Persons) due to Population Ageing, by Industry, 2004-05 to 2009-10



Source: Centre of Policy Studies, MONASH model forecasts. The industrial grouping used for this chart is the ABS's ANZSIC division classification.

These dramatic demographic shifts have prompted the federal government to launch a campaign - Workforce Tomorrow - promoting access to the underutilised labour pools in Australia - long-term unemployed, single parents and people on the disability support pension. These 3 pools together amount to 1.6M people in Australia today.

Over the last 2 years in our own work we have also clearly seen the effects of this demographic shifts. In our Passport to Work programs the long-term unemployed job seekers being mentored by corporate mentors are increasingly mature aged males. Several years ago, we were dealing primarily with unemployed young adults, but today we find an ever increasing majority of mature aged workers who are struggling to get back into the job market.

It seems that for the time being the majority of Australian companies are happy to compete for an

ever shrinking pool of graduates and young employees. In a survey among 8,000 Australian employers conducted by Hudson Resourcing only 40% reported that they are proactively seeking to attract mature aged workers (45+).

The federal government has made it quite clear that it is not going to make up for the workers shortfall by increasing immigration. There is a unmistakable expectation from the government that employers will have to learn to tap into the labour pools of people who are willing to work, but not immediately job ready.

In our programs - which focus on getting long-term unemployed job seekers job ready - we have consistently found a huge degree of skills and motivation to work. Many mature age job seekers have a fantastic range of skills and experience and are more than willing to retrain if there is no demand for the particular job that they have been doing. Where they are let down is on the attitudes still prevalent in many recruitment agencies and companies.

One of the candidates we are currently working with conducted a stunning experiment. He and his son applied for the same 20 jobs in HR. He is a 60 year old HR professional with an outstanding range of skills and experience. His son trained as a

chemist and then went into General Management, but he has no immediate HR experience. From the 20 applications, his son got 4 job offers and he didn't get a single job interview.

Similarly, with some 15,000 open jobs Accounting is the field that is probably experiencing the largest

skills shortages at the moment. So then why do we have three, 45+, Australian educated accountants as long-term unemployed job seekers in our current programs? Surely companies and recruitment agencies shouldn't be put off by the fact that much of their recent work was overseas?

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# Directors' Message



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In this issue we would like to introduce a new member of the Juno team, **Michelle Balthazar**.

Michelle started working for us as a part-time program facilitator late last year and is now assisting us extensively on our Passport to Work employment and mentoring programs.



With Bachelor degrees in both education and social work Michelle has over 12 years experience working at all levels of the education and higher education system as a teacher, trainer, lecturer and consultant.

Within Juno Consulting, Michelle is working primarily as a trainer and program facilitator. She will also do coaching of the long-term

unemployed job seekers in our Passport to Work programs and assist the job seekers with sourcing support services for difficult issues, such as medical problems or financial counseling.

For us, it is great to have Michelle on board. Our workload has increased significantly this year and we are glad to have such a great group of associate consultants to help with specific components of the programs we deliver.

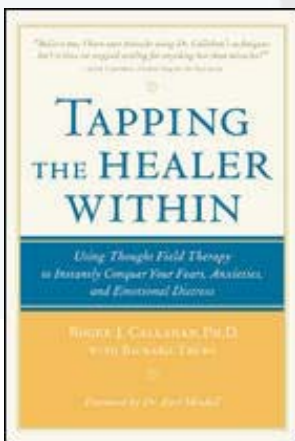
We will profile another new member of the Juno associates group in the next newsletter, so stay tuned for more...

Lynn & Peter

# Tapping the Healer Within

Do you or someone you know suffer from anxiety, panic attacks, anger or phobias? Anxiety is commonplace in Australia today and few people seek treatment given the low success rates in traditional psychotherapy. But anxiety and panic attacks can have a crippling impact on an individual and the people around them.

There are two alternative treatments that work quickly and both claim a 95% success rate. Both are based on acupressure techniques, which stimulate the meridian points also used in acupuncture through tapping (so no needles involved, phew!).



Thought Field Therapy (TFT) was developed by Dr Roger Callahan in the 1980's. It is today used by an increasing number of health and counseling professionals, including in Australia. The techniques are very simple to learn and self-administer

and are described in his book 'Tapping the Healer Within'.

Based on Dr Callahan's techniques Gary Craig developed the

Emotional Freedom Technique (EFT) in 1991. EFT is very similar to TFT, but even easier to learn. TFT uses certain tapping sequences ('algorithms') while EFT uses the same tapping points for any negative emotions. Both claim an identical success rate of 95%. The treatment takes only 5-10 minutes, which compares very favourably with the hours or years you would have to spend with a psychotherapist.

Paul McKenna, of 'I Can Change Your Life' fame on Channel 9 and Britain's top-selling self-improvement 'guru' and hypnotherapist also uses TFT extensively in his work and even on his CD's (for example to stop cravings for food or cigarettes).

In the spirit of 'Sounds too good to be true, but nothing ventured nothing gained' one of the Juno team (Peter) gave it a go himself and found it did work as claimed - 'In took just 10 minutes for some hefty anxiety I was experiencing a few weeks ago' he said.

Based on this immediate success we decided to enrol in a TFT workshop in May to get a bit more information and see how it works for others. For more information on this workshop call Thought Field Therapy on 1300 727 838.

# Maribyrnong Volunteering Projects

In a recent survey by Volunteering Australia on the current state of corporate volunteering in Australia 38% of companies with an active employee volunteering program reported having trouble to find suitable volunteering opportunities. Given that 2 in 3 companies only have a part-time or no volunteering coordinator, this is probably not a surprise.

Most not-for-profit organisation dedicate all their staff hours to the clients they service and cannot afford to create overheads such as a volunteer manager. It is really only the largest charities or innovative charities that depend entirely on volunteers who will invest in creating such volunteering opportunities.

With these obstacles to effective corporate volunteering in mind, Maribyrnong City Council decided that it had to act to create more volunteering opportunities and business

partnerships in the local community. With a council area in Melbourne's West covering Braybrook and Maidstone, two of Victoria's most disadvantaged communities based on the SEFA socio-economic index, any help the local area can receive will make a difference.

This is not the first time that Maribyrnong City Council has shown its pioneering attitude to business engagement in the community. As one of our earliest clients, council asked us to train their community services staff in Corporate Social Responsibility (CSR) in 2002. We helped the council staff not only to get their head around CSR, but also to set up a position for a part-time business engagement facilitator.

In the following years Maribyrnong City Council has been able to engage companies such as Deloitte, IBM, nab and Ford in assisting with projects in local community groups. We have profiled the IBM Community Impact Day in an earlier edition of this newsletter.

Council was also able to facilitate two Passport to Work pre-employment and mentoring programs; and is now working on the third in partnership with Bendigo Bank.

With funding for the position of business engagement coordinator having to be re-approved each financial year, the council decided that it needed to put corporate engagement on a more sustainable basis. With the support of Juno Consulting, council has created a process of transferring the knowledge directly into the local community groups.



## Example Projects

1. **Leadership Mentoring**  
for teachers at the Yarra Special Development School
2. **Poster & Promotional Campaign**  
for New Beginnings Substance Abuse Support Group
3. **Volunteer Recruitment & Management Strategy**  
for Braybrook/Maidstone Neighbourhood Association
4. **Prison Conversation Club**  
for Melbourne City Mission (West)
5. **Computer Training in Word & Excel**  
for Wesley City Mission (Footscray Outreach)
6. **Strategic Business Development**  
for Western Region Disability Network
7. **Setting up 50 home based computers**  
for Western Region Disability Network
8. **Marketing Strategy**  
for Western Region Health Centre
9. **Website Maintenance and Training**  
for Melbourne's Living Museum of the West
10. **Individual Client Support**  
for Annecto - The People Network

'The training provided an extremely practical and straight forward approach to the 'uninitiated' into the world of Project Management.'

Annie Grant—Service Development Manager  
Annecto—The People Network

And so Maribyrnong City Council Business Engagement Facilitator, Helen Cameron, invited 20 local community groups to attend a series of workshops to create high-quality volunteering projects. Juno Consulting was asked to help create and facilitate the workshops.

As previously with council staff, we decided to keep the education component of the workshops very small and concentrate directly on learning to create and document viable, safe and effective volunteering projects.

It was clear right from the beginning that there would be no shortage of possible projects. When we brainstormed potential projects with the group, we quickly got to over 50 possible opportunities, where corporate volunteers could make a big impact in the community with anywhere between 1 and 10 days volunteering.

We then broke the ideas down into short, medium and long-term

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### Maribyrnong Volunteering

projects and assisted the group in creating project definitions that clearly spelled out the project objectives, the help required and the outcomes that would be achieved.

In the second workshop we concentrated on polishing the project definitions and creating supporting documentation, such as project schedules and risk management plans. It was great to see how even organisations that have little experience with project based work quickly got into the swing of things and shifted their focus onto breaking up work into viable projects.

In the final workshop we spoke about CSR and how to sell these projects to Melbourne based businesses. This is when information such as the aforementioned Volunteering Australia survey came in handy. From the feedback we got from the participants, they now have a much clearer idea on how to create and document volunteering projects for corporate volunteers.

'The Business-Community Engagement project is very exciting because it builds the community groups' capacity to interact with business in business terms. They understand better why businesses are keen to get involved and they use project management skills to clearly define objectives, then plan and manage the projects.' said Helen Cameron.

The group created a total of 37 projects. 10 short-term projects,

21 medium-term and 6 long-term projects are now fully documented and waiting for companies who would like to fill them. For each project there is a complete set of documentation, making it very easy to assess for potential volunteers what they would be getting themselves into. The projects also have clearly defined outcomes that the organisations can report against.

'Business-community engagement takes principles of CSR and translates them into real actions. We created opportunities for corporations to make a real contribution to the community.' said Catherine Dwyer of Maribyrnong City Council

**So now it's over to you! Does your company have an employee volunteering program? If yes, then let your coordinator know about these fantastic projects and contact Helen using the details below.**

#### For Further Information.

If your company would like to find out more about these fantastic projects, please contact:

Helen Cameron, Business Engagement Facilitator  
Maribyrnong City Council.

Tel: (03) 9688 0591      Mobile: 0409746169

Email: [helen.cameron@Maribyrnong.vic.gov.au](mailto:helen.cameron@Maribyrnong.vic.gov.au)

### Workforce Tomorrow Continued from page 1

With more companies moving to international accounting standards, how hard would it be to teach an experienced accountant the few rules that may be different?

It is time that employers and recruitment agencies accept that the myth that older people are less flexible and find it harder to learn new things has been comprehensively debunked. Scientists have assumed for a long time that the brain enters into a slow decline after age 40 and by 60 had lost much of its ability to retain new information. This, as it turns out, is completely wrong. The latest neurological research shows that the brain between 35 and 65 becomes more elastic, brings new cognitive abilities on line and develops an ability for cross-indexing that wasn't there before.

This research also shows that mature aged people are much more comfortable with ambiguity and less susceptible to irritation. All competencies that are really valuable in an ever-changing workplace with ever increasing amounts of ambiguous information.

In light of this research and the looming reduction in the workforce due to population ageing, we hope that many more companies will start to take proactive steps in hiring and

re-training mature aged workers. This will mean talking to the recruitment agencies they use and also looking closely at the workplace environment. Does your workplace or the associated working hours make it difficult for mature aged workers to integrate?

Recruiting mature aged workers and also single parents is one part of securing future employees. Keeping them is another. Single parents require access to affordable childcare and only a very small percentage of Australian companies offers in-house or subsidized child care at present. Mature aged workers require sensible working hours - few will agree to overlong shifts. Mature aged workers also look to an environment supportive of diversity, putting a small number of mature aged workers into a call centre full of students is unlikely to be a winning strategy. Managers will have to become much better at managing workplace diversity - different generations have different values and expectations of work and career.

If you believe that now is not the time to look at these issues, be aware that the forward looking companies have started to address the demographic shift in their recruitment. The change may appear gradual, but looking at the statistics the period 2003-2013 has actually been termed 'accelerating change' in the percentage of older workers. It is far better to prepare now, before the full impact starts to hit in the next 3-4 years.