

# Commonwealth Government Corporate Champions Programme

## Information

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**Activetics**  
workforce management

# Table of Contents

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1.	MATURE WORKFORCE INITIATIVES	3
2.	CORPORATE CHAMPIONS PROGRAMME - BACKGROUND	4
3.	ACTIVETICS PROCESS	5

## **APPENDICES**

### **ATTACHMENT – INVESTING IN EXPERIENCE CHARTER**

# 1. Mature Workforce Initiatives

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Organisations in Australia are proceeding to develop mature workforce strategies as there is a need to apply commercial risk management thinking to these issues.

Practices relating to mature workers should not be viewed in isolation but as a comprehensive, integrated strategy that applies to the entire workforce.

In proceeding down this path we strongly recommend that companies 'start small' by conducting trial programmes with one function or region. Consideration should be given to the following:

- Leaders, manager and relevant stakeholders are across the business case
- Business risks are identified and risk mitigation strategies are put into place
- The organisation gain an understanding of the attitudes and expectations of mature employees towards their work and retirement
- Introduce mature employees to a framework and purposeful strategy for successful transitions
- Develop methodologies for capturing/transferring tacit and explicit knowledge
- Develop strategies for attracting and retaining talent

From our experience very few mature employees have a purposeful plan or pathway for life beyond work. There are core considerations that they often do not address. We have developed a successful format that encompasses the issues of superannuation, government entitlements and life planning (creating a blueprint and pathway for successful life beyond work).

The Activetics team are available to discuss organisational needs and our services.

## 2. Corporate Champions Programme - Background

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In 2012 the Federal Government sought the assistance of specialists in the management of a mature workforce to develop and commence the promotion of their Champions programme. Activetics worked with the Australian Industry Group and provided input into the development of the programme. There is limited funding available but it can kick start and partially fund an initiative.

With reference to the Investing in Experience Charter (Attachment) the focus will be on, but not limited to, four areas:

1. Better understanding the workforce demographics
2. Being proactive in retaining staff
3. Supporting employees in the transition to retirement
4. Providing a safe working environment

### 2.1 The Corporate Champions Programme

The Corporate Champions programme is a Commonwealth Government initiative. The programme aims to attract employers who want to better understand their workforce demographics as well as recruit, retain and train mature age workers. The national programme is an Australian first and is being managed by the Australian Industry Group.

Corporate Champions will be eligible to receive a tailored programme. This includes:

- An assessment of the organisation's workforce demographics and current recruitment and retention practices (based on the '*Investing in Experience Employment Charter*');
- Help to develop and implement an action plan for the organisation (using the '*Investing in Experience Tool Kit*');
- Support for existing staff (including access to training); and
- Specific help to recruit new mature age staff (Jobs Bonus and strengthening connections with existing employment service providers).

## 3. Activetics Process

The required process can vary, depending on the organisational need, however the core Activetics process is outlined below and acts as a framework for detailing the programme following discussion with business representatives.

Organisations utilise this process to define their workforce management strategy and incorporate this into future business plans.

Activity	Output
Analysis of workforce demographics including workers compensation data	Graphically presented information to assist forward planning. Identification of potential workers compensation liabilities and risks.
Interviews with senior executives (n= up to10)	Gain insights into workforce challenges from a functional perspective. Engagement and awareness building. Gain commitment and support for the project.
Review of HR Policies for age friendliness. Undertaken with HR staff and other key stakeholders	Identification of gaps and opportunities in policies.
A workshop with a cross section of staff over the age of 45 (n=16 maximum per group)	Gain insights into attitudes and expectations of mature employees towards work and retirement Identification of themes, needs and intentions.
Business risk workshop with senior team and other key staff	Identification of key business risks.
Action planning	Action Plan.

### 3.1 Benefits

The following benefits could be expected from this programme:

- Heightened awareness of the impact of an ageing workforce for the operation
- Identification of the business risks from an ageing workforce
- Insights into the attitudes and expectations of mature employees towards work and retirement; and
- Access to professional expertise in the field to build a progressive action plan.

Organisations utilise this information to set strategy and address planning needs.

### 3.2 Program Delivery

The Corporate Champions programme is funded through the Department of Education, Employment and Workplace Relations (DEEWR) and managed by the Australian Industry Group.

Activetics Pty Ltd, has been contracted to provide professional services to qualifying Australian organisations.

### 3.3 Cost

The Commonwealth Government is providing some financial assistance to organisations and we can assist in applying for the funds.

Activetics is available to discuss the options available to organisations, walk through case studies of current activity in this area and develop a strategy to effectively utilise government funding for its intended purpose.

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