

Recruiting and Retaining Mature Workers in Your Workplace

In June 2005, *Facing the Economic Imperative: New Brunswick's Five Year Wage Gap Action Plan (2005-2010)* was launched to address New Brunswick's looming labour and skills shortage by better employing a largely under-utilized resource – women.

Did you know?

The primary source of increased labour supply in Canada is women.

Labour force growth has been concentrated among aging boomer women. Over the last decade, almost 80% of the labour force growth was accounted for by women aged 45-64. Women's increasing labour force participation indicates a continued upward trend.

- Source: Statistics Canada

Looking for Skilled Workers? Consider Hiring a Mature Worker.

Employers should consider that:

- Workers age 50+ offer employers the competitive advantage of life experience, work expertise, job loyalty, maturity and passion for life long learning.
- Mature workers can be valuable mentors and teachers to younger workers.
- Mature workers represent a large, under-utilized skilled labour pool.
- An organization whose employees reflect the diversity of its clients responds more effectively in understanding and serving their needs and in identifying new opportunities and markets.
- In some cases mature workers can perform as well as or better than younger workers on creativity, flexibility, information processing and they have lower accident rates.

Myths & Stereotypes Mature Workers Face

There are many myths surrounding mature workers, such as:

- Mature workers are hard to train
- You'll pay more for their experience
- Mature workers are sick more often
- Mature workers decline in physical capacity

Reality: Mature workers are associated with fewer turnovers, lower absenteeism rates and a strong work ethic.

**Wage Gap
Reduction
Initiative**

"If Canada is going to remain competitive, organizations are going to have to find ways to utilize the country's whole talent pool."

- Barbara Jaworski, President, Workplace Institute

How to Attract and Retain Mature Workers?

Canada's Association for the Fifty-plus lists several human resources practices that mature employees said would encourage them to remain in their jobs:

- Showing appreciation for their job;
- Recognizing their experience, knowledge, skill and expertise;
- Recognizing contributions of mature workers.

The following are actions employers can take to help attract and retain mature workers:

- Create an inclusive culture and promote a positive work environment for all employees.
- Implement innovative approaches such as phased-in retirement, which provides a gradual transition from full-time work to retirement.
- Revise recruitment/hiring practices to better reflect the value/importance placed on all employees.
- Provide mentoring opportunities to mature workers, so they can transfer knowledge and experience to younger employees.

When and Where to Start?

The time to start is now. Small immediate changes can signal meaningful change to employees. You can start to identify opportunities for change by reviewing your workplace practices and identifying current barriers to retaining and attracting mature workers.

Want to Know More About the Wage Gap?

Visit the Province of New Brunswick's Wage Gap Reduction Initiative website at: www.gnb.ca/wagegap, call 1-877-253-0266, or email us at nbwagegap@gnb.ca and sign up for our eNews.

Be a leader. Reduce your workplace wage gap.
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