

Managing the age of change

*How well prepared are you
and your organisation to
manage the age of change?*

BUSINESS
WORK &
AGEING

*Do you know what it means for the success
of your business and do you know how you
should respond?*

*Do you want to be at the forefront in
workplace management?*

*Could you do with some practical,
innovative and informed assistance from
BWA, an international leader in supporting
industry, business and government
responses to the impacts of ageing on
labour supply?*

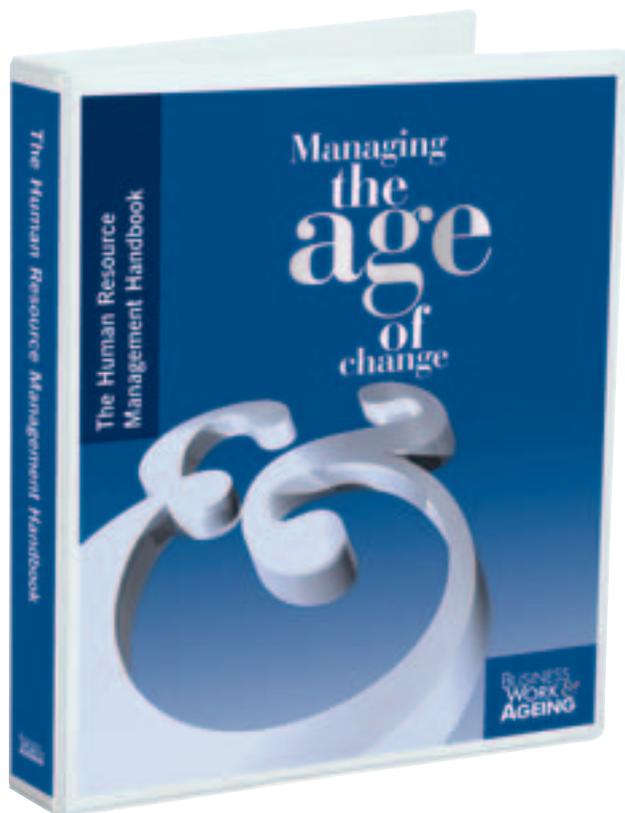
Population ageing is receiving much attention and publicity in Australia. There is a growing understanding that managing an ageing workforce will present a major and continuing challenge to organisations as they strive to profit and grow in the face of this worldwide phenomenon. Employers are being urged to begin now to consider the impact an ageing population will have on their activities and to develop and implement strategies appropriate to their commercial needs.

*Understanding just what an ageing population will mean for any
business can be a complex and demanding task...*



BWA has developed a comprehensive guide to assist organisations to develop their own responses to the impacts of an ageing population. See over for details.

BWA Age Management Handbook



BWA has developed a comprehensive guide to assist organisations to develop their own responses to the impacts of an ageing population. Targeted at HR professionals and line managers alike, *the HRM handbook*:

- Provides background information about the demographics of future populations
- Presents measures to assist organisations to research their own needs and prioritise areas for action
- Steps an organisation through the development and implementation of lead practice Human Resource Management strategies and policies appropriate to their needs.

The Handbook has four major sections

- **An Older Workforce — A Business Reality**
- **Measuring Age in Your Organisation**
- **Evaluating Age Management in Your Organisation**
- **Innovative Ageing — Strategies and Solutions**

The HRM Handbook is available at a cost of \$550 per copy, inclusive of GST, plus postage and handling. Special rates are available for organisations purchasing multiple copies.

BWA also offers a one-day implementation seminar to introduce users to the HRM Handbook. Scheduled on a needs basis, the workshop provides participants with the opportunity to explore the contents of the HRM Handbook with experts in the field and to discuss emerging issues with others interested in improving their capacity to manage an ageing workforce.

Please mail completed form to: BWA, H95, Swinburne University, PO BOX 218, Hawthorn, Victoria Australia 3122 **or** Fax 03 9214 5040.

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