



Media Release

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FOR IMMEDIATE RELEASE
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REACTIVATE LAUNCH – SOCIAL SERVICES WORKFORCE BOOST

PHOTO/INTERVIEW OPPORTUNITY 3:15 – 3:45

CENTACARE ROCKHAMPTON, 10 BOLSOVER STREET

Reactivate, a skills-matching database, is set to engage and connect baby boomers to potential employers following the official launch on Friday 13 November 2009.

An initiative of Centacare: Catholic Diocese of Rockhampton, Reactivate, is a tool developed to assist employers within the health and social services sector to make contact and recruit job seeking baby boomers.

Employers from the health and social services sector will be attending the launch.

“We are eagerly anticipating the launch of the Reactivate project this Friday,” says Centacare: Catholic Diocese of Rockhampton Director Dr Ricki Jeffery

“The Reactivate concept was developed in response to a shortage of workers in the social services sector.

“Propelled by the assumption of a decrease in full-time worker recruitment and the need to seek potential workers from a nontraditional pool, such as semi-retired baby boomers and parents of school aged children, the Reactivate project has been developed to contribute to a sustainable workforce into the future.”

Focusing on baby boomers, the initial phase of the Reactivate project addresses the desire of many retirees to ‘give back’ rather than ‘kick back’. The attractions of working in the not-for-profit sector include negotiable work schedules, greater options for salary packaging opportunities, and the chance to make a contribution to the community.

For more information call 07 4937 4110 or visit: www.reactivateme.org.au

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