



Media Release

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REACTIVATE LAUNCHED TO REACH ALTERNATIVE WORKFORCE

Reactivate, a skills-matching database, was launched recently to engage and connect baby boomers to potential employers.

Held on Friday 13 November 2009, the Reactivate launch attracted a number of employers from the health and social services sector.

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

“The Reactivate project website is a positive response to a shortage of workers in the sector by deliberately targeting the grey nomads and other itinerants who may be seeking short term work in the region,” said Capricorn Respite Care Association’s Chief Executive Officer Martin Woodcock, who attended the launch.

“For some organisations this would mean they could employ them on the start of their trip and then in different branches of the organisation, as they travel through the region.

“The potential benefits from the site are very significant for the sector, particularly when combined with the recent wage decision which will see an ongoing improvement in perception of the sector as a career similar to nursing with valued and transferable employment options.”

Propelled by the assumption of a decrease in full-time worker recruitment and the need to seek potential workers from a non-traditional 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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