



Workforce Ageing

An invitation to be part of research on this vital issue for employers

Almost 40% of the work force is now aged 45 plus and this ageing trend will continue as smaller cohorts follow the baby boom bulge through the population. Skills and labour shortages are emerging, with serious economic implications if measures are not taken to improve workforce participation rates and to increase productivity.

This research aims to explore the attitudes of employers to ageing workforce issues and to find out what actions and adjustments are already being made to meet the challenges. The project is being managed by Dr Judith Davey - Institute for Policy Studies, David Chapman – New Zealand Institute of Management and Boyd Klap FNZIM and supported by the Retirement Commission, Public Trust and the Bernie Knowles Rotary Trust.

Please would you complete the attached questionnaire, fold and seal it as suggested, and return it to the NZIM (no postage required) by 29 June. Please also complete the box at the end, indicating if you are willing to participate in the second stage of the research. This stage will be a small number of face-to-face interviews to explore views on workforce ageing in more depth and provide case studies of innovative initiatives.

If you prefer to complete the questionnaire on-line, please go to http://www.nzim.co.nz/SITE_Default/SITE_members/workforce.asp

Ethical approval for this research has been granted by Victoria University.

Participation is voluntary and participants may refuse to answer any questions without having to give reasons. All the information given will be kept confidential, seen only by the research team. It will be kept secure at Victoria University and at the end of the project, the material will be destroyed. Nothing will be published in a form which allows individuals to be identified unless specific permission is given. Participants may withdraw information up to the end of July 2007, if they wish to do so. A report from the research will be published on the NZIM web-site and in *Management* magazine.

If you have queries or would like further information, please contact:

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