



The Future of Work Survey

Career Intentions of the
Baby Boomer Generation





Quickfacts



The BeNext *Futures of Work Survey* analysis reveals that Boomers will use their knowledge and skills gained through middle life careers to power the future Australian industry and community.

1. 9 out of 10 Australians aged 45 to 70 plus years view that retirement is

- an opportunity to give back and share experience and skills with others
- a period to get the balance right between leisure and having impact, and
- they disagreed strongly that it was an end to their productive years

2. 76% of Baby Boomers are attracted to Fusion Careers - combining a life work experience to meet financial, lifestyle and community goals

Financial gain alone will not be enough to capture and retain this already high skilled workforce of the future.

Baby Boomers want to continue enhancing their financial standing, but more importantly they want to be working in a way that 'gives back' to the communities around them and to society as a whole.

Fusion Careers are not "gap fillers" between the mid career and the life of leisure. This is a genuine next career path for the Boomer and one that has potential to form a richer human resource nucleus and in doing so releases large amounts of skill and energy across industry and community. Confining the Boomer to retail and desk roles would dilute the potential productivity for Australian industry and communities

3. The key attractive job features for 8 out of 10 Boomers are learning, flexible workplaces and 'giving back'

i) Learning

Learning is not just the domain of the young but is an activity which is wanted across the life span. There is an excellent opportunity for Government and private enterprise organisations to inject a greater degree of learning, development and participation activities into this mature workforce sector.

ii) Flexibility

Building and maintaining flexible work conditions will underpin efficiency and productivity of the Boomer workforce.

Longer life spans, career roles for spouses/partners, and children and grandchildren mean that Baby Boomers have to juggle a number of competing demands.

Flexible work conditions will result in greater efficiency and effectiveness, as they will stem from open and cooperative communication about expectations.

The provision of flexible conditions such as working from home with set activity targets, late starts, staggered rosters and telecommute arrangements will improve staff retention and achieve savings on recruitment and training costs.

Baby boomers and older Australian's are definitely interested in working in retirement and doing good work in those jobs, but they do not want to necessarily continue the 9-to-5, Monday-through-Friday grind after three decades or more in the workforce. They seek

iii) Giving Back

The desire to do good work that enhances the well being of others or the community appears to be widespread. Close to two thirds of older Australians surveyed aspire to achieve a life that combines balancing lifestyle with having community and social impact.

For the Boomer work is a vehicle to meet personal needs as well as provide and opportunity to give back. This work certainly is of immense value and has productive potential across industry and community. We would do well to not confine the Boomer to retail or office work models and consider building career bridging opportunities in health, community and not for profit sectors.



BeNext is workforce solutions business that is championing the call to action to engage Baby Boomers as a vital workforce for community and business productivity and sustainability.

BeNext was formed in August 2008 by Ben Hughes and David Norris who were both facing a similar challenge in their careers. The challenge they faced was an emerging problem, how attract people with skills to areas affected by a critical shortages? BeNext was formed to provide a new and innovative solution to this problem, a solution is based on tapping into the power of an ageing workforce.

BeNext works to support the work needs of older Australians, employers and communities so that a windfall of Boomer experience is realised for personal, social and community outcomes.

BeNext offers 3 distinct services

- Job board advertising
- Age Management consultancy services
- Community workforce solution consultancy services including workforce planning, attraction, and retention.

www.benext.com.au

Promote.Engage.Sustain

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