



**Media Release
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LONDON LEADS THE WAY WITH OLDER WORKERS

London ON – (September 13, 2005) Today, London Ontario became the first Canadian city to address the impending labour shortage with the launch of a resource kit for businesses that will help them attract and retain older workers. A resource for older workers was also launched to help individuals either stay on the job longer or re-enter the workforce.

The Experienced Worker Resource Kits for Employers and Experienced Workers together with a supportive website are the outcomes of an ExperienceWorks project led by the London Economic Development Corporation (LEDC) and funded by the Government of Canada through Human Resources and Skills Development Canada (HRSDC).

The employers kit is designed to assist company owners, managers and human resources specialists in understanding and engaging older workers as a significant and vital sector of the workforce. The kit for individuals provides information and tips for older workers seeking employment and for those who may wish to communicate with employers about employment and retirement needs and preferences. A website and portal has also been created. It is called www.experienceworks.ca and provides links to detailed and current information on workforce planning and experienced workers.

“This is a significant accomplishment in workforce development,” said John Kime, LEDC President and CEO “The ExperienceWorks project is the first of its kind in Canada. London is leading the way in making workforce development a priority and developing tangible and effective tools for businesses to meet their human resource needs.”

Forecasts show the shortage will grow over the next five to twenty years, caused in part by an aging population and declining birthrate. One solution to this challenge will be for businesses to make better use of older, more experienced workers.

“Companies that find ways to retain and use the knowledge and skills of their older workers, and those that are able to recruit and put these skills to work, will find they have a very valuable and effective resource,” says Jeny Wallace, Director of Workforce Development at the LEDC. “The growing shortage of skilled labour makes this an even more pressing need and practical solution.”

More than 170 people attended the launch of the ExperienceWorks resource kits held in London, St. Thomas and Woodstock.

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