

Friday, 16 March 2007

Bonza Editor in Maturelink with Centrelink

Baby-boomer web site editor, Brian Murphy, www.bonza.com.au, has been developing a Pilot Program for Centrelink called Maturelink. It involves the Over 50s having a dedicated area within Centrelink to support them and will be launched on Monday 19 March at Centrelink Palm Beach on the Gold Coast.

Australia is ageing and we have a skill shortage that has already raised its ugly head and will become dramatically worse. Combined with a huge Baby boomer population fast approaching retirement then something has to be done to harness and nurture the skills of the pre-retirees to keep them working, for their sakes and the country's future prosperity.

The Bureau of Statistics states that Baby boomers are in the 43- 61 age group:

Name	Born	Age	Population in Millions
Builders	before 1946	62+	3.2 Million
Boomers	1946 - 1964	43 - 61	5.3 Million
X-Generation	1965 - 1979	28 - 42	4.4 Million
Y-Generation	1980 - 1994	13 - 27	4.2 Million
Z-Generation	1995 - 2009	Under 12	3.3 Million (and growing)

The message to Boomers is clear. We will change society as we age so we need to look at what lies ahead and prepare for it. Maturelink will focus on the plight of the Boomers and assist Australia to prepare for their demands on the system and society.

By keeping healthy and fit; by planning ahead financially so that the best possible decisions are being made for their future financial needs so their wealth is not drained too early; by encouraging mature age to start new careers that are more in line with the Info Age workplace and the current strong labour market by training or retraining- Maturelink will be of great assistance to them all.

Workshops called work and wealth sessions will be held weekly and action plans formulated for the individual using the information supplied. Tafe will be involved to cater for their training needs as will the job networks and financial planners from Centrelink.

Bonza editor Brian Murphy is the founder of the hugely successful Grey Skills Group in NZ which has 22 offices across that country and he returned to Australia in 2001 looking to do something positive for his generation here as well.

“I owe it to my generation to help them as I did the Kiwis”, he stated, “and I will only be satisfied that the job is done when Maturelink is up and running around Australia.”

Local MP Margaret May is a great supporter of the Maturelink concept and suggested the idea initially. She loves Boomers and is well aware that the age group has huge support on the Gold Coast as Boomers seek a seachange. She was a catalyst for the program because mature age complained to her that they were not aware of what was available to them. Maturelink will be a one stop shop.

In 2006, after 10 years of dealing with the age group, Centrelink asked Brian to develop the Maturelink program based on his considerable experience and research. He will be working at Palm Beach Centrelink office dealing with locals there in the pilot which will run for 9 months. Once established, the Maturelink concept will go Australia wide through each Centrelink office.

This is a bonza media release and all views expressed are the views of the editor Brian Murphy and not Centrelink or their policies.

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