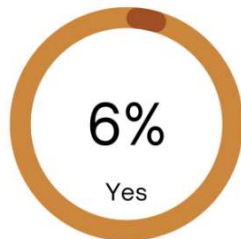




DID YOU KNOW?

In this study only 6% of participants received resources specifically tailored for adults over 55 as they looked for employment opportunities.



17

Organizations in Central Alberta offer employment services. ONLY 2 have resources tailored for adults over 55.

“Thank you for doing this, I just wanted to know I wasn’t alone, so many people say, “we will get back to you”, and never do, it’s not dignified to keep begging for work.”

Interview Participant

Project led by The Golden Circle Senior Resource Centre in partnership with the Red Deer & District Chamber of Commerce with funding provided by The Province of Alberta.



OVERVIEW

CENTRAL ALBERTA OLDER ADULT EMPLOYMENT STRATEGY

ASSESSMENT 2023

248 VOICES HEARD

Feedback from individuals and employers, identified significant gaps and a lack of resources for adults over fifty-five.



◎ BARRIERS TO EMPLOYMENT

1. Uncertainty about transferring skills and experiences to new settings
2. Feeling disrespected or excluded
3. Lack of compensation
4. Lack of network connections to reach out to

◎ 19 GAPS IDENTIFIED

◎ 3 RECOMMENDATIONS



WHAT WE HEARD – THE RESULTS

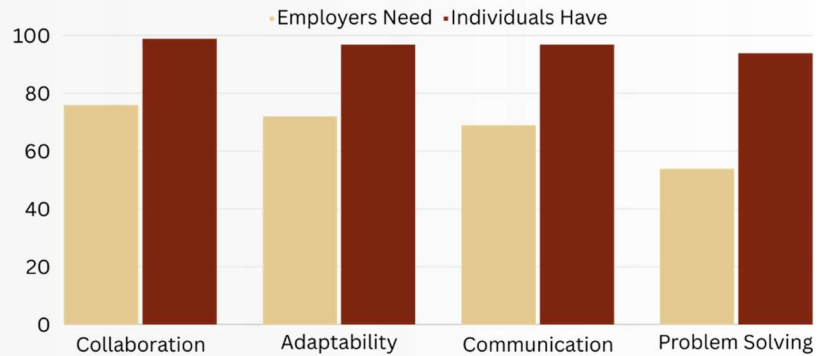
The project highlighted the influence of ageism on individual self-perception and self-confidence.

45%

Of individual respondents were between the ages of 61-70, **69% identified as women.**

4

The top 4 self-identified core skills of individuals are the ones needed most by employers.



TOP BARRIERS FOR EMPLOYERS

Employers lack resources and knowledge for recruiting, hiring, and retaining adults over 55.



ONLY 8%

of employers knew of or used resources that assist employers to recruit adults over 55.

RECOMMENDATIONS

1. Tailor employment services, resources, and tools for adults over 55.
2. Implement a system navigator to streamline employment opportunities for adults over 55.
3. Develop resources in collaboration with diverse community organizations, adults over 55, and employers to improve the recognition of and reduction of ageism in the workplace.

What does your business require to continue to support the employment of adults over fifty-five in your workplace?

Resources and strategies focused on the recruitment and retention of adults over 55



Specific education and training for your organization



We currently have all the resources we need

