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Flexibility beats looming labour shortage: expert

By: *BRADEN QUARTERMAINE*

WA'S labour crisis is set to worsen in future years, according to the Australasian Management Centre.

AMC managing director Greg Kinnaird, who will speak at the next Breakfast **Innovation Forum**, said WA's current labour market shortage was just a taste of what was to come.

“Workplace baby boomers are gearing up to retire and this will create a natural labour market shortage in the next five to 10 years,” he said.

“We need to learn the lessons from today to hold us in good stead for the future. “The best strategy for dealing with a labour market shortage is a flexible working environment. “It is absolutely critical that today's managers develop their up-and-coming leaders and teams to champion innovation -- especially if the organisation has an ageing workplace population.

“The proactive and innovative manager will focus on streamlining workplace systems and processes and will learn not to become reliant on people to get the job done.

“It is vital that all workplace leaders understand the importance of consulting with the Generation Ys because they tend to have a natural willingness to embrace technology solution as drivers of change.”

Mr Kinnaird said the five top workplace motivators were development of self, being recognised and valued, being kept informed and involved, having variety and interesting work and having pay linked to performance.

“Retaining, developing and attracting innovative people is all about creating a working environment that inspires and motivates people,” he said.

Mr Kinnaird will speak at the **Innovation Forum** at Perth Convention Exhibition. Other speakers include Neville Binning, from the Department for Planning and Infrastructure, Moira Watson, of Bankwest, and Tony Noonan from MacMahon Holdings Ltd.

Australasian Management Centre managing director Greg Kinnaird will chair the **Innovation Forum** at the Perth Convention Exhibition Centre.

Inquiries can be directed to the AMC on 1300 466 688. Visit www.amcinnovation.com for more details. The AMC specialises in management training and innovation strategies.