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- Editorials and articles

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Keep staff and profit

By: *DENICE RICE*

AS WA surges into the uncharted waters of record economic growth, many businesses will struggle to keep enough staff.

Record low unemployment and the exiting from the workplace of the baby-boomer generation threaten to take the gloss off the good times for businesses that don't have enough employees to operate to capacity.

Tony Noonan, group human relations manager for MacMahon Holdings, said businesses flexible enough to cater for all their staff would weather any labour crisis better than those that used traditional human resources models involving policies applied to the entire workforce.

Mr Noonan will address the Australasian Management Centre's **Innovation Forum** next month about what companies can do to create a flexible work environment to counter staff shortages.

Hosted by AMC's managing director Greg Kinnaird, other speakers at the March 13 breakfast forum at the Perth Convention Exhibition Centre will include Neville Binning, general manager WA Department of Planning and Infrastructure's business licensing unit, and Moira Watson, leadership manager of the HBOS group of finance companies.

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.