

## Shortage allows workers to dictate terms

WA's labour shortage is set to worsen in the next 10 years — giving workers even more power, according to Australasian Management Centre managing director Greg Kinnaird.

Mr Kinnaird, who will speak at an AMC Innovation Forum breakfast on labour shortage strategies, said the retirement of baby boomers would add to the problem.



“With unemployment at an all-time low, employers who want to attract or keep staff will have to offer something that sets them

apart from their competitors,” he said. “This 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.

“The best strategy for dealing with a labour market shortage is to develop a flexible working

environment that is filled with competent and committed people.

“The interesting prospect about an economy with fewer workers is that they will choose where they will work.

“Some will force companies to offer much higher salaries and wages. Others will challenge their companies to manage them well,

both to increase production and to keep (them) from leaving.”

The AMC Innovation Forum breakfast will be held on June 24 at Perth Convention Exhibition Centre. Other speakers will be Department of Industry acting director-general Stuart Smith, Tourism WA workforce manager Christine Cole and Bill James-Wallace, VDM Group human resources manager.

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