



# Media Release - SafeWork SA

---

20 September 2007

## Australia's women are too valuable to waste

The choices women are given on how they can take part in work will make a significant difference to Australia's future prosperity, a national conference in Adelaide has been told.

Speaking at the 'Our Work, Our Lives' National Conference this week, SafeWork SA's Michelle Hogan, Project Manager of the Work Life Balance Project, said more flexible working arrangements would help to maintain workforce participation.

'Australia's workforce has a skills shortage and labour demand while South Australia is the second most rapidly ageing state,' she said.

'Firms that quickly embrace the concept of work-life balance and implement flexible working arrangements will have a competitive edge in attracting and retaining experienced workers over the next decade.'

Ms. Hogan is leading the SafeWork SA Work-Life balance project that forms part of the agency's commitment to Target 2.12 of the South Australian Strategic Plan, which aims to improve the quality of life of all South Australians through the maintenance of a healthy work-life balance.

She stressed that work-life balance was not just about work and family, but also study, sport, volunteering and other activities, which contributed to the well-being of individuals and the community as a whole.

Volunteer time provided many essential services especially in regional areas, while time involved in fitness and sporting activities contributed to parent and child health.

'Far sighted employers are helping their workforce negotiate the competing pressures of work and life,' Ms. Hogan says.

For information about Work Life Balance contact Project Manager Michelle Hogan at SafeWork SA on Ph 83039927.

*For answers and advice on workplace health and safety and the relevant laws, SafeWork SA operates a telephone Help Centre on 1 300 365 255 or 8303 0400. To report serious accidents or incidents, in the workplace call 1 800 777 209*