



The Older Adult Employment Strategy Assessment Project is led by The Golden Circle Senior Resource Centre in partnership with The Red Deer & District Chamber of Commerce and funded in part by The Province of Alberta.

To increase the opportunity and accessibility of employment for adults over 55 it is essential to identify and address the gap between what adults over 55 and employers currently experience in their search for employment and employees, and what they both want and need for the future. We are listening to older adults and employers in Central Alberta and exploring:

1. The challenges and opportunities adults over 55 experience in finding, returning to or retaining employment.
2. The challenges and opportunities of employers to hire, recruit and retain adults over 55 in the workforce.
3. The current services, resources, and programs available to support both adults over 55 in finding, returning or retaining employment and employers to hire, recruit and retain adults over 55 in the workforce.
4. The current needs of adults over 55 in finding, returning, or retaining employment and employers to hire, recruit and retain adults over 55 in the workforce.
5. The need for dedicated services, resources or programs to support both adults over 55 and employers in the workforce.

This project will include all of Red Deer County including: The City of Red Deer, Red Deer County, Delburne, Innisfail, Sylvan Lake, Bowden, Penhold, Springbrook, and Benalto.

There are three ways to participate in the project:

1. **The Project Survey** will be available online from April 6- June 15, 2023. The survey takes approximately 7 minutes. Your participation in this survey is voluntary, you have the right to skip or decline to answer any questions. All responses will be kept confidential and anonymous. Findings from this survey will be reported in summary form and responses will not be linked to individual participants or organizations in any way.

<https://www.surveymonkey.com/r/EmploymentProject1>

2. **Focus Groups:** There are 2 Focus Group Themes:

Register online, or by connecting with any of the project partners listed below. Focus group sessions will be 1 hour and led by our local project consultant Brandi Heather in connection to the project.

Focus Group 1 - Adults Over 55 Opportunities and Challenges to Employment: Explore and share the challenges and opportunities adults over 55 experience in finding or returning to employment.

Location: The Golden Circle Senior Resource Centre

April 26, 2023, 1- 2pm

May 23, 2023, 6-7pm

[REGISTER HERE](#)

Focus Group 2: Employer Focus Group:

Explore and share the challenges and opportunities of employers to hire, recruit and retain adults over 55 in the workforce in Central Alberta.

Location: The Red Deer and District Chamber of Commerce

May 15, 2023, 3-4 pm

June 5, 2023, 3-4 pm

[REGISTER HERE](#)

3. Reach out to any of the project team with questions, comments, or concerns

A summary of survey results and recommendations will be available in November of 2023.

Funding is provided in part by The Province of Alberta who is working in partnership with the Government of Canada to provide employment support programs and services.

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