

Learning to reach your full potential

BOOMERS thinking about a career change, a pay rise or greater work flexibility are being encouraged to take part in internet and email training. Richmond-based digital media company WallCann delivers email and internet management training courses internationally.

WallCann is working with boomers - and businesses which target over-50s - to help increase their employment opportunities.

Electronics and ICT Association of SA marketing manager Jayne Osborne says local IT and communications companies are still struggling to find staff, despite the global economic downturn.

"There are 30,000 people employed in this industry in South Australia and it generates about \$7.5 billion in revenue," Ms Osborne says. "This whole boomer market is largely untapped, in terms of their introduction (and understanding) of email and internet technology."

Furthermore, boomers should not be discouraged about having to compete with younger people for IT jobs.

"A lot of employers like to work with mature-age people... because of their work ethic and life experience," she says.

Independent Living Care & Mobility Centre

Opportunities are there for those willing to study, writes Alexandra Economou.

(ILCMC) manager Rick Simmons has been working with WallCann to develop the company's website. ILCMC sells and leases mobility aids, such as scooters and shower chairs, through agents and online.

WallCann has started training people who are interested in earning commission from selling ILCMC's products, via the company's website.

"It gives people the opportunity to do something they have never done," Mr Simmons says.

"The actual system itself is very easy to learn and you don't need to be 100 per cent computer literate."

WallCann managing director Clive Wallace says the global financial crisis has created a "surge of interest" in door-to-door sales companies, such as Avon.

"Online referral marketing and selling is suitable for any age because it is not physically demanding work and can be done from home, and to fit around existing commitments," he says. »



Drew Canning, front, and Megan Yoerger of WallCann with Rick Simmons of Independent Living Care and Mobility Centre.

The Value of Volunteering



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