

SNOOKERED – OUR BIG PROBLEM WITH LOW INTEREST RATES

They may be great if you're paying off a mortgage, but all of us are facing a significant problem with low interest rates. Around the world, rates are at historic lows but the economic re-boot they are meant to have inspired has failed to materialise. As far as rates are concerned, there is no more wriggle room to stimulate the economy – leaving the world in uncharted territory and text books being re-written.

CPA Australia's leading business publication **INTHEBLACK** carries a special report on how other governments are tackling the tough task of firing up the economic furnace. From pressuring people to take their money out of the bank, to printing more cash, a range of creative options are being pursued.

And while the Global Financial Crisis may be officially over, it seems the post-GFC world is significantly different from the way we worked and spent before. Kicking economic goals most likely means grasping the fact the goalposts themselves have shifted significantly.

THE RETURN OF WISDOM - UNDOING AGEISM IN OUR WORKPLACES

Many Australian employers and hiring agencies continue to discriminate on the basis of age. Too often workers are seen as old by 50, and some are even turning to cosmetic surgery to boost employability. But change is arriving. As our population ages, the workplace itself is 'growing up' and beginning to appreciate the competitive advantages of experience. As the saying goes, you can't beat it.

A special report on **INTHEBLACK's** website intheblack.com examines our re-awakening to the productivity boost delivered by mature-age workers, and the stark reality that older Aussies are going to be more commonplace in our businesses. They are the future, not the past.

The report examines the fundamental demographic shifts that are happening within our society, and what that means for our working lives. Policy and practice, however, still need to catch up with the trends already being felt – to ensure ageism is quickly retired. [See the report here](#)

/ See next page for more topics & interview contact information ...

THE RISE OF THE MACHINES

Some are being built to work, some are being built to teach, and some are being built to kill. Whether we like it or not, we need to change the way we think about robots and autonomous machines. Technology is evolving and society is generally embracing artificial intelligence – but robots may not be what you think they are.

A special report in leading publication **INTHEBLACK** delves into the real world impact of robotics in 2016, and the areas where new applications are emerging.

Robots are being utilised in deep sea and deep space exploration, doing dirty and dangerous work in our mines, being sent on rescue missions in the toxic heat of fires, and are being developed to help care for people in their old age.

So will all our jobs disappear and robots start thinking for themselves and take control? Certainly the way wars are fought may change dramatically, but some experts believe humans will continue to rule.

WORK FLEXIBILITY FEARS – SURVEY REVEALS GENDER DIVIDE

It has long been the mantra of the modern workplace – creating more flexible working conditions to the benefit of all. It allows companies to hold on to talent and employees to create real world balance in their lives. But a survey by CPA Australia shows most of us believe our career prospects will be damaged if we opt out of the mainstream.

The survey results appear in the latest issue of leading business magazine **INTHEBLACK** and show that almost one-third (31%) of us believe accessing flexible working conditions will have a negative impact on our chances of promotion.

The survey also shows that bosses are more likely to grant flexible working conditions to women, while men are more likely to believe they will secure a senior leadership position within the organisation.

CPA Australia chief executive Alex Malley says the findings show that many companies need to lift their game, to ensure flexible working conditions are not seen as a disadvantage by the organisation's own staff.

TO ORGANISE INTERVIEWS:

- **Mon-Wed & Fri – contact Carly Greenwood on 03-9606 9673 or Carly.Greenwood@cpaustralia.com.au**
- **Thursdays – contact Anna Layton on 03-9606 9610 or anna.layton@cpaustralia.com.au**