## Why Quality of Work Matters

**September 7, 2001 –** This year's federal Throne Speech argued that Canada would only realize its full potential by investing aggressively in the skills and talents of its people.

Last year's Report of the Expert Panel on Skills, 2000, also stressed that skills are a critical success factor for individuals, companies, all industrial sectors and countries.

Still, Graham Lowe, director of CPRN's Work Network says that focussing on the supply of skills is important, but not enough in itself. In an address to the Second International Conference on Researching Work and Learning at the University of Calgary in July of this year, Lowe argues that public policy must also address the "enabling conditions for the continuous use and development of skills". This requires a comprehensive strategy for improving overall job quality.

In his speech, "The Quality of Work: Why it Matters for Workers, Employers, and Society", Lowe outlines the key characteristics of a quality work environment, its salutary impact on workers and productivity, and makes suggestions as to how we can create higher quality work environments. He suggests that the coming demographic crunch, following retirement of the baby boomers, will be an incentive for employers to pay attention to quality of work issues as they try to recruit and hold onto workers in an increasingly competitive environment.

You can access or download a Powerpoint copy of his address by clicking here.

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