



MATURE AGED PROGRAM



Case Study: Steve Cumberland

After several years as a Victorian Police Officer, Steve Owen decided to follow his passion and move to Airlie Beach with plans of retirement. As an avid sailor, Steve enrolled into TAFE to up skill and it wasn't long before he was approached by Cumberland Charter Yachts to take on the role as Operations Manager.

Whilst it wasn't quite the retirement plan Steve had envisaged, the value and enjoyment has preceded his expectations. Tourism has allowed Steve a flexible opportunity to follow his passion and enhance his professional skills. The flexibility of his shifts at Cumberland Charter Yachts also enabled Steve to follow his other passions and work on side projects. He developed a small side-line business (still within the tourism sector) that compliments his work at Cumberland Charter Yachts. Interacting with guests daily meant that Steve was able to identify a gap in the market for water sports hire.

Steve's story highlights the ability to join the tourism industry, no matter the background, education, or skills learned. Tourism is an industry that draws on a vast range of skills and insight and as a growing industry, there are opportunities to follow a passion.

"Our mature staff are highly customer-focused providing excellent service and standard, they relate well to our clients' needs."

**-Sharon McNally,
General Manager/Director Cumberland Charter Yachts**



**This project is funded by the Queensland Government's
'Advancing Queensland: An age-friendly community grant program 2018-19'.**



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CUMBERLAND CHARTER YACHTS

Benefits that Mature Aged Workers bring to the Tourism Industry

Experience

- corporate memory
- learning from earlier mistakes
- good understanding and knowledge of longer-term trends, strategies, rhythms and other cycles
- knowledge of the history of particular problems, what leads to the problems, what mistakes have been made before, knowledge of incident history which includes why a process is done a particular way
- the ability to advise on where a particular approach went wrong in the past and make recommendations as to how to avoid those pitfalls when a similar approach is tried
- knowledge of previous trials and initiatives which tend to get lost through IT and filing systems changes

Networks

- extensive networks across industries
- well-developed networking skills

Risk

- able to be less risk averse
- good understanding of risks and reasonable decisions
- understanding of long-term risks

Judgement

- well-developed professional judgement
- perspective and balanced views

Customers

- customer connections
- can relate to customers of similar age

Skills and knowledge transfer

- transfer of 'tacit' knowledge
- sharing of collective wisdom which is experiential and often not committed in writing

Other

- able to recognise unmet needs
- resilience
- understand how to harness economic potential
- ingenuity – used to undertaking creative endeavours

