

Summaries of Winning Enterprises in the Contest for the Employment Development for Older People in Fiscal Year 2011

【Highest Award】

Advocates for the “Go Go 70 Movement” and realizes the workplace in which elderly people can actively work past the age of 70 through comprehensive efforts such as the development of a system to promote older people’s employment, improvement of the wage system based on personnel evaluation, support for vocational ability development, and work facilities, and creation of new jobs.

- (1) Name of Company Alta Cooperative/Hope Group (Saga city, Saga prefecture)
- (2) Year of Establishment 1993
- (3) Type of Business Retail (Supermarket)
- (4) Number of Employees 259 (out of which 18 are aged 60-64 (6.9%), 17 are aged 65-69 (6.6%), and 2 are over 70 (0.8%))
- (5) Situation of retirement
Retirement age: 60
Continued Employment System: Re-employ all those interested as fixed-term employees up to age 70
The current oldest person: 73
- (6) Points of reasons for the award
 - In 2008 the age at which all those interested can be re-employed as fixed-term employees was raised from 65 to 70 in the Continued Employment System. Using the system, even after they reach 70, they can be re-employed under certain conditions.
 - Advocates for the “Go Go 70 Movement,” with the aim of creating the workplace in which older people past the age of 70 can continue to work in good health and an enjoyable and lively manner, so that the introduction of the 70 age limit does not end up being a mere extension of the continued employment system.
 - In order to put the “Go Go Movement” into practice, set up the “Committee on the Promotion of the Go Go 70 Movement” chaired by manager of the personnel department and comprised of older persons (fixed-term employees) and office heads, to address the health management, work sharing, work shifts, educational training, and the problems of working conditions, etc. of elderly people in a comprehensive manner.
 - Gives a priority to older people’s wishes when their contracts are renewed so that they can continue to comfortably work. Moreover, employs a system (for all staff) in which they can work on a schedule based on their wishes.
 - Established the posts for older people, namely the “Customer Service” in charge of light work around the cashier register and customer service and the “Night Manager” who is a responsible person for stores opened during nighttime hours. The assignment of the Night Managers improved night work shifts which used to rely on regular employees’ working overtime and led to the reduction of overtime of the regular workers.
 - A support system aimed at job retention of older and disabled people is provided: assigning staff for 6 months to support newly recruited older and disabled employees and setting up counseling counters, etc.
 - Assigns older people (fixed-term staff) in charge of educational training to manualize the know-how and hands down skills through on-the-job training (OJT) and off-the-job training (Off-JT).