

Investment Canada in minimizing any adverse employment impacts of foreign takeovers, and the targeting of regional development spending to assist the growth of new businesses in areas hit by major closures, are possible approaches.

We therefore recommend that the Government of Canada create an interdepartmental task force to explore the multiple impacts of corporate rationalization, plant closures and corporate takeovers on older workers, and seek the cooperation of provincial governments, as needed, in developing relevant measures including a comprehensive safety net including the protection of pensions, adequate notice and severance pay, and special retraining and job-search assistance (Recommendation 6).

The Committee has special concerns, as well, about another older worker group whose distinctiveness has been recognized, but whose special needs have not to our knowledge been specifically addressed. Proportions of unemployed people who have become so discouraged that they no longer seek work, and therefore are not even recognized in official unemployment statistics, have been estimated to be particularly large among the higher age groups. We recognize that discouraged workers pose a special problem for employment organizations, which by their nature can only respond to assistance requests from the unemployed. We believe, however, that the existence of discouraged workers is a reflection of failure elsewhere in our employment services net, and that every possible effort should now be made to reach out to these people.

The Committee was favorably impressed with advertising, directed to older workers generally, which was shown to us by officials of Employment and Immigration Canada. We believe that an advertising campaign directed specifically to discouraged workers would provide at least a useful starting-point in meeting the needs of this group. **We therefore recommend that Employment and Immigration Canada immediately launch a national advertising campaign focussed on discouraged workers, and directed to fostering their use of departmental counselling, training and placement programs (Recommendation 7).**

The Committee received with interest several accounts of the success achieved by small, community-based employment services targeted to the needs of older workers, and providing counselling and self-help groups as well as direct job search assistance. The Committee applauds Employment and Immigration Canada's Outreach program, under which a number of