



NEWS RELEASE

24 APRIL 2008

Minister Cullen Launches 2008 National Pensions Action Campaign

Minister for Social and Family Affairs, **Martin Cullen TD**, this morning (24 April 2008) launched the 2008 National Pensions Action Campaign. The purpose of the campaign is to increase awareness and understanding of pensions issues and to encourage people to make early and adequate provision for their pension needs in retirement. During the campaign's **National Pensions Action Week** from 1-7 May, the **Pensions Board** will focus pension awareness initiatives at target groups who are considered to have lower-than-average pensions coverage. These groups include those employed in the hospitality and retail industries, members of the farming community, young people and international workers.

Minister Martin Cullen TD said: "Adequate pension provision is an important issue because of the changing nature of our society. We now live longer and we quite rightly have higher expectations about our quality of life. We currently have about six people working for every person aged over 65 years. However, by the year 2050, that ratio is projected to be about two people working for every person over 65." He added: "Awareness of pensions issues has reached a high level but the challenge which now faces us is to translate that interest into actual pensions coverage. I would urge all workers to consider their pension needs, talk to their employer or provider and make satisfactory provision now for their retirement years."

Minister Cullen TD continued: "National Pensions Action Week is an opportune time to also remind people about the Government's consultation process which is underway on the pensions *Green Paper*. The ***Green Paper on Pensions*** is of
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Department of Social and Family Affairs

relevance to anyone with an interest in the shape of Irish society in the decades ahead. It is important that we receive the views of not only representative organisations but also those of the general public, and I hope that as many people as possible will take the time to contribute. We are accepting submissions by way of email, letter or fax. Copies of the Green Paper are available from my Department or via the dedicated website; pensionsgreenpaper.ie and submissions can also be made via that route.”

The deadline for receipt of submissions is 31 May.

The National Pensions Action Week will also involve an advertising and promotional campaign highlighting other employment sectors with low pension coverage including women, (who have lower coverage rates than men) and the target audience of 25 to 35 year olds.

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Editor's Note:

For full details of the National Pensions Action Week see www.pensionsboard.ie

Written submissions on the Green Paper on Pensions can be made:

- ◆ through the Green Paper website (www.pensionsgreenpaper.ie)
- ◆ by email: pensionsgreenpaper@welfare.ie
- ◆ by fax: 01-7043457, or
- ◆ by post to:
 - Green Paper Consultation,
 - Pensions Policy Unit,
 - Department of Social and Family Affairs,
 - Áras Mhic Dhiarmada,
 - Store Street,
 - Dublin 1.

Submissions received will be published on the Green Paper website.

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