

Working Families Survey 2019

National Study of Aussie Parents: Work, Care & Health

EXPRESSIONS OF INTEREST

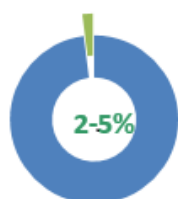


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National Working Families Survey 2019

The Case for Action

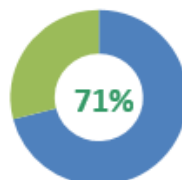
What we know . . .



2-5% of fathers
access government
paid parental leave
as a primary carer



Only 1/3 of fathers
access the universally
available Dad and
Partner Pay (DAPP)



71% of fathers do
not use 'family-
friendly' working
arrangements



30%
of parents report
high conflicts
between their work
and family roles

Evidence shows that these have consequences for gender equity and women's workforce retention, staff engagement and productivity, and employee health and wellbeing.

The focus of public and workplace policy has typically been on *mothers'* work-family balance; additionally, focussing on *fathers* use of family-friendly work can:

- Improve gender equity in work and care giving
- Reduce mothers' and fathers' stress, conflicts and burnout at work
- Have longer-term implications redressing the gender pay gap, staff productivity & retention

One in three Australian mothers report an inability to balance their work and care responsibilities as women continue to shoulder the burden of family care and unpaid work beyond the very early parenting period. In this persistent gendered gap between work and care, neither mothers nor fathers enjoy the full benefit of public and workplace provisions for family-friendly work. This problem is not resolving.

Purpose of the Research

To conduct a nation-wide survey of working parents to produce evidence to inform solutions for better support

- The survey will provide a general litmus test of the extent to which employees are able to combine work with care/family responsibilities in the industries/sectors that take part.
- It will identify which policies & programs are being utilised and how effective they are for employees.
- It will provide clear examples of what is & isn't working in terms of family-friendly policy for organisations/employees to consider moving forward - i.e. national data to drive decisions about where to direct resources.
- It will provide data on how the effectiveness of policies/programs is different for male & female employees, and for the different sectors that take part (e.g. Finance, Project Management, Legal, etc).
- Importantly, by having Parents At Work conduct the survey the data collected will be across a number of sectors/organisations providing broader and more independent data than organisation-specific data. This is important as a tool to consult and advocate with governments and other policy bodies about next steps.

What we want to know . . .

- How can we better support Australian parents in our organisations?
- How adequately supported mothers and fathers feel regarding parental leave, flexible work and their ability to combine work and care. What further support do they need?
- What drives successful policy and cultural change in regard to the challenges faced? Are our current policies enough? How can we improve implementation?
- Can we show that family-friendly work uptake is linked to employee wellbeing & productivity?
- Do workplaces have father-specific leave provisions, and if so, why aren't fathers using them?

About The Survey

In partnership with ANU and La Trobe University we will conduct a *nation-wide survey* to gain new evidence about Australian parents' needs and experiences balancing work and care. The project will:

- Seek advice from the experts – working parents – to tell us what they need
- Engage and gather survey data from ~5000 parents of young children (0-18 yrs) nationally
- Identify the range of issues important to working families, to inform priority recommendations about what is and isn't working
- Identify differences and priorities across industries / occupations

Task Allocation

The ANU, La Trobe University and Parents At Work will lead this initiative from start to finish including all administrative and reporting tasks.

Researchers Role

The following activities will be undertaken by La Trobe / ANU:

- Survey design, selection of items and consultation with Parents at Work
- Survey set up in Survey Monkey
- Pilot testing
- Final survey handed to Parents at Work for dissemination to participants and to oversee data collection
- Data cleaning, analyses of quantitative (i.e. numerical) data
- Selection of key participant quotes to illustrate numerical data
- Preparation draft report for review by Parents at Work
- Consultation with Parents at Work and final report prepared

Parents At Work's Role

- Manage Survey Monkey subscription
- Source parents to participate in the survey across multiple channels
- Actively promote the organisations involved in the project direct to employee Parents At Work members and publicly on social media and in newsletter communications.

- Monitor and provide administrative and reporting support to the university teams

APLEN Members Roles

- Survey advertisement and dissemination, and participant recruitment / engagement, data collection (All APLEN members)
- Comprehensive analyses of all open-ended responses provided by participants in the survey (Deloitte Economics)
- Graphic design of final report (Parents At Work / Deloitte Economics)

Project phase

Phase 1: Research agreements signed, payment

Phase 2: Survey design completed

Phase 3: Survey Monkey set-up; Pilot testing

Data Collection

Phase 4: Data analyses completed

Phase 5: Draft report completed

Phase 6: Final report delivered

Expected Outcomes

The benefits of carrying out this research are that we will:

- Find out what working parents need to reduce conflicts between work and family
- Be able to assess if and what current policies are enough
- Establish what opportunities are there for organisations to support employees and business to thrive
- Discover how, as a business community, we can effectively redress the work-care dilemma for parents, and promote performance and engagement and wellbeing
- Use the findings to support further campaign initiatives supported by APLEN
- Expand the conversation in the workplace and media about why looking after our working parents is beneficial for business, society and the community.
- Inspire employers and health care professionals to do more proactive things to encourage and support working parents
- Contribute to the advancement of the 2030 UN Sustainability Development Goals and promote gender equality and inclusiveness of those with caring commitments.

The Report

Each sponsor will receive the complete report findings.

The plan is to release this ahead of the next election in the hope that it will raise awareness of the current issues modern parents face in Australia.

Opportunities Associated with the Report

1. To be seen as a leader in the business community in actioning evidence gathering to support best practice family centric policies
2. To have input into influencing Government policy advisors, health care providers and the wider business community
3. Engagement with media and journalists to support spreading the word of the reports key findings and be associated with a project that will impact how our business community support and utilise working parents.
4. The opportunity to promote your involvement with the project to your staff, your clients and the wider community.

Expressions of Interest

This is a not-for-profit initiative. We are seeking expressions of interest to provide financial support, or other resource support, from corporate partners. We are committed to bringing to life a thorough, expert led research project. However, on what scale and how many people we can survey will depend on the financial support our partners can provide.

We are seeking organisational partners to:

- Sponsor the survey, and take an active role in supporting this flagship research
- Have input into communications about survey launch and survey findings
- Liaise with the project team to shape survey priorities of benefit to your own workplace

Costs

Total costs of this project include:

- \$15K research design, set up and testing
- Survey platform
- Survey dissemination
- Analysis report
- Design and promotion

We are asking organisations to donate \$2,000 AUD towards the cost of the survey.

In return, supporters will receive:

- Input into the survey questions
- Acknowledgement as a key sponsor
- A full copy of the report
- Media and branding opportunity in promotional communications and materials of the report i.e. mentions in the press release and articles
- Invitations to any events associated with the discussion of the report i.e. conference speaking opportunities, panel discussions, roundtables etc.

Next Steps:

Please confirm your expression of interest in being involved in and funding the National Working Families Survey 2019 by **April 30th 2019**.

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