

Creating family friendly workplaces of the future



Supporting men and women to manage their work and family commitments is not only crucial to achieving gender equality and reducing gender-based discrimination and violence, but is a necessity in helping to develop and sustain healthy relationships at work and at home.

The benefits of being a family friendly workplace are well established, and many employers report that the rewards far outweigh the investment. Here's why creating family friendly workplaces is worth it:

1. Happier, more productive employees

Workplaces with policies that promote work-life balance, have a positive correlation to labour productivity and company performance, compared to those without.

In a [2016 EY study](#) of more than 1,500 employers, paid parental leave had a positive impact on over 80% of companies, with over 70% of companies reporting an increase in employee productivity.

2. Lower recruitment and training costs

The retention of talent, resulting in lower recruitment and training costs, is a key reason why employers choose to invest in paid family leave, return-to-work programs and flexible work options. In many instances, progressive employers recognise that it's more cost-effective and beneficial to morale to offer parental leave or flexible working solutions than it is to lose employees.

3. Attract the best

Finding the best talent to join your business is challenging in a labour-tight market. However, family friendly workplace policies are an increasingly relevant differentiator for employers. A 2016 survey by Deloitte found that 77% of employees said that the amount of paid parental leave offered by employers had some influence on their choice to work for one employer over another.

4. Improve Gender Equality

When parental leave policies encourage and allow men to take on more caregiving at home, employers can also benefit from a corresponding increase in women's participation at work.

“ **What companies need to understand is that investing in their people with progressive and innovative human resource initiatives has incredible long-term commercial return on investment for the business. To me, it's very simple.** ”

Michael Kim
Head of HR APAC, Spotify

Checklist – help make your workplace more family-friendly

How to support your working parents to balance work and carer responsibilities

- ☐ Simplify your flexible working and parental leave policies, making them easier to read, understand and apply.
- ☐ Ensure policies are linked as a pillar as part of your organisation's gender equality strategy.
- ☐ Be adaptive; design roles that can accommodate future flexibility when needed.
- ☐ Consider making your organisation's parental leave policies more flexible in terms of how the leave is accessed, as opposed to blocks of leave only.
- ☐ Challenge 'primary' versus 'secondary' carer definitions, and instead create one all-inclusive parental leave policy / family benefit that applies equally to mothers and fathers - including same sex couples.
- ☐ Develop a culture that encourages the uptake of policies among men. Identify informal blocks or stigmas that obstruct uptake and work to remove them. Train managers to adequately support integration.
- ☐ Consult and educate employees and leaders to utilise the organisation's internal knowledge, resources and policies.
- ☐ Implement return to work programs that support parents re-entering the workforce, to balance work and family and to help eliminate any potential pregnancy or carer discrimination.
- ☐ Monitor and evaluate the use and effectiveness of your family friendly initiatives and policies to ensure they are being used by both men and women.
- ☐ Promote your organisation as a family-friendly employer. Normalise taking leave as part of your workplace culture by sharing examples and success stories.



Case Study - Spotify & Parental Leave

- Introduced 6 months paid parental leave at full pay plus another additional month of paid leave to accommodate a gradual re-entry.
- No 'primary' and 'secondary' carer labels.
- Leave can be split and used at separate periods.
- Accessible until the child is 3 years old.
- A large percentage of their workforce are millennials – a group that have high values around work life balance and expect high standards from their employer than any generation before them.
- In the first 6 months of the policy, out of the 29 employees in the US who used the benefit, 90% were male.
- 20,000 job applications / month following Spotify's global introduction of generous paid parental leave policy – a very large spike on what the company had previously received.

“ **Our brand really generates a demand of talent, which is great, but when we launched the parental leave program there was this big spike in interest – and this has never really come down.** ”

Michael Kim
Head of HR APAC,
Spotify