

ATTRACT the best talent to your organisation

Generation F have the same expectations as men when job seeking

- Both women and men identify good pay and bonuses as the most important factor when job seeking.
- Over 80% of all job seekers also consider job security, supportive bosses, good relationships with colleagues and job satisfaction to be extremely important.

Household and caring duties hinder Generation F's workplace participation

- Nearly a third of women state that if their partners were to carry out a greater share of domestic duties, they would be more likely to work more hours in paid employment.
- Nearly half of women with young children aged under thirteen years currently working part-time claim they would work more hours in paid employment if they had greater access to child-care facilities.
- All employees' priorities are shifting away from their careers and more towards their families. This trend is occurring across the board.

Generation F are as ambitious as men

- Both women and men most commonly want to move into a job involving more responsibility.
- Almost 20% of women indicate that they intend to leave their jobs to start up their own business in the next few years, while only 14% of women plan to leave the workforce to have children.

TIPS FOR BUSINESS

- Analyse your organisation's recruitment processes and assess whether you are receiving applications from a diverse pool of candidates, including female applicants.
- Analyse any roles that can potentially be done part-time or as a job-share and advertise these roles as such when recruiting.
- Ensure that there is transparency and accountability in the recruitment process across your organisation, for which management is accountable.
- Ensure that all members of recruitment panels - including those sourced externally - are informed about and sensitive to matters of equal opportunity and diversity.
- When recruiting, consider the suite of working conditions that attract job seekers. Are flexible working conditions genuinely available? Are you offering a competitive salary?
- Be prepared to provide a workplace that accommodates differences in terms of employee needs and values (eg. child-care, same-sex benefits, job-sharing, flexibility).
- Avoid making exclusionary assumptions about the suitability of job applicants based on their gender, age, educational background or life situation.
- Communicate with job applicants and commencing staff about their career goals and aspirations.
- Ensure that female and male employees have equal access to training and development opportunities that will develop their skills further in line with their individual goals.
- Gender imbalances should not occur at any level of any workplace. Analyse the number of women present at senior levels of your organisation and check if there is any noticeable change in the gender balance at different levels or in different departments.

