

## **HASSELL leads the way in attracting and retaining Generation F through family friendly practices**

Equal Opportunity for Women in the Workplace Agency (EOWA) recognises HASSELL as an organisation playing an instrumental role in the cultural shift aimed at addressing the work-life balance, having facilitated initiatives aimed at attracting, engaging and retaining the vital group of staff known as 'Generation F'.

Research commissioned by EOWA identified Generation F as all women in the Australian labour force aged between 16 and 65 years and a group that is 'overlooked, underused and an untapped source of talent in the current labour market'.

The EOWA report used qualitative and quantitative research which included case studies to provide real examples of how five different companies tackled the issue of retaining women throughout all stages of their changing family. HASSELL, American Express and Deutsche Bank were among the companies selected.

HASSELL pays a high regard to its female employees and the contribution they add to an industry that is still heavily dominated by men. To demonstrate this, employees who are the primary care giver receive \$45 for each day they work in the first year following their return from parental leave. This allows women, if they choose, to return to work earlier than they otherwise would have been able.

In addition to this, HASSELL offers six weeks' paid parental leave as well as giving new parents the ability to work flexible hours upon returning to work. Whilst the daily payment is designed to cover childcare costs, employees receiving the benefit can use it in other ways and are not required to disclose how they spend it.

New parents face many pressures in juggling work and family life, and therefore have new expectations as to what employers should offer. One chief expectation is for employers to offer understanding of the difficulties, including financial, that many families experience after the birth of a child.

According to Anna McPhee, EOWA Director, 'There is a clear discrepancy in what women want and expect from a role and a workplace and what they are experiencing in reality.'

'Gender biases and old school attitudes are preventing Generation F's full participation in the workforce. If women's ambition and career plans are recognised and supported they can make a major impact on Australia's productivity at a time when it is widely recognised that we need more hands on deck' McPhee said.

Practical yet creative and innovative responses to the increasing pressure being placed on working women are the way of the future and HASSELL is proud to be leading the way.

-ENDS-