



media release

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Generation F: Attract, Engage, Retain **Key Findings**

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.
- Women are likely to consider additional factors such as the promotion and support of women, flexible working conditions, women in senior positions and the provision of paid maternity leave to be significant.

Household and caring duties hinder Generation F's workplace participation

- More than half of women say their partner or spouse does less of the unpaid domestic and caring work at home.
- 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 who are currently working part-time claim they would work more hours in paid employment if they had greater access to child-care facilities.

Generation F are as ambitious as men

- Both women and men most commonly want to move into a job involving more responsibility.
- Plans to move into roles demanding less responsibility are shared by women and men in similar proportions.
- 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.

Gender equality has yet to be achieved in Australian workplaces

- Nearly one quarter of women and men do not believe that women are treated equally to men in their workplace.
- Nearly half of all employees believe that a boys' club exists within their organisation.
- More than half of both women and men agree that promotions and job opportunities are not always awarded on merit.
- Nearly 40% of women and 30% of men say that men in their workplace progress and are promoted more quickly than women.

Organisations need to do more to retain Generation F

- Two of the five most common reasons for women to leave their previous job were a difficulty in progressing and a lack of clear career development.
- Desire for a higher salary motivated more than 16% of women to leave their last job.
- Nearly one in ten women left their last job as a result of bullying and harassment.



Australian Government

Equal Opportunity for
Women in the Workplace Agency

Flexibility is the key to staff retention

- 17% of women believe their workplace offers no flexibility whatsoever.
- 12% of women were motivated to resign from their previous job in search of greater work/life balance. 10% resigned because they sought a more flexible role.
- Approximately half of women feel that part-time work and flexible start and finish times should be made more accessible in their workplace.
- More than 60% of women want their current employer to improve the provision of time in lieu and flexible rostering.