

Leading retailers reward skill and effort.

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Identifying and rewarding skill and effort plays an important part in building a good workplace, and in attracting and keeping good staff.

Monetary rewards take the form of over-award payments (either in workplace agreements or informally); payment in accordance with awards that pay more highly; end of quarter/season/year bonuses; bonuses when sales targets are reached; generous allowances; and/or competitions between particular stores or teams.

Retailers show particular imagination in developing non-monetary rewards. From the traditional shop discounts and meals, to share packages, extra time off, funded social events, education sponsorship, and book/CD vouchers.

Australian retailers offer rewards that are both monetary and non-monetary.

Australian stories

Thirty one per cent of Australian retailers thought staff left their business because they wanted higher pay.

Calstores pays staff in accordance with motor trades awards – a higher rate than retail awards.

McDonald's has a card that entitles staff to discounts at a range of retail outlets popular with its young customer service staff.

“ Some of our initiatives have included yoga classes and we are always looking for something new. Some of these ideas have included gym memberships and having a day off on the anniversary of commencement with us. ”

Manager, Esprit

International comparisons

Zane's Bicycles, the largest bike shop in Connecticut, has a bright yellow new VW Beetle logoed at the front of its main shop. From the owner: "Speaking of fun and staff retention, why not offer the cool new beetle to a different staff member each week? Every week we drew names out of a hat to determine the order of use. My staff were beside themselves. We logged 15 000 miles...conducted the business for a whole summer without losing an employee – not to mention the free advertising" (Arthur Andersen Retailing Issues Letter).