

EMPLOYER GUIDE

National Work + Family Standards Recognising Family Friendly Workplaces



The future
of work is
family friendly.

Introducing Family Friendly Workplaces

National Work + Family Standards have been developed to provide employers with a benchmark of best practice guidelines that support workplaces and employees in alignment of work, caring and wellbeing needs. The Family Friendly Workplaces recognition framework benchmarks organisations against the standards and certifies employers as a Family Inclusive Workplace™.

Check out our website for MORE
familyfriendlyworkplaces.com



What is a family friendly workplace?

Family Friendly Workplaces strive to reduce the tension that exists between work and family by embedding and promoting policies and practices that genuinely support employees to thrive at work and at home.

Family Friendly policies contribute to:

- Improved wellbeing outcomes for employees, their children and other loved ones they care for
- Greater workforce participation of those with caring responsibilities
- Reduced carer related discrimination
- Enhanced workplace productivity and engagement
- Improved gender equality outcomes
- A safe and inclusive workplace culture



Family Friendly policies are defined as those that “positively impact an employee’s ability to reconcile work and family life commitments”.

UNICEF



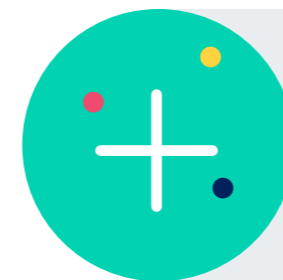
How family friendly is your workplace?

Family Friendly Workplaces take a structured approach to enable Family Friendly Workplace culture, through:

- Organisation policies and practices supporting family, career and wellbeing needs of employees
- HR measuring the utilisation and effectiveness of family, career and wellbeing policies and practices
- Managers supporting the intent of policies and practices, and enabling a Family Friendly Workplace culture
- Employees being provided with the tools and empowerment to combine their work and family life commitments

Benefits of being a family friendly workplace

The benefits to the organisation, the workplace and wider community are far-reaching.



Improvement in productivity and engagement

Enabling greater flexibility and capacity to effectively combine work and family life commitments.



Elevation of your employer brand

Reputation as a family friendly organisation enhances ability to attract and retain talent.



Increased diversity, inclusion and equality outcomes

Reducing the barriers that prevent inclusion improves workforce participation and engagement.



Improved health and wellbeing outcomes

Increasing the ability to thrive at work and at home by reducing work life tension.

About the initiative

A global campaign for change

In July 2019, UNICEF launched new evidence and recommendations to advance family friendly workplaces. This is now an imperative as governments, businesses and communities respond to the impact of COVID 19 on work and family life.

UNICEF Australia and Parents At Work, alongside over 23 sponsoring and strategic partners, have come together to:

1

Develop a set of National Work + Family Standards and a recognition program encouraging employers to invest in creating a family friendly workplace culture – achieved through best practice policies and practices that support employees to combine work and family life commitments more readily.

2

Recognise organisations as Family Friendly Workplaces via a benchmark criteria of best practice family workplace policies and practices through a process designed to certify organisations as a Family Inclusive Workplace™.

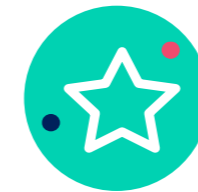
3

Encourage the continuous improvement and development of the work + family standards to deliver greater equality, inclusivity and wellbeing outcomes for employees, their families and organisations.

Why be certified?

Certification provides employers with a benchmark of best practice guidelines and a work and family action plan to embed a family friendly workplace culture

The specific benefits of achieving recognition as a Family Inclusive Workplace™ include:



Be Recognised

Certified employers receive a recognition badge identifying your organisation as a Family Inclusive Workplace™



Be Benchmarked

Compare your policies and practices against endorsed national standards and other employers



Be Inclusive

Create a workplace culture that enables all employees to combine work and family responsibilities



Be an Employer of Choice

Enhance your employee value proposition, attract and retain talent and improve gender equality



Be a Thriving Workplace


Enhance employee wellbeing, productivity and engagement by reducing work life tension




How does **your** organisation become certified?

Employers can apply to be recognised as a Family Inclusive Workplace™ through a certification framework that benchmarks organisations against the National Work + Family Standards.

The National Work + Family Standards are represented across the following categories: Flexible Work; Parental Leave; Leadership Culture, Family Care and Family Wellbeing that enable a family-friendly workplace culture.



Flexible Work
Embedded support for flexible work practices to enable employees to combine work and family responsibilities



Parental Leave
Embedded support for parental leave transition that is gender and family inclusive




Leadership Culture
Leaders of the organisation are enabled to embed a family-friendly workplace culture



Family Care
Embedded support for employees when caring for their family



Family Wellbeing
Embedded support to promote wellbeing of employees and their families



Measurement
Measurement enables assessment and amendment of organisational strategy, policies and practices to sustain this workplace culture



About Us



Parents At Work and UNICEF Australia have united, alongside business and community leaders and policy experts to create Family Friendly Workplaces by introducing a set of national work and family standards and recognition framework.



Parents At Work is a membership-based organisation providing work and family education and policy advisory services. UNICEF Australia is the United Nations Children's Fund, a leading global humanitarian and development agency that works to uphold the rights of every child.

OUR FOUNDING PARTNERS

We thank all our founding partners for supporting this initiative from the start, helping to create a solid foundation to carry the Family Friendly Workplaces initiative into the future of work.

3 Simple Steps to Becoming Family Friendly Workplaces



1

Complete Survey:

We work with you to ensure you have the key family-friendly policies and practices in place as benchmarked against the National Work + Family standards and minimum criteria.



2

Review Report:

We produce a report with insights & recommendations for you by a specialist Family Friendly Workplaces assessor. Your report debrief reviews the effectiveness of current policies and practices based on the benchmarks.



3

Develop Action Plan:

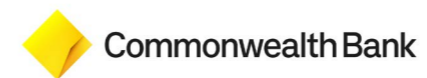
Your organisation determines the areas it will focus on through an endorsed Work + Family Action Plan recognising you as a family inclusive employer. You receive a certification badge and Employer Brand toolkit.

The future of work is family friendly.



This is a community of organisations united in driving a **global change** to create family friendly workplaces

FOUNDING PARTNERS



SUPPORTING SPONSORS



Did you know...

There is a compelling economic and social argument that investing in a family-friendly workplace culture is good for employees, businesses, and the wider economy.



The future of work is family friendly.



FIND OUT MORE

The National Work + Family Standards have been developed in line with best practice research with input from strategic partners, diversity and inclusion, family wellbeing and other policy experts. Find out more about the Standards, recognition framework and certification process at www.familyfriendlyworkplaces.com

CONTACT:

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familyfriendlyworkplaces.com