



JOBS FOR MUMS



How to be Family Friendly: A Guide for Employers

WWW.JOBSFORMUMS.CO.NZ

ABOUT US



WHO WE ARE, WHAT WE DO

Jobs for Mums is a social enterprise dedicated to driving better outcomes for both families and businesses. Through our platform, we connect talented individuals with forward-thinking employers offering flexible and family-friendly work.

Our mission is centered on breaking down employment barriers for parents and caregivers at work, whilst unlocking a diverse and talented workforce for employers.

We believe the key to a thriving workforce lies in creating a work environment that is family-friendly.

This guide is here to provide practical toolkit for employers to deliver both family-friendly policies whilst also achieving business growth



INTRODUCTION & CONTENT



INTRODUCTION

In today's ever-evolving work landscape, prioritising family-friendly employment practices is crucial for employers seeking to attract and retain top talent.

Understanding and addressing the needs of all employees, especially those employees with families plays a pivotal role in cultivating a positive and inclusive workplace culture.

Our comprehensive guide provides employers with invaluable insights and actionable strategies to create an inclusive environment where work-life integration thrives, without compromising business growth and meeting your organization's needs

From answering challenging questions to implementing flexible schedules and supportive policies, this whitepaper empowers you to attract top talent, retain dedicated employees, and boost productivity. Don't miss out on the opportunity to build a vibrant and progressive workplace culture.

CONTENTS

3 - Introduction

5 - Our Values

7 - Our Code

8 - Fletcher Building

9 - Tupu Aotearoa

10 - Toolkit

27 - Conclusion

WHAT ARE FAMILY-FRIENDLY WORKPLACES AND WHY ARE THEY IMPORTANT?

In today's ever-evolving work landscape, prioritising family-friendly employment practices is crucial for employers seeking to attract and retain top talent.

Understanding and addressing the needs of all employees, especially those employees with families plays a pivotal role in cultivating a positive and inclusive workplace culture.

This document serves as a comprehensive guide for employers, offering valuable insights and research on the benefits of family-friendly employment practices and strategies to implement family-friendly policies in your workplace.

Family-friendly policies are defined as those that help workers balance their work and family lives. Evidence shows that investing in family-friendly workplaces is good for families, businesses, economies and societies at large. Family-friendly policies contribute to healthier, better-educated children, greater gender equality and sustainable growth. They are also linked to better workforce productivity and the ability to attract, motivate and retain employees.⁶

CHANGING TIMES

opportunities, enabling them to contribute their unique talents and expertise to the workforce. Through our platform and support services, we aim to empower underrepresented individuals by providing them with the resources, guidance, and community they need to succeed in their professional pursuits.

At Jobs for Mums, we are dedicated to challenging the status quo and reshaping the way society views motherhood and career progression. We believe that parents and caregivers possess incredible resilience, multitasking abilities, and problem-solving skills that make them invaluable assets in the workplace. Our mission is to advocate for the recognition and inclusion of parents in particular mothers in the workforce, promoting equal opportunities and work-life balance.

We are committed to fostering an inclusive and supportive environment where both parents can thrive, grow, and achieve their career goals. Through our partnerships with employers, government agencies, and support organisations, we strive to create a network that facilitates the success for our community.



OUR VALUES

INTEGRITY & PROFESSIONALISM

We act with honesty, integrity, and transparency in all our interactions. We maintain confidentiality and respect the privacy of our clients and colleagues. We adhere to the highest professional standards and comply with all applicable laws and regulations.



WORK-LIFE BALANCE AND WELL-BEING

We recognize that our employees have lives outside of work and support them in achieving a healthy work-life balance. We prioritise the well-being and mental health of our team members, encouraging open communication and providing resources for support.

WE TAKE THE LONG VIEW

We aim to build long-term relationships with our employees, clients, and partners based on trust, mutual respect, and shared success. We value the collective effort, intelligence, and contributions of our team members and appreciate their dedication to our mission.

RESPECT AND INCLUSION

We treat each other, clients, and partners with respect, dignity, and fairness, regardless of their background, race, gender, age, religion, sexual orientation, or disability. We create an inclusive and welcoming environment that values diversity and promotes equal opportunities for all.



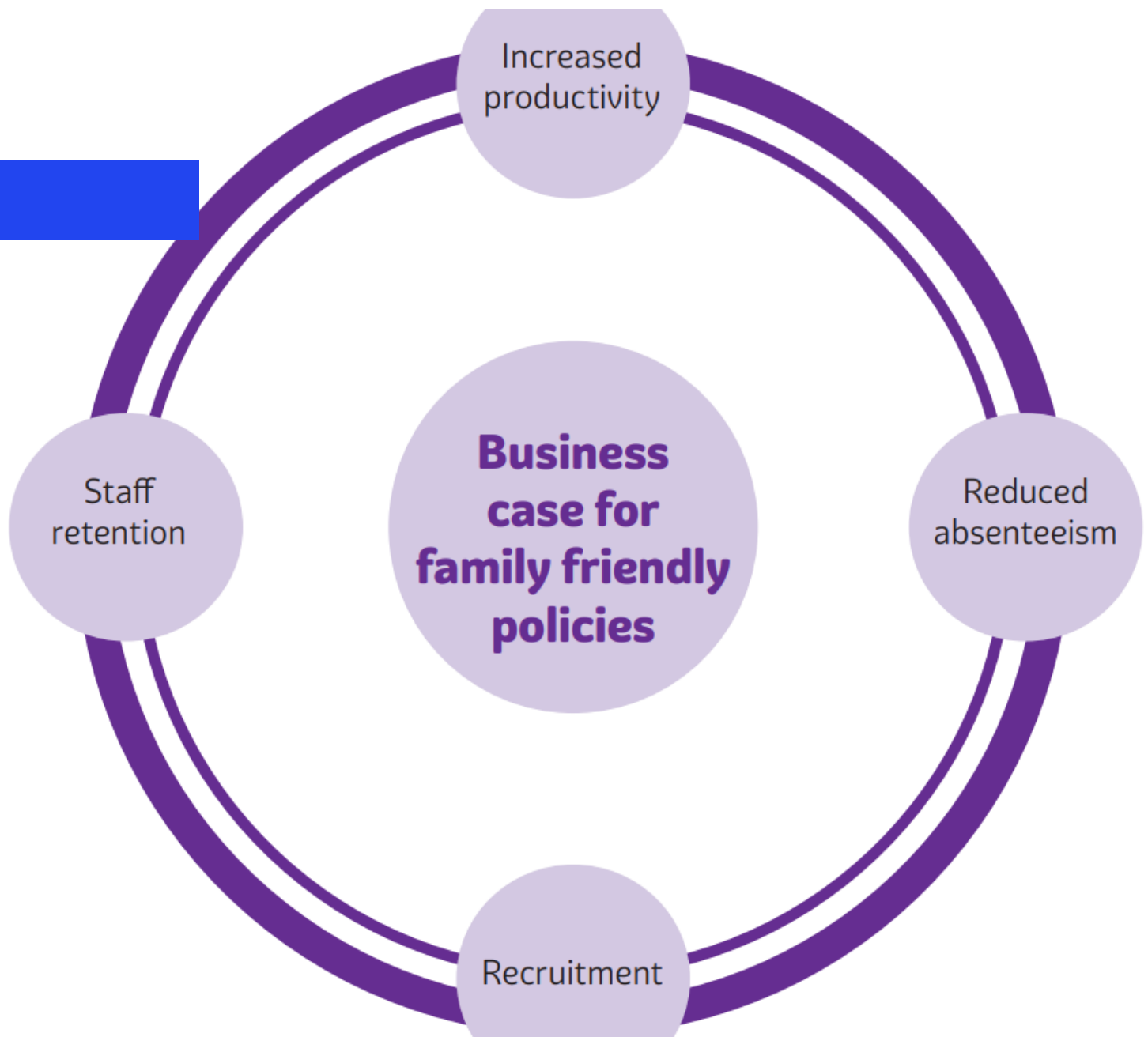
OUR VALUES

WE LEAD BY EXAMPLE

We lead by example, demonstrating our commitment to our values in our actions and decisions. We inspire others and strive to be a role model for workplaces, showcasing the possibilities of creating an inclusive and supportive environment.

WE BREAK DOWN BARRIERS

We believe nothing great is ever achieved by doing things the way they have always been done. We have the courage to challenge the status quo to shape a better future for all.





ADDRESSING THE CHALLENGES

Jobs for Mums acknowledges that some employers may have concerns regarding the implications of family-friendly practices for their businesses. Common questions include the following:

- Is our company too small?
- Will non-parent employees feel discriminated against?
- How can we manage performance and meet client expectations?
- How can we afford to implement family-friendly policies?
- Can we provide fair access to development and promotion opportunities?

The purpose of this guide is to demonstrate that employers can create a family-

friendly environment that suits their business needs while benefiting their staff. The advantages far outweigh the costs. As outlined in the practical section of this guide, no company is too small or too large to adopt an approach that values employees as whole individuals and recognises that doing so can enhance performance and productivity.

It is important for each organization to customise their approach and strike a balance that aligns with their specific requirements. For instance, while not all organisations can facilitate remote work, they can introduce flexibility in start and finish times. By doing so, they benefit all employees, not just those with dependent children. The key is to create a culture that values the well-being of staff and acknowledges the diverse needs of individuals within the organisation.



Fletcher Building

Jobs for Mums offers Fletcher Building

Introduction:

In today's evolving workplace landscape, the concept of family-friendly employment has gained significant importance. Fletcher Building, a prominent construction and building materials company in New Zealand, has emerged as a trailblazer in fostering a family-friendly work environment. This case study explores Fletcher Building's initiatives and practices that demonstrate their commitment to supporting employees in achieving a healthy work-life balance.

Fletcher Building recognizes that employees with family responsibilities perform their best when they have the flexibility and support to manage both personal and professional commitments. They understand the significance of creating an inclusive workplace culture that accommodates the needs of working parents.

Flexible Work Arrangements:

Fletcher Building champions flexible work arrangements to enable employees to balance their family responsibilities effectively. They offer various options such as remote work, flexible hours, compressed workweeks, and job-sharing opportunities. These arrangements empower employees to adapt their work schedules to fit their family needs, enhancing their overall job satisfaction and productivity.

Conclusion:

Fletcher Building sets a remarkable example as a leader in family-friendly employment practices. Their comprehensive approach, encompassing flexible work arrangements, parental leave policies, childcare support, and employee assistance programs, demonstrates their commitment to nurturing a healthy work-life balance.



Tupu Aotearoa

Jobs for Mums offers Tupu Aotearoa

Our communities flourish when Pacific people have access to work or learning opportunities.

We want to ensure Pacific people have the right tools, education, training and employment opportunities to succeed

Tupu Aotearoa connects Pacific people with local providers who will support you to access work or learning opportunities on your journey to employment, further training or study.

Tupu Aotearoa contributes to the Ministry for Pacific People's Lalanga Fou Goal: Confident, thriving and resilient Pacific young people.

Hear more about Tupu Aotearoa and how it can support you in this 3-minute video:



Connecting Whānau with Flexibility and Growth

As a Principal Partner of Jobs for Mums, we are committed to creating an inclusive workplace where every person, regardless of their background or circumstances, can bring their whole selves to work. We understand the importance of work-life balance and are proud to provide flexible options where we can, depending on the role, that allow parents, caregivers, and families to thrive both inside and outside of work.

We believe in empowering all our employees to achieve work-life balance and thrive both personally and professionally.

TOOKLIT



USING THE TOOLKIT

This toolkit is designed to assist you in implementing family-friendly policies within your company. We recommend that you follow the toolkit step by step, whether you are working individually or as part of an HR team. It is important to revisit the toolkit periodically, as your capacity and the needs of your staff may evolve over time.

The policies and culture you establish now should continue to grow and adapt. Each step provides guidance notes, relevant questions, and key actions to take. As you go through the eight steps, update the checklist at the beginning of the toolkit to monitor your progress effectively.

7 STEPS TO FAMILY-FRIENDLY EMPLOYMENT

Step 1: if needed, create a business case and secure buy-in

Step 2: Know your legal responsibilities

Step 3: Offer flexibility that meets staff and business needs

Step 4: Develop an understanding of workplace culture

Step 5: Ensure equality of opportunity

Step 6: Proactively communicate with staff

Step 7: Promote your organisation's family friendly credentials

Step 8: Diversify your recruitment channels to find diverse and skilled candidates

Enjoy the benefits!

TOOLKIT

STEPS	PROGRESS	DATE COMPLETED
<p>Step 1: If necessary, create a business case and secure buy-in</p> <ul style="list-style-type: none"> • Audit current arrangements using this toolkit • Consult with staff • Prepare your business case • Present it to senior staff • Agree key actions and a timeline for completion. 		
<p>Step 2: Know your legal responsibilities</p> <ul style="list-style-type: none"> • Document the legal responsibilities you have towards staff, for example, in a staff handbook • Identify the staff responsible for ensuring and monitoring adherence • Ensure that they have access to any information and training they require 		
<p>Step 3: Offer flexibility that meets staff and business needs</p> <ul style="list-style-type: none"> • Document the flexible working policies you may consider and communicate these to staff • Have a process for requesting flexible working. • Consider each request with a supportive and facilitative approach aiming to secure the best outcome for staff and for the organisation • Learn from each experience, and from other organisations, to enhance your approach – be creative! 		
<p>Step 4: Develop an understanding workplace culture</p> <ul style="list-style-type: none"> • Incorporate well-being, work-life balance and flexible working into staff supervision and support • Adopt a policy that meetings should, where possible, be scheduled for core hours • Ensure language used in the workplace is respectful and positive towards flexible working • Implement regular training for line managers 		

TOOLKIT

STEPS	PROGRESS	DATE COMPLETED
Step 5: Ensure equality of opportunity <ul style="list-style-type: none"> • When recruiting for a position proactively consider how flexible working arrangements could be accommodated • Promote your flexible working in job advertisements, internally and externally • Ensure that internal and external communications, whether formal or informal, are respectful and appreciative of staff who have flexible working arrangements and build this into staff training 		
Step 6: Proactively communicate with staff <ul style="list-style-type: none"> • Use a range of methods to communicate and promote your policies to staff on a regular basis <ul style="list-style-type: none"> • Talk to staff and find out more about what they would value 		
Step 7: Promote your organisation's family-friendly credentials <ul style="list-style-type: none"> • Use a range of marketing methods to advertise your benefits. Jobs for Mums can help you with finding the right people and employer branding! 		

STEP 1: CREATE A BUSINESS CASE AND SECURE BUY IN FOR YOUR ACTION PLAN



STEP 1: CREATE A BUSINESS CASE AND SECURE BUY IN FOR YOUR ACTION PLAN

To become a family-friendly employer, securing buy-in across your organization is vital. Constructing a strong business case will help garner support, including from senior management or the board of directors.

Conduct an internal audit and self-assessment to determine your organization's current family-friendliness using the provided toolkit. Identify gaps, strengths to build upon, and challenges to overcome.

Develop an action plan with milestones to track progress. While immediate implementation of all desired policies may not be feasible, starting with a culture that values staff needs is crucial. Regularly revisit and adapt your business case and action plan as your organisation and workforce evolve.

By taking these steps, you can create an inclusive and supportive work environment that benefits both employees and your business.

ASK YOURSELF



- What can we implement family friendly policies?
- What is the anticipated cost of doing so?
- What staff will be required?
- What benefits do we hope to achieve for our people and business?
- What challenges will we need to overcome?
- How can we ensure a positive impact on clients and broader work plans?
- Do we need to get help or seek advice?

ACTIONS



1. Audit your current arrangements using this toolkit.
2. Consult with staff
3. Prepare your business case
4. Present this to senior staff
5. Agree on key actions along with a timeline and regular milestones.

STEP 2: KNOW YOUR LEGAL RESPONSIBILITIES



STEP 2: KNOW YOUR LEGAL RESPONSIBILITIES

Employers have legal responsibilities towards their staff, and it is crucial to be aware of these obligations and maintain a record to ensure eligible employees can benefit from them. Some of these responsibilities include, but are not limited to

- Statutory maternity leave and pay
- Protection against unfair treatment, discrimination, and dismissal for pregnant employees
- Shared parental leave and pay
- Adoption leave and pay
- Paternity leave and pay
- Unpaid parental leave
- Right for employees to request flexible working.

For more comprehensive information on employment rights for expectant and working parents, refer to the factsheets available on the Jobs for Mums website: www.jobsformums.co.nz. These resources will provide further guidance and support regarding legal obligations and entitlements.

ASK YOURSELF



Do we have a record of our statutory responsibilities towards staff?

- Are those staff who are responsible for these able to access information and training?
- Are we monitoring adherence to these?

ACTIONS



1. Document the statutory responsibilities you have towards staff, for example, in a staff handbook.
2. Identify the staff member or team who are responsible for ensuring and monitoring adherence.
3. Ensure that these staff have access to any information and training they require

STEP 3: OFFER FLEXIBILITY THAT MEETS STAFF AND BUSINESS NEEDS

STEP 3: OFFER FLEXIBILITY THAT MEETS STAFF AND BUSINESS NEEDS

In addition to meeting statutory obligations, offering workplace flexibility is beneficial for both staff and the business. This can include formal flexible working options or short-term flexibility when needed, such as during school holidays for working parents. While your organization's capacity may evolve over time, you can gradually develop a range of flexible options that benefit all staff, not just parents or caregivers.

EXAMPLES OF FORMAL FLEXIBLE WORKING OPTIONS INCLUDE:

Part-time working: agree hours that suit business needs and the employee whether this is shorter hours each day or fewer days each week.

Work from home: facilitates workers to spend all or part of the week working from home. Practically, you could allow meetings to be held using Zoom. For some employees, working from home could be for part of a working day, for example, allowing staff to leave the office for the school run and then to work at home in the evening.

Flexi-time: gives employees the freedom to choose their actual working hours, usually outside certain agreed core times. This means that employees can vary their start and finish times each day at work.

Term time working: allows an employee to only work during school term time.

Compressed working hours: allow employees to work their total number of contracted hours over a shorter number of days.

Annualised hours: employees work on an annualised hours basis with contracted hours calculated over the year rather than per week.

Career break: employees can take time off work knowing they have a job to return to.

Job sharing: allows the responsibilities of one job to be shared by two or more employees.



STEP 3: OFFER FLEXIBILITY THAT MEETS STAFF AND BUSINESS NEEDS



This can help take the stress off working parents when an emergency situation arises or help plan in advance for parent-teacher meetings, sports days, or appointments. A little flexibility goes a long way.

If your company employs shift workers, providing flexibility in scheduling can be a valuable way to create a family-friendly environment. One effective approach is allowing individuals to choose hours that best suit their needs, particularly for solo parents or those who would benefit from consistent shifts. By offering consistent and predictable hours, employees can better manage their family responsibilities and plan their personal lives accordingly.

OTHER OPTIONS

Another option is to allow flexibility in using the policies available. Some parents may choose not to opt for a permanent flexible working pattern, but in some instances allowing staff to use the policies in place on a flexible, short-term basis can be beneficial. For example:

- Allowing parents to work from home when children are ill.
- Allowing the build-up of 'time off in lieu' (TOIL) to facilitate other commitments.
- Making flexi-time available during certain circumstances.
- Enabling annual leave days to be broken down into hours.
- Allowing staff to buy additional annual leave.

IMPORTANT CAVEATS

Business needs: Flexibility should be balanced with the operational requirements of the business. It is crucial to ensure that flexibility does not compromise productivity, customer service, or the smooth functioning of the organisation.

Clear communication: Open and transparent communication is vital to managing expectations and ensuring that both employers and employees have a shared understanding of flexible arrangements. Clear guidelines and policies should be established to avoid misunderstandings and conflicts.

STEP 3: OFFER FLEXIBILITY THAT MEETS STAFF AND BUSINESS NEEDS



Training and development:

Providing training and development opportunities for employees working in flexible arrangements or reduced hours is essential to ensure their continued growth and career progression. It is important to offer equal access to learning and development opportunities, regardless of working arrangements.

Policy review and adaptation:

Family-friendly policies and practices should be periodically reviewed and adapted to meet the evolving needs of the organisation and its employees. Regular evaluations can help identify areas for improvement and ensure ongoing relevance and effectiveness.

Fairness and consistency: It is important to ensure that decisions regarding flexible working arrangements are made objectively and without bias, treating all employees equitably.

REMEMBER

Equal opportunities is not about treating everyone the same, as it is often described. It is about treating everyone as an individual according to their needs, abilities and interests, so that everyone has an equal opportunity to reach their full potential.



STEP 3: OFFER FLEXIBILITY THAT MEETS STAFF AND BUSINESS NEEDS

Workload distribution: In a flexible work environment, it is crucial to distribute workloads fairly among all employees, regardless of their working arrangements. Ensuring that workloads are appropriately balanced can prevent burnout and maintain a cohesive team dynamic.

Managing abuse or misuse: Create clear guidelines and procedures that should be in place to ensure everyone is on the same page of what to expect.

By considering these caveats and addressing them proactively, employers can navigate the challenges associated with being a flexible, family-friendly workplace while ensuring a fair and productive work environment for all employees.



ASK YOURSELF



- What flexible working policies do you have already, and are there other options you could offer to staff either formally or on an ad hoc basis?
- Are staff open to talking to you about their needs, do they know that they can?
- What is stopping you from offering any of the flexible working options set out above?
- Can you be creative in addressing any barriers or obstacles?

ACTIONS



1. Document the flexible working policies you may consider and communicate these to staff, for example, in a staff handbook.
2. Put a process in place for staff to make a request for flexible working.
3. Consider each request with a supportive and facilitative approach, aiming to secure the best outcome for staff and for the organisation.
4. Learn from each experience, and from other organisations, to enhance your approach – be creative!

STEP 4: DEVELOP AN UNDERSTANDING APPROACH



STEP 4: DEVELOP AN UNDERSTANDING APPROACH

The true supportiveness of an employer is not solely determined by the number of written policies in place. While an organization may have an extensive policy framework, a poor workplace culture can hinder employees from feeling comfortable utilizing these policies.

Conversely, a smaller organization may not have the capacity to implement a wide range of formal flexible working policies but can foster a culture of flexibility that employees genuinely appreciate.

It is important to assess the level of support present in your workplace, including examining whether there is any stigma or negativity towards those who work flexibly, are on parental leave, or avail of flexible working arrangements.

Parents who opt for flexible working arrangements do so to balance their work and caregiving responsibilities. They often face daily challenges in coordinating their work commitments with school schedules, childcare needs, and potentially their partner's work schedule. This routine can be difficult to rearrange or adjust. Some specific challenges include:

- Scheduling meetings outside of regular working hours for employees on flexible arrangements.
- Managers imposing the same deadlines or workloads on both full-time and part-time staff.
- Regularly requiring work during anti-social hours for certain positions or roles.
- Insufficient advance notice for shift workers, making it challenging to plan childcare arrangements.



STEP 4: DEVELOP AN UNDERSTANDING APPROACH



Most often these situations occur simply because the arrangements are not considered from the perspective of staff who work to a more flexible pattern.

By acknowledging and addressing these challenges, organizations can foster a more supportive environment for employees who work flexible hours, helping to create a culture that respects and accommodates their unique circumstance

ASK YOURSELF



- Do you promote an approachable, open and honest environment, encouraging communication?
- Do you respect each employee's chosen work patterns?
- Have you trained your line managers in your policy and approach?
- Is the language used in your workplace respectful and positive regarding flexible working?

ACTIONS



1. Incorporate well-being and discussing flexible working requests into supervision and support of staff.
2. Facilitate proactive conversations with staff about their work-life balance and workload.
3. Adopt a policy that meetings should, where possible, be scheduled for core hours.
4. Ensure language used in the workplace is respectful and positive towards flexible working.
5. Implement regular training for line managers

STEP 5: ENSURE EQUALITY OF OPPORTUNITY

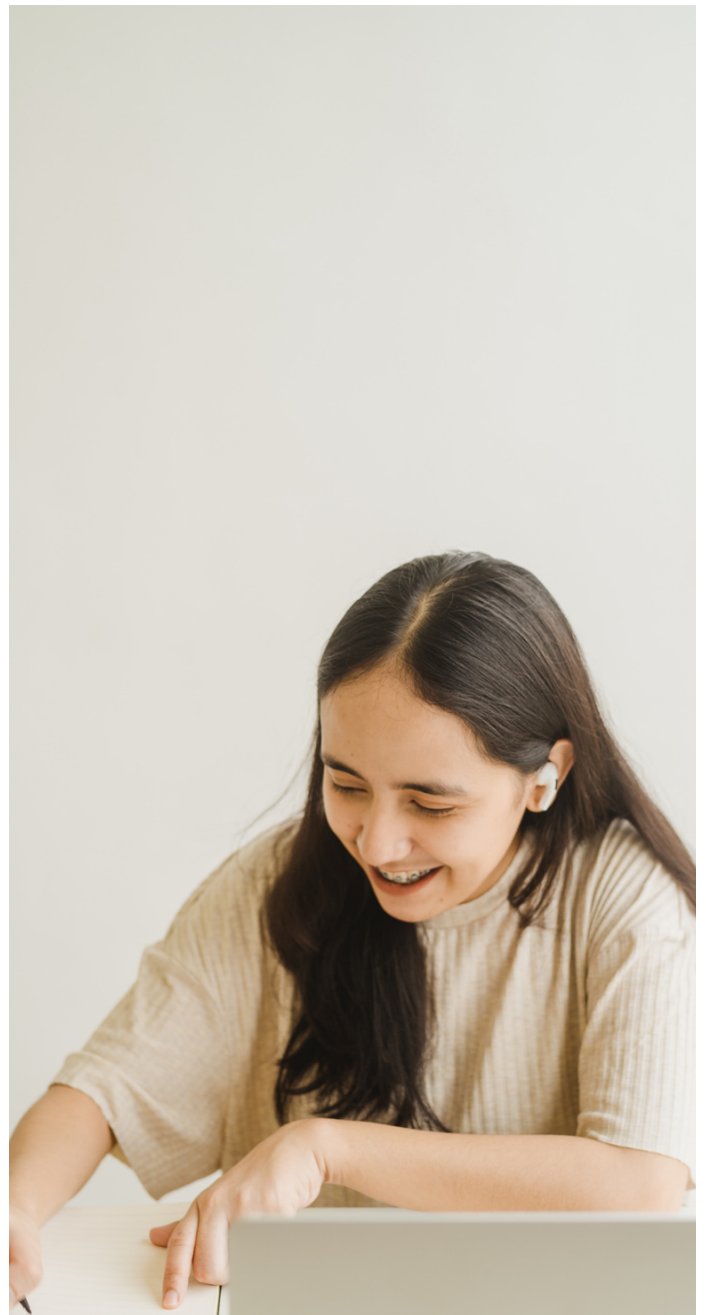


STEP 5: ENSURE EQUALITY OF OPPORTUNITY

According to research by Economic Policy Institute, it is evident that some parents who choose flexible work arrangements face negative consequences for their careers.

A common concern expressed by part-time workers is that they feel unfairly treated when it comes to promotion opportunities. Many believe that their decision to work part-time or have flexible hours has resulted in being overlooked for promotions, often due to a negative perception associated with part-time work.

Furthermore, the research reveals that parents who have children often feel undervalued compared to their full-time colleagues. They express a sense of being viewed as less committed to their jobs, leading to their exclusion from important business matters.



STEP 5: ENSURE EQUALITY OF OPPORTUNITY



This lack of involvement can impact their self-esteem and morale. It is crucial to recognize that these negative effects not only affect personal well-being but can also have implications for overall business performance and productivity.

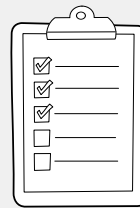
Understanding and addressing these challenges is essential for creating a supportive work environment that values the contributions of all employees, including those who work flexibly to fulfill their parental responsibilities.

ASK YOURSELF



- Do you encourage all staff to go for promotions and are senior roles open to employees with flexible working arrangements?
- Could you look at alternative ways of completing a role, such as home working or job share, which would attract a wider range of applicants?
- Do you show all employees that they are valued?

ACTIONS



1. When recruiting to a position proactively consider how flexible working arrangements could be accommodated.
2. Promote that you will consider requests for flexible working in job advertisements, internally and externally.
3. Ensure that internal and external communications, whether formal or informal, are respectful and appreciative of staff who have flexible working arrangements and build this into staff training.

STEP 6: PROACTIVELY COMMUNICATE WITH STAFF



STEP 6: PROACTIVELY COMMUNICATE WITH STAFF

Proactive and consistent communication with staff is crucial to ensure that all employees are aware of their entitlements, the process for requesting flexible working, and that there is no stigma associated with discussing their needs.

It is important to effectively communicate the benefits of flexible and family-friendly working, as well as the policies your organization has in place, to foster a culture of understanding.

This can be achieved through various channels such as;

- A staff intranet
- Newsletters,
- Leaflets
- Posters in staff areas
- Bring up during staff meetings.

By actively promoting and communicating these policies, you demonstrate that you value your employees and encourage their utilization.

In addition to sharing information, it is beneficial to seek input from your staff on

the benefits they would like to see and how you can support them in improving their work-life balance.



STEP 6: PROACTIVELY COMMUNICATE WITH STAFF

Providing employees with a voice and actively listening to their opinions can enhance job satisfaction and productivity.

As a first step, ensure that both new and existing employees are well-informed about company policies, statutory entitlements, and where they can find more information or request changes if necessary.

Alongside this, provide information on the advantages of a healthy work-life balance. When disseminating information, emphasize the importance of open communication, making it clear to employees who they can approach regarding their working options or available policies, such as an HR colleague or their line manager.

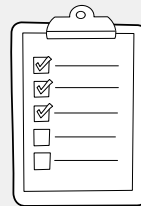


ASK YOURSELF



- Do you proactively provide information on your organisation's policies to all staff, new and existing?
- Is this information easily accessible and is the level of employee awareness high?
- Are there other ways you could be promoting and encouraging the use of these policies?

ACTIONS



1. Use a range of methods to communicate and promote your policies to staff on a regular basis.
2. Talk to staff and find out more about what they would value

STEP 7: PROMOTE YOUR ORGANISATION'S FAMILY-FRIENDLY CREDENTIALS



STEP 7: PROMOTE YOUR ORGANISATION'S FAMILY-FRIENDLY CREDENTIALS

Now that you have created a family-friendly workplace, it's important to celebrate and promote the advantages you offer. In today's competitive job market, recruitment is about more than just filling positions—it requires taking a long-term approach and showcasing the benefits of working for your organisation to potential candidates well ahead of time.

By effectively communicating these benefits, you can attract top talent who value work-life balance and appreciate the support provided to families. There are various strategies you can use to achieve this goal:

Promote your family-friendly credentials internally and externally: Utilise your website, newsletters, and other communication channels to highlight the openness and flexibility your organisation provides to staff. Emphasize the positive impact of your family-friendly policies and initiatives on work-life balance and employee well-being.

Incorporate family-friendly messaging in job applications: Clearly communicate your organisation's commitment to supporting employees' family needs and promoting work-life balance in job postings. Highlight the specific family-friendly benefits and policies that set your organisation apart. Craft job descriptions that are inclusive and welcoming to candidates with diverse family situations.

Consider leveraging the Jobs for Mums job site, which provides a convenient platform to showcase your organization's family-friendly initiatives to thousands of candidates every month.

Showcasing success stories: Share testimonials or case studies of employees who have benefited from your family-friendly policies. This can be done through internal communications or on your website to demonstrate real-life examples of how your organization supports and values its employees.

STEP 7: PROMOTE YOUR ORGANISATION'S FAMILY-FRIENDLY CREDENTIALS

Engage in industry events and networks:

Participate in conferences, forums, and networking events focused on family-friendly and flexible working practices. This allows you to showcase your organisation's commitment to creating a supportive work environment and connect with like-minded professionals and potential candidates.

Leverage the partnership with Jobs for Mums, an organisation dedicated to connecting job seekers with family-friendly companies. By partnering with Jobs for Mums, you can enhance your employer branding efforts and gain visibility among thousands of individuals actively seeking family-friendly employment opportunities.

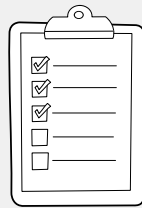


ASK YOURSELF



- What are we doing to promote our family-friendly credentials?
- Would a client or potential job applicant know about the work we are doing?

ACTIONS



1. Promote internally and externally: Use website, newsletters, and communication channels to highlight openness and flexibility.
2. Incorporate family-friendly messaging in job applications
3. Highlight unique family-friendly benefits and policies.
4. Share employee testimonials or case studies demonstrating support and appreciation.
5. Jobs for Mums partnership to advertise jobs and gain visibility among job seekers seeking family-friendly opportunities.

CONCLUSION



CONCLUSION

Employers have various approaches they can adopt to cultivate a family-friendly working culture in their organization. While some organizations may have a range of flexible working options to cater to the diverse needs of their staff, it is important to remember that even having a more understanding and approachable employer can greatly benefit employees.

Creating an environment that supports employees in achieving a work-life balance tailored to their individual circumstances relies not solely on the range of policies offered but also on the attitude of the employer and fellow team members.

In our extensive experience working with parents, it is not uncommon to encounter situations where family-friendly policies exist on paper but are not effectively implemented in practice. To truly foster a family-friendly culture, it goes beyond having policy documents; often, a little flexibility and understanding can make a significant difference.

We are here to assist you, and if you require further guidance on how to support your employees, please do not hesitate to contact us. For more information, please visit our website at www.jobsformums.co.nz.

THANK YOU

Contact Information:

Email: info@jobsformums.co.nz

Phone: 05 08 562746

Location: Auckland, New Zealand

Website: www.jobformums.co.nz

