



Launch of the National Working Families Survey 2024

Shaping a Family-Friendly Australia

[SYDNEY, February 19 2024] - In a major initiative to champion the needs of working parents and carers across Australia, Parents At Work is proud to announce the launch of the National Working Families Survey 2024. This pivotal survey runs from Monday, 19th February until midnight on Sunday, 17th March and invites the voices of working parents and carers to influence the development of inclusive workplace policies and practices, promoting a more family-friendly nation.

The 2024 survey seeks to build upon the foundations laid by the inaugural survey in 2019, which saw over 6,000 Australian parents and carers share their experiences. These insights led to the creation of the National Work + Family Standards and the Family Friendly Workplaces initiative, marking significant strides towards addressing work-life conflict and fostering gender equality in the workplace.

In the face of escalating cost of living pressures, the care economy crisis, and the competitive talent market, the 2024 Survey aims to provide critical data to inform policy makers, employers, and community groups. The survey will highlight the ongoing challenges working families face, including the need for gender-equal parental leave, normalisation of flexible work arrangements, and the implementation of supportive family policies.

Emma Walsh, CEO of Parents At Work and Family Friendly Workplaces says: "In 2019, 2 in 3 of working parents reported feeling too emotionally or physically drained when they got home from work to contribute to their family. 1 in 2 women and 1 in 3 men who were parenting or caring said they were under 'a lot' of stress or 'a great deal' of stress.

This national survey is the largest of its kind giving working families a voice about what matters to them. Post pandemic the landscape for Australian parents and carers has changed phenomenally, including greater access and government investment into paid parental leave and early childhood education and care. We want to know how much has changed for working families in the last five years."

Employers are being called upon to support the dissemination of the survey, demonstrating their commitment to addressing the challenges faced by their employees. By participating, organisations can gain valuable insights into the needs of Australian parents and carers, informing HR and wellbeing strategies that contribute to a healthier, more engaged workforce.

Georgie Dent, CEO of The Parenthood says: "Australian families deserve workplaces that don't just tolerate their caring responsibilities but actively support them. The National Working Families Survey 2024 presents us with a unique opportunity to take a snapshot of how workplaces are accommodating parents - or not. It will help reshape workplaces and ensure family-friendly practices are a given, not a goal. It's time to elevate the standards in workplaces for the sake of all Australian families."

The findings from the Survey, to be released in May to coincide with National Families Week, will offer a comprehensive overview of the progress made since 2019, the effects of the COVID-19 pandemic on working families, and the effectiveness of current policies. It represents a crucial step towards establishing a benchmark for family-friendly practices in Australian workplaces.

****FOR IMMEDIATE RELEASE****

Parents At Work, Family Friendly Workplaces and UNICEF Australia encourages all employers, community leaders, and government bodies to join in promoting the survey and to participate in the journey towards creating a supportive, inclusive, and family-friendly working environment across Australia.

For more information on the National Working Families Survey 2024, including how to participate or support the initiative, please visit www.nationalworkingfamiliesreport.org

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About Parents At Work

[Parents At Work](#) is a leading advocate for work-life balance and family-friendly workplace policies in Australia. Committed to improving the lives of working parents and carers, Parents At Work works collaboratively with businesses, community groups, and policymakers to foster environments that support the health and wellbeing of Australian families.

About Family Friendly Workplaces

[Family Friendly Workplaces](#), a joint initiative by Parents At Work and UNICEF Australia, encourages employers to adopt family-inclusive policies and has benchmarked and certified ASX 200 companies, government agencies and not-for-profits across 17 industry sectors on their family-inclusive policies progress including Deloitte, QBE, Karitane, Commonwealth Bank, Novartis, Randstad, ING, Macquarie Bank, AGL, Accenture, Medibank, APRA, HESTA, KPMG, Norton Rose Fulbright, ING, NBC Universal, Genea and Workday.

In 2022, UNICEF Australia and Parents At Work released [Bridging the work and family divide: Understanding the benefits of family friendly workplaces](#)¹, research outlining Australian workplace policy progress when it comes to supporting working families and to explain the benefits to both organisations and employees.

About UNICEF Australia

UNICEF operates in more than 190 countries in some of the world's toughest places to reach the most disadvantaged children. UNICEF Australia works with local partners to raise children's voices, defend their rights, and help them reach their potential at all stages of life, here and in neighbouring countries. We rely entirely on voluntary donations to provide lifesaving support; improve maternal and child health, education, and nutrition; and to respond to global emergencies such as the COVID-19 pandemic.

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