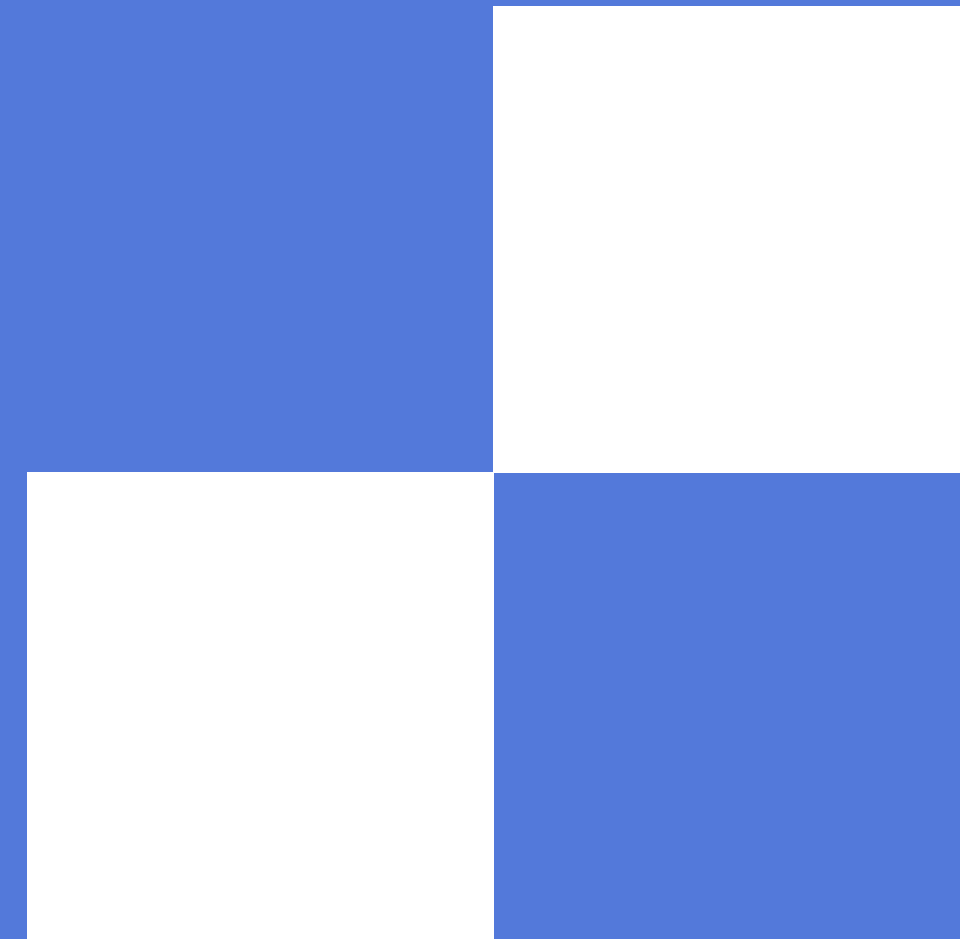


P

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PROJECT F

THE BUSINESS CASE FOR
EQUAL PARENTAL LEAVE



WHAT IS IT?

Equal parental leave is...
Paid Parental Leave (PPL)
that is given to all parents equally
and there are no primary or
secondary carer labels



WHAT IS IT?

"if we're serious about women's participation in the workforce then that means being serious about men having the opportunity to leave it, when they need to, just like women do."

Annabel Crabbe
Australian Journalist



THE CASE FOR

SOME OF THE COMPANIES IN AUSTRALIA
ALREADY OFFERING FULLY EQUAL PPL

Linktree*

Spotify®

Deloitte.

zendesk



Uber

QBE

Dovetail

SECURE
CODE
WARRIOR

Rest



Canva

vodafone

Hardie Grant

Goldman
Sachs

SWINBURNE UNIVERSITY
OF TECHNOLOGY

kasada

KONICA MINOLTA

ING



AVIVA

Unilever

TripActions®



Thinkmill

NORTON ROSE
FULBRIGHT



pwc



FENDER KATSALIDIS



PEXA

Baker
McKenzie.



BCG
Digital
Ventures

harrison.ai

THE CASE FOR

COMPETITIVE ADVANTAGE

A company with best practice parental leave is considered an 'employer of choice' by potential employees.



Most policies haven't moved with the times but those that have adopted equal PPL are seeing significant benefits to:

- Talent Attraction
- Talent Retention
- Gender Equality Measures



THE CASE FOR

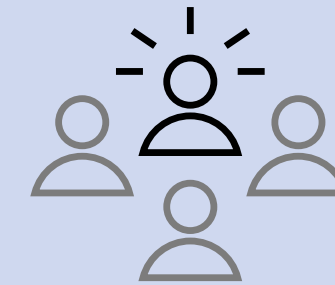
EMPLOYEE RETENTION



Providing paid leave and family-friendly workplace policies means lower rates of employee turnover, resulting in lower recruitment and training costs.



Studies show that first-time mothers who take paid leave are more likely than those who take unpaid leave or no leave, to return to the same employer.



1 in 4 parents and carers report that they had considered, or actively intended, leaving their job in the next 12 months due to difficulties combining their job with caring.

WHAT IS IT?



"Women will only have true equality when men share with them the responsibility of bringing up the next generation."

Justice Ruth Bader-Ginsberg

THE CASE FOR

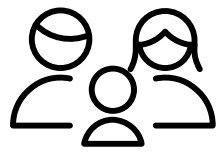
IT'S THE FASTEST SOCIETAL ACCELERATOR OF GENDER EQUALITY



Creating an equal parental leave system will encourage balanced child care roles, improving the Gender Pay Gap and providing truly equal opportunities.



Where parents are given the same amount of PPL no matter what gender they identify as employers will be less likely to discriminate against women based on the possibility of them becoming pregnant.



If Australia genuinely aspires to equal workforce participation by men and women at every level, then there is a clear imperative to ensure that both genders are equally enabled to share the caregiving role.

A growing body of research demonstrates a strong desire among fathers today to play a more **equitable** role in parenting

85%

of fathers say they would be “willing to do anything to be very involved in the early weeks and months of caring for their newly born or adopted child.”

60%

of men want more flexible working hours but there is a lack of senior support

x2

Men are twice as likely as women to have requests for flexible work denied

27%

of fathers and partners have reported experiencing discrimination related to parental leave and return to work, despite taking very short periods of leave

There's been "almost no change" in the number of men taking up flexible work since 2008.

95%

The result is that mothers take up 95% of the primary carers leave in Australia and go on to return to work part-time in large numbers. Australia has some of the highest part-time work rates for women of any developed country in the world.

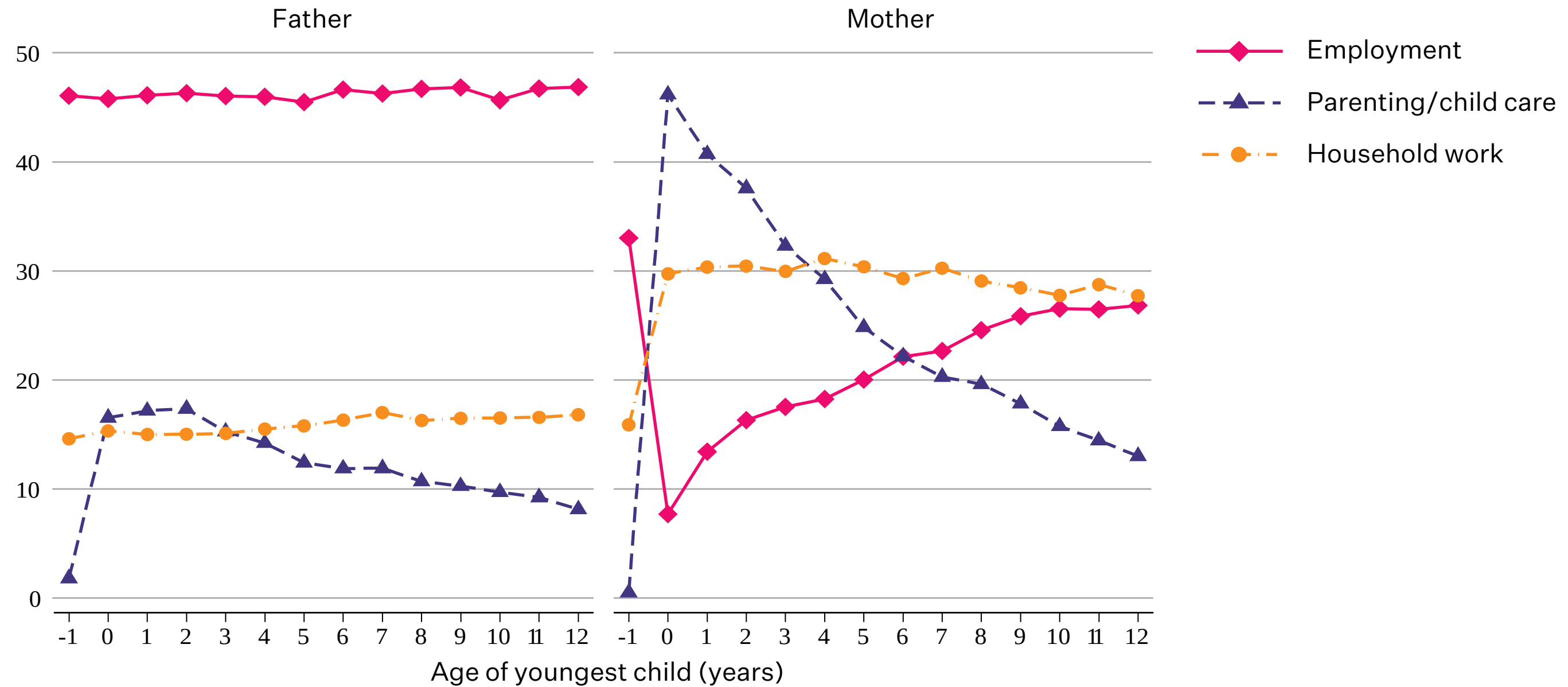
6 years

It takes most women an average of 6 years to scale their work hours back up after going part-time to care for young children and many never recover their earning potential.

THE CASE FOR

THE "MOTHERHOOD PENALTY"

Mother and father's time use up to and after the birth of the first child



Note: Age of youngest child - -1 is the year before the first birth
 Source: HILDA, pooled Waves 2-16
 Credit: Australian Institute of Family Studies 2019 (aifs.gov.au/copyright)

THE COST

CASE STUDY #1



"We believe the business cost was neutral. The outcome gives us significant competitive advantage in a way branding alone could not deliver and it reduces turnover."

Catherine McNair
Head of Diversity & Inclusion

QBE did its cost modelling based on men taking blocks of parental leave. Out of 33 men that they saw the uplift from, 18 took their leave flexibly (eg. a day a week). They did not see a drop in productivity in that during the time spent at work, these parents became more efficient (eg. delegating more, moving meetings from 60 to 30 minutes etc).

CASE STUDY #2



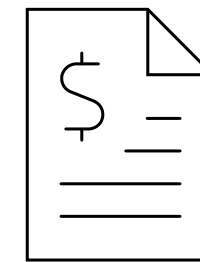
"We want to attract the best talent that's out there. We want to retain the best talent, and we want to drive the agenda forward when it comes to equity."

Isa Noterman
former Global Head of People & Culture & DEI

Linktree was sub 100 people when it introduced this highly progressive suite of provisions for parents. The 'program' includes 18 weeks of paid leave for all new parents, regardless of gender and family constructs. A key component of the strategy is encouraging fathers and partners to take their leave allowance in long stretches of time.

CONSIDER THE COST VERSUS:

- Employer branding
- Employee turnover
- Re-hiring & training
- Employee engagement



In order to assess true cost implications, calculate the number of men who would have taken up parental leave at your company in the last 12 months

COST NEUTRAL?

THE COST

2010 MAJOR US STUDY FOUND

89%

No noticeable effect or a positive effect on productivity (89%), profitability (91%), turnover (93%), morale (99%)

87%

Of employers reported no associated cost increases

9%

Reported cost savings via reduced turnover

PROJECT F

THE RESEARCH

A SUBSEQUENT
2011 STUDY FOUND

91%

Of employers said the policy either boosted profits or had no effect. They also noted improved productivity, higher morale and reduced turnover.

"we know that also has a positive effect on families and our business."

Susan Wojcicki,
CEO YouTube said
of Google's increase
to men's PPL

YouTube



SOURCES

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State of The Worlds Fathers, 2019

Parents At Work (APLEN)

Bain & Co/CEW 2016

Bain & Co/CEW 2021

AHRC 2014

National Working Families Report 2019

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F

Project F helps companies achieve gender
balanced technology and leadership teams
projectf.com.au

THE BUSINESS CASE FOR
EQUAL PARENTAL LEAVE
GOOD FOR PEOPLE
GOOD FOR BUSINESS