

Great Place To Work®

Best Workplaces in Australia 2024:

Leading with Integrity and Trust



REPRESENTED EMPLOYEES 144,502

TIME FRAME 1 JUNE 2023 – 30 MAY 2024

Introduction

As the landscape of Australian work culture evolves, the Great Place To Work® Survey 2024 reveals how the best workplaces in the country are setting themselves apart through robust leadership and creating genuine trust in their organisations.

This year, amidst rising living costs, interest rate hikes, and significant layoffs, the core elements that define top workplaces have shown remarkable consistency. Companies that score high on the Trust Index are those where management practices are deeply rooted in integrity and ethical conduct. This is true for every generation (even Gen Z), integrity of leadership transcends generations and is proving to be a differentiator for organisations. These organisations stand out not just for promising but delivering, with executives that not only preach but embody the company's core values.

Through the Great Place To Work survey of over 138,000 Australian employees, trust has also taken centre stage. The best workplaces are those where employees feel their voices are heard. Management in these companies is not just approachable but actively seeks staff input, making substantial decisions based on collaborative discussions. This open communication is crucial, especially as employees navigate the complexities of industrial relations changes, such as the right to disconnect, seeking transparency and responsiveness from their leaders.

Furthermore, the support and care for staff have proven pivotal. Companies excelling in the 2024 rankings are those that appreciate their employees' efforts and embrace a culture of innovation and

learning from mistakes. The recognition of each employee's contribution, alongside fair treatment and opportunities for advancement, creates a workplace where individuals not only strive to achieve but are also eager to stay.

Despite a shift in the economic environment, which has seen camaraderie become less critical compared to the previous year, the focus has sharply turned towards stability and trust in leadership. As employees increasingly focus on foundational needs such as security and stability, top-performing companies are distinguished by their ability to provide a stable work environment and clear, reliable leadership.

These findings highlight a critical shift: as the macro environment toughens, employees prize clear, consistent, and ethical leadership above all. The decrease in confidence in executive teams suggests a call for leaders not just to act but to communicate their actions transparently and effectively.

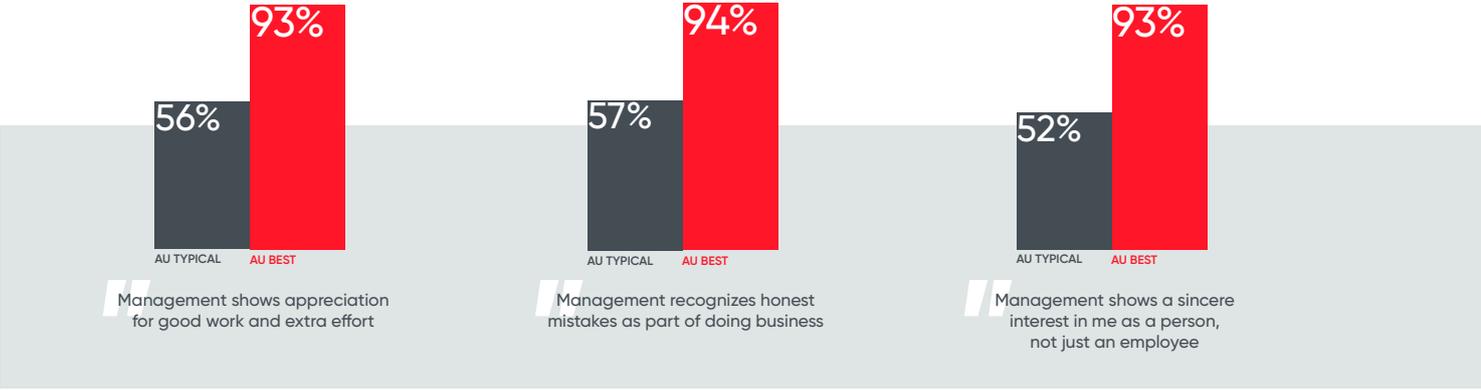
As we announce the Best Workplaces in Australia for 2024, these themes of integrity, trust, support, and fairness dominate the discussion, showcasing that the best companies are those that adapt, listen, and above all, lead with a steadfast commitment to fairness and transparency.

The Best Workplaces of 2024 have showcased evolving trends that not only define but also distinguish their workplace culture. **As revealed in the latest findings by Great Place To Work®, here's an expanded look into the pivotal aspects that are shaping the future of these exemplary workplaces:**

Management Support and Care for Staff

Exceptional workplaces go beyond basic managerial functions to genuinely engage with their employees. This entails a deep appreciation for good work, recognition of extra efforts, and a celebration of those who explore new ways of working. This approach fosters an environment where honest mistakes are seen as valuable learning

opportunities rather than failures. This aligns with previous Great Place To Work® surveys, which emphasises the correlation between employee satisfaction and management’s active support and acknowledgment of their staff.



Integrity of Management

Integrity remains a cornerstone for top-rated workplaces. Actions must consistently mirror spoken commitments, reflecting a culture of trust and reliability. Leaders are expected to personify the organisation’s core values,

keeping their promises and maintaining ethical standards in all dealings. This commitment to integrity not only cultivates trust but also reinforces the organisation’s reputation both internally and externally.

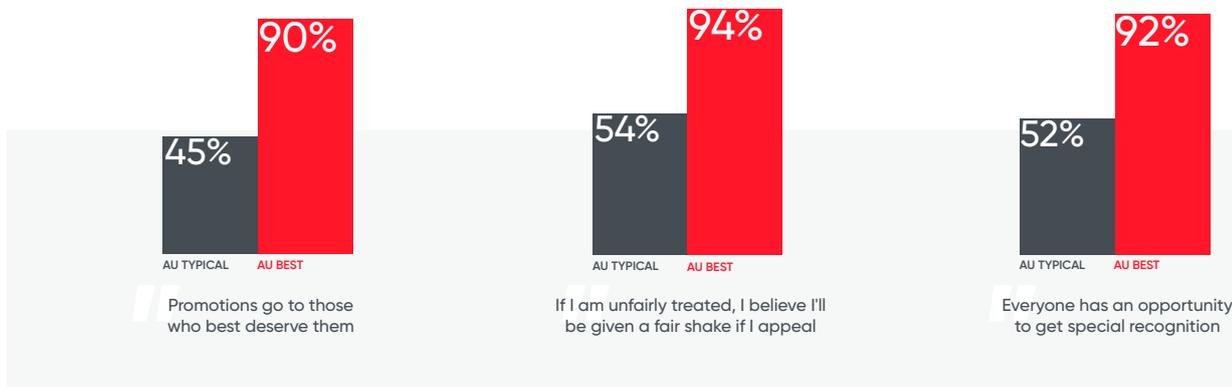


AU TYPICAL REFERS TO TYPICAL AU COMPANIES – EMPLOYEE SURVEY RESPONSES FROM A MARCH 2024 MARKET STUDY CONDUCTED BY GREAT PLACE TO WORK®
AU BEST REFERS TO COMPANIES ON THE BEST WORKPLACES IN AUSTRALIA™ LIST FOR 2024

Fairness and Impartiality in Treatment of Staff

Fairness in the workplace is fundamental. This includes equitable opportunities for advancement and recognition, as well as a concerted effort to eliminate office politics. Great Place To Work® findings consistently highlight that perceptions of fairness significantly impact employee

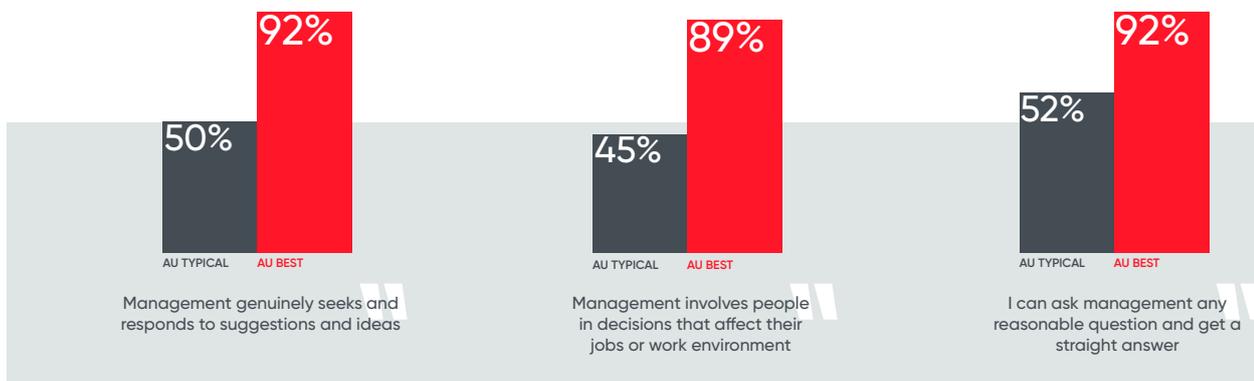
morale and retention rates, underlining the need for transparent and unbiased practices in the treatment of staff.



Trust and Communication

Engaging employees in meaningful ways and incorporating their input into decision-making processes are hallmarks of the best workplaces. This engagement fosters a sense of ownership and belonging among staff, as noted in previous surveys where high trust levels were directly linked

to increased productivity and job satisfaction. Actively seeking employee ideas and maintaining open lines of communication are essential strategies for nurturing an inclusive and collaborative workplace culture.



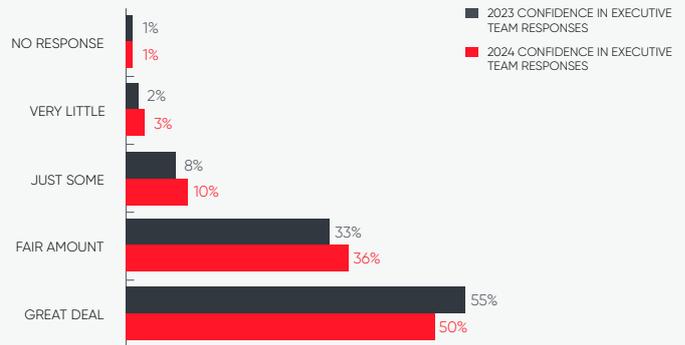
While these core elements have risen in prominence, traditional factors such as physical workplace conditions, unique benefits, and even work-life balance have seen a relative decline in their influence on overall workplace ratings. Additionally, in contrast to earlier years, aspects such as diversity, equity, inclusion (DEI), and a sense of camaraderie have experienced a drop in their impact on achieving high Trust Index™ scores.

This shift suggests that amidst changing economic pressures and societal shifts, employees are placing greater emphasis on essential human elements like respect, fairness, and genuine leadership.

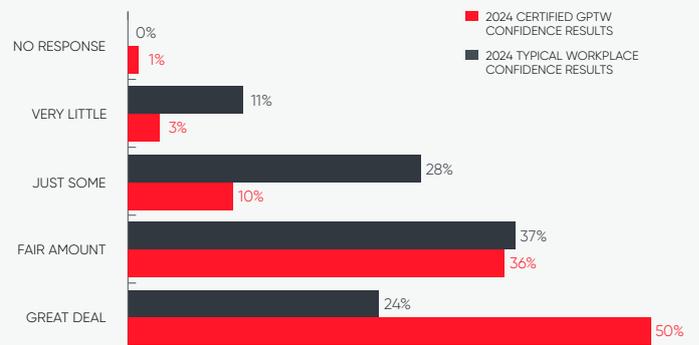
As organisations navigate the complexities of the modern workplace, these insights from Great Place To Work® offer valuable benchmarks for fostering a culture that not only attracts but retains top talent by prioritising the well-being and development of every employee.

Confidence in Executive Teams

Confidence in Executive teams has dropped over the past 12 months. Seeing a decrease of 5% for those who previously had a Great Deal of confidence in their executive team.

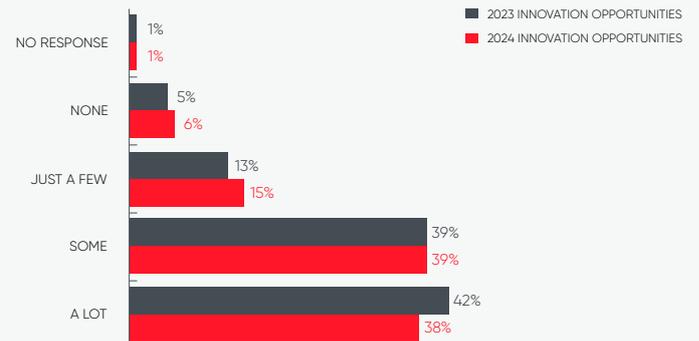


However confidence in the executive teams for GPTW certified companies is much higher than the typical Australian workplace.

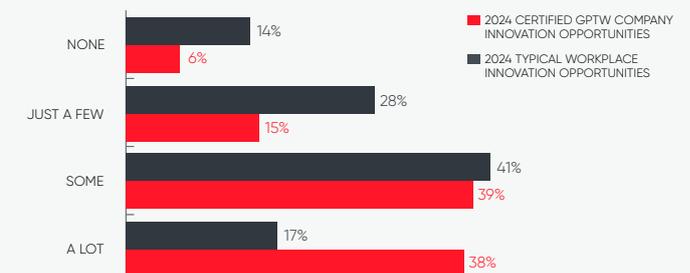


Opportunities for Innovation

Opportunities for innovation in organisations has also seen a decline in the past year.



However GPTW certified companies show much higher levels of innovation than typical Australian workplaces.



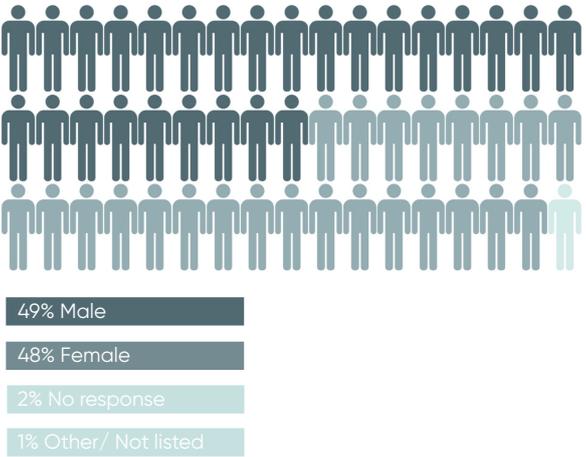
Demographic Snapshot



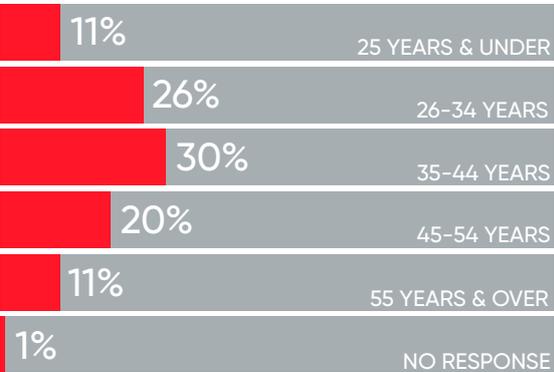
RESPONDENTS BY WORK TYPE



RESPONDENTS BY GENDER



RESPONDENTS BY AGE



RESPONDENTS BY TENURE

