

## **Workplace flexibility: The convergence of employer and employee needs**

*Robert Half research shows flexible working practices and work life balance, not remuneration, are the key to securing senior employees.*

**Sydney, 8 April 2015** – Workplace flexibility is now the biggest issue for senior employees considering changing jobs as they demand better work life balance, according to leading specialist recruiter Robert Half.

The 2015 Robert Half Salary Guide highlights that work life balance outranks remuneration, career advancement and corporate culture as the key deciding factor for senior staff considering leaving their current roles.

Robert Half results also indicate that one in four Australian and New Zealand firms now offer increased options for workplace flexibility as companies focus on retaining top talent; with 82% of HR directors surveyed concerned about the risks posed by losing their organisation's top performers.

Robert Half Director Andrew Brushfield, said businesses across Australia and New Zealand are seeing the benefits of creating more flexible working conditions.

“Employees are increasingly rating work life balance over salary and bonuses as the reason to leave a job, and that is driving the demand for more flexible working options,” Mr Brushfield added.

“Likewise, employers are always looking at new ways make their businesses more efficient. In the past organisations were more likely to cut headcount to cut costs. Now firms are being more creative and offering remote working opportunities as they can be cost-effective by reducing fixed costs and real estate requirements while improving productivity.

“Our research shows that more than 64% of Australian businesses and 59% of New Zealand business saw increases in productivity through greater flexibility.

“There is a growing realisation that workplace flexibility enhances, rather than detracts, from staff productivity. The convergence of employee and employer needs really is a good thing for everyone.

“Business technology improvements through increased remote-access availability, tele and video conferencing facilities have enabled virtual offices to work,” Mr Brushfield said.

The survey found flexible working arrangements are no longer the preserve of large corporations with 38% of small businesses in Australia and New Zealand seeing the benefits of workplace flexibility.

“The important thing our research has identified is that both employers and professionals are increasingly aware of, and see value in, promoting a more flexible workplace.

“The demand for better work life balance is matched by corporate recognition of cost-effectiveness and increased productivity.

“At a time when talent retention is a major concern, it is encouraging to see these two viewpoints moving in the same direction,” Mr Brushfield concluded.

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**For more information or an interview with Andrew Brushfield, please contact:  
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**Notes to Editors:**

Results were developed by Robert Half in conjunction with an independent research organisation, which surveyed 200 Australian and New Zealand Human Resource Directors in December 2014.

The Robert Half Salary Guide provides comprehensive analysis of current and future hiring trends including salary benchmarks. A full copy can be downloaded from the [Robert Half website](#).

**About Robert Half:**

Robert Half is a global recruitment firm with more than 340 locations around the world. The firm has seven offices in Australia and New Zealand, with a highly-specialised team solely focused on the financial and accounting, technology and administration sectors.

[Robert Half's work life blog](#) hosts further news, trends and expert commentary which impact the Australian employment market.