

Employee Benefit Trends Study Australia

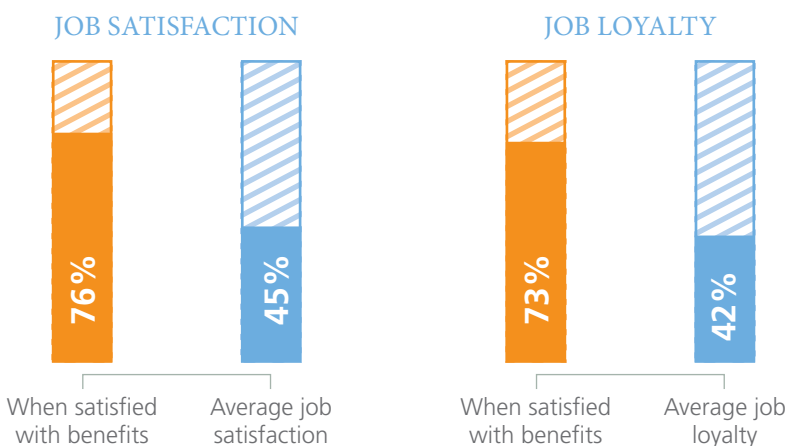
– QUICK HIGHLIGHTS

MetLife



Can benefits drive better business results?

In our latest employee benefit trend study we discovered that employees who are satisfied with their benefits are significantly happier with their job (76% satisfied) and more loyal to their employers (74% loyal).



Despite these positive links there continues to be a disconnect between belief in benefits and their actual value. This is perhaps one reason there is a lack of well-developed benefit programs in Australia.

Findings from our Australian and international employee benefit trend studies, strongly support the notion

that a well-designed and well communicated benefits package can have a real impact on workforce engagement and talent retention.

Given employers stated their top three benefit objectives were employee retention, satisfaction and productivity, it seems employee benefits are a great way to for employers to drive better business results.

Quick highlights

Low awareness impacts value

With limited awareness of the benefits available to them, it's not surprising that employees fail to see the value employee benefits can offer.

BENEFIT COMMUNICATIONS EFFECTIVELY EDUCATE ME

I'M SATISFIED WITH THE BENEFITS OFFERED

Competition for talent set to grow

With a large number of baby boomers moving into retirement in the next few years, employers anticipate a drain on talent in the near future.

Value is recognised, but not for all

Interestingly, we found that whilst only 53% of employers offer employees a formalised benefit program, a much larger proportion (84%) offered special benefits packages to their top-tier executive's. This would indicate that employers do recognise the value benefits can offer but aren't utilising them as a broader strategy.

44% anticipate competition for talent will increase

30% expect to be affected by a skilled workforce shortage

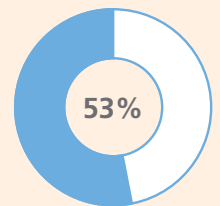
Benefits not a strategic tool

Of those organisations that have strategies in place to manage the increased competition for talent, very few are utilising employee benefits as an attraction and retention tool.

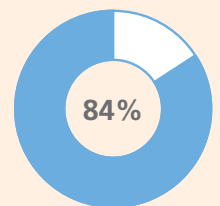
EMPLOYER STRATEGIES FOR COMPETING FOR TALENT

Talent management / succession planning	27%
Proactive recruitment	21%
Internal training and development	15%
EMPLOYEE BENEFITS	12%
Brand marketing	10%
Retention strategy	8%
Remuneration	8%
Social media / LinkedIn promotion	7%
Immigrant talent	3%

53% OF EMPLOYERS OFFER BENEFITS



84% OF EMPLOYERS OFFER EXECUTIVE BENEFITS



Given the positive link we found between satisfaction with benefits and employee satisfaction and loyalty, this would seem like a missed opportunity.



15%

18%

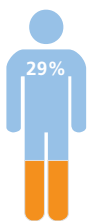
What people want

We found job security and the ability to pay expenses during a period of sudden income loss were a major concern for many, making benefits that address this such as income protection insurance, highly attractive.

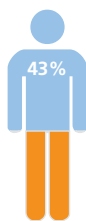
TOP FINANCIAL CONCERNS

Having enough money to pay expenses during a period of sudden income loss	50%
Job security	50%
Having enough money to make ends meet	49%

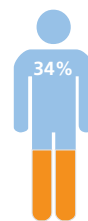
Lack of financial preparedness for retirement is also playing on the minds of many, making access to additional super contributions a valuable employee benefit option.



29% ARE ON TRACK FOR REACHING THEIR RETIREMENT GOALS



43% ARE EXTREMELY CONCERNED ABOUT OUTLIVING THEIR RETIREMENT MONEY



34% HAVE PREPARED FOR RETIREMENT OUTSIDE OF SUPERANNUATION



53% ARE INTERESTED IN ADDITIONAL SUPER CONTRIBUTIONS AS AN EMPLOYEE BENEFIT

Benefits that support a healthy lifestyle and work life balance also rate highly on the list of must haves.

BENEFITS OF MOST IMPORTANCE

FLEXIBLE WORKING / WORKING FROM HOME	66%
LONG SERVICE LEAVE	65%
Discounted health insurance	46%
Health and wellbeing initiatives	40%

Differentiate with employee benefits

Employee benefits can help support key business goals like retention, satisfaction and productivity but are currently underutilised and undervalued in the Australian market.

With expected talent shortages on the horizon, now is a great time for businesses to re-assess their benefit plans.

Getting started

Getting started doesn't need to be complicated or costly.



AUDIT.

A review of benefits you offer and those of your competitors is a great way to understand how you compare with the rest of the market and will highlight any gaps.



INVESTIGATE.

Our report provides you with a great base to start from, but take some time to talk to your employees, understand what they're looking for and what's of value to them.



BUILD.

A benefit program isn't just for big business. MetLife offer solutions for organisations with as few as 12 employees and we can help you plan out and build a program to suit your needs.



COMMUNICATE.

People can't appreciate something they don't know about. Make sure your employees know what benefits are available to them, how to access them and the value they offer.



TRACK.

While MetLife is committed to delivering reports like our employee benefit trends study, there's no harm in doing your own. Once a year, a short survey to monitor, awareness, use and interest in benefits will help you to gauge how far you've moved the dial.



ASK.

We know people are busy, so we're here to help. Your MetLife representative can help with any questions you might have and with an Australian based support team help is never far away.



Contact your local MetLife representative today to learn more about our latest report and how you can use employee benefits to drive better business results.



1300 555 625



aubdm@metlife.com



www.metlife.com.au/ebts2014

MetLife Insurance Limited
Level 9, 2 Park Street, Sydney NSW 2000
ABN 75 004 274 882
AFSL No. 238096
www.metlife.com.au