



Australia Employee benefit trends study

Creating Sustainable Employee Loyalty

47% of managers say their employees are highly satisfied with the benefits — but in reality, only 30% of employees place a high value on these benefits.

Australia's vibrant economy, strong employment market, and a mobile working population poses some interesting challenges for businesses.

In a country where employment opportunities remain strong and employees enjoy a high degree of choice of employer, finding and retaining the right people continues to be seen as a growing concern for Australian employers. MetLife's Employee Benefits Trends Study found that 35% of companies said a talent shortage will impact them in the next 12 months.

Our survey also reveals that the real challenge for these companies is the difficulty in improving loyalty and job satisfaction to keep staff engaged in the business.

Business managers tend to overestimate the loyalty of their staff, wherein less than half of workers express loyalty to their company. Employee satisfaction with their benefits tends to be relatively low, something that seems to be missed by employers. The benefits currently on offer in most Australian workplaces are not well-aligned with the key areas of employee interest.

This presents an opportunity for companies to stand out as an employer by broadening their "employee value proposition" and offering benefits to meet employee needs. Our study demonstrates clearly that assisting employees with their financial security through customised benefits and emotional and financial wellness programs can meaningfully impact employee loyalty and satisfaction and better address work expectations in Australia.



Take a quick look at a few key findings from the recent Australian Study here – and visit metlife.com.au/ebts or speak with your MetLife relationship manager to get the complete story.

Quick highlights from the Australia Report

Room to evolve wellness programs

Four out of the top five health concerns for employees are mental health related — and yet Australian employers typically underservice these issues in their benefits offering. Only a small proportion of employers recognise work-life balance, depression and stress as important health issues for staff.

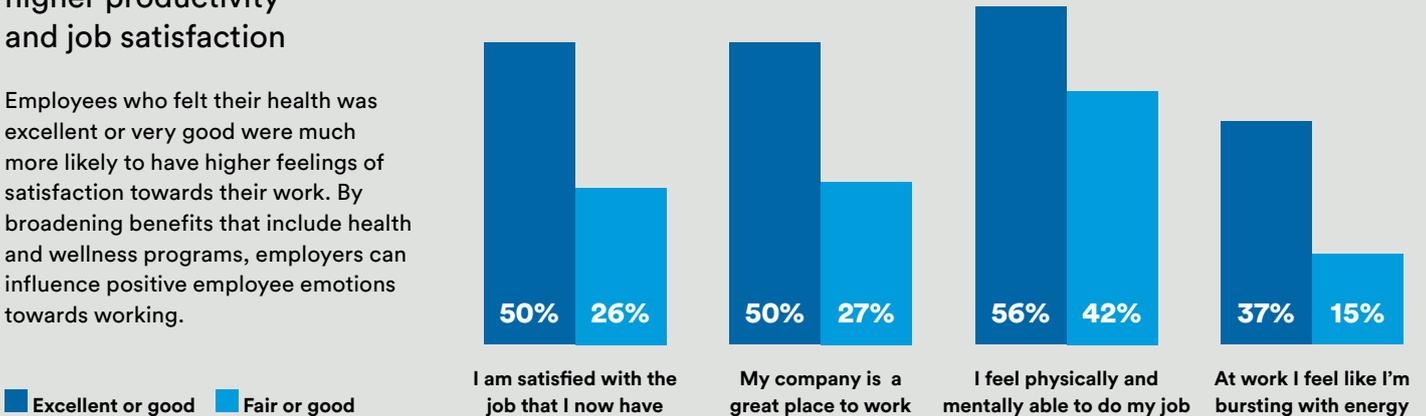
Employers and employees health perception gaps



Healthy employees = higher productivity and job satisfaction

Employees who felt their health was excellent or very good were much more likely to have higher feelings of satisfaction towards their work. By broadening benefits that include health and wellness programs, employers can influence positive employee emotions towards working.

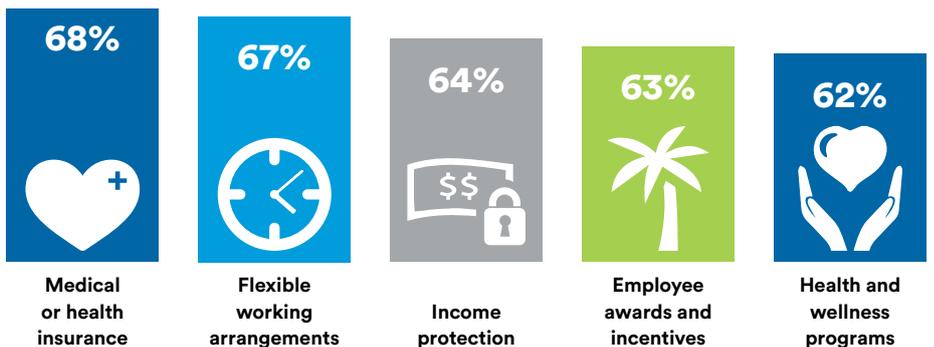
Healthy employees display higher levels of satisfaction at work



Employees will pay to personalise

Employees are open to a cost sharing benefits model that is tailored to their needs. 37% of employees say they would choose to purchase benefits on their own if they were given a wider variety — and having customised benefits would increase their loyalty to their employer.

Top 5 benefits employees would split the cost for



Opportunity to boost financial security and literacy

31% of employees say they have taken unexpected time off to deal with a financial issue and 41% admit being distracted at work because of financial worries. This highlights a need for employers to step in with professional support and education to help boost their staff's financial literacy, giving them peace of mind about their future security.

Top 5 employee financial concerns



Communicating the right way

One type of communication does not fit all employees. While 68% of employers believe they educate their employees about their benefits programs, just 31% of employees feel they have sufficient information to choose the option that meets their needs.

Usefulness of communication tools, as rated by employees



Turning insights into action

A well-designed benefits package that has been properly communicated to employees has a real impact on workforce engagement and talent retention.

What are ways to build a more effective program?



Allow flexible working arrangements.

Given the emphasis that workers place on striking the right balance between their personal and professional lives, employers can differentiate themselves by refocusing their benefits that address the lifestyle concerns of their staff.



Rethink voluntary benefits offerings.

Consider how to evolve your benefit design that tailors to employee needs and encourages greater participation. Offer opportunities to employees to make financial contribution to insurances such as health, life, and income protection — where premiums are more affordable as compared to insurance outside of their workplace.



Win minds and hearts by encouraging emotional and financial wellness.

Address employees' health and wellness needs by offering a holistic benefits package that improves their emotional and mental wellbeing. Enhance employees' ability to take control of their financial wellness by offering professional support and education.



Deliver an impactful message.

Use appropriate communication channels that will drive a higher level of employee engagement. While email remains the most widely used platform, it could be a more effective tool if integrated with a mixture of digital channels and personal face-to-face communication.

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Contact your MetLife relationship manager for copies of the Australia Employee Benefit Trends Study and to discuss how we can help you address your company's and your client's employee benefits needs.

For additional information, visit us online:

Australia: www.metlife.com.au/ebts

MetLife Global Benefit Trends: benefittrends.metlife.com

metlife.com.au

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