

# Fair Work

## Attitudes, Progress, Commitment & Responses to Fair Work

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# What we tested

## **We tested**

- **Fair Work Awareness**
- **Fair Work attitudes and commitment**
- **Fair Work Themes**
- **Fair Work examples**
- **Fair Work Evidence**
- **Fair Work Tool**

# Who we tested with

- **We tested:**
  - **6 potential customers**
  - **Using Video calls (Microsoft Teams)**

# Fair Work Awareness

- **There is very low general awareness of Fair Work or any of the related terms**
- **Most people have heard of the Living Wage, but don't actually know how much it is**

# Fair Work attitudes and commitment

- People are generally positive about Fair Work (once explained)

**BUT**

- They often find issues with their company that would delay them from implementing all the Principles
  - Living Wage was the most common issue raised with common impacts being listed as
    - Making Low profit companies non-viable
    - Escalating the relevant wage hierarchies (All wage bands get pushed up)
    - The “All or Nothing (Binary)” nature of the principles put them off
- Gender Pay issues (vertical & horizontal) are largely invisible to most companies, although they state that they are against them and don't have any

# Fair Work Themes/Principles

- Living wage is a sticking point with many smaller companies
- Workforce development is well understood but varies by industry. Many industries don't have CPD and only train staff up to a required level and have no reason to go beyond this
- Zero hours contracts are prevalent and supported by certain sectors (hospitality being the largest) with them being cited as beneficial. Other industries seem committed to removing them
- Companies are generally against Gender Pay gap issues

**BUT**

**Are unaware of existing and endemic inequalities, (Horizontally and vertically), and are often not actively monitoring the situation.**

**The companies that admitted inequality often said it was outwith their control, often due to not having local hiring control.**

- **Effective voice is quite poorly understood. Some companies recoiled from mention of Unions as they viewed them as negative. Other, mostly smaller companies, have quite informal processes that sound unlikely to survive a workplace complaint or dispute. Larger companies seem to be better organised at implementing formal consultation mechanisms**

# Fair Work examples

- The examples were well received as they fleshed out the principles.

# Fair Work Evidence

- This varies a lot.
- **Regulated/Audited industries are quite used to being transparent and handing over lots of information. They often have this ready.**
- **Smaller companies and certain industries are less transparent or prepared.**
- **The easiest evidence to hand over would be Pay information**
- **Companies with less formal procedures would find it hard to prove principles such as Effective Voice**



# Fair Work Tool : Positive

- The Fair Work Tool was very well received. Two companies would take the report to show their boards
- It seemed to make people “Think” about the issues and actually consider how they could implement improvements
- The Biggest Positive of the tool is that it made people understand that “THIS IS A JOURNEY” as previous content made it sound quite “BINARY”.
- The various accreditation schemes come across as “All or Nothing” and put many companies off as they thought it would take a long time to reach those standards.
- The Tool flips that on it’s head and let them see it as a continuous improvement exercise.
- This approach makes more sense to businesses

# Fair Work Tool : Other

- The tool is very text heavy and it is likely that many companies would not enter, and benefit from it, due to this.
- The tone was also quite patronising to some, and it suggests that the companies are starting from nothing.  
This did not sit that well with companies that have already made inroads to Fair Work, and the site needs a language/content review because of this.
- The “Star” steps language was challenged.
  - Commencing: Suggests that there is no option that says “Not Started” or “Not Planning to Start”

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