

Media release

FOR IMMEDIATE RELEASE

Australia's Top Scoring Workplaces For Carers Revealed But Less Than Half of Employers Flying Blind

SYDNEY, Australia, Tuesday 14th October 2025 – As National Carers Week (12–18 October) shines a spotlight on Australia's 3 million unpaid carers, new national data reveals a mixed picture of how workplaces are supporting employees with caring responsibilities.

The latest *FFW Family Care Index* – drawn from over two years of Family Inclusive Workplace™ Certification assessments – names Australia's top scoring workplaces for carers to shine more light on making caregiving visible in all its forms. But it also exposes a critical blind spot: only 45.3% of employers track how many of their employees have caring responsibilities.

Key Findings

- **New national benchmark:** The *Family Care Index* gives Australia's first scorecard on workplace carer support. Median score: just 56%, showing most organisations still have room for improvement.
- **Top-scoring leaders revealed:** Commonwealth Bank of Australia, Workday, QBE, HCF, The NRMA, IFM Investors and Deloitte Australia feature among the highest-scoring workplaces for family care support.
- **Progress made:** 93% of certified employers now offer responsive flexible working, and 94% report proactive actions to address carer-related discrimination.
- **Critical gaps:** Emergency or back-up care remains rare (14% adoption), the growing number of contingent workers are often excluded from family care policies, and fewer than half of employers know how many carers they employ.

Emma Walsh, CEO of Parents at Work says "The FFW Family Care Index shows that while many organisations are making progress over time, too many are still flying blind. If you don't know how many carers you have in your workforce, how can you possibly design policies that meet their needs?"

With nearly one in five Australians providing unpaid care, the findings highlight both the gains and the gaps in workplace policy. Tracking caring responsibilities is not just about fairness, it's about productivity, retention, increasing workforce participation and building resilient organisations.

Behind the numbers at Workday: Melissa's lived experience is the “carer trifecta”

For Melissa Bowden, Senior HR Director for Asia Pacific & Japan at Workday, the reality of modern caring responsibilities goes well beyond parenting. Melissa is a mother to a twelve-year-old son, the sister and legal guardian of an intellectually-disabled brother, and supports her 81-year-old mother.

“It really does take a village,” Melissa said. “I can keep performing in my role because leadership supports me with the flexibility and understanding I need to manage caring at home. When organisations openly recognise carers, it makes an enormous difference.”

Workday, one of the top-scoring employers on the *FFW Family Care Index*, broadened its leave policies and flexibility through the certification process – ensuring support extends to diverse caring scenarios such as elder care, domestic violence, and bereavement. Melissa says sharing her own story encourages others at Workday to access the benefits available.

How Deloitte is turning insight into action for carers

Pip Dexter, Chief People and Purpose Officer at Deloitte champions the need for them to understand the number of carers in their organisation and their experience, helping build strong policies that support the real needs of their employee base.

“National Carers Week is an opportunity to acknowledge the incredible contributions of unpaid carers across our community – people who support loved ones while often balancing work, family, and everything in between. At Deloitte, nearly 40% of our people are carers, and we know that flexibility isn't just a nice-to-have, it's essential to their wellbeing and performance.

Deloitte's place on the *FFW Family Care Index* reflects its commitment to supporting carers and creating an environment where everyone feels valued and supported at all life stages. By recognising the needs of carers, we're building a culture that boosts engagement, attracts and retains talent, and helps people thrive to bring their best both at work and at home”.

Organisations can act

The *FFW Family Care Index* signals the start of a national benchmark that will continue track employer progress over time. Parents At Work and Family Friendly Workplaces are calling on more employers to take the free 15-minute Family Inclusive Workplace Benchmark Assessment and join the 720+ organisations already working towards certification.

FFW Family Care Index - Top Scoring Workplaces for Carers (alphabetical order)

AGL Energy
Carsales
Commonwealth Bank of Australia
Deloitte Australia
Endeavour Energy
Gilchrist Connell
HCF
IFM Investors
Investa
KPMG
Lion
Macquarie Group
Marsh McLennan
McCullough Robertson
Medibank
QBE
QIC
RSM Australia
Steadfast Group
The NRMA
Transport for NSW
Workday

-ENDS-

Notes for Editors

- *Family Friendly Workplaces™ Certification is delivered by Parents At Work in partnership with UNICEF Australia.*
- *Data sample: 149 certified organisations (Sept 2023–Sept 2025), across sectors including finance, health, utilities, professional services and agriculture.*
- *Carer responsibilities include support for children, disability, ageing parents, chronic illness, kinship care, and more.*

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About Family Friendly Workplaces

Family Friendly Workplaces is a global movement dedicated to embedding family-friendly policies in organisations to create healthier, more inclusive, and productive work environments. Launched in Australia in 2021 by Parents At Work and UNICEF Australia, it recognises employers who are leading the way in their support of families by using a framework of Global Work + Family Standards. The standards align to the United Nation's Sustainable Development Goals, employers who are certified join a global movement to drive social change and promote a better future of work for everyone.

www.familyfriendlyworkplaces.com