

THE AUSTRALIAN 

Best Places to Work

Powered by **WorkL**

The Australian Best Places to Work, powered by WorkL

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1. Background of the awards.

1. What are The Australian Best Places to Work Awards, powered by WorkL?

The Australian Best Places to Work Awards recognises organisations who have consistently high levels of employee experience and wellbeing in Australia.

The Australian has joined forces with leading employee experience platform WorkL to recognise and celebrate the very best organisations to work for in Australia with annual awards.

These prestigious awards are open to all organisations with more than 10 employees, and organisations can enter from 3rd June 2024 to midnight on the 31st May 2025.

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2. What is The Australian?

The Australian is a broadsheet newspaper publication by News Corp Australia since 14 July 1964. As the only Australian newspaper distributed nationally, its readership as of September 2019 of both print and online editions was 2,394,000.

3. Who are WorkL for Business?

WorkL for Business are experts in employee experience. We partner with organisations to help measure, track and improve employee experience, culture and performance.

We cater for the full employee lifecycle, covering new starters, annual engagement, pulse, wellbeing, diversity & inclusion and exit surveys. Our proprietary Instant Action Software that enables organisations to make data driven decisions to improve performance.

We can support with training and consultancy to help address any areas for improvement using the collective 300+ years experience of our L&D and HR in-house experts to effect real change and build strategy. This helps to turn insight into positive and practical outcomes for organisations and their employees.

4. What Categories will be recognised?

All successful entrants will be listed in both print and digital.

There are 11 main categories:

Those who successfully make the Best Places to Work List are categorised by company size.

- Best Places to Work: Small Organisation (10-49 Employees)

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- Best Places to Work: Medium Organisation (50-249 Employees)
- Best Places to Work: Big Organisation (250-1,999 Employees)
- Best Places to Work: Very Big Organisation (2,000+ Employees)
- Best Places to Work for Women
- Best Places to Work for Disabled Employees
- Best Places to Work for Ethnic Minority Employees
- Best Places to Work for LGBTQ+ Employees
- Best Places to Work for 16-34 year olds
- Best Places to Work for 55+ year olds
- Best Places to Work for Employee Wellbeing

You can be featured in **more than one category** from your singular entry.

Please note:

- All editorial decisions are made and managed by The Australian and the above categories may change at a short notice.
- Communication about any changes will be managed by Sunday Times.

5. Are you an Australian company - as well as an English company?

Our company operates internationally, serving clients in various regions, including The Australian. Our headquarters are in London, but we have employees, partners and operations in The Australian.

2. What are the benefits of entering the awards?

By entering the awards, your organisation has the opportunity to showcase themselves as one of The Australian's top organisations excelling in employee experience. The benefits include:

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- **Build your Brand Awareness:** Receiving recognition by The Australian as a 'Best Place to Work' will transform your brand image and help you to stand out as one of the top employers in the United Kingdom.
- **Power your Recruitment and Retention strategy:** Showcasing the employee experience you provide will help to recruit and retrain the best talent for your organisation.
- **Enhanced Data and Insight:** By entering the awards you will receive your data on a user-friendly dashboard that pinpoints your areas for celebration and improvement.
- **One entry, multiple opportunities:** With one entry in the awards you will be considered for all categories across size (relevant to yours), as well as Best Places to Work: Business Sector Winners, Best Places to Work: 16-34 year olds, Best Places to Work: 55+ year olds, and Best Places to Work for employee wellbeing.

3. How to enter.

1. How do I enter my organisation?

You can enter your organisation by setting up and sending out an awards entry engagement survey on WorkL, more information can be found [here](#).

The survey can be set up and run anytime from 3rd June 2024 to 17th May 2025. Survey completion for the 2025 awards is required by midnight on the 31st May 2025.

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2. When do entries open and close?

The entries are now live! All survey completions for the 2025 awards are required by midnight on the 31st May 2025.

3. What is the entry process/what is required from my organisation?

1. Select the package based on the size of your organisation.
2. Set up the survey/add an introduction to explain to your employees why they have been asked to complete the survey.
3. Set up a start and end date: the longer you keep your survey open the better chance you have to qualify.
4. Enter payment details or generate an invoice.
5. Download your **Welcome Pack** that includes details of the survey process, Slice and dice and submission information survey instructions.
6. Go to the **Live Surveys Dashboard** and copy a link to the survey which you can then send to your employees.
7. Once your survey finishes you will have access to your own individual results/dashboard.

4. How much does it cost to enter my organisation?

- Small Organisations (10-49 Employees): A\$ 1,400
- Medium Organisations (50-249+ Employees): A\$ 2,800
- Big Organisations (250-1,999 Employees): A\$ 5,600
- Very Big Organisations (2,000+ Employees): A\$ 8,400

Add-ons / Enhancements

5. Further optional investment packages available are:

- a. Slice and Dice Data Package

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To enhance your reporting and insight and help you really understand how your employees are feeling and what next steps you should take, you can add a granular data analysis package, 'slice and dice'. You will not only get a detailed analysis of the results, but also action plans and resources to drive the change in your organisation.

Pricing

- On application

Please contact us on support@workl.com or on (+44) 020 4576 1730 where a member of our team will take you through payment and activation of slice and dice.

- b. Logo Licence Marketing Package (For successfully listed organisations only)

Promote your success by purchasing the official The Australian Best Places to Work logo licence. The licence covers a 12 month period and covers use on internal company stationery, internal company reports and presentations, social media posts, email signatures, marketing emails, external company reports and presentations, company website and in all digital recruitment advertising.

Pricing

- Small Organisations (10-49 Employees): A\$1,950
- Medium Organisations (50-249 Employees): A\$3,250
- Big Organisations (250-1,999 Employees): A\$5,500
- Very Big Organisations (2,000+ Employees): A\$8,750

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6. What ways can I pay to enter?

There are flexible ways to pay depending on your organisation - you can pay via a credit/debit card or generate an invoice.

Please note that if you choose to generate an invoice, the payment must be received within 14 days or the survey will no longer be able to continue and your entry to the awards will be cancelled.

If you have any difficulty with payment please contact us at support@workl.com.

7. Where do I find my survey if I have paid?

If you have paid the awards investment, follow the steps below to find your survey:

1. Log into your WorkL for Business account.
2. Go to the surveys tab and it will appear under the live surveys section.

Disclaimer: Do not try to create a new survey again otherwise it will come up with an additional fee. If something doesn't appear right, please contact us and we will help you out!

If you have any questions please let us know via our [contact us](#) page, [Chatbot](#), phone us on (+44) 20 4576 1730 or send us an email to stzabestplacetowork@workl.com.

4. Your entry

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There are two surveys that your organisation will have to complete in order to enter The Australian Best Places to Work Awards, powered by WorkL.

1. Awards Entry Engagement Survey - For Employees
2. Supplementary Information Survey - One Individual will provide further contextual information about your organisation.

a) Awards Entry Engagement Survey - For Employees.

1. What are the survey questions?

The Awards Entry Engagement Survey contains 35 core questions that take each employee about 3-5 minutes to answer.

Designed by WorkL's team of behavioural scientists, psychologists, and academics the survey questions covers 6 key areas shown to effectively measure engagement and happiness at work :

- Reward and Recognition
- Information Sharing
- Empowerment
- Wellbeing
- Instilling Pride
- Job Satisfaction

If you need more information about the specific questions please contact us on stzabestplacetowork@workl.com.

2. Are the surveys anonymous?

Yes, the surveys are completely anonymous.

3. How long should my survey be open for?

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We recommend that you keep the survey open for at least 1-2 weeks to provide your employees with enough time to complete. Keeping your survey open for as long as possible allows for as many employees as possible to take it and increase your chances of qualifying.

If you do not set a date for your survey completion, the survey will automatically close on 31st May 2025.

4. How many of our employees should I aim to take the survey?

In order to gain an accurate representation of your organisation and fair entry into the awards, you should aim to have the following participation rate for the awards:

- 50% for Small organisations
- 45% for Medium
- 35% Big organisations
- 25% Very Big organisations

You should aim for an even split of responses from all parts of the organisation if possible.

5. How can I measure my response rate?

When setting up your survey, you will be asked to include the actual number of employees that your organisation has. This will ensure that your response rate is accurate. You will be able to track your response rate live in the survey dashboard.

6. How can I share the survey with my employees?

You will be able to invite your employees to take part in the survey by using a shareable link that will be made available to you once the survey is live.

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Once you have set up your survey, the system generates an unique shareable link that is available from the live surveys dashboard and can be forwarded to individuals. You can create a QR code for anyone who does not have an email address by entering the survey link into one of many available free QR code generators available online.

7. Is there a data security risk when I forward the shareable link?

Anyone who has the unique link can complete the survey; the survey link will automatically stop working once the survey submission has reached the number of employees in your organisation. Whoever has the link however can only complete the survey. They do not have access to the results, dashboard or any other information associated with the link therefore there is no risk of data security breach when sharing the link with your employees.

8. Is my survey customisable?

a. Can I change the dates and titles once my survey is created?

No, you cannot change the dates yourself. If this is something that you would like to do, please email support@workl.com

b. Can I add my own logo or additional questions?

No, the same survey layout and questions must be asked to all organisations to allow for comparative benchmarking. If you would like to add additional demographic questions and/or teams, regions and job levels you will require a business licence so please contact us on support@workl.com. *There is an additional charge if you would like this option.*

b) Supplementary Information Survey

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1. What is the Supplementary Information Survey?

Each organisation that enters the awards is asked to complete a short **Supplementary** information survey containing 15 questions that will need to be completed by 31st May 2024.

The survey gives you an opportunity to showcase what you have achieved in regards to employee engagement and creates a space for you to highlight anything specific that you have done for your employees/organisation culture.

2. What is the supplementary information used for?

The information in the survey will be used for editorial purposes if your organisation is successful in the online profiles. Only submit what you would be happy to have published.

3. Where can I access my supplementary information survey?

The survey information is included in the **Welcome pack** that can be downloaded from the survey set up/payment successful page.

4. How many people need to complete the survey?

Submissions are one per organisation and the survey will be a part of the vetting process. Only one person needs to complete

5. Is this mandatory?

This is mandatory in completing your entry into the awards.

Failure to submit the submission information survey can result in no

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information against your organisation if you are successful. Please note that once information has been published no changes will be accepted.

If you have not been able to download the **Welcome pack** or have any more questions about the submission information survey please contact stzabestplacetowork@workl.com

C) How could my organisation not qualify for entry?

1. Response Rate

Your company needs the following response rates for its company size:

- 50% for small organisations
- 45% for medium organisations
- 35% for big organisations
- 25% for very big organisations

If your organisation does not meet this rate, your entry will not count.

2. Finishing your survey

If your organisation does not finish and close your survey before the final deadline, your entry will not count.

D) Will my organisation be entitled to receive a refund if we do not qualify for the awards?

3. Our refund Policy

The payment is for entry into the awards, so in the event that an organisation does not meet the qualifying criteria, we do not offer refunds. We strive to maintain transparency and clarity in all aspects of our awards process and should you require clarification, please do not hesitate to reach out to our team for assistance.

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5. Data and dashboard

1. What data do I get back?

You will receive topline information that includes Data highlights, Net Promoter score, Industry benchmarking and survey questions breakdown.

To enhance your reporting and insight, however, to help you really understand how your employees are feeling and what next steps you should take, you can add a granular data analysis package, 'slice and dice'. You will not only get a detailed analysis of the results, but also action plans and resources to drive the change in your organisation.

Add-ons / Enhancements

2. Further optional investment packages available are:

Slice and Dice Data Package

To enhance your reporting and insight and help you really understand how your employees are feeling and what next steps you should take, you can add a granular data analysis package, 'slice and dice'. You will not only get a detailed analysis of the results, but also action plans and resources to drive the change in your organisation.

Pricing

- On application

Please contact us on stzabestplacetowork@workl.com or on 020 4576 1730 where a member of our team will take you through payment and activation of slice and dice.

3. Are you ISO27001 compliant?

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We adhere to ISO9001 standards and we are actively working towards ISO27001 compliance. It's important to note that we prioritise data security and confidentiality in all our operations. We ensure data privacy through robust anonymisation practices, ensuring that sensitive information remains protected at all times.

6. Results announcement

1. When will results be announced?

Around June and July of 2025 subject to review completed by the The Australian team.

2. How are The Australian Best Places to Work promoted?

Results will be published by The Australian in British summer time 2025 - details will follow nearer to publication.

3. Will I be able to use the The Australian Best Places to Work, powered by WorkL, logo if I win?

You will be contacted by The Australian to discuss a purchase of the official The Australian Best Places to Work, powered by WorkL logo to use on internal company stationery, internal company reports and presentations, social media posts, email signatures, marketing emails, external company reports and presentations, company website and in all digital recruitment advertising, all forms of print advertising, marketing and the right to use on company merchandise (subject to creative approval).

4. Online Company Profile

For the 2025 The Australian Awards announcement the print supplement will list all successful organisations. The top ten will be ranked, then all the other

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successful organisations will be listed alphabetically thereafter. This will be in a dedicated print supplement within The Australian and online via The Australian website.

Your online profile will be based on the supplementary information supplied by your organisation via the Welcome Pack (link found on page 10). The word count is capped at 250 characters so it's not a big exercise, just an opportunity to support your results by showing what you may have implemented to drive engagement. It is each organisation's responsibility to make sure this is factually correct and completed by 31st May 2025.

The online profiles will contain a hyperlink back to your organisation if this is supplied with the aim to provide users with a streamlined way to explore your recognised categories, mission, values, and achievements. It enhances user experience, offering a comprehensive view of your organisation.