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Families not in mix

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Aussie women say work is not family friendly.

A poll of 616 Australian women has revealed more than half of respondents think their employers are not family friendly.

The survey, conducted by women's products promoter Heat Group, found the majority of female workers felt their company did not implement practices allowing them to better balance work and home commitments.

And the work/life balance seems to be hitting younger women the hardest.

Almost 100 per cent of women under 24 said they wanted their employers to make family friendly workplace initiatives a top priority.

Heat Group managing director Gillian Franklin said Aussie

businesses would need to adapt more family friendly policies if they were to keep employees happy into the future.

"Australian employers need to step up and realise that providing a supportive work environment for those with a family is not only essential but beneficial to the business," Franklin said.

"Unfortunately, many business leaders still see family friendly policies as a cost, not a benefit, and this mindset needs to change."

Franklin said overall, 93 per cent of respondents felt they needed more flexibility at work to balance home responsibilities with their employers' needs.

"Family friendly workplaces could offer flexible work options, paternity and maternity leave, and a culture which supports a work family balance," she said.