



Promoting Employee Wellbeing with Benefits and Communication

As employers think not only about addressing the pandemic, but recovering from it in the months to come, a comprehensive approach to benefits and communications can be very important to both the company and to its employees.

A comprehensive approach to benefits can support employee wellbeing by meeting employees' diverse and changing needs, and ultimately help them feel more valued by their employers as well as alleviate financial burdens they may have.

Employer communications are more important than ever in helping employees see the role benefits can play in their lives during the current crisis. As organisations prepare for the post COVID-19 world, awareness and understanding will be critical in helping employees make informed choices about their benefits and feel reassured about any vulnerabilities they face.

Our perspectives are captured by two distinct research studies: 1) MetLife Australia Employee Benefit Trends Study (September 2020); and 2) MetLife Australia COVID-19 Research Insights Study (May 2020). Each study had greater than 1,000 respondents.

Top Takeaways

- **The top two 'must have' benefits** are flexible work arrangements and professional training, development & certifications.
- **There has been a notable rise** in the importance of Employee Assistance Programs (EAPs) and various kinds of leave (e.g. carers, parental, etc.) since 2019.
- **38% of employers have increased employee benefits** offered as a result of COVID-19, while 21% have reduced or removed benefits.

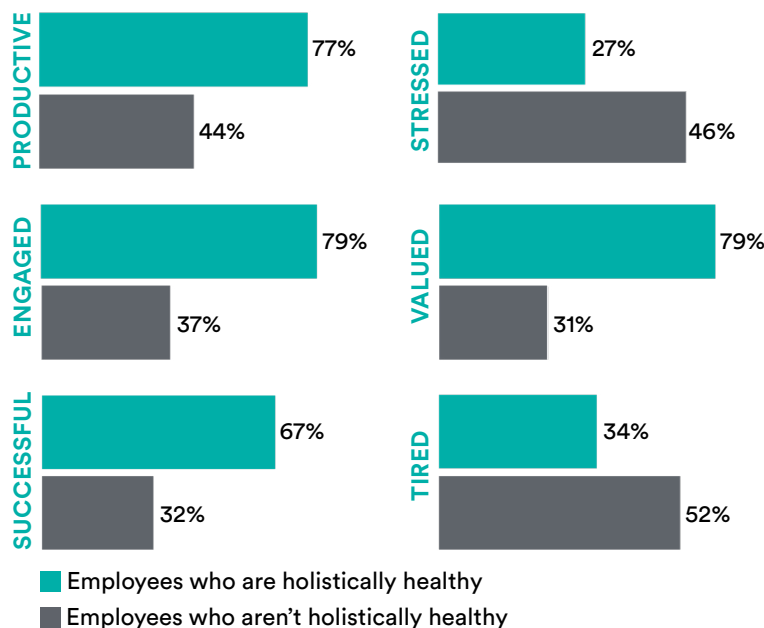


A comprehensive benefits program is key to driving wellness

2020 EBTS Research

Benefits of a holistically healthy employee:

Employees: How often feel the following when working



2020 COVID-19 Research

The top **'must have'** benefit employees want is flexible work arrangements (e.g. remote working, part-time, flexi-time, annualised hours, compressed hours, staggered hours, job sharing, etc.).



3/4

of employers say they offer flexible work arrangements.

1/2

of employees say they have access to flexible work arrangements.

INCREASE 9%

in the importance of EAPs as an employee benefit since 2019.

Supporting employees by embracing a model of holistic wellbeing

In 2020, a model of holistic wellbeing can help employers shape benefits packages and experiences that address all aspects of an employee's wellbeing, particularly as COVID-19 has impacted the workforce across each component:



Over 7 in 10 employers and employees agree that employers have responsibility for the health and wellbeing of their workforce, yet:

13% of employees think they are healthy in all four aspects of holistic wellbeing.

36% of employees think they aren't healthy in any aspects of holistic wellbeing.

Clear communication is critical for adoption

2020 EBTS Research

When employees understand their benefits, they're healthier and more productive.

Employees who feel they were offered benefits or support that help improve their wellbeing are significantly **more engaged, productive and successful.**

On average:

48% of employees claim to **'completely'** understand the various benefits available to them at work.

38% of employees have a **'reasonable'** understanding.

14% of employees **'do not'** understand at all.

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