

Parental Leave & Career Decisions

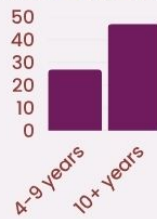
TWIPN ANZ Sept 2025 Survey Results

This survey of 74 advertising professionals across Australia reveals the critical role parental leave plays in retaining and attracting talent.

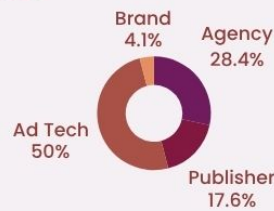
DEMOGRAPHICS



LOCATION



CAREER STAGE



SECTOR

84% say it's **very or extremely important** that their partner also has access to paid parental leave

87% say parental leave benefits are a **decisive factor** in accepting or declining a role

55% believe their company supports employees who are parents or planning families **somewhat well**

TOP PARENTAL POLICY

FACTORS



41% say their company's parental leave policy is **clear and accessible**

43% say their company's parental policy is **somewhat available**, but not well communicated

12% find their company's parental policy **difficult to access or unclear**

CURRENT COMPANY'S PAID PARENTAL LEAVE POLICY



PRIMARY CARERS



SECONDARY CARERS

72% OF SURVEY RESPONDENTS



have pursued a new role or stayed in a role due to parental leave policies



have considered **not** taking a new role because of the parental leave policy



have delayed a job move while planning children

What Parents Are Asking For

TWIPN ANZ Sept 2025 Survey Results

Insights from open responses reveal the key improvements professionals want to see in parental leave policies.

LONGER PAID LEAVE

Many respondents emphasized the need for an extended duration of paid parental leave, with some suggesting **6+ months at full salary**, to reduce financial stress and allow for adequate bonding time with the child.



FLEXIBILITY POST-LEAVE

A number of responses highlighted the **importance of flexibility** when returning to work. Suggestions included part-time work, gradual return-to-work programs, and work-from-home days to accommodate the unpredictable needs of babies and ongoing family commitments.



ELIGIBILITY & TRANSPARENCY

Several respondents advocated for **removing or lowering the minimum service period** (e.g., 12 months) required to access company parental leave benefits, to avoid limiting career options.



EQUAL & INCLUSIVE POLICIES

There was a strong call for gender-neutral policies, offering the same amount of paid leave to all parents **regardless of gender**, and for aligned leave for primary and secondary carers.



FINANCIAL & CAREER SUPPORT

Respondents desired **continued superannuation contributions** during parental leave, protection against redundancy or hostile work environments, transparent policies to avoid impact on promotion trajectories, and mental health support for returning parents.



ADDRESSING DISADVANTAGES

Current policies can often lead to women accruing long service leave more slowly than men and facing pressures like delayed pay rises and the fear of redundancy while pregnant.



ADDITIONAL SUPPORT

There is a need for better support for **miscarriage and stillbirth**, and a general improvement in how the industry supports working parents, especially those with young children.



Is your company's parental leave competitive enough to attract top talent?

Insights from open responses reveal the key improvements Australian advertising professionals want to see in parental leave policies.

LONGER PAID LEAVE

Respondents emphasised the need for an extended duration of paid parental leave. **6+ months paid leave** helps reduce financial stress and allow for family bonding time.



FLEXIBILITY POST-LEAVE

A number of responses highlighted the **importance of flexibility** when returning to work. Graduated return-to-work programs, part-time pathways, and work-from-home days help parents balance unpredictable family needs.



ELIGIBILITY & TRANSPARENCY

Removing or lowering the **minimum service period** (e.g., 12 months) makes policies more inclusive and attractive to new hires.



EQUAL & INCLUSIVE POLICIES

Gender-neutral policies with **aligned leave for primary and secondary carers** reduce inequity and support shared parenting responsibilities.



FINANCIAL & CAREER SUPPORT

Respondents called for **ongoing superannuation contributions**, stronger protection against redundancy and hostile work environments, clear policies to safeguard promotions and long service leave, and post-leave support.



ADDITIONAL SUPPORT

Policies that acknowledge **miscarriage and stillbirth** should be clear and accessible. No one should have to dig through fine print to understand their entitlements, especially during times of trauma.



Have questions or want to get involved?

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