

The 2018 **Indicators of a Thriving Workplace** survey measures the **current state** against the **desired state** of a thriving or mentally healthy workplace, by asking people currently employed about their experience in their workplace.

RETAIL TRADE

PROFILE REPORT



A SNAPSHOT OF MENTAL HEALTH AND WELLBEING IN AUSTRALIA'S RETAIL TRADE WORKFORCE

The industry's overall index score (60.7) is notably lower than the national score (62.7*) and is actually the third lowest score among all Australian industries. The Retail Trade industry fell short across every index score, particularly culture (-3.1 points below the national index score) and capability (-2.7). The culture shortfall was primarily due to people feeling less motivated to work hard because their job isn't interesting or important to them personally (-2.6).

A much higher proportion of workers are currently experiencing a mental health condition (26.4%, up 7.0pp~ on the national average). Although the proportion of employees finding their job highly stressful was well below the national average (-4.7pp), retention is likely to be an issue with fewer retail workers enjoying their jobs (-7.4pp lower than the national average) or committing to staying with their current employer for the next 12 months (-3.9pp).

* The index methodology was revised in early 2019 to provide a more robust view of workplace mental health and wellbeing, and is based on all responses from 'strongly agree' to 'strongly disagree'. The national index scores in this report have been recalculated to ensure ongoing comparability with profile-specific index scores.

~ pp denotes percentage points

NATIONAL AVERAGE



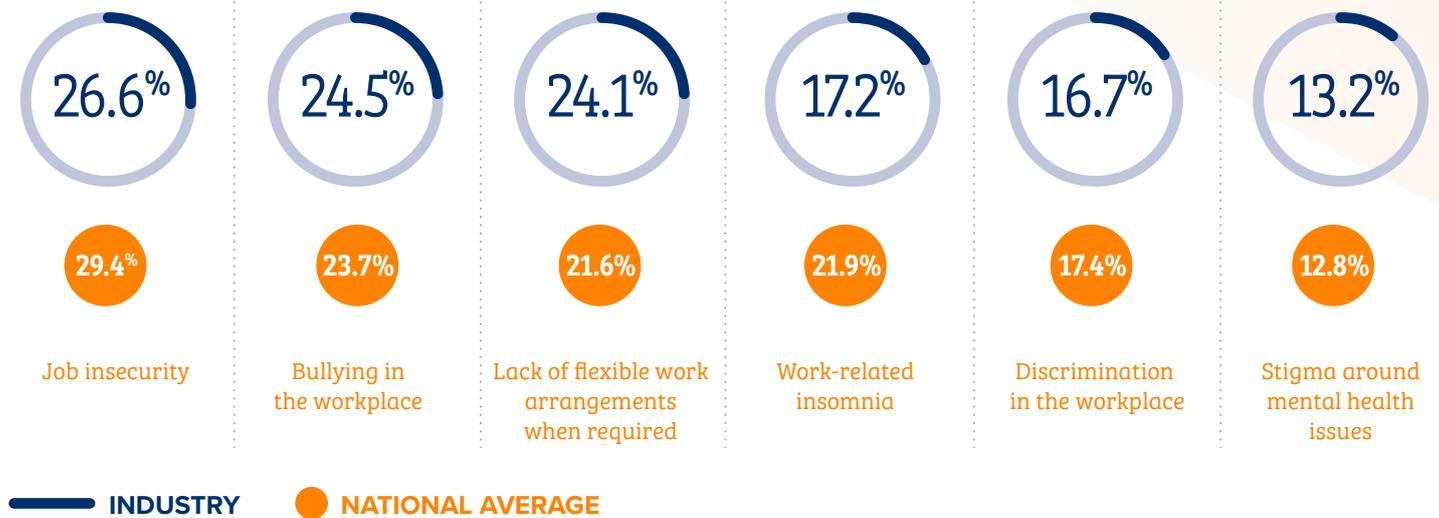
Biggest opportunities to achieve thriving workplaces



● INDUSTRY ○ NATIONAL AVERAGE

MENTAL HEALTH ISSUES EXPERIENCED AT WORK

Retail workers are experiencing less job insecurity and work-related insomnia than the national average, but are more likely to have difficulty getting flexible work arrangements when required.



"[I've been] abused by customers."

"[There] needs to be more education to the general public about tolerance and being fair to retail workers. We cop so much abuse and it can get very stressful, which can get very depressing."

"There is a culture of bullying and no cohesion at my workplace which is [a petrol retailer]."

"[I was] accused of causing damage to company property but [it was] not substantiated."

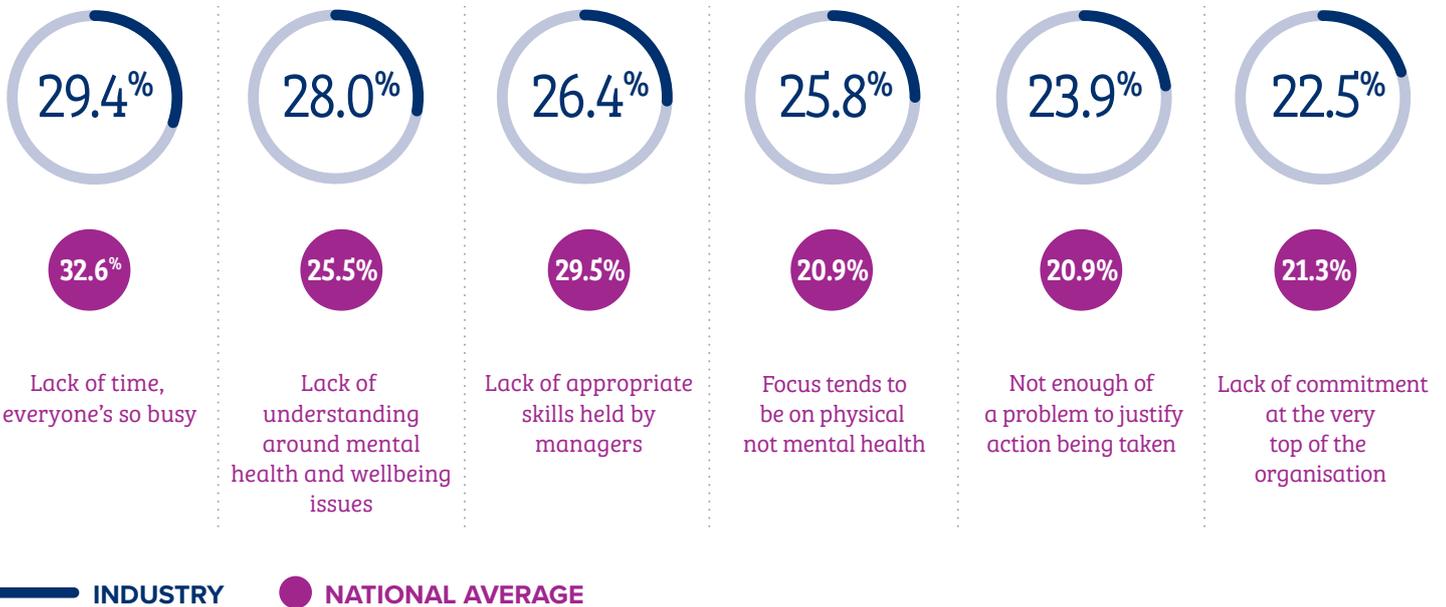
"The discrimination I have felt in my workplace was not by my team or employer, but by customers."

"[I voiced] problems to management about common issues and then [was] not... supported by the group."



WHAT IS PREVENTING EMPLOYERS FROM TAKING ACTION?

Although lack of time is considered the biggest barrier, it is less prominent than in other industries across Australia. Compared to the national average, the retail trade industry appears to have a reduced understanding of mental health and wellbeing issues and doesn't consider it a big enough problem to prioritise, preferring to instead focus on physical health and wellbeing.



"The business owner is only interested in the financial success of the company."

"My co-workers and I work well together and support each other as best we can, support from management is... practically non-existent."

"It would be great if there are some stringent laws that protect workers' mental health."

"[The main barrier is the] dismissive attitude of management towards the factuality of mental issues and stresses."

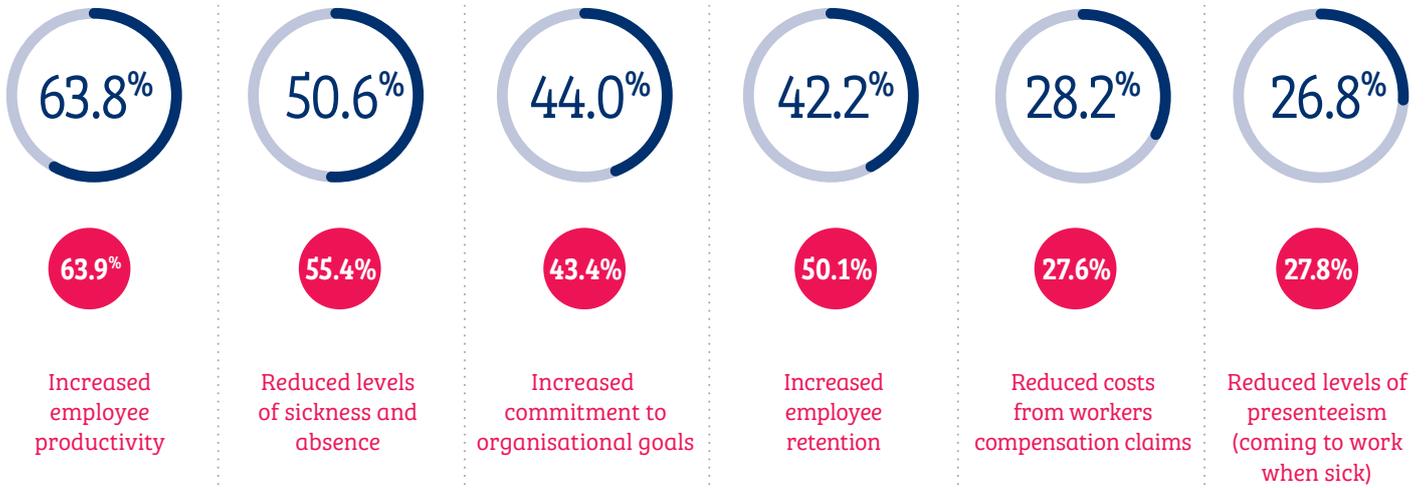
"If only the people sitting in the office could understand, these people that have never actually done the job they set the rules for."

"It would be better if management was more committed [instead of] putting on the show of compliance to please higher management."



BENEFITS OF INVESTING IN WORKPLACE MENTAL HEALTH AND WELLBEING

The proportion of retail trade workers who mentioned better productivity was on par with the national average, however the proportions anticipating reduced sickness and absence and increased retention were well below the national average.



— INDUSTRY ● NATIONAL AVERAGE

“[It would generate] loyalty to, and admiration of, the employer [which] leads to confidence in disclosing problems and seeking solutions.”

“[It would] make the people working with you happy in their lives.”



HOW DO INDIVIDUALS BENEFIT?

People working in the retail trade industry are more likely than the average Australian worker to feel more committed to their organisation if it's a mentally healthy workplace (+2.3pp).



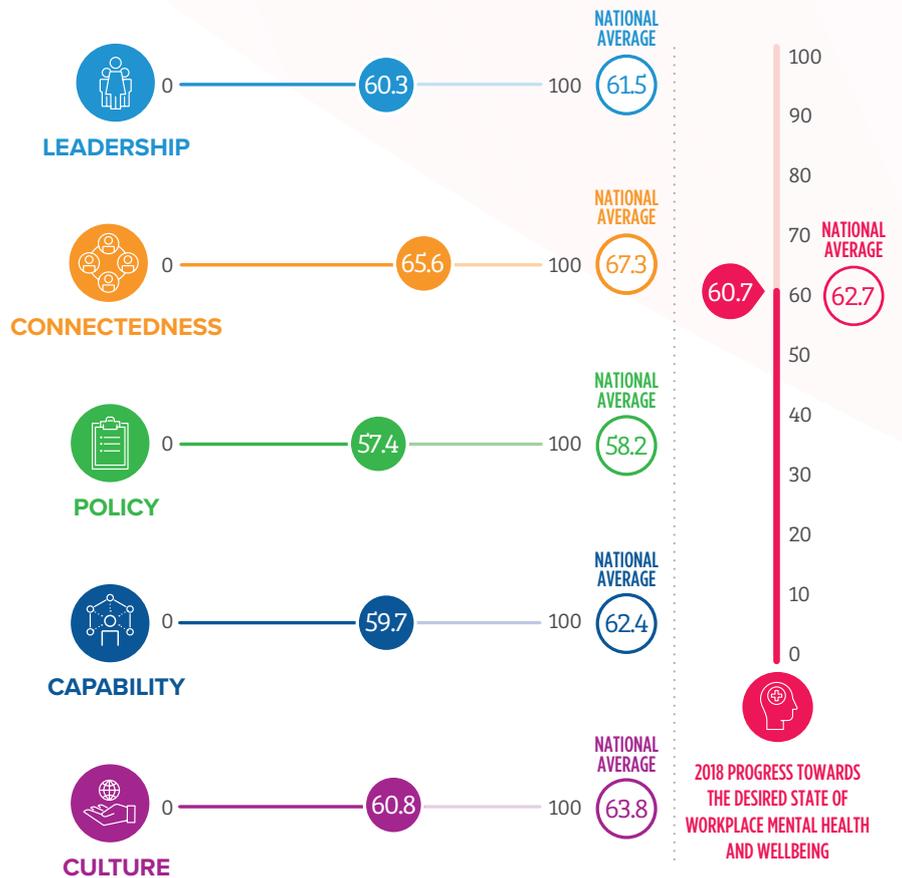
— INDUSTRY ● NATIONAL AVERAGE

"[I like] knowing that my manager understands and supports me to cope with my own mental illness."

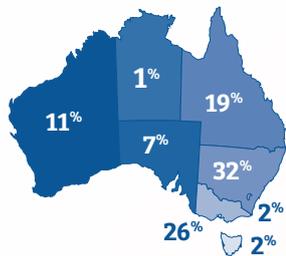


ARE WE THERE YET?

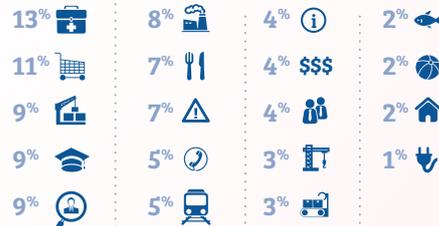
The 2018 results show that people working in the retail trade industry have lower overall perceptions and experiences of their workplace compared to the national index scores. The industry fell particularly short in terms of culture (-3.1 index points) which was primarily due to people feeling less motivated to work hard because their job isn't interesting or important to them personally (-2.6 points).



PRIMARY PLACE OF WORK



INDUSTRY



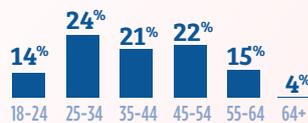
PARTICIPANTS

5,047

GENDER

47% FEMALE
53% MALE

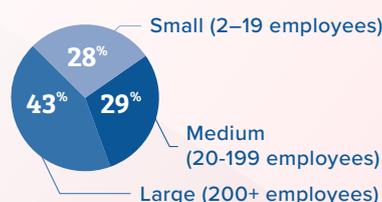
AGE



WORK ROLE



WORK ROLE



ABOUT THIS SURVEY

The aim of the Indicators of a Thriving Workplace survey is to measure the current state against the desired state of a thriving or mentally healthy workplace, by asking people currently employed about their experience in their workplace. The survey was completed online by 5,047 working Australians in July 2018, and asked respondents to rate the extent to which each of the scientifically-validated 40 characteristics of a mentally healthy workplace are present in their own workplace using a 6-point scale: 'strongly agree' to 'strongly disagree' and 'don't know'. The survey also asked questions about people's perceptions, attitudes and experiences in relation to workplace mental health and wellbeing.

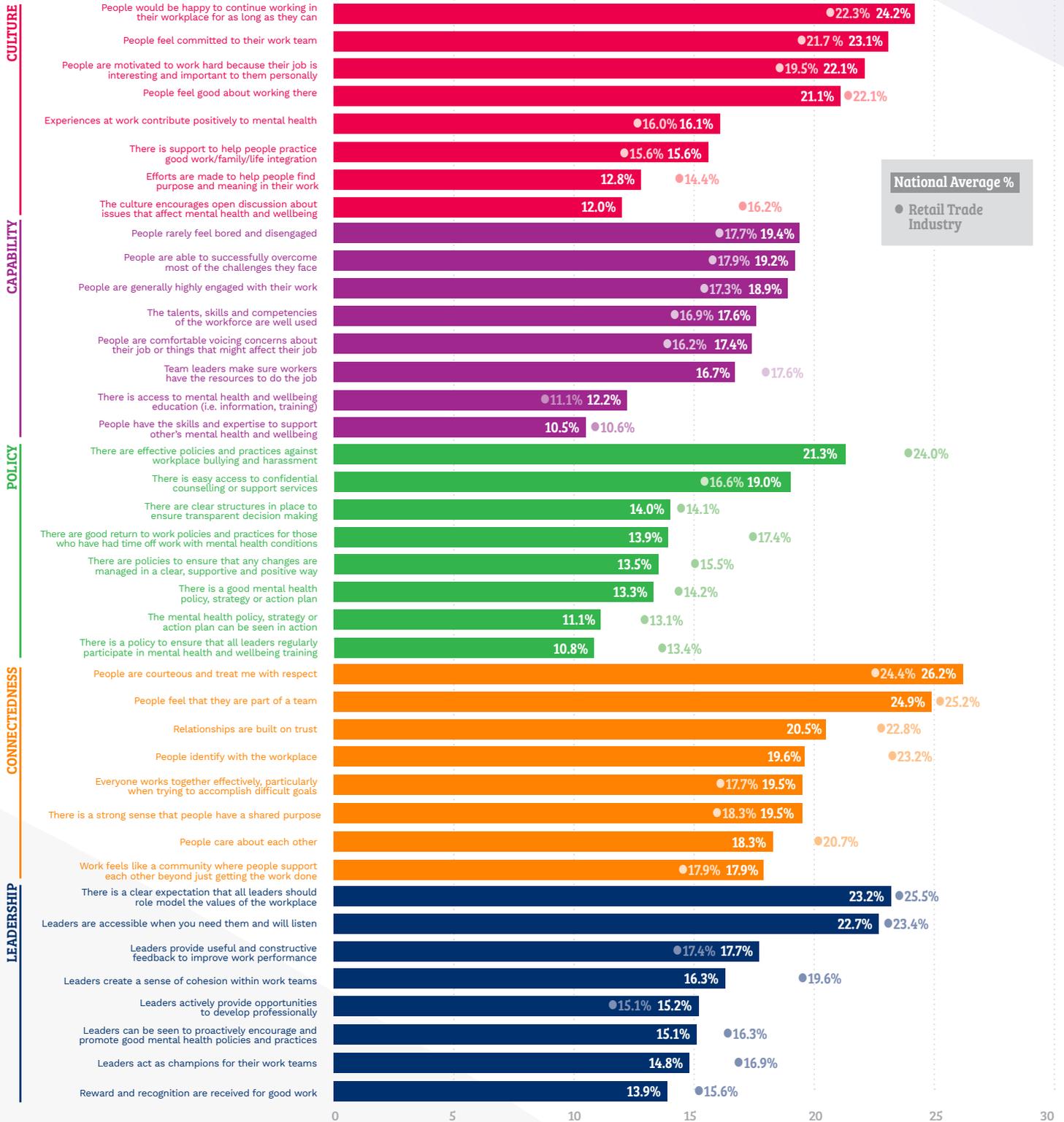
This report is based on responses from 494 people working in the retail trade industry.

DOWNLOAD THE NATIONAL REPORT:

superfriend.com.au/resources/indicators-of-a-thriving-workplace-2018/

ARE WORKPLACES THRIVING IN THE RETAIL TRADE INDUSTRY?

The 40 indicators of thriving workplaces are characteristics that optimise employees' mental health and ability to succeed at work. The following chart shows the proportion of respondents who strongly agree with each indicator. The results below highlight that the retail trade industry is currently struggling to achieve thriving workplaces in terms of many culture and capability measures, but is mostly above average for leadership and policy indicators.



SuperFriend advocates for, equips and empowers profit-to-member superannuation funds and insurers to achieve mentally healthy workplaces for their staff and members.

Can you imagine an Australia where all workplaces are mentally healthy? That's our vision. Pure and simple.

You can find more information about workplace mental health and wellbeing solutions, free resources, and sign up to our regular newsletter at superfriend.com.au



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