

# The Importance of a *Positive* Company Culture in Construction

RMIT University tracked NSW construction trainees over a two year period, with most stating at the end that they didn't believe it was an industry they would choose to work in.

The participants stated they were looking for a job with hours that allow them time for non-work interests, and alarmingly only 30% believed a job in the industry would give them control over personal time. This doesn't just impact the next generation of construction talent though, the facts support their observations more broadly across the industry too:

**64%** of construction workers are currently working more than 50 hours per week

(CITC)

**59%** say they are unhappy with their current work-life balance

(CITC)

**63%** are considering leaving because of difficulty achieving work/life balance

(NSW Building Commission)

## The Impact on *RECRUITMENT & RETENTION*

### HIGH REPLACEMENT COSTS:

It can cost up to 33% of a worker's annual salary to replace them. For construction companies, this translates to substantial financial losses due to high turnover rates.

### REDUCED PRODUCTIVITY:

High turnover and difficulty in finding skilled workers can lead to project delays and reduced overall productivity, affecting a company's bottom line and reputation.

## Solutions for *CHANGE*

This disconnect between expectations and reality presents a challenge for construction companies looking to attract and retain talent. To remain competitive, organisations need to reassess their approach to work-life balance and company culture.

### ① UPDATE WORKING STYLES:

Where possible, offer options such as compressed work weeks or remote work for office-based roles.

### ② PRIORITISE MENTAL HEALTH:

Provide access to wellness programs and mental health resources to promote wellbeing.

### ③ INVEST IN TECHNOLOGY:

Automation can streamline processes, reducing the need for long hours and improving efficiency.

### ④ FOSTER A CULTURE OF BALANCE:

Lead by example and create a workplace culture that values personal time and encourages employees to maintain a healthy balance.

### ⑤ OFFER COMPETITIVE BENEFITS PACKAGES:

Consider benefits that support work-life balance, such as additional paid time off, parental leave, or flexible scheduling options.