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:







are considering leaving because of difficulty achieving work/life balance

(NSW Building Commission)

The Impact on RECRUITMENT & RETENTION

HIGH REPLACEVHENT COSTS:

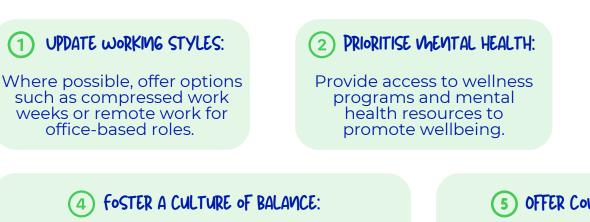
It can cost up to 33% of a worker's annual salary to replace them. For construction companies, this translates to substantial financial losses due to high turnover rates.

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.



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:

INVEST IN TECHNOLOGY:

Automation can streamline

processes, reducing the

need for long hours and

improving efficiency.

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

