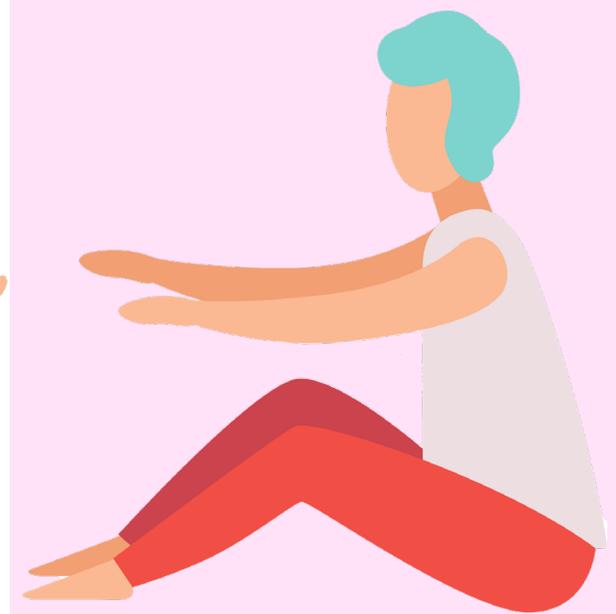


CREATIVE
NATIVES

PAID PARENTAL LEAVE GUIDE

FOR THE CREATIVE,
MARKETING, PR AND
TECH INDUSTRIES



INTRODUCTION

As a parent, I know the life altering changes that come along with having a child. Your world is flipped upside down and is now controlled by this tiny human being who is completely reliant on you for survival. Plus, with the rising cost of living, having a child is more expensive than ever before and it's important for to-be parents to be able to plan for this.

That's where this guide comes in. Our goal is to be transparent about the paid parental leave policies of businesses in the creative industry - you'll notice there's no ranking or opinions, only the facts. We want to help candidates make the best decision for them.

It is our hope that candidates can get information about a company's policy here, rather than awkwardly asking about it in an interview. We hear from many candidates looking for a new role that the details of a company's paid parental leave policy can be a deciding factor in whether or not they'll accept the offer - even if they won't take any parental leave until years down the track.

Asking the question in an interview can also leave the hiring manager with the impression that the candidate will only be in the job for the minimum amount of time before going on parental leave, potentially jeopardising their chances of getting the role. It's no wonder candidates feel uncomfortable asking about it at the interview stage.

Paid parental leave policies generally impact women more so

than men, as they tend to be the primary carer. So if you want to attract some of the best female talent to your business, as well as help keep women in the creative and marketing industry, ensure your paid parental leave policy supports the primary carer to return to the workplace, and be transparent about what you offer. Don't hear alarm bells if a candidate asks about it.

From an organisational perspective, see this guide as a tool to compare how your company's paid parental leave policy stacks up against the rest. We have collected the paid parental leave policies of 23 different businesses (including ours, you can find us under 'C'), and they all have varied offerings. Use this knowledge of what other businesses are doing to your advantage and see where you can potentially enhance your policy.

Right now, this guide is still in its infancy stage. It's our very first one, but we hope that with your support, we can grow the guide every year going forward. To do this, we need more businesses in the creative industry to share their policies with us.

If you would like your business to be a part of this guide in 2024 and beyond, follow us on [LinkedIn](#) to make sure you're the first to hear when we next run our paid parental leave survey.



Ryan Kelly
Creative Natives CEO

THE A-Z GUIDE OF PAID PARENTAL LEAVE POLICIES

A

ALT/SHIFT

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: 12 months before child is born

Paid weeks primary carer receives: 12

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: No

ATLASSIAN

Organisation type: Corporate/inhouse

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: 26

Paid weeks secondary carer receives: 20

Any other benefits in their paid parental leave policy: For those trying to conceive via IVF, a benefit to assist with costs is provided.

B

BOUNCE

Organisation type: Agency

Organisation headcount: 1-25

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: Standard government mandated leave

Paid weeks secondary carer receives: Standard government mandated leave

Any other benefits in their paid parental leave policy: No

BULLFROG

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 26

Paid weeks secondary carer receives: Standard government mandated leave.

Any other benefits in their paid parental leave policy: 6 months gender-neutral paid parental leave for the primary carer, including superannuation, with the option to add an additional 12 months of unpaid leave, if required. 10 days gender-neutral paid leave for each individual occurrence for pregnancy loss, IVF, surrogacy or adoption.

C

CAMPLIFY

Organisation type: Corporate/In-house

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 18 (20 for single parents)

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: Camplify will top up the government paid parental leave to meet an employee's salary for as long as they claim paid parental leave. Superannuation is paid on the top-up payment. Employees who do not qualify for government paid parental leave and are on a company sponsored visa are eligible for 8 weeks full pay including superannuation.

COMMUNICADO

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: Standard government mandated leave

Paid weeks secondary carer receives: Standard government mandated leave

Any other benefits in their paid parental leave policy: No

CREATIVE NATIVES

Organisation type: Creative recruitment agency

Organisation headcount: 1-25

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: 8

Paid weeks secondary carer receives: 8

Any other benefits in their paid parental leave policy: Provide a small supply of nappies and vouchers for a cleaner and Uber Eats.

E

EDELMAN

Organisation type: Agency

Organisation headcount: 51-100

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives:

- 1-2 years continuous service - 8 weeks
- 2-3 years continuous service - 12 weeks
- 3+ years continuous services - 16 weeks

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: Company tenure continues while on leave and they still offer all anniversary benefits while on leave (Me Day, vouchers etc). If you have transferred from another Edelman office, your tenure is measured from when you joined the agency, not when you joined the office.

ENERGYAUSTRALIA

Organisation type: Corporate/In-house

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 20

Paid weeks secondary carer receives: 20

Any other benefits in their paid parental leave policy: Contact days, return to work scheme (first month, parents work at 75% FTE and get paid 100%), flexible work location and flexible hours.

G

GROWTHOPS

Organisation type: Agency

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 14

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: Leave for loss (2-8 weeks for those who were pregnant, 1-2 weeks for partners), continued superannuation contribution for primary carers on the unpaid portion of primary carers leave, up to 12 months.

H

HOGARTH

Organisation type: Agency

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives:

- Over 12 months tenure - 12 weeks full pay / 26 weeks half pay
- Over 5 years tenure - 16 weeks full pay / 32 weeks half pay

Paid weeks secondary carer receives:

- 1-2 years tenure - 2 weeks full pay
- Over 2 years tenure - 4 weeks full pay

Any other benefits in their paid parental leave policy:

Superannuation paid for 12 weeks (<5 years tenure) or paid for 52 weeks (>5 years tenure)

L

LUMINARY

Organisation type: Agency

Organisation headcount: 51-100

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 4

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: Flexible return to work arrangements.



N

NTEGRITY

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: 12 months, but have hired people who were pregnant before starting and made a plan specific to their needs.

Paid weeks primary carer receives: 8

Paid weeks secondary carer receives: 8

Any other benefits in their paid parental leave policy: A return to work plan - they scale return to work by looking at both scaled days and scaled utilisation - and do 1 on 1 sessions before parents return to understand carers arrangements etc. If a parent works part time and is asked to work an extra day, they are paid for this day, plus paid extra to cover childcare. They have Wellbeing Wednesday where most staff work from home and they minimise meetings - this allows part time workers to sync their day off to Wednesday and know that important meetings won't be booked on this day. Have parent friendly policies, like flexible working to allow for drop off and pick ups, and also invite parents to share and talk about their kids on a parenting Slack channel. They also invite families and their kids to ntegrity's birthday party each year.

O

OPEN

Organisation type: Startup

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 18

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: No

S

SEFIANI COMMUNICATIONS

Organisation type: Agency

Organisation headcount: 1-25

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: Up to 12 weeks, plus two months of superannuation contributions.

Paid weeks secondary carer receives: Up to four weeks.

Any other benefits in their paid parental leave policy: Up to two months superannuation contribution for primary carer. Up to three paid 'Stay Connected Days' during a twelve-month parental leave period at the employee's normal rate of pay. Hybrid work and flexible working hours to suit demands on parents. Up to \$100 per day for childcare for additional days for part-time workers who may be asked to support clients on days outside of their normal working schedule.

SLING & STONE

Organisation type: Agency

Organisation headcount: 51-100

Minimum time needed to work to qualify for leave: 6 months

Paid weeks primary carer receives: Up to 12 weeks pay at 100% of their normal pay, depending on their length of continuous service.

- 6 months-3 years continuous service - 8 weeks
- More than 3 years continuous service - 12 weeks

Employees can choose to take this leave in 1 block or to break it out across the first 12 months, either prior to or following, government paid parental leave.

Paid weeks secondary carer receives: Up to 12 weeks pay at 100% of their normal pay, depending on their length of continuous service.

- 6 months-3 years continuous service - 8 weeks
- More than 3 years continuous service - 12 weeks

Employees can choose to take this leave in 1 block or to break it out across the first 12 months, either prior to or following, government paid parental leave.

Any other benefits in their paid parental leave policy:

Entitlements are offered for either the primary or secondary carer in the instance of:

- Miscarriage - 2 weeks paid compassionate leave at full pay
- Stillbirth - 8 weeks paid compassionate leave at full pay
- Loss of a child (up to 24 months) - 8 weeks paid compassionate leave at full pay; up to a further 10 months of unpaid leave, which can be supplemented by paid leave options

If both parents are employed at Sling & Stone, parental leave entitlements can be taken at the same time.

For returning parents, flexible/gradual/part time return options are available. Sling & Stone support returning employees to feel confident through a re-induction program covering refresher training, as well as manager and team re-inductions.

SPARK

Organisation type: Agency

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: 4-18 weeks, depending on tenure

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: Upon returning to work, an additional 5 days of "cub care" on top of annual and sick leave.

STRAIGHT OUT DIGITAL

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: 10 of the 13 months before the birth

Paid weeks primary carer receives: 18

Paid weeks secondary carer receives: 2

Any other benefits in their paid parental leave policy: No

T

THE DIGITAL PICNIC

Organisation type: Agency

Organisation headcount: 1-25

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 6

Paid weeks secondary carer receives: 6

Any other benefits in their paid parental leave policy: Paid parental leave is available for all new babies (including adoption, foster care and surrogacy). Parents have the option to do one day of paid work (outside of parental leave remuneration) per month while on parental leave to stay connected with the team.

THE PISTOL

Organisation type: Agency

Organisation headcount: 26-50

Minimum time needed to work to qualify for leave: 12 months

Paid weeks primary carer receives: 12

Paid weeks secondary carer receives: 12

Any other benefits in their paid parental leave policy: Paid leave can be used for all babies, including adoption and foster care. There are non-compulsory connection days, where those on parental leave are invited to the office for a get together to ensure they still feel part of the team.

U

UBER

Organisation type: Corporate/In-house

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: 18

Paid weeks secondary carer receives: 18

Any other benefits in their paid parental leave policy: Pre and post natal support via a third party vendor, additional Uber credits for Uber Eats, flexible working arrangements when returning to work.

X

XERO

Organisation type: Corporate/In-house

Organisation headcount: 101+

Minimum time needed to work to qualify for leave: N/A

Paid weeks primary carer receives: 26

Paid weeks secondary carer receives: 6

Any other benefits in their paid parental leave policy: No

V

VERVE SUPER

Organisation type: Start up

Organisation headcount: 1-25

Minimum time needed to work to qualify for leave: Need to have passed probation (typically 3-6 months)

Paid weeks primary carer receives: 12

Paid weeks secondary carer receives: 12

Any other benefits in their paid parental leave policy: Paid leave for a miscarriage.

THANK YOU

Thank you to the staff from the businesses in this guide who shared their organisation's paid parental leave policies with us and to the leaders of these businesses who approved the publication of these details. We appreciate the time you gave to help us put this guide together.