

Any Travel and Tourism company,
any size, anywhere can become a
Great Place to Work[®]

*Our study of The Best Companies to Work for in Australia's Travel and Tourism Industry
is a great place to start!*



Any Company Can Create a Great Workplace. Our Mission Is to Help Them Do It.

The Great Place to Work® Institute is dedicated to building a better industry by helping organisations to transform their workplaces.

The national unemployment rate is currently at the lowest level in 30 years, and with research showing that 60% of employees are actively looking for a new job, it is now more important than ever for companies to retain their current staff and attract new talent.

With the critical staff shortage in the travel and tourism industry, it will be a great way to promote your organisation to prospective employees both currently in the industry and the best from outside the industry to seek employment with you. The study will also provide you with an insight into how your employees view their workplace and help you understand the strengths that help make your organisation great. And then the opportunities to make it even better.



Great Place to Work® Institute Australia is collaborating with TA Fastrack to recognise the Best Companies to Work For in the Travel and Tourism Industry. TA Fastrack is beyond any doubt that being a 'Great Workplace' is also Great for Business. Great Place to Work® Institute Australia is dedicated to the goal of building a better industry by helping companies transform their workplaces. And that's where our study of the 'Best Companies to Work for in Australia's Travel and tourism industry' produced by the Great Place to Work® Institute Australia comes in...

Eligibility

Entry is open to all travel and tourism organisations with at least 20 people working in Australia, including both Public and Private Companies; Government Departments and Agencies; and Non-Profit Organisations and Charities.

What is in it

The study is a comprehensive survey of your employees, using The Great Place to Work® Trust Index© - an employee survey tool that measures the level of trust, pride and camaraderie within your workplace.

This process involves surveying your employees, a consolidated report including all employee responses to the Trust Index©, a benchmark against the 'Best Companies to Work For', your results for the 8 standard segmentations (age, gender, location, work area, years of service, job type, education level, and work status) and a half day workshop to discuss your results.

This report will serve as a management tool to determine what makes your company great (strengths) as well as identifying the areas to become better (opportunities for development).

By taking part - whether or not you are included on the 'Best Companies' list - your organisation will have the opportunity to get an incredible insight to how your employees view their workplace and to see - in detail - how their views compare with those of employees in other Australian travel and tourism organisations.

The Benefits of Securing a Position on the 'Best Companies' List

Companies that earn a spot on the list enjoy substantial positive publicity that will enhance their reputations with customers, employees, and job seekers. This publicity will see them widely recognised as leaders in progressive workplace practices.

A Great Place to Work® is defined as a place where people:

“Trust the people they work for, have Pride in what they do, and enjoy the people they work with “



These organisations also enjoy significant opportunities to leverage their success through self-generated publicity and PR, both internally through employee newsletters and through external media.

They earn the right to use the distinctive and widely recognised 'Best Companies to Work for in the Travel and Tourism Industry' logo, with almost limitless opportunities for promotion including advertising, company stationery and websites, name badges, company vehicles and premises.

Many of our previous 'Best Companies' report a significant reductions in employee turnover, coupled with increased interest from qualified job seekers, many of whom mention the 'Best Companies to Work For' listing as their main reason for applying for a position.

These organisations have access to a rigorously tested leadership development framework that continues to demonstrate a positive impact on organisational financial performance.*

(*As validated by independent research by Russell Investment Group 1998-2006)

Great Place to Work® Institute conduct detail studies in 30 countries in Europe, North America, Latin America and Asia Pacific of workplace culture across a wide range of Australian organisations, and share the detailed results of this study with all participating organisations in order to help them to improve their workplaces.

Great Place to Work® Institute use the findings from this study in two distinct ways.

“We honour ‘The Best’.....”

Great Place to Work® will publish a list of the 'Best Companies to Work For in the Travel and Tourism Industry' in the travel industry's leading

publication, Travel Weekly. The highly respected publication will use the report to launch its first issue of 2009, giving the industry an unprecedented look into travel's top employers.

“...and we inspire The Rest”

The 'Best Companies' is not just about the 'Best Companies'! Many organisations take part in the study because they see it as an unrivalled opportunity to learn and improve, and to help them develop a better workplace culture.

These annual surveys are widely considered to be the most important and comprehensive studies of workplace culture undertaken throughout the world. Based on the major findings of 20 years of research, Great Place to Work® believes that trust between managers and employees is the primary defining characteristic of the very best workplaces.

Great Workplaces Empower You to:

Attract the best employees. Companies with reputations as great employers attract more applicants - and gain access to the most talented people.

Retain their people. Companies on 'Best Companies' lists have staff turnover on average 50% lower than their competitors - leading to big savings on training, recruiting and even bigger gains in productivity.

Provide excellent customer service. Studies show that employees who feel good about their employer deliver a higher level of satisfaction to customers.

Encourage innovation. When trusted, employees feel more comfortable taking risks and making suggestions - leading to new products and improved processes.

Your Next Step »

How to Register your Interest

To register, or to find out more, call **Zrinka Lovrencic** at Great Place to Work® Australia on **1300 13 18 79** or email **zlovrencic@greatplacetowork.com.au**

We strongly recommend that you register as soon as possible as the earlier you register, the more time you will have to complete the various stages.

You will find further detailed information at :

www.greatplacetowork.com.au

or

www.tafastrack.com.au/gptw



This study is in collaboration with TA Fastrack