

WR Communications

Employee and Community

Tracking Results

colmar
brunton

Social Research

23 February 2006

Table of contents

• <u>Conclusions</u>	3
• <u>Executive summary</u>	7
• <u>Research objectives</u>	18
• <u>Methodology</u>	19
• <u>Sample size</u>	20
• <u>Aid to interpretation</u>	21
• <u>Findings</u>	22

Conclusions

- **Employees'** spontaneous awareness of Government advertising has not changed significantly from wave 4 to wave 13 (11% to 9%). Awareness of ACTU advertising has significantly decreased from 57% to 7%. Awareness of 'other' advertising has significantly increased from 30% to 82%.
 - There was a significant decrease from wave 12 to wave 13 in the proportion of employees who were aware of ACTU advertising (13% wave 12, 7% wave 13). Among employees, awareness of ACTU advertising is at the lowest level since wave 1.
 - When prompted 68% of employees are aware of Government advertising on TV, 47% newspaper and 33% radio.
 - 69% have heard of WorkChoices, which is the lowest level since this was first asked in wave 7.
- Among the **rest of the community**, there has not been a significant change in awareness of Government advertising between wave 4 and wave 13 (10% to 11%). Awareness of 'other' advertising has significantly increased from 31% in wave 4 to 82% in wave 13. Awareness of ACTU advertising has decreased significantly from 60% to 5%.
 - When prompted 61% of the rest of the community are aware of Government advertising on TV, 42% newspaper and 25% radio.
 - 66% have heard of WorkChoices, which is the lowest level since this was first asked in wave 7.

Conclusions

- Amongst employees, there was a statistically significant increase in agreement that the proposed changes to the workplace relations system will:
 - Be consistent across Australia (20% wave 4, 30% wave 13); and
 - Create more flexible working arrangements (15% to 26%).
- There has also been a non-significant increase from wave 4 to wave 13 in agreement that the proposed system will:
 - Take into account the needs of small businesses (31% wave 4, 37% wave 13);
 - Be good for the Australian economy (17% to 23%);
 - Provide transparent and accessible guidelines to employers and employees (14% to 17%);
 - Provide opportunities for employees (12% to 17%);
 - Allow better wages to be negotiated (12% to 16%);
 - Be easy to participate in (12% to 15%);
 - Be collaborative (10% to 15%);
 - Make the system fairer (12% to 13%);
 - Be simple and straightforward (9% to 13%);
 - Support the Australian way of life (9% to 13%); and
 - Protect employees (9% to 11%).

Conclusions

- There has not been a significant change in employee or rest of community satisfaction with the current system.
- Amongst employees, there has been a statistically significant increase in agreement with the following statements in relation to the current workplace relations system:
 - Is fair (48% wave 4, 57% wave 13);
 - Allows flexible working arrangements (49% to 57%);
 - Supports the Australian way of life (50% to 57%);
 - Is easy to participate in (45% to 54%);
 - Allows better wages to be negotiated (37% to 49%); and
 - Creates jobs (34% to 41%).
- Just over two-thirds of employees (69%) reported that they think it is better to continue to make changes to the workplace relations system.

Conclusions

- For the rest of the community, there have been no statistically significant changes in agreement with statements in relation to the current workplace relations system between wave 4 and wave 13.
- However, there have been statistically significant decreases in agreement with the following statements in relation to the current workplace relations system between wave 12 and wave 13:
 - Is fair (56% wave 12, 40% wave 13);
 - Provides opportunities for employees (51% to 35%);
 - Allows better wages to be negotiated (49% to 34%); and
 - Is collaborative (40% to 27%).
- Amongst the rest of the community, there were no significant changes in agreement with statements about the proposed system.
- Rest of community awareness of the proposed workplace relations changes was significantly lower from wave 4 (79%) to wave 13 (61%).

Executive summary

Satisfaction with current system

- Employees' satisfaction with the current workplace relations system has not changed significantly from wave 4 (63%) to wave 13 (65%).
- The rest of the community's satisfaction with the current workplace relations system has not changed significantly from wave 4 (41%) to wave 13 (43%).

Satisfaction with proposed changes to the system

- Employees' satisfaction with the proposed changes to the workplace relations system has increased significantly from wave 4 to wave 13 (9% wave 4, 15% wave 13).
- The rest of the community's satisfaction with the proposed changes to the workplace relations system has not changed significantly from wave 4 (23%) to wave 13 (15%).

Executive summary

Attitudes to current system

Employee

- Amongst employees, there has been a statistically significant increase in agreement with the following statements in relation to the current workplace relations system:
 - Is fair (48% wave 4, 57% wave 13);
 - Allows flexible working arrangements (49% to 57%);
 - Supports the Australian way of life (50% to 57%);
 - Is easy to participate in (45% to 54%);
 - Allows better wages to be negotiated (37% to 49%); and
 - Creates jobs (34% to 41%).

Rest of community

- For the rest of the community, there have been no statistically significant changes in agreement with statements in relation to the current workplace relations system between wave 4 and wave 13.
- For the rest of the community, there have been statistically significant decreases in agreement with the following statements in relation to the current workplace relations system between wave 12 and wave 13:
 - Is fair (56% wave 12, 40% wave 13);
 - Provides opportunities for employees (51% to 35%);
 - Allows better wages to be negotiated (49% to 34%); and
 - Is collaborative (40% to 27%).

Executive summary

Information sources for current system

Employees

- There was a significant increase in the proportion of employees who mentioned getting information from the Australian government (1% wave 4, 7% wave 13).
- There was a significant decrease in the proportion of employees who mentioned getting information from the following sources:
 - Employer (30% wave 4, 24% wave 13); and
 - Magazines (6% to 3%).

Rest of community

- There was a significant increase in the proportion of the rest of community who mentioned getting information from magazines (1% wave 4, 8% wave 13).
 - There was a significant increase from wave 12 to wave 13 in the proportion of the rest of community who mentioned getting information from the union (2% wave 12, 11% wave 13).
- There was a significant decrease in the proportion of the rest of community who mentioned getting information from their employer (16% wave 4, 5% wave 13).

Executive summary

- Employees receive/source information about the current system from:
 - Union (27%);
 - Newspapers (25%);
 - Employer (24%);
 - Internet (21%); and
 - TV (20%).
- The rest of the community receive/source information about the current system from:
 - Newspapers (39%);
 - TV (32%); and
 - Radio (16%).

Executive summary

Awareness of proposed changes and information sources

- Employee awareness of the proposed changes has not changed significantly from wave 4 (71%) to wave 13 (70%).
- For the rest of the community there was a significant decrease in awareness of the proposed changes from wave 4 (79%) to wave 13 (61%).
- There have been significant increases in the following information sources used by employees:
 - Newspapers (47% wave 4, 56% wave 13);
 - Friends or family (6% to 11%); and
 - The Australian Government (1% to 5%).
- There was a significant increase for the rest of the community in sourcing information about the proposed changes from magazines (8% wave 4, 19% wave 13).
 - There was also a significant increase between wave 12 and wave 13 in the rest of community who reported sourcing information from magazines (5% wave 12, 19% wave 13).

Executive summary

Employee awareness of Government and ACTU advertisements

- Employees' spontaneous awareness of Government advertising has not changed significantly from wave 4 to wave 13 (11% to 9%). Awareness of ACTU advertising has significantly decreased from 57% to 7%. Awareness of 'other' advertising has significantly increased from 30% to 82%.
 - There was a significant decrease from wave 12 to wave 13 in the proportion of employees who were aware of ACTU advertising (13% wave 12, 7% wave 13).
 - Among employees, awareness of ACTU advertising is at the lowest level since wave 1.
- When prompted, employees reported being aware of Government advertising through:
 - TV (68%);
 - Newspaper (47%); and
 - Radio (33%).
- When prompted, employees were aware of ACTU advertising through:
 - TV (57);
 - Newspaper (40%); and
 - Radio (25%).
- When prompted, 69% of employees had heard of the term "WorkChoices".
 - This is the lowest level since this was first asked in wave 7.

Executive summary

Rest of community awareness of Government and ACTU advertisements

- Among the rest of the community, there has not been a significant change in awareness of Government advertising between wave 4 and wave 13 (10% to 11%). Awareness of 'other' advertising has significantly increased from 31% in wave 4 to 82% in wave 13. Awareness of ACTU advertising has decreased significantly from 60% to 5%.
 - Among the rest of community, awareness of ACTU advertising is at the lowest level since wave 1.
- When prompted, the rest of community reported being aware of Government advertising through:
 - TV (61%);
 - Newspaper (42%); and
 - Radio (25%).
- When prompted, the rest of community were aware of ACTU advertising through:
 - TV (46%);
 - Newspaper (37%); and
 - Radio (19%).
- When prompted, 66% of the rest of the community had heard of the term "WorkChoices".
 - This is the lowest level since this was first asked in wave 7.

Executive summary

Attitudes towards the proposed system

Employee

- Amongst employees, there was a statistically significant increase in agreement that the proposed changes to the workplace relations system will:
 - Be consistent across Australia (20% wave 4, 30% wave 13); and
 - Create more flexible working arrangements (15% to 26%).

Rest of community

- Amongst the rest of the community, there were no significant changes in agreement with statements about the proposed system.

Executive summary

Perceptions of impact of the proposed changes

Employees

- There was a significant decrease in the proportion of employees who felt they would be worse off under the proposed system (52% wave 4, 44% wave 13).
- There were no significant changes, from wave 4 to wave 13, in the percentage of employees who feel they will be better off (6% to 10%) or the same (33% to 37%).

• Rest of community

- There were no significant changes, from wave 4 to wave 13, in the percentage of the rest of the community who feel they will be better off (13% to 18%), the same (33% to 39%) or worse off (43% to 40%).
- There was a significant decrease in the proportion of the rest of community who answered don't know to this question (13% wave 4, 3% wave 13).

Executive summary

Information needs

Employees

- 56% of employees reported that they would like more information regarding the proposed workplace relations changes.
 - This was not a significant change from wave 4 to wave 13 (54% to 56%).

Rest of community

- 49% of the rest of the community reported that they would like more information regarding the proposed workplace relations changes.
 - This was not a significant change from wave 4 to wave 13 (42% to 49%).

Executive summary

Attitude towards change

Employees

- In wave 13, just over two-thirds of employees (69%) reported that they think it is better to continue to make changes to the workplace relations system.
 - This was not a significant change from wave 4 to wave 13 (74% to 69%).

Rest of community

- In wave 13, close to two-thirds of the rest of the community (65%) reported that they think it is better to continue to make changes to the workplace relations system.
 - There was a significant decrease in the proportion of the rest of community who felt it was better to continue to make changes (81% wave 4, 65% wave 13).
 - There was a significant increase in the proportion of the rest of community who answered don't know to this question (3% wave 4, 13% wave 13).

Research objectives

- To explore attitudes to the current system and the proposed changes, as well as any perceived barriers to awareness and acceptance of the details of the changes.
- To investigate awareness, understanding and knowledge of the target audiences to:
 - Minimum wage setting
 - Awards and agreements
 - Unfair dismissal
 - The 'no disadvantage test'
 - The Australian Industrial Relations Commission
 - A unified national workplace relations system
- Knowledge of the new system and how it will affect them
- Current behaviours and methods of seeking information on employment related issues, such as wages, awards, agreements
- Likely response to the communication
- Any significant issues that may impact the campaign
- Which messages have the most impact with each target audience

Methodology

- Each wave represents 2 weeks of data collection.
- This report provides findings from the first 13 waves of quantitative tracking research with employed and non-employed members of the community.
- 50 employees and 50 other members of the community were interviewed in w/c 08/08/05 and w/c 15/08/05 (wave 1).
- For the remaining 26 weeks of the tracking program (from w/c 22/08/05) 200 employees and 50 other members of the community will be interviewed each week.
- All data is being collected by Computer Assisted Telephone Interview (CATI).
- The questionnaire is approximately 10 minutes in duration.
- Quotas have been set by State, location within State, and agreement type to ensure a Nationally representative sample.
- Throughout this report all percentages have been rounded to whole numbers. Therefore, some tables or charts may not add to 100% due to rounding or multiple answers.
- Statistical significance testing has been conducted between the current wave and wave 4 using a 95% confidence level. The ↑ symbol indicates a result significantly higher than wave 4. The ↓ symbol indicates a result significantly lower than wave 4.

Sample size

Time	Base size (n=)		
	Employee	Rest of community	TOTAL
Wave 1 (Weeks 1 – 2: w/c 08/08/05 and w/c 15/08/05)	106	102	208
Wave 2 (Weeks 3 – 4: w/c 22/08/05 and w/c 29/08/05)	408	98	506
Wave 3 (Weeks 5 – 6: w/c 05/09/05 and w/c 12/09/05)	407	99	506
Wave 4 (Weeks 7 – 8: w/c 19/09/05 and w/c 26/09/05)	404	101	505
Wave 5 (Weeks 9 – 10: w/c 03/10/05 and w/c 10/10/05)	401	98	499
Wave 6 (Weeks 11 – 12: w/c 17/10/05 and w/c 24/10/05)	403	98	501
Wave 7 (Weeks 13 – 14: w/c 31/10/05 and w/c 7/11/05)	408	92	500
Wave 8 (Weeks 15 – 16: w/c 14/11/05 and w/c 21/11/05)	418	86	504
Wave 9 (Weeks 17 – 18: w/c 28/11/05 and w/c 05/12/05)	398	111	509
Wave 10 (Weeks 19 – 20: w/c 12/12/05 and w/c 19/12/05)	388	122	510
Wave 11 (Weeks 21 – 22: w/c 09/01/06 and w/c 16/01/06)	397	106	503
Wave 12 (Weeks 23 – 24: w/c 23/01/06 and w/c 30/01/06)	408	89	497
Wave 13 (Weeks 25 – 26: w/c 06/02/06 and w/c 13/02/06)	404	101	505
TOTAL	4950	1303	6253

Colman Brunton

Social Research

Aid to interpretation

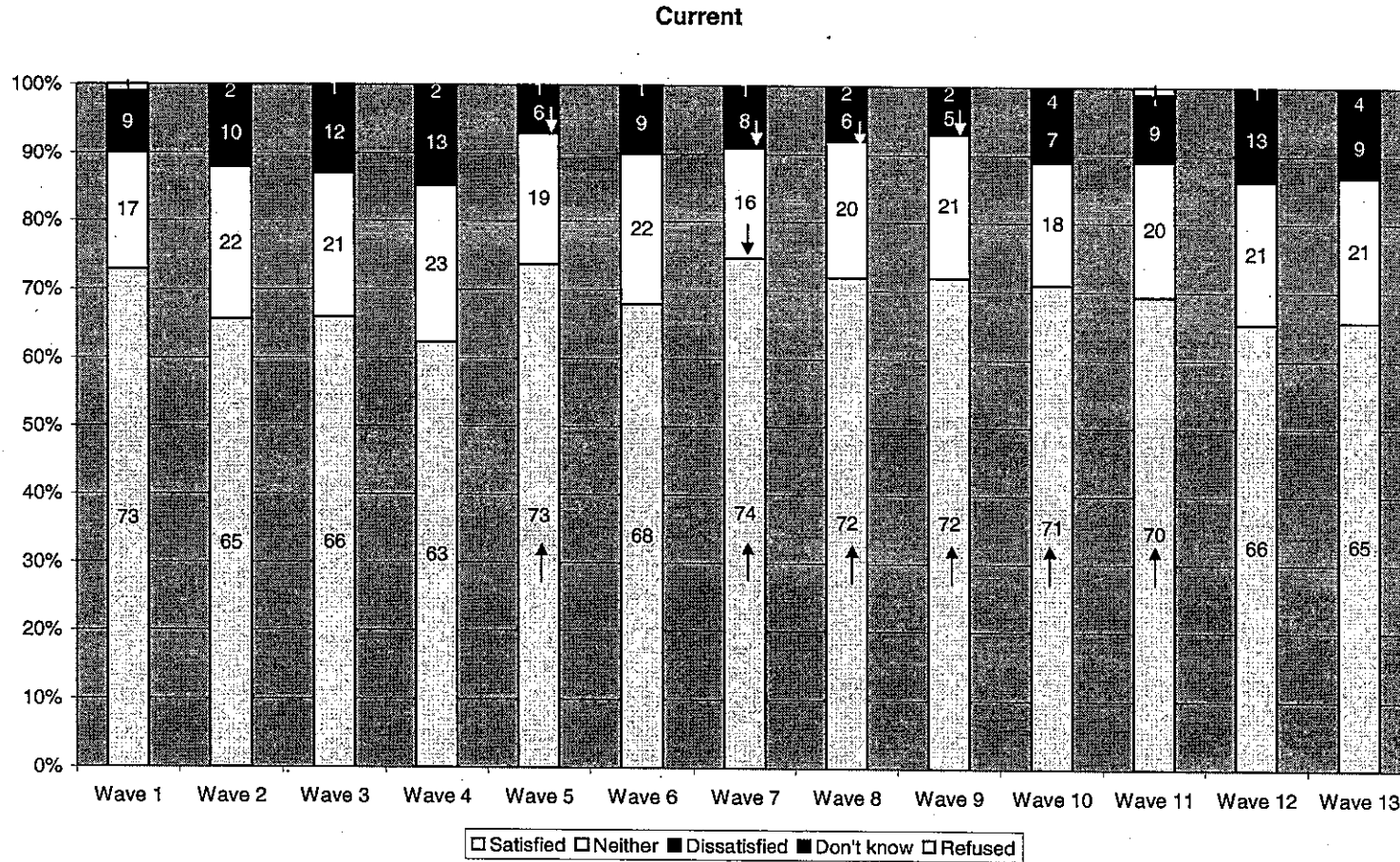
- The Australian Government launched the 'WorkChoices' campaign to communicate the workplace reforms to the Australian public on 9 October 2005 and concluded on 30 October 2005.
- This campaign began in the middle of Wave 5 of the Community Tracking. Thus, wave 4 is the most recent wave unaffected by the 'WorkChoices' campaign. Wave 7 was undertaken in the fortnight following the conclusion of the campaign.
- Wave 4 has been treated as baseline for this Community Tracking report.

Satisfaction with current system

- **Employee** satisfaction with the current workplace relations system is moderate to high with 65% currently satisfied.
 - There was no statistically significant change in the proportion of employees satisfied with the current system from wave 4 (63%) to wave 13 (65%).
- **The rest of the community's** satisfaction with the current workplace relations system is moderate with 43% satisfied.
 - There was no significant change in the rest of community's satisfaction with the current workplace relations system between wave 4 (41%) and wave 13 (43%).

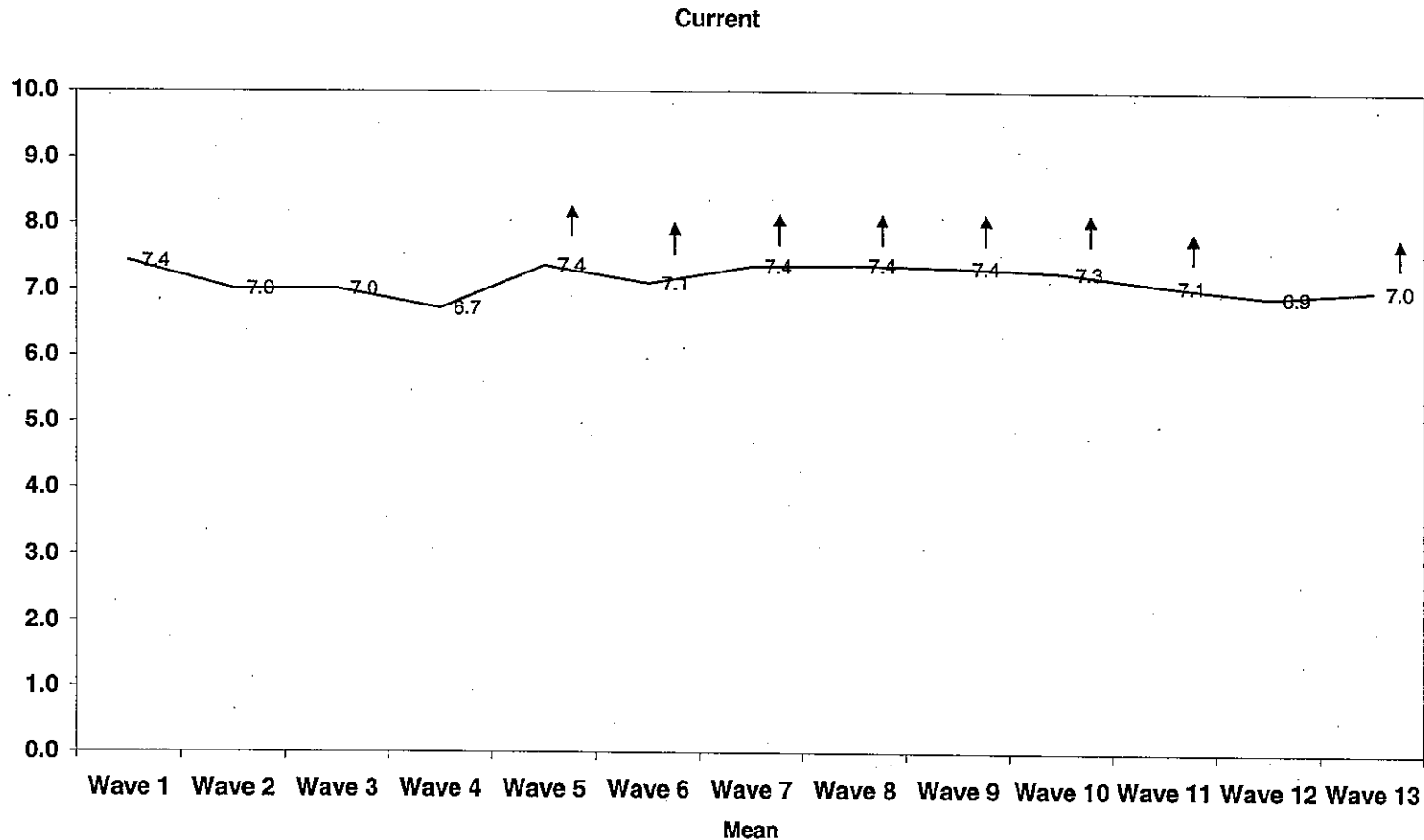
Employee satisfaction with current system

Caution: WorkChoices campaign launched mid wave 5.



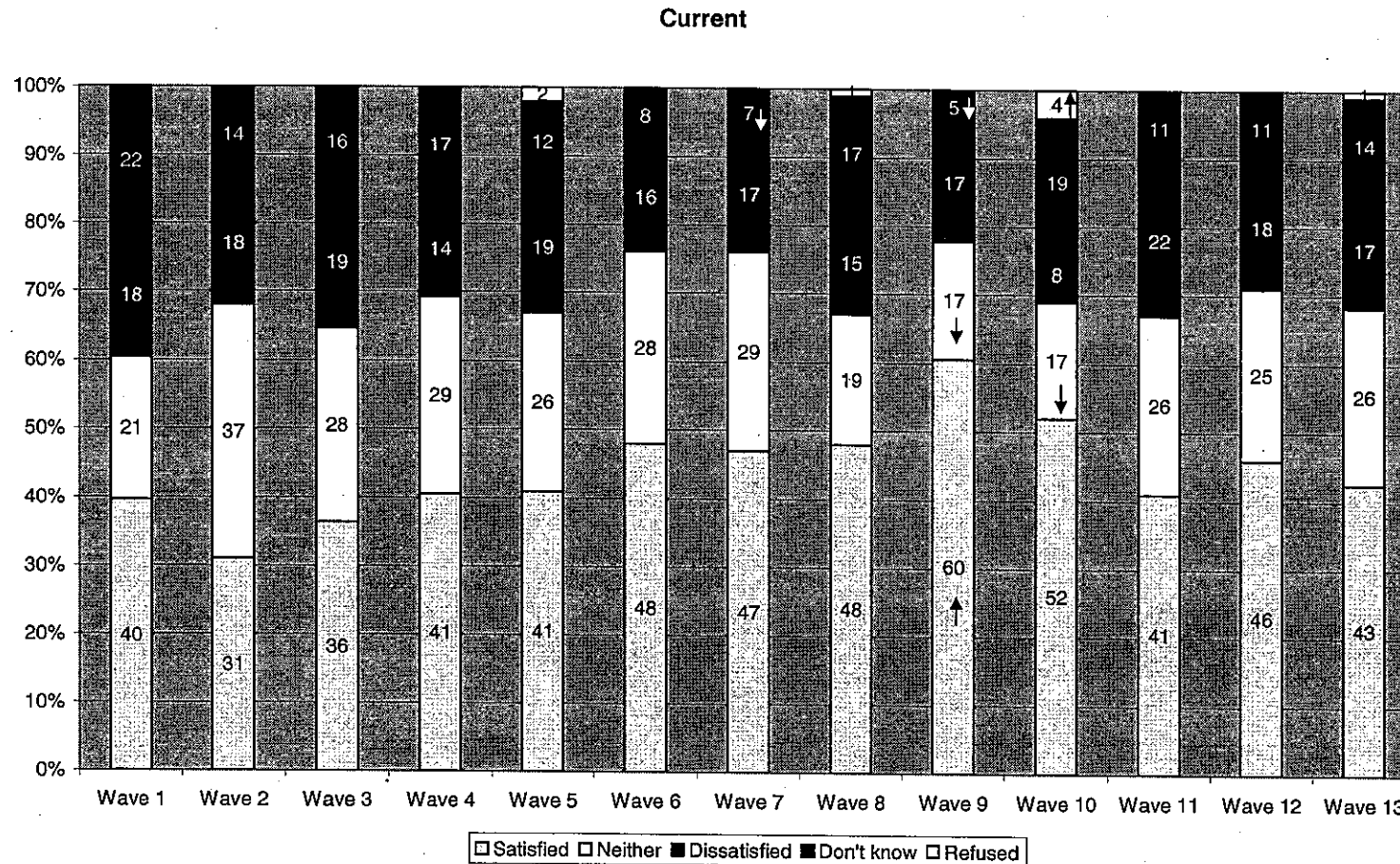
Employee satisfaction with current system

Caution: WorkChoices campaign launched mid wave 5.



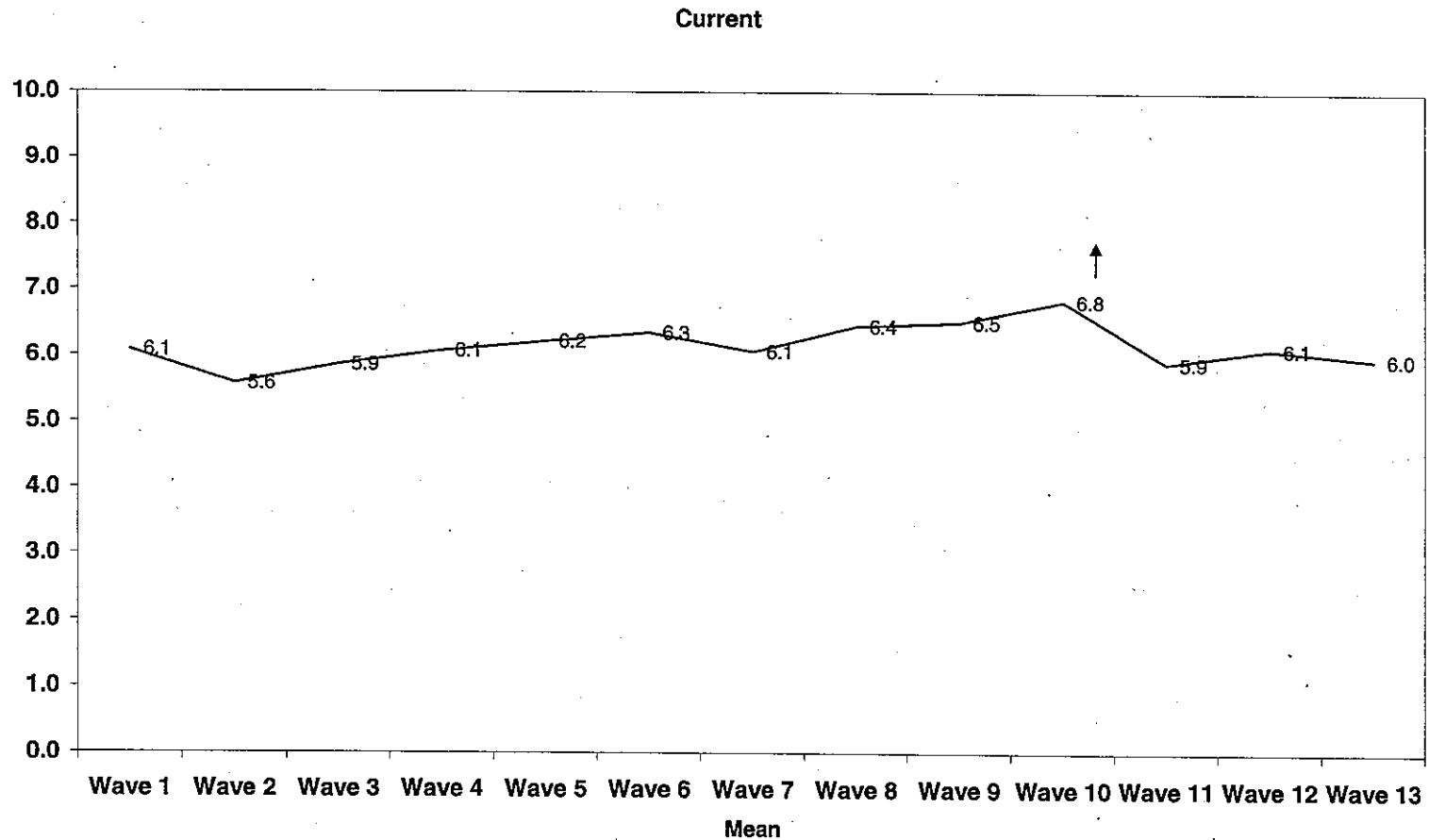
Rest of community satisfaction with current system

Caution: WorkChoices campaign launched mid-wave 5.



Rest of community satisfaction with current system

Caution: WorkChoices campaign launched mid-wave 5.



Employee attitudes to the current system

- Overall, amongst employees, there are moderate levels of agreement with statements regarding the current workplace relations system.
- Agreement is highest for:
 - Protects employees (60%);
 - Allows flexible working arrangements (57%);
 - Supports the Australian way of life (57%);
 - Is fair (57%); and
 - Benefits employers (56%).
- Agreement is lowest for:
 - Is consistent across Australia (29%); and
 - Takes into account the needs of small business (31%).
- Amongst employees, there has been a statistically significant increase in agreement with the following statements in relation to the current workplace relations system:
 - Is fair (48% wave 4, 57% wave 13);
 - Allows flexible working arrangements (49% to 57%);
 - Supports the Australian way of life (50% to 57%);
 - Is easy to participate in (45% to 54%);
 - Allows better wages to be negotiated (37% to 49%); and
 - Creates jobs (34% to 41%).

There have been no significant decreases in agreement with statements regarding the current workplace relations system between wave 4 and 13.

Rest of Community attitudes to the current system

- Overall, amongst the rest of the community, there are moderate levels of agreement with statements regarding the current workplace relations system.
- Agreement is highest for:
 - Protects employees (50%);
 - Supports the Australian way of life (44%);
 - Is easy to participate in (41%);
 - Benefits employers (41%); and
 - Is fair (40%).
- Agreement is lowest for:
 - Takes into account the needs of small business (24%);
 - Creates jobs (26%);
 - Is collaborative (27%); and
 - Is consistent across Australia (31%).
- For the rest of the community, there have been no statistically significant changes in agreement with statements in relation to the current workplace relations system between wave 4 and wave 13.
- For the rest of the community, there have been statistically significant decreases in agreement with the following statements in relation to the current workplace relations system between wave 12 and wave 13:
 - Is fair (56% wave 12, 40% wave 13);
 - Provides opportunities for employees (51% to 35%);
 - Allows better wages to be negotiated (49% to 34%); and
 - Is collaborative (40% to 27%).

Employee attitudes to current system

Caution: WorkChoices campaign launched mid-wave 5

	W 1 %	W 2 %	W 3 %	W 4 %	W 5 %	W 6 %	W 7 %	W 8 %	W 9 %	W 10 %	W 11 %	W 12 %	W 13 %
Creates jobs	40	40	37	34	39	39	48↑	43↑	47↑	39	40	39	41↑
Is fair	60	58	54	48	56↑	56↑	64↑	61↑	63↑	61↑	59↑	61↑	57↑
Protects employees	62	64	62	55	64↑	65↑	71↑	71↑	70↑	68↑	68↑	64↑	60
Benefits employers	55	60	58	60	58	54	57	61	58	52↓	54	60	56
Is good for the Australian economy	57	56	52	47	49	52	55↑	58↑	58↑	55↑	55↑	55↑	50
Allows flexible working arrangements	56	59	56	49	63↑	61↑	63↑	65↑	65↑	62↑	63↑	61↑	57↑
Is simple and straightforward	48	49	46	40	47	46	50↑	50↑	50↑	45	51↑	48↑	44
Is collaborative	51	45	44	39	47↑	44	51↑	54↑	56↑	52↑	49↑	49↑	44
Is easy to participate in	55	62	57	45	56↑	59↑	61↑	62↑	65↑	58↑	61↑	59↑	54↑
Is consistent across Australia	29	34	26	25	24	23	26	29	28	27	25	27	29
Provides transparent and accessible guidelines to employers and employees	56	56	56	47	56↑	55↑	59↑	59↑	60↑	58↑	58↑	54↑	51
Takes into account the needs of small businesses	26	31	34	26	28	28	32	35↑	35↑	29	29	29	31
Provides opportunities for employees	54	58	53	49	54	53	60↑	63↑	60↑	54	56↑	55	53
Support Australian way of life	-	57	54	50	56	56	61↑	66↑	65↑	60↑	59↑	61↑	57↑
Allows better wages to be negotiated	-	50	49	37	50↑	47↑	50↑	58↑	58↑	46↑	53↑	51↑	49↑

Q15. Using a scale from 1 to 10 where 1 = strongly disagree and 10 = strongly agree, how much do you agree or disagree that the current workplace relations system...

Rest of Community attitudes to current system

Caution: WorkChoices campaign launched mid-wave 5.

	W 1 %	W 2 %	W 3 %	W 4 %	W 5 %	W 6 %	W 7 %	W 8 %	W 9 %	W 10 %	W 11 %	W 12 %	W 13 %
Creates jobs	35	32	33	26	32	40↑	32	36	37	40↑	31	33	26
Is fair	44	39	41	39	44	48	49	57↑	52↑	52↑	41	56↑	40
Protects employees	53	41	48	53	59	64	58	64	64	59	56	55	50
Benefits employers	40	47	48	47	50	48	43	47	42	52	47	45	41
Is good for the Australian economy	48	45	40	39	45	46	45	45	50	47	36	43	37
Allows flexible working arrangements	48	32	26	42	44	49	39	44	50	55↑	45	44	39
Is simple and straightforward	37	28	25	36	34	34	41	42	35	43	37	38	32
Is collaborative	35	31	27	32	33	42	32	34	39	49↑	39	40	27
Is easy to participate in	40	29	36	44	40	48	41	48	50	52	45	51	41
Is consistent across Australia	31	24	18	24	18	19	23	29	23	25	28	24	31
Provides transparent and accessible guidelines to employers and employees	42	42	38	45	37	49	46	41	54	50	42	43	36
Takes into account the needs of small businesses	25	23	20	24	29	32	26	28	33	38↑	32	35	24
Provides opportunities for employees	47	35	37	42	48	46	39	52	50	52	41	51	35
Supports the Australian way of life	-	39	44	51	41	54	40	59	59	59	50	53	44
Allows better wages to be negotiated	-	36	30	34	40	50↑	41	41	42	57↑	45	49↑	34

Employee information sources – current system

- Employees receive/source information regarding the current workplace relations system from:
 - Union (27%);
 - Newspapers (25%);
 - Employer (24%);
 - Internet (21%); and
 - TV (20%).
- There was a significant increase in the proportion of employees who mentioned getting information from the Australian government (1% wave 4, 7% wave 13).
- There was a significant decrease in the proportion of employees who mentioned getting information from the following sources:
 - Employer (30% wave 4, 24% wave 13); and
 - Magazines (6% to 3%).

Rest of Community information sources – current system

- The rest of the community receive/source information regarding the current workplace relations system from:
 - Newspapers (39%);
 - TV (32%); and
 - Radio (16%).
- There was a significant increase in the proportion of the rest of community who mentioned getting information from magazines (1% wave 4, 8% wave 13).
 - There was a significant increase from wave 12 to wave 13 in the proportion of the rest of community who mentioned getting information from the union (2% wave 12, 11% wave 13).
- There was a significant decrease in the proportion of the rest of community who mentioned getting information from their employer (16% wave 4, 5% wave 13).

Employee information source – current system

Caution: WorkChoices campaign launched mid-wave 5.

Information Source - current system	Wave 1 (%)	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 10 (%)	Wave 11 (%)	Wave 12 (%)	Wave 13 (%)
From friends or family	8	10	8	6	7	8	10 ↑	9	9	9	8	11 ↑	9
On the internet	31	24	27	26	22	21	25	24	23	21	23	20 ↓	21
In pamphlets/brochures	7	6	4	3	4	4	3	3	3	2	2	2	2
In magazines	6	5	6	6	6	2 ↓	2 ↓	6	3	7	2 ↓	1 ↓	3 ↓
In newspapers	30	25	28	23	27	26	22	28	27	30 ↑	29	30 ↑	25
On TV	25	25	27	23	26	24	22	27	28	27	28	27	20
On the radio	13	13	13	11	11	11	11	14	10	13	14	11	8
From your employer	32	32	34	30	29	31	31	29	29	24	29	21 ↓	24 ↓
From the Union	33	30	32	24	23	24	28	28	23	22	23	26	27
From the Australian Government	0	0	1	1	0	7 ↑	6 ↑	8 ↑	6 ↑	7 ↑	8 ↑	6 ↑	7 ↑

Q16. Where do you get information about the current workplace relations system?

Rest of Community information sources - current system

Caution: WorkChoices campaign launched mid-wave 5.

Information Source - current system	Wave 1 (%)	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 10 (%)	Wave 11 (%)	Wave 12 (%)	Wave 13 (%)
From friends or family	13	31	21	13	15	9	21	16	17	12	12	19	10
On the internet	12	22	14	13	10	22	21	15	14	12	16	15	13
In pamphlets/brochures	1	4	5	7	6	3	3	0↓	2	2	4	3	2
In magazines	4	4	8	1	5	2	3	1	3	1	4	7↑	8↑
In newspapers	32	36	39	37	43	34	27	36	44	30	37	46	39
On TV	46	33	36	31	33	32	35	35	46↑	30	30	36	32
On the radio	17	21	22	13	20	14	15	8	18	13	12	21	16
From your employer	13	12	14	16	11	11	9	15	16	16	9	8	5↓
From the Union	11	11	14	8	14	13	8	8	5	8	10	2	11
From the Australian Government	0	0	1	4	2	11	8	9	10	10	8	9	7

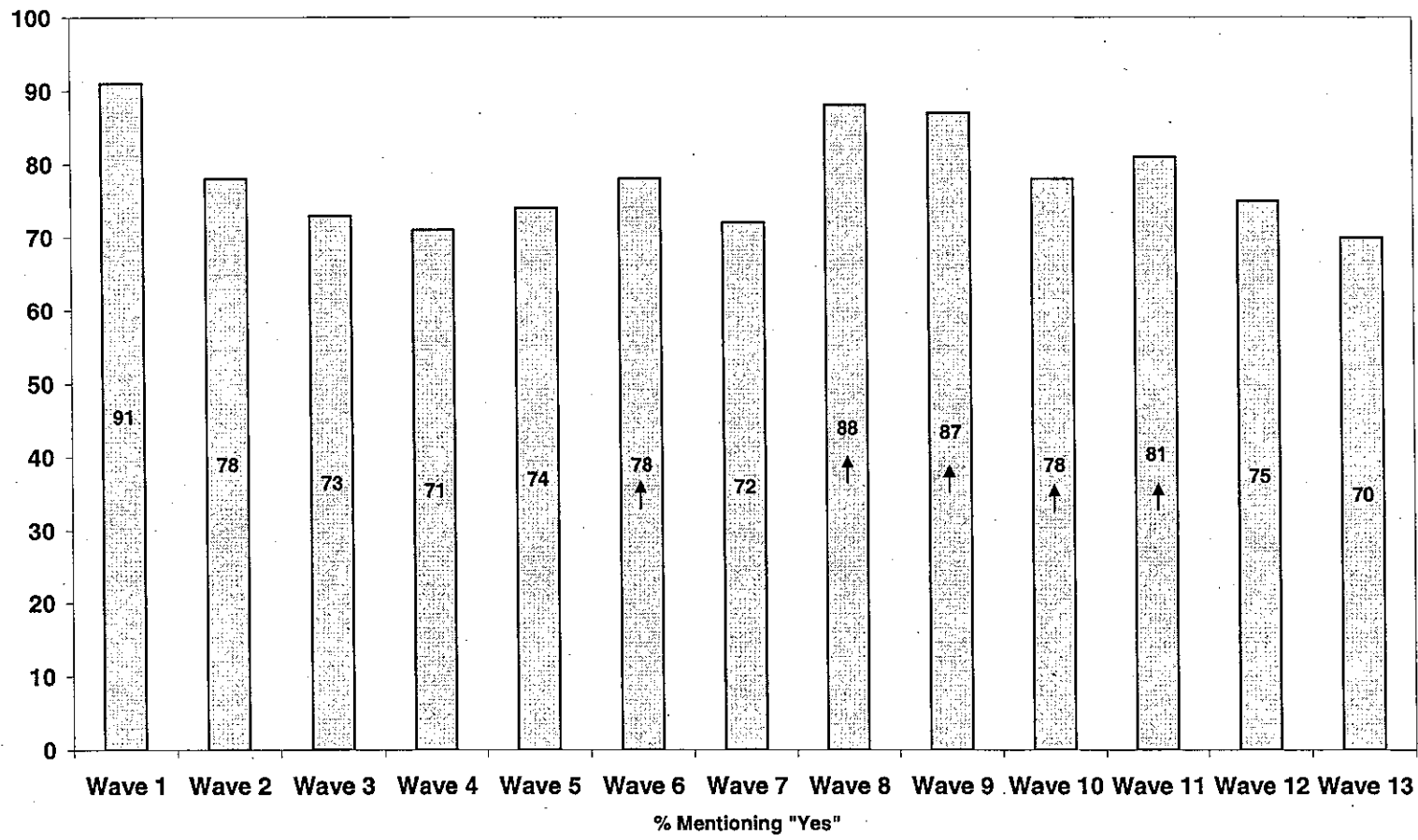
Q16. Where do you get information about the current workplace relations system?

Awareness of proposed changes

- **Employee** awareness of the proposed workplace relations changes is high at 70%.
 - This was not a significant change from wave 4 (71%) to wave 13 (70%).
- **Rest of community** awareness of the proposed workplace relations changes is moderate at 61%.
 - This is significantly lower from wave 4 (79%) to wave 13 (61%).

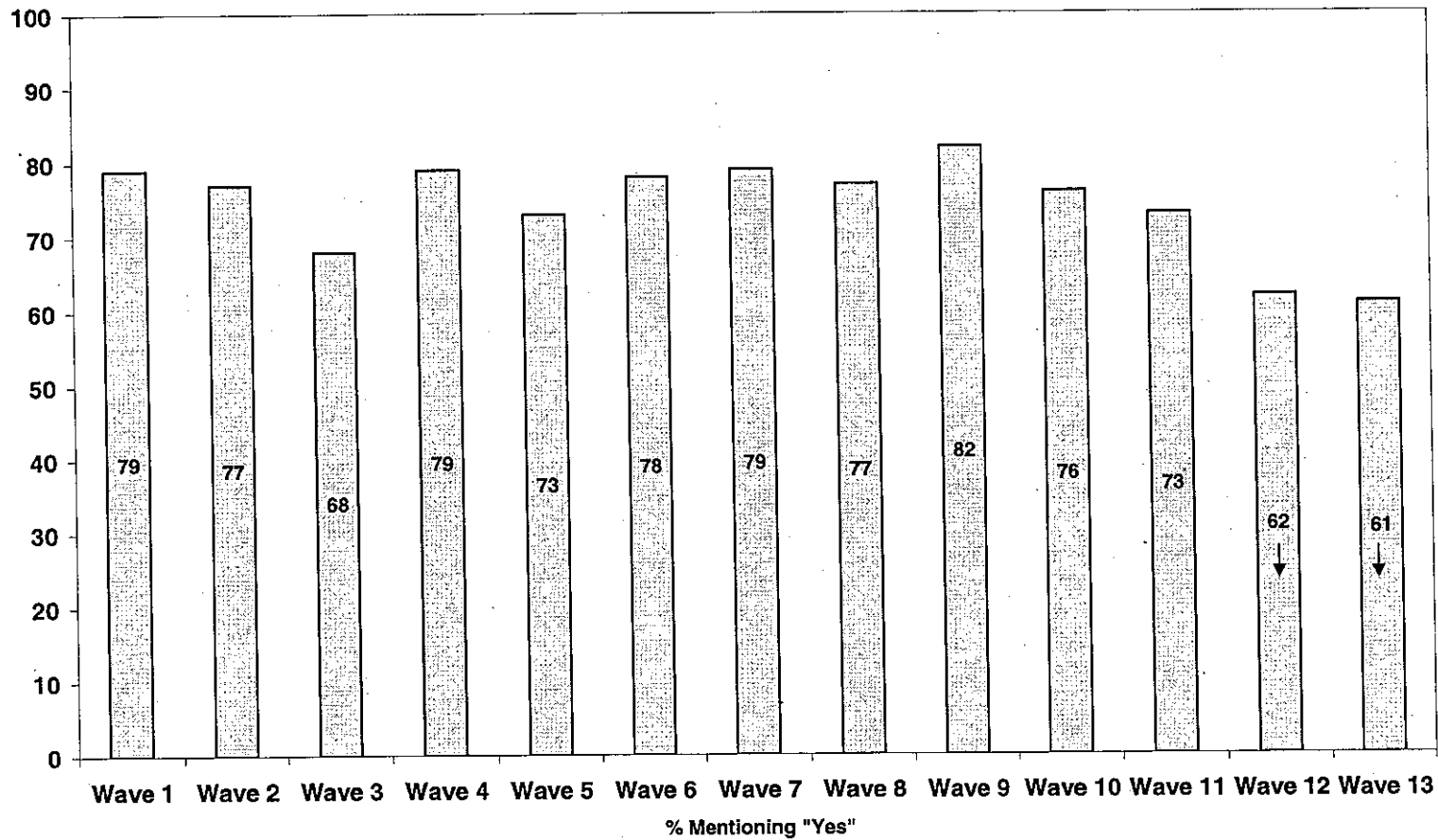
Employee awareness of proposed changes

Caution: WorkChoices campaign launched mid wave 5.



Rest of Community awareness of proposed changes

Caution: WorkChoices campaign launched mid-wave 5.



Employee information sources – proposed system

- Employees receive/source information regarding the proposed changes to the workplace relations system from:
 - TV (76%);
 - Newspapers (56%); and
 - Radio (34%).
- There have been significant increases in the following information sources used by employees:
 - Newspapers (47% wave 4, 56% wave 13);
 - Friends or family (6% to 11%); and
 - The Australian Government (1% to 5%).
- There was a significant decrease between wave 12 and wave 13 in employees who reported receiving information about the proposed system from pamphlets/brochures (7% wave 12, 2% wave 13).

Rest of Community information sources – proposed system

- The rest of the community receive/source information regarding the proposed changes to the workplace relations system from:
 - TV (84%);
 - Newspapers (65%); and
 - Radio (42%).
- There was a statistically significant increase in sourcing information about the proposed changes from magazines (8% wave 4, 19% wave 13).
 - There was also a significant increase between wave 12 and wave 13 in the rest of community who reported sourcing information from magazines (5% wave 12, 19% wave 13).

Employee information source – proposed changes

Caution: WorkChoices campaign launched mid wave 5.

Information Source – proposed changes	Wave 1 (%)	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 10 (%)	Wave 11 (%)	Wave 12 (%)	Wave 13 (%)
From friends or family	5	6	7	6	7	8	11	9	8	11↑	12↑	10	11↑
On the internet	7	5	8	5	6	7	8	7	8	7	8	7	8
In pamphlets/brochures	3	5	3	3	4	2	3	5	3	3	5	7	2
In magazines	6	8	9	8	8	5	10	10	6	8	5	8	8
In newspapers	57	53	53	47	53	61↑	57↑	58↑	62↑	66↑	59↑	61↑	56↑
On TV	76	78	73	75	77	83↑	81	78	80	77	76	77	76
On the radio	41	31	32	30	31	39↑	38↑	37	35	41↑	32	36	34
From your employer	7	8	10	8	6	7	12	8	10	8	8	11	13
From the Union	25	23	24	20	21	15	19	19	19	19	22	23	22
From the Australian Government	2	0	0	1	0	3↑	8↑	6↑	4↑	6↑	5↑	7↑	5↑

Q18. How did you find out about the proposed changes to the workplace relations system?

Rest of Community information source – proposed changes

Caution: WorkChoices campaign launched mid-wave 5.

Information Source - proposed changes	Wave 1 (%)	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 10 (%)	Wave 11 (%)	Wave 12 (%)	Wave 13 (%)
From friends or family	14	15	15	8	11	4	10	15	14	12	9	11	8
On the internet	1	5	4	1	6	3	4	3	3	6	9 ↑	5	5
In pamphlets/brochures	6	8	1	4	4	1	3	3	4	5	4	2	6
In magazines	11	16	10	8	4	0	5	8	11	9	6	5	19 ↑
In newspapers	54	55	66	55	65	62	63	64	68	67	64	69	65
On TV	84	80	75	86	85	88	93	79	85	82	74	75	84
On the radio	33	36	33	35	36	42	34	26	45	39	32	36	42
From your employer	2	1	3	1	1	1	0	2	2	1	1	0	3
From the Union	2	8	4	5	0	1	4	5	3	2	4	4	3
From the Australian Government	0	1	0	0	0	4	4	2	8 ↑	5 ↑	4	7 ↑	3

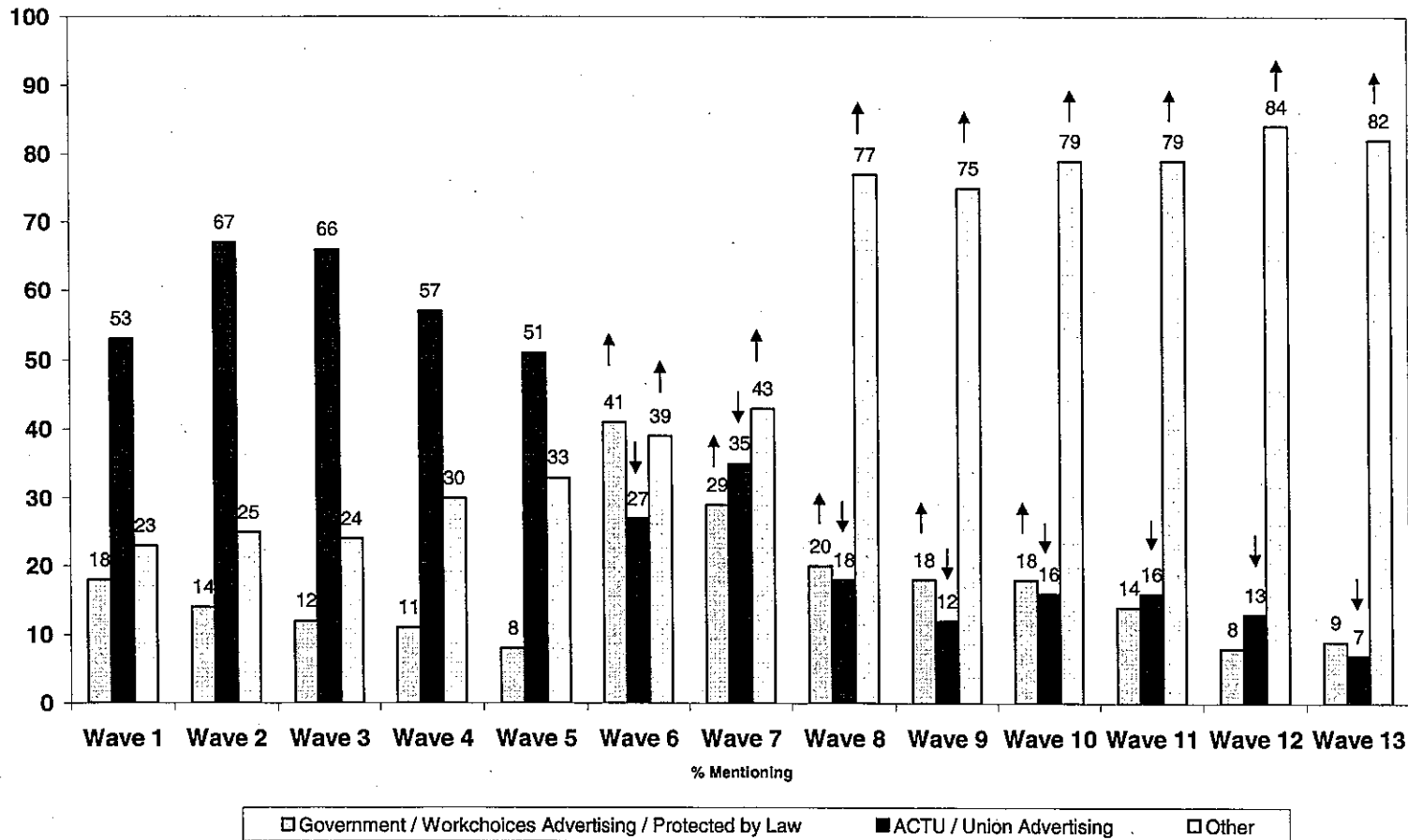
Q18. How did you find out about the proposed changes to the workplace relations system?

Employee awareness of Government and ACTU advertising

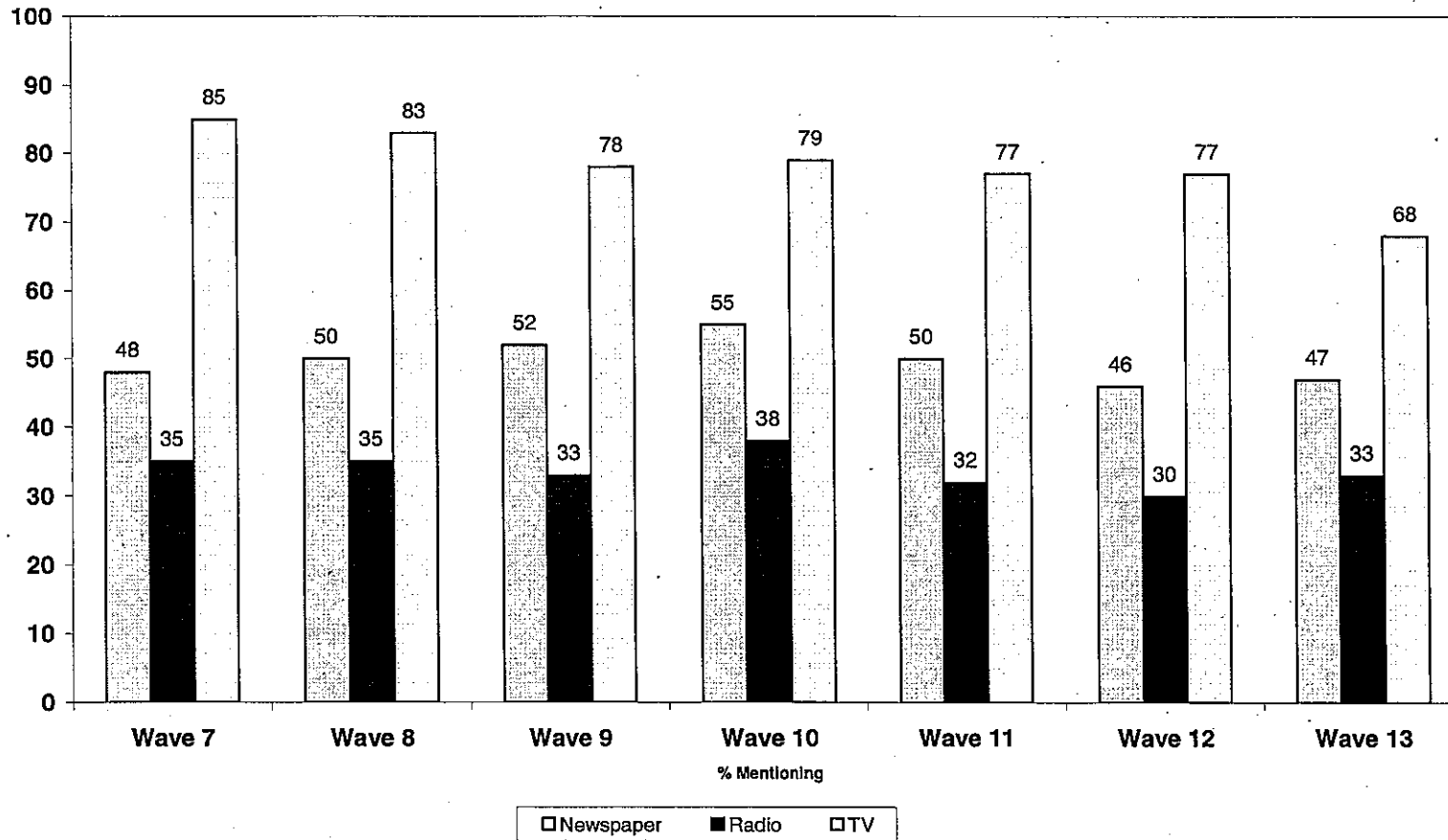
- Employees' spontaneous awareness of Government advertising has not changed significantly from wave 4 to wave 13 (11% to 9%). Awareness of ACTU advertising has significantly decreased from 57% to 7%. Awareness of 'other' advertising has significantly increased from 30% to 82%.
 - There was a significant decrease from wave 12 to wave 13 in the proportion of employees who were aware of ACTU advertising (13% wave 12, 7% wave 13).
 - Among employees, awareness of ACTU advertising is at the lowest level since wave 1.
- When prompted, employees reported being aware of Government advertising through:
 - TV (68%);
 - Newspaper (47%); and
 - Radio (33%).
- When prompted, employees were aware of ACTU advertising through:
 - TV (57);
 - Newspaper (40%); and
 - Radio (25%).
- When prompted, 69% of employees had heard of the term "WorkChoices".
 - This is the lowest level since this was first asked in wave 7.

Employee awareness of any Government or ACTU advertisements

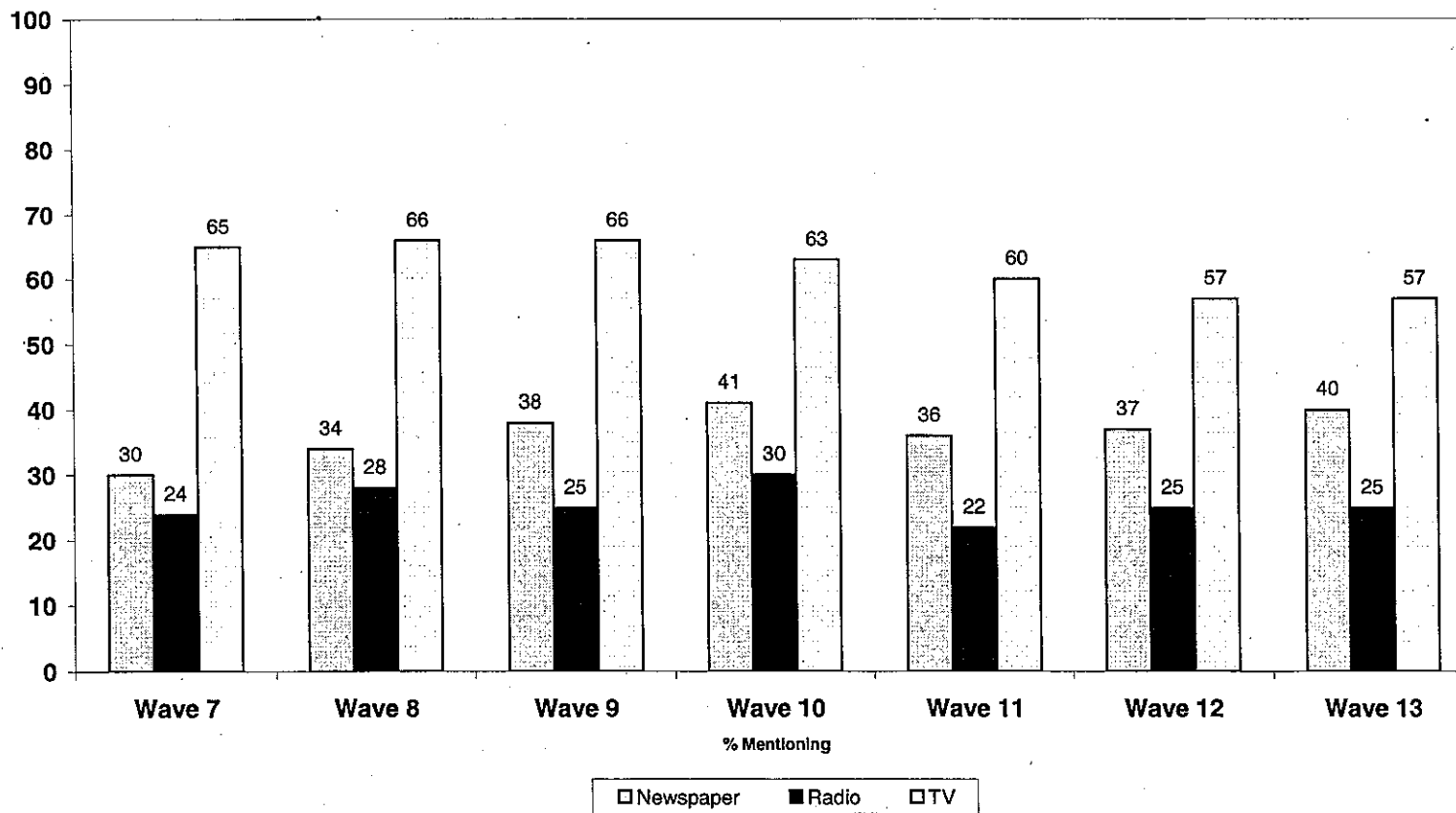
Caution: WorkChoices campaign launched mid-wave 5



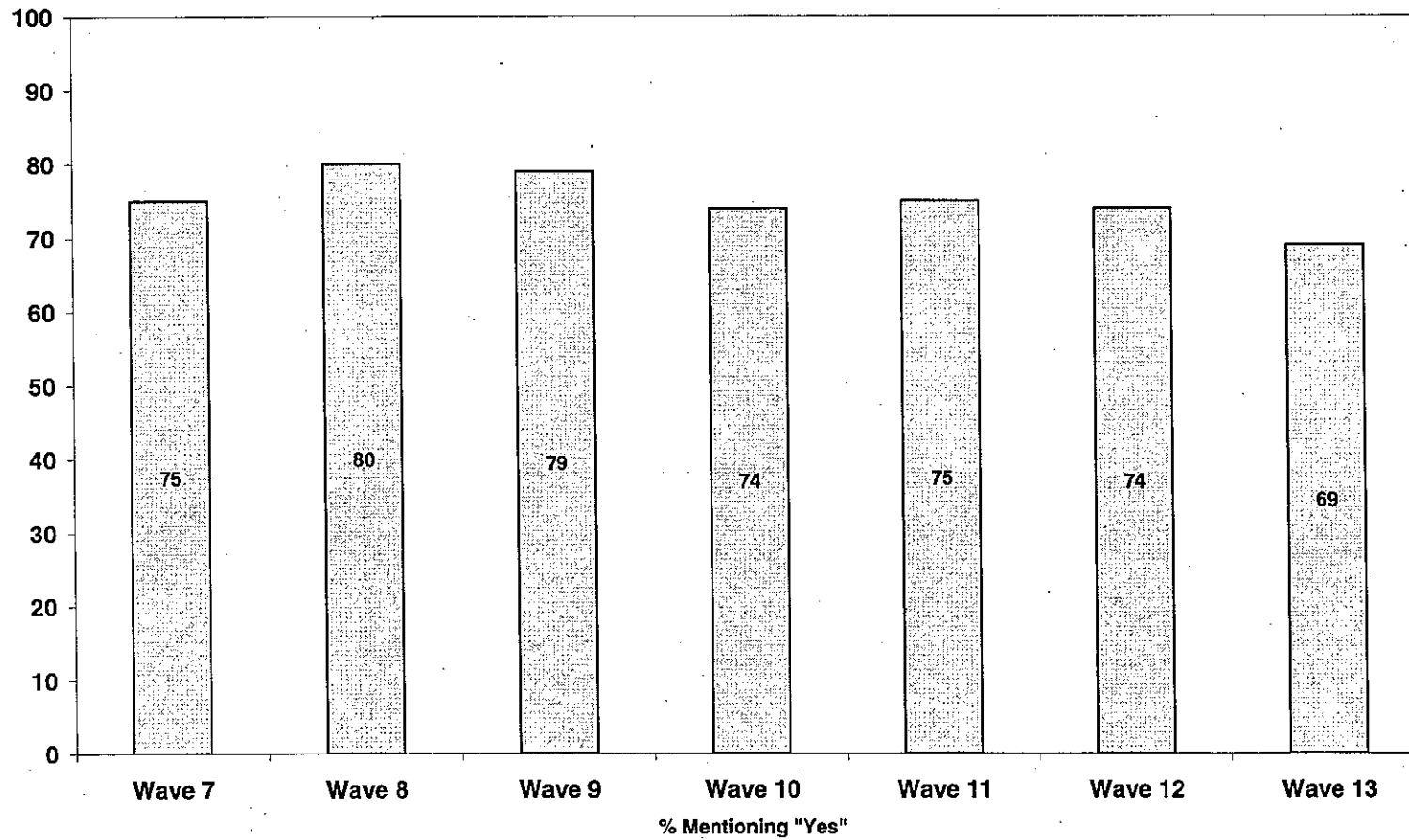
Employee prompted awareness of Government advertising



Employee prompted awareness of ACTU advertising



Employee awareness of "WorkChoices"

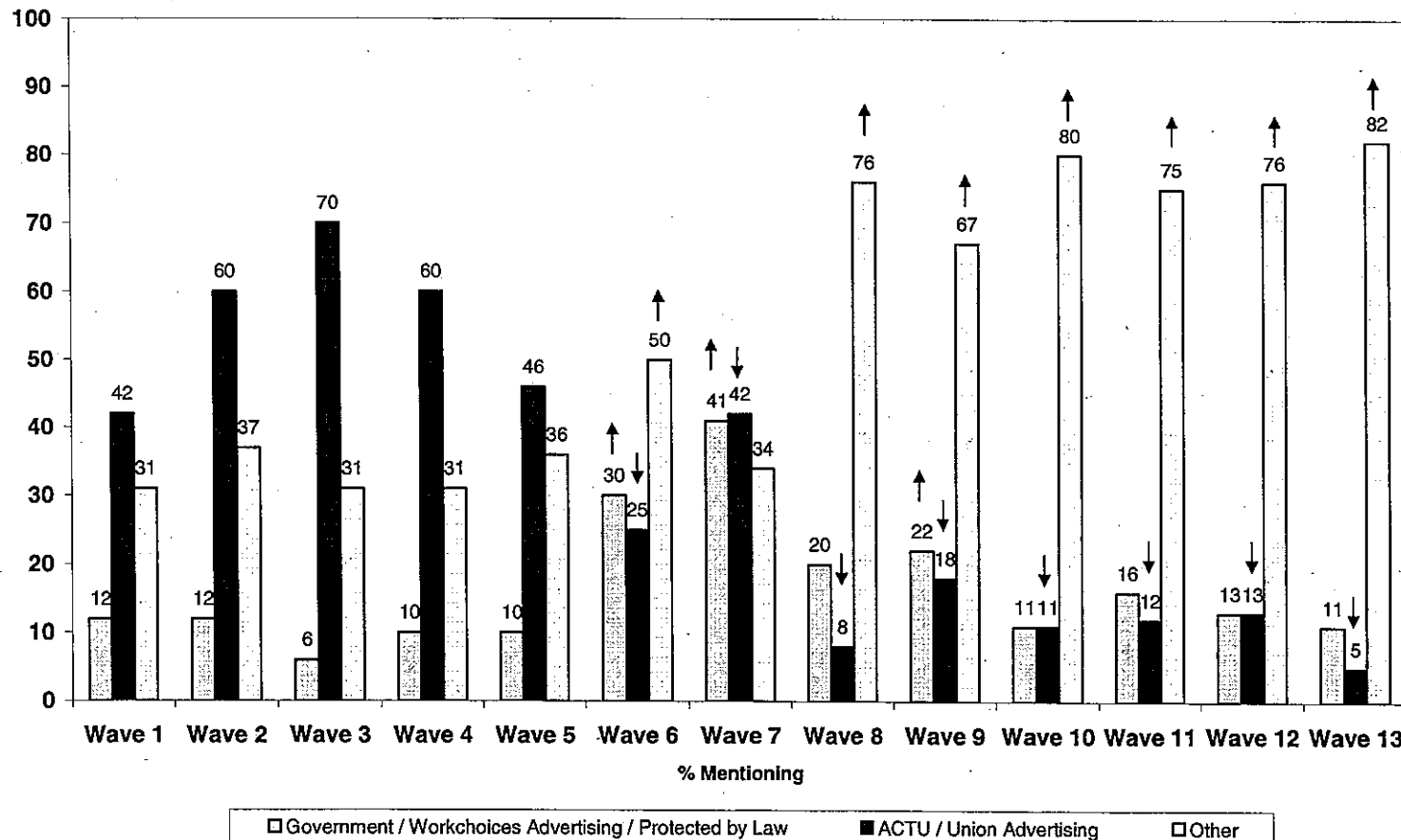


Rest of community awareness of Government and ACTU advertising

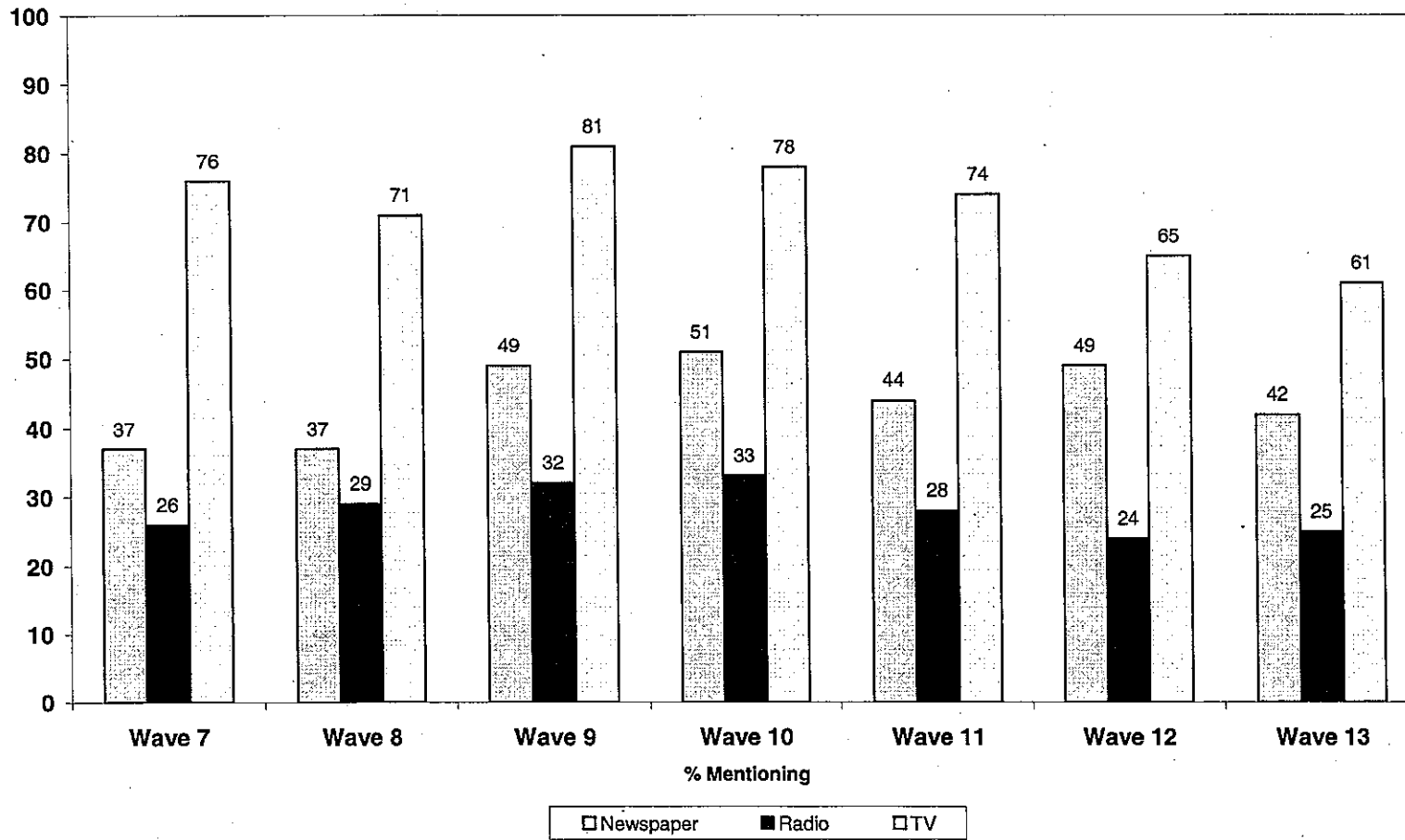
- Among the rest of the community, there has not been a significant change in awareness of Government advertising between wave 4 and wave 13 (10% to 11%). Awareness of 'other' advertising has significantly increased from 31% in wave 4 to 82% in wave 13. Awareness of ACTU advertising has decreased significantly from 60% to 5%.
 - Among the rest of community, awareness of ACTU advertising is at the lowest level since wave 1.
- When prompted, the rest of community reported being aware of Government advertising through:
 - TV (61%);
 - Newspaper (42%); and
 - Radio (25%).
- When prompted, the rest of community were aware of ACTU advertising through:
 - TV (46%);
 - Newspaper (37%); and
 - Radio (19%).
- When prompted, 66% of the rest of the community had heard of the term "WorkChoices".
 - This is the lowest level since this was first asked in wave 7.

Rest of Community awareness of Government and ACTU advertisements

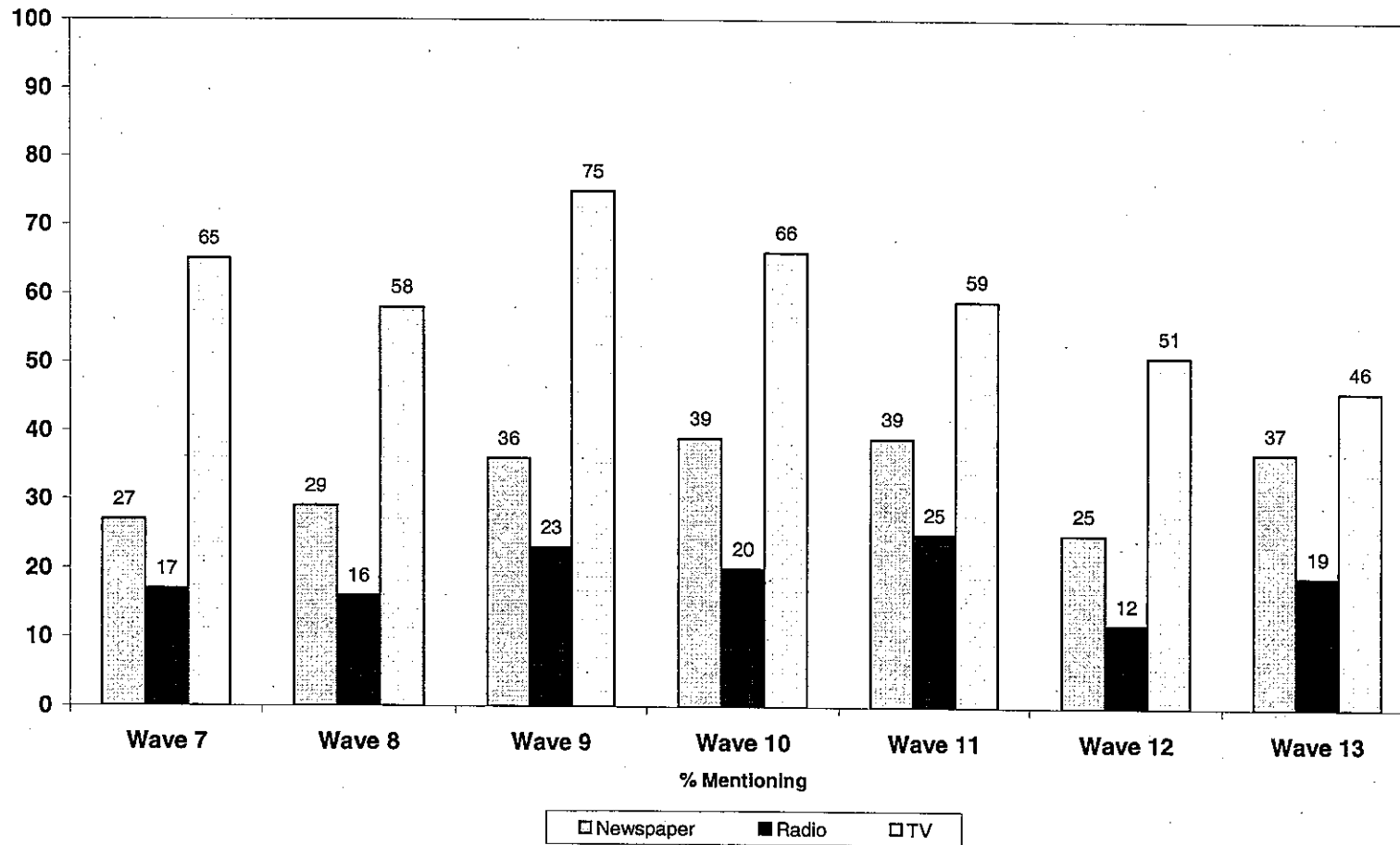
Caution: WorkChoices campaign launched mid-wave 5



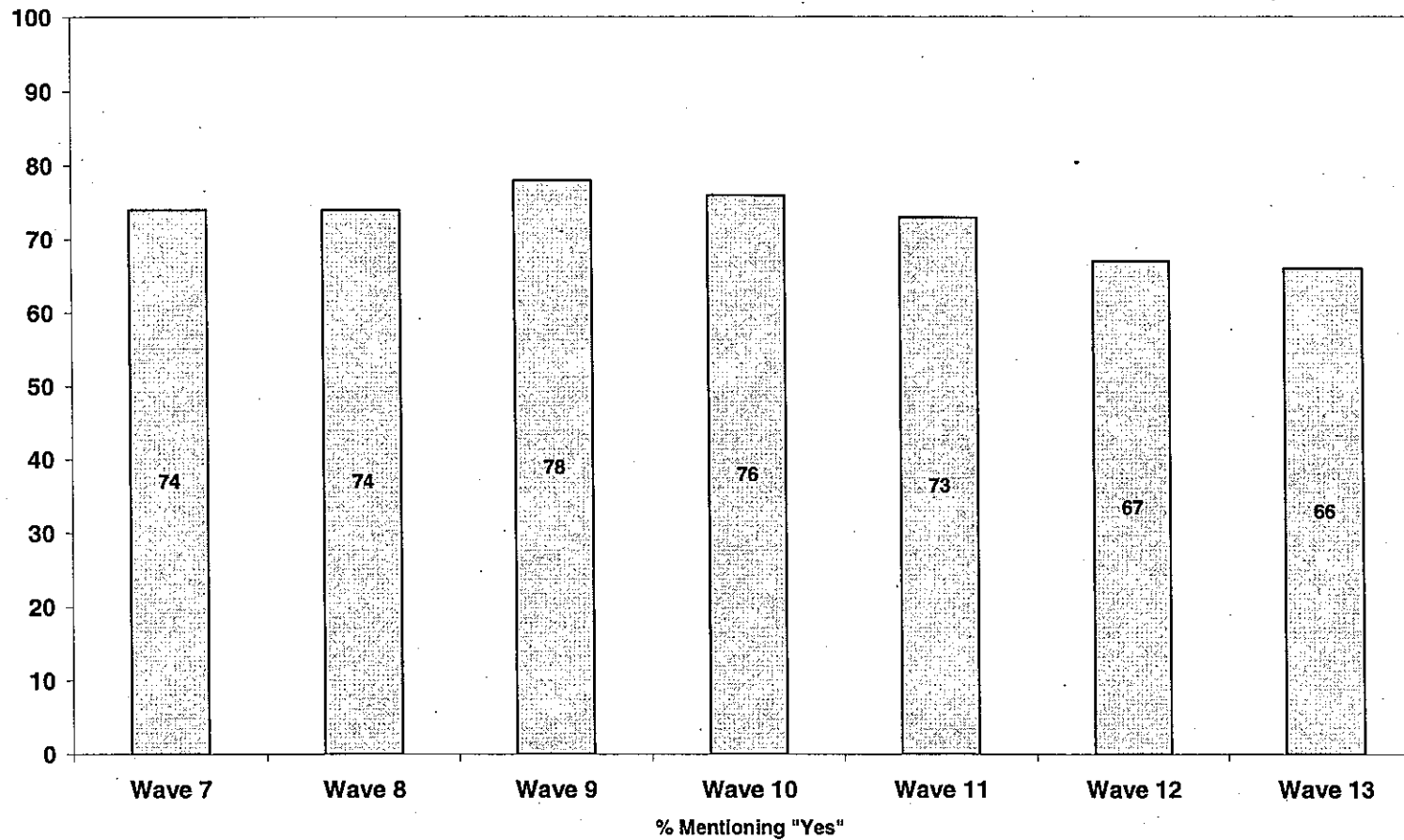
Rest of community prompted awareness of Government advertising



Rest of community prompted awareness of ACTU advertising



Rest of community awareness of "WorkChoices"



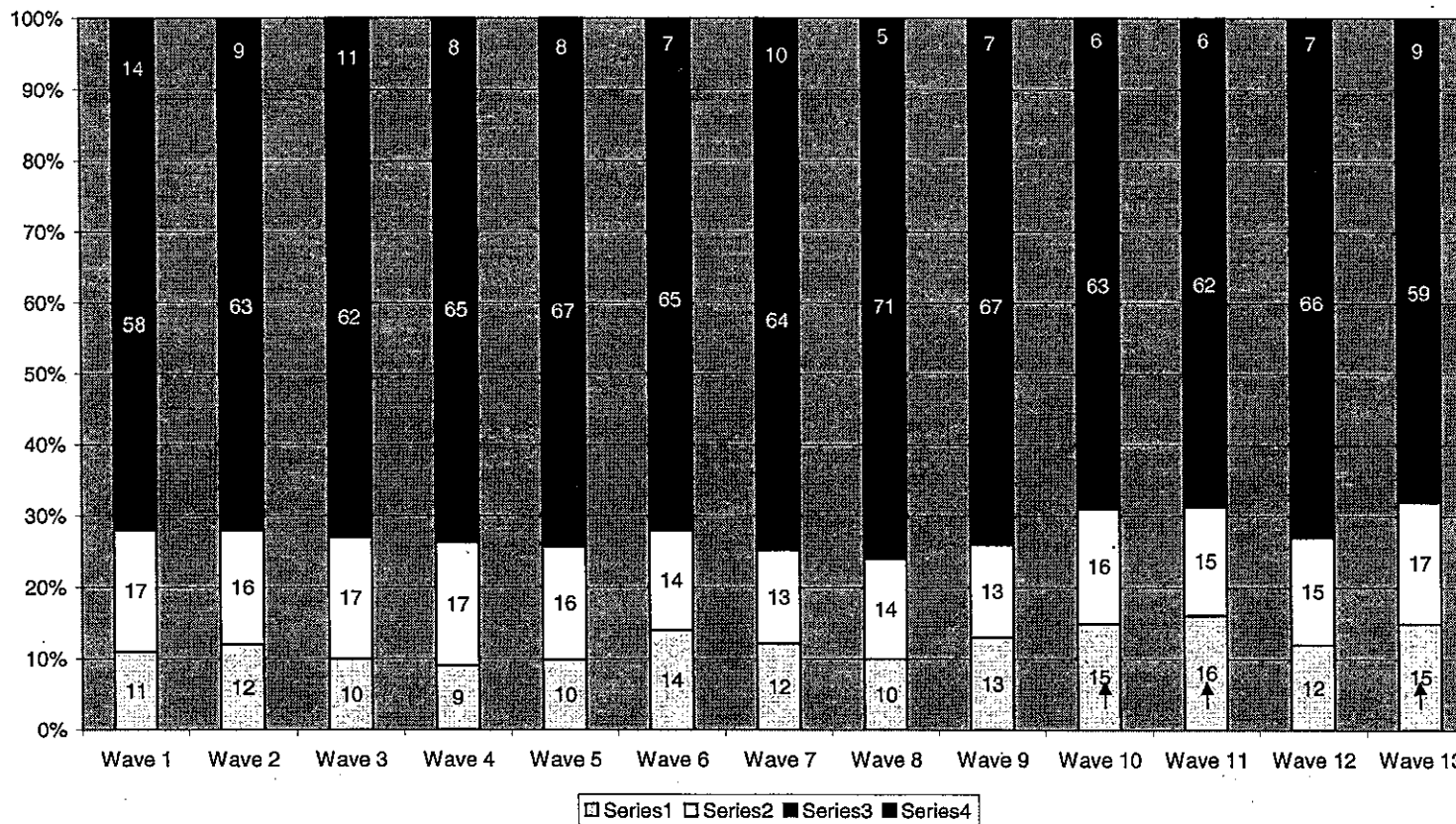
Satisfaction with proposed changes to system

- **Employee satisfaction** with the proposed changes to the system is low with 15% satisfied.
 - There was a significant increase in the proportion of employees who are satisfied with the proposed changes (9% wave 4, 15% wave 13).
- **Rest of community** satisfaction with the proposed changes to the system is low with 15% satisfied.
 - There was no significant change in the proportion of the rest of the community who are satisfied or dissatisfied with the proposed changes (23% wave 4, 15% wave 13).

Employee satisfaction with proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5.

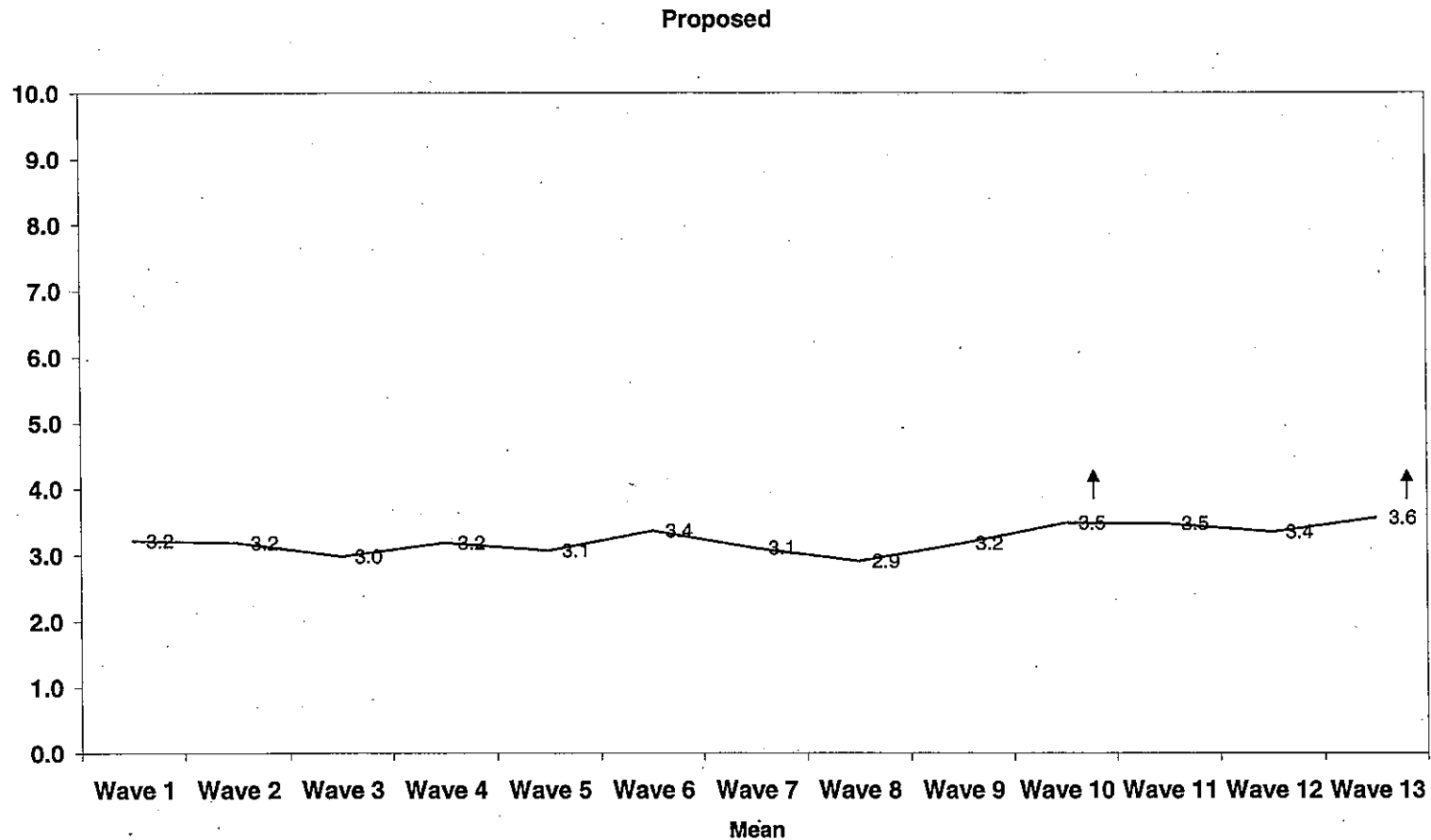
Proposed



Q20. Using a scale from 1 to 10 where 1 = extremely dissatisfied and 10 = extremely satisfied, how satisfied or dissatisfied are you with the proposed changes to the workplace relations system?

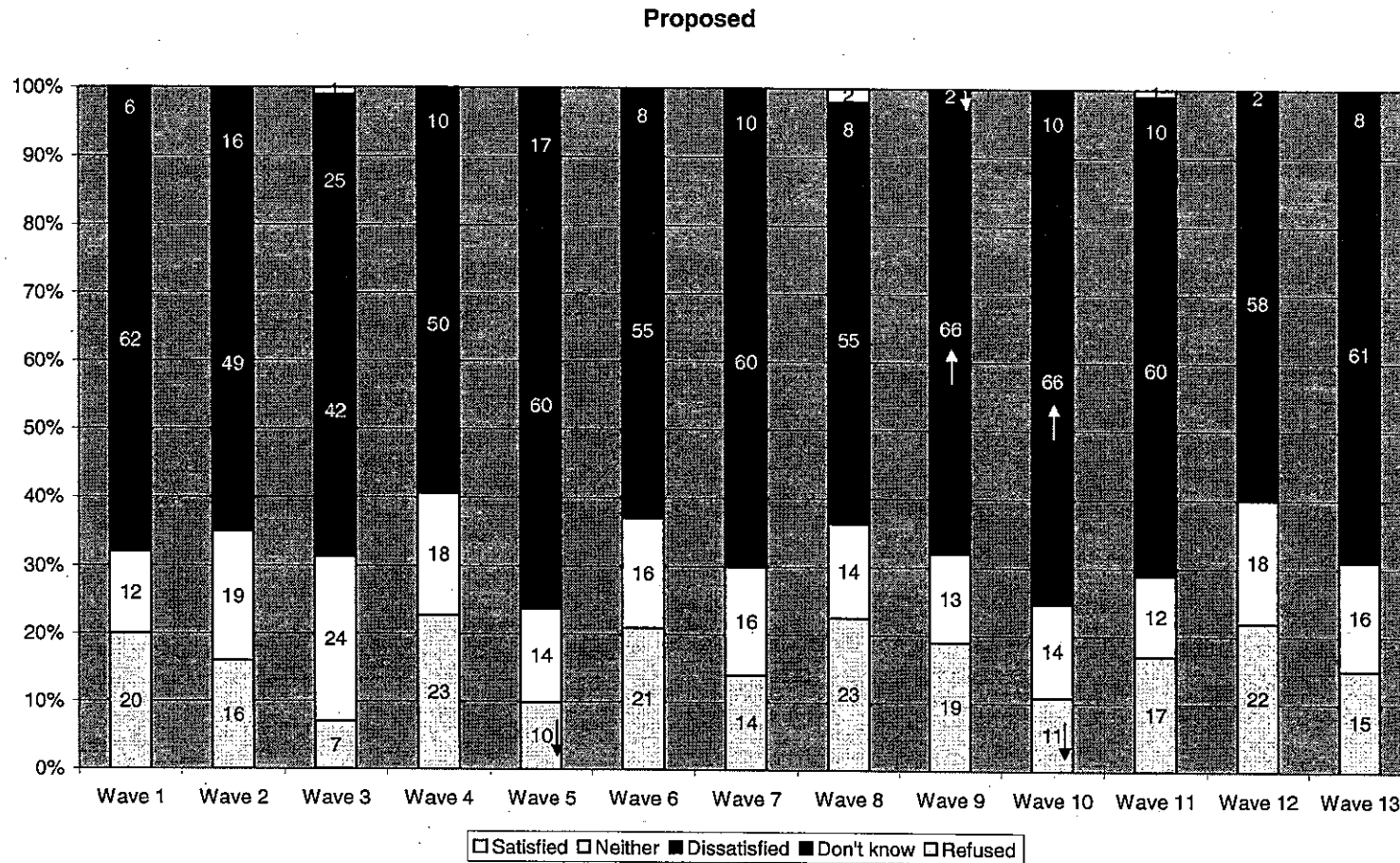
Employee satisfaction with proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5.



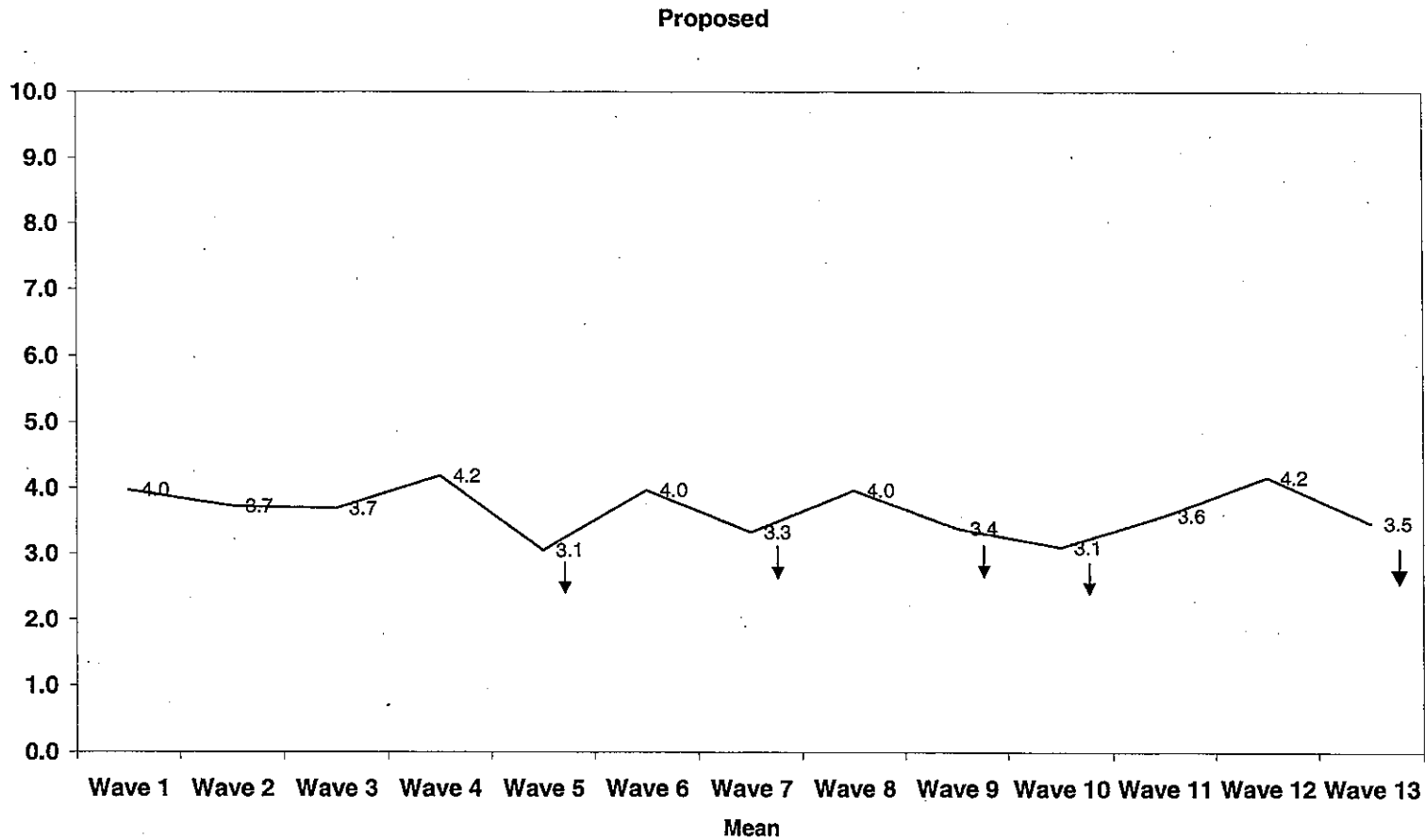
Rest of Community satisfaction with proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5.



Rest of Community satisfaction with proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5.



Employee attitudes to proposed changes to system

- Overall, amongst employees, there are low levels of agreement with statements regarding the proposed changes to the workplace relations system.
- Agreement is highest for:
 - Benefits employers (68%);
 - Will take into account the needs of small business (37%); and
 - Be consistent across Australia (30%).
- Agreement is lowest for:
 - Protect employees (11%);
 - Make the system fairer (13%);
 - Support the Australian way of life (13%); and
 - Be simple and straightforward (13%).
- Amongst employees, there was a statistically significant increase in agreement that the proposed changes to the workplace relations system will:
 - Be consistent across Australia (20% wave 4, 30% wave 13); and
 - Create more flexible working arrangements (15% to 26%).

Rest of Community attitudes to proposed changes to system

- Overall, amongst the rest of the community, there are low levels of agreement with statements regarding the proposed changes to the workplace relations system.
- Agreement is highest for:
 - Benefits employers (68%);
 - Will take into account the needs of small business (39%); and
 - Be consistent across Australia (32%).
- Agreement is lowest for:
 - Support the Australian way of life (13%);
 - Create more jobs (13%); and
 - Be simple and straightforward (16%).
- Amongst the rest of the community, there were no significant changes in agreement with statements about the proposed system.

Employee attitudes to proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5.

	W 1 %	W 2 %	W 3 %	W 4 %	W 5 %	W 6 %	W 7 %	W 8 %	W 9 %	W 10 %	W 11 %	W 12 %	W 13 %
Create more jobs	19	14	15	17	20	17	18	14	19	22	16	18	15
Make the system fairer	11	11	10	12	10	13	13	9	14	12	13	10	13
Protect employees	11	8	10	9	6	13	10	8	12	10	11	10	11
Benefit employers	70	68	67	72	67	69	74	68	68	72	73	74	68
Be good for the Australian economy	25	19	20	17	20	22	20	16	20	22	21	23	23
Create more flexible working arrangements	19	20	17	15	17	23 ↑	22	16	21	20	21	22 ↑	26 ↑
Be simple and straightforward	16	13	13	9	13	15	15 ↑	13	15 ↑	17 ↑	15	16 ↑	13
Be collaborative	11	11	9	10	12	16 ↑	12	12	13	14	15	13	15
Be easy to participate in	15	13	13	12	13	17	12	11	14	16	17	17	15
Be consistent across Australia	34	21	22	20	31 ↑	34 ↑	40 ↑	28 ↑	33 ↑	36 ↑	35 ↑	31 ↑	30 ↑
Provide transparent and accessible guidelines to employers and employees	20	18	17	14	17	22 ↑	19	13	20	20	16	19	17
Will take into account the needs of small businesses	30	28	34	31	33	36	34	35	34	36	35	42 ↑	37
Provide opportunities for employees	22	14	15	12	15	13	15	13	16	14	16	17	17
Support the Australian way of life	-	12	9	9	10	15 ↑	11	9	13	12	13	13	13
Allow better wages to be negotiated	-	13	12	12	13	19 ↑	14	12	17	12	15	15	16

Q23. Using a scale from 1 to 10 where 1 = strongly disagree and 10 = strongly agree, how much do you agree or disagree that the proposed changes to the workplace relations system will...

Rest of Community attitudes to proposed changes to system

Caution: WorkChoices campaign launched mid-wave 5

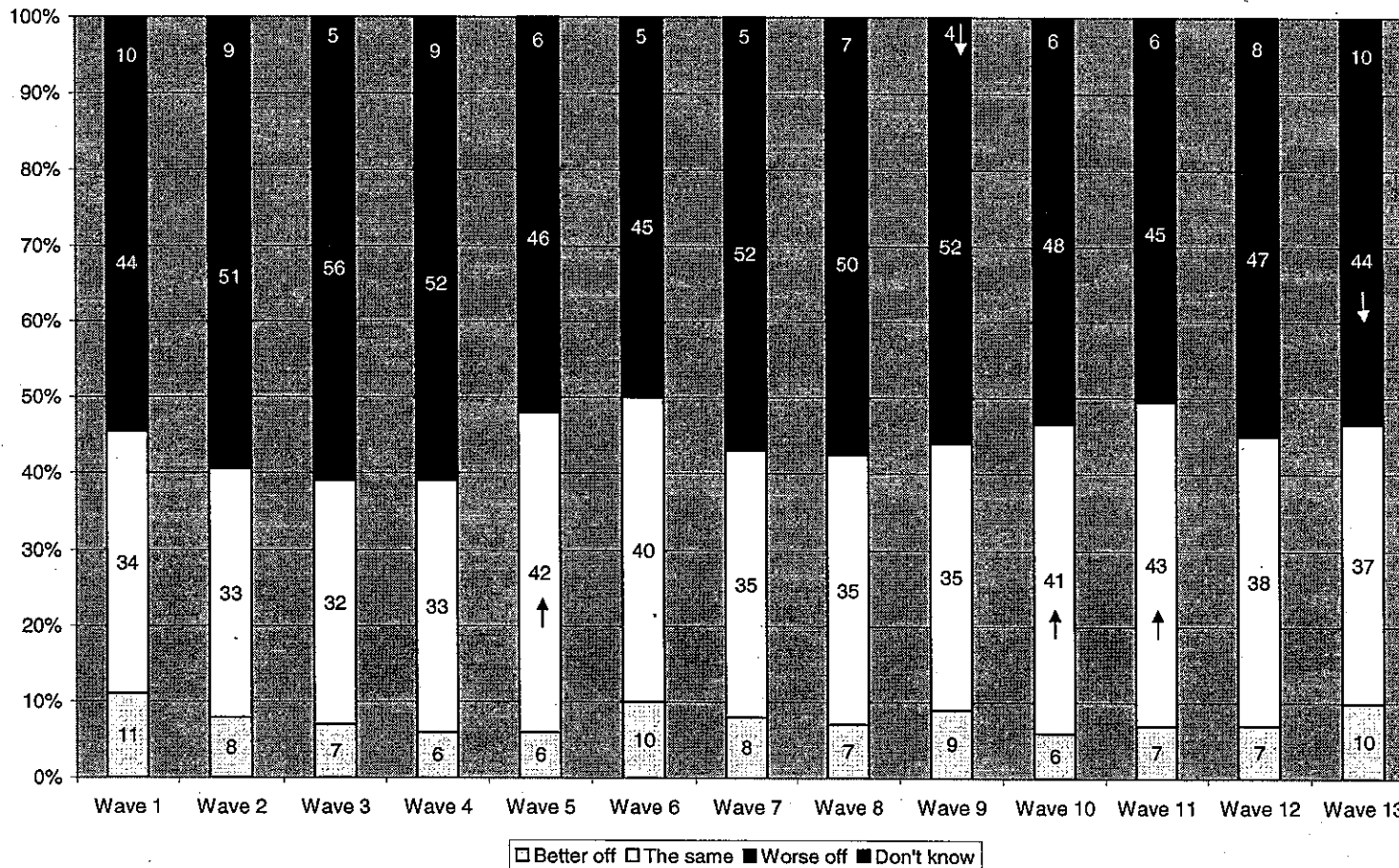
	W 1 %	W 2 %	W 3 %	W 4 %	W 5 %	W 6 %	W 7 %	W 8 %	W 9 %	W 10 %	W 11 %	W 12 %	W 13 %
Create more jobs	23	23	21	20	10	24	19	18	22	12	27	22	13
Make the system fairer	19	23	24	18	10	18	14	20	22	9	16	24	18
Protect employees	12	21	19	14	4 ↓	13	14	17	11	10	19	13	18
Benefit employers	68	61	64	69	61	74	71	70	75	67	70	75	68
Be good for the Australian economy	31	27	25	24	8 ↓	22	30	27	29	15	30	33	24
Create more flexible working arrangements	26	28	25	18	19	28	26	26	23	18	22	33 ↑	19
Be simple and straightforward	22	13	22	18	13	18	12	18	13	12	22	22	16
Be collaborative	15	13	18	18	13	16	14	20	21	12	21	22	18
Be easy to participate in	19	15	15	18	4 ↓	22	15	15	20	16	23	22	24
Be consistent across Australia	40	21	25	23	19	41 ↑	36	38 ↑	42 ↑	33	38 ↑	42 ↑	32
Provide transparent and accessible guidelines to employers and employees	25	27	22	21	10	17	16	17	23	18	19	24	18
Will take into account the needs of small businesses	37	35	37	34	28	34	38	36	36	33	36	51 ↑	39
Provide opportunities for employees	22	20	25	18	8	17	14	20	23	14	23	24	18
Support the Australian way of life	-	20	22	16	6 ↓	13	19	21	18	6 ↓	17	20	13
Allow better wages to be negotiated	-	16	24	14	14	17	19	12	19	12	18	20	18

Impact of proposed changes

- Amongst **employees**, 10% feel that they will be better off under the new workplace relations system.
 - There was a significant decrease in the proportion of employees who felt they would be worse off under the proposed system (52% wave 4, 44% wave 13).
 - There were no significant changes, from wave 4 to wave 13, in the percentage of employees who feel they will be better off or the same.
- Amongst the **rest of the community**, 18% feel that they will be better off under the new workplace relations system.
 - There were no significant changes, from wave 4 to wave 13, in the percentage of the rest of the community who feel they will be better off, the same or worse off.
 - There was a significant decrease in the proportion of the rest of community who answered don't know to this question (13% wave 4, 3% wave 13).

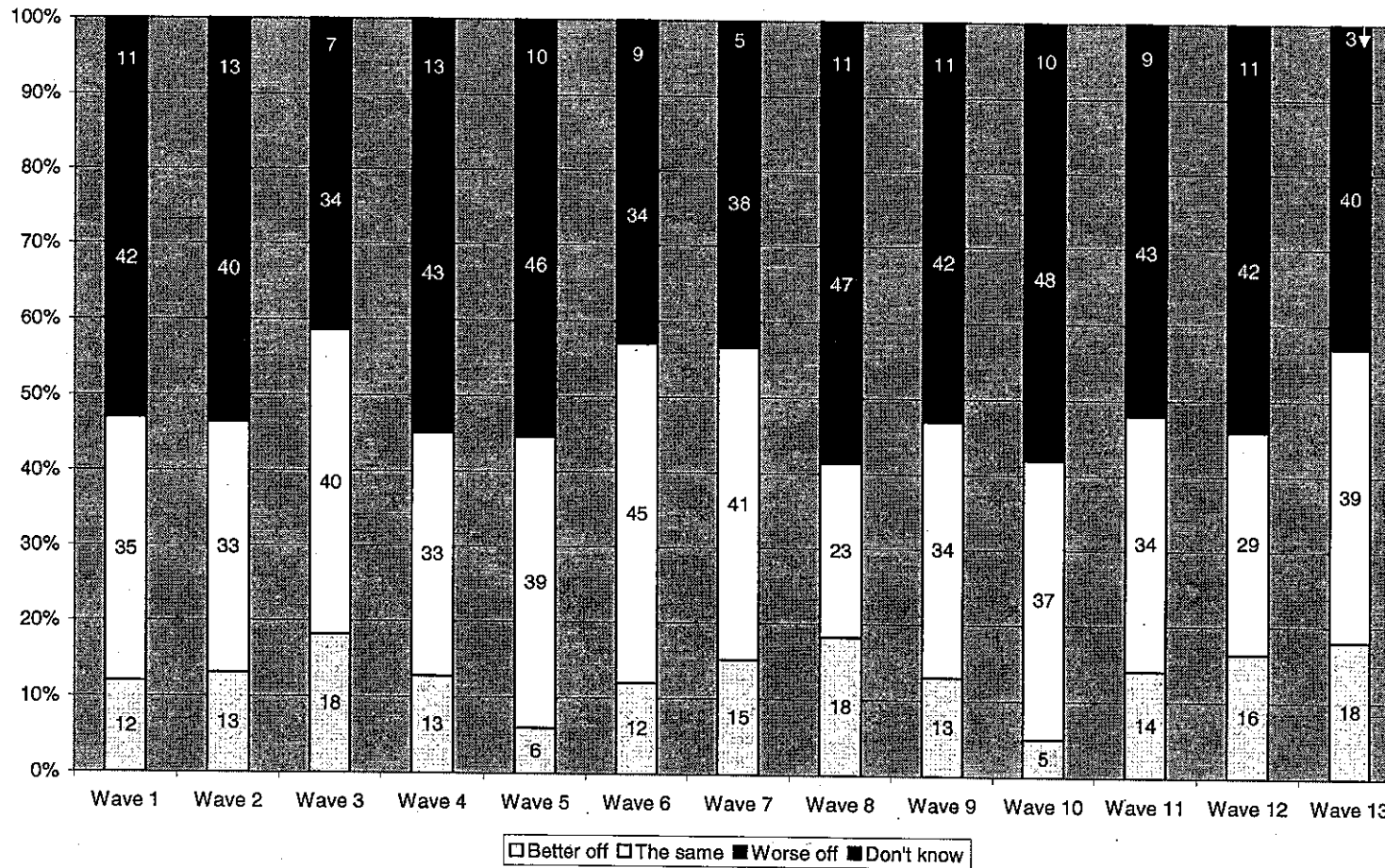
Impact of proposed changes - Employee

Caution: WorkChoices campaign launched mid-wave 5.



Impact of proposed changes – Rest of Community

Caution: WorkChoices campaign launched mid wave 5.



Information need

Employees

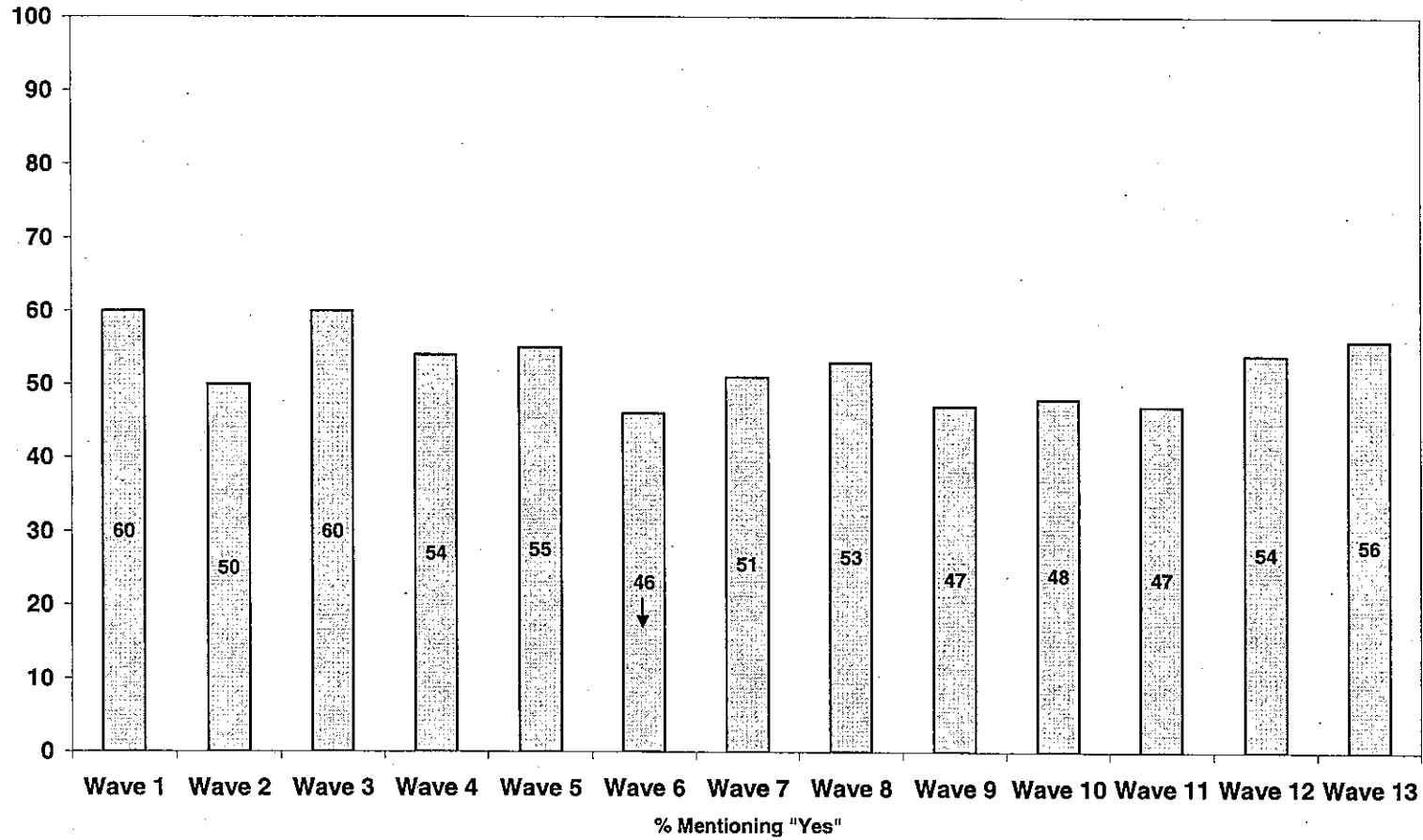
- 56% of employees reported that they would like more information regarding the proposed workplace relations changes.
 - This was not a significant change from wave 4 to wave 13 (54% to 56%).

Rest of community

- 49% of the rest of the community reported that they would like more information regarding the proposed workplace relations changes.
 - This was not a significant change from wave 4 to wave 13 (42% to 49%).

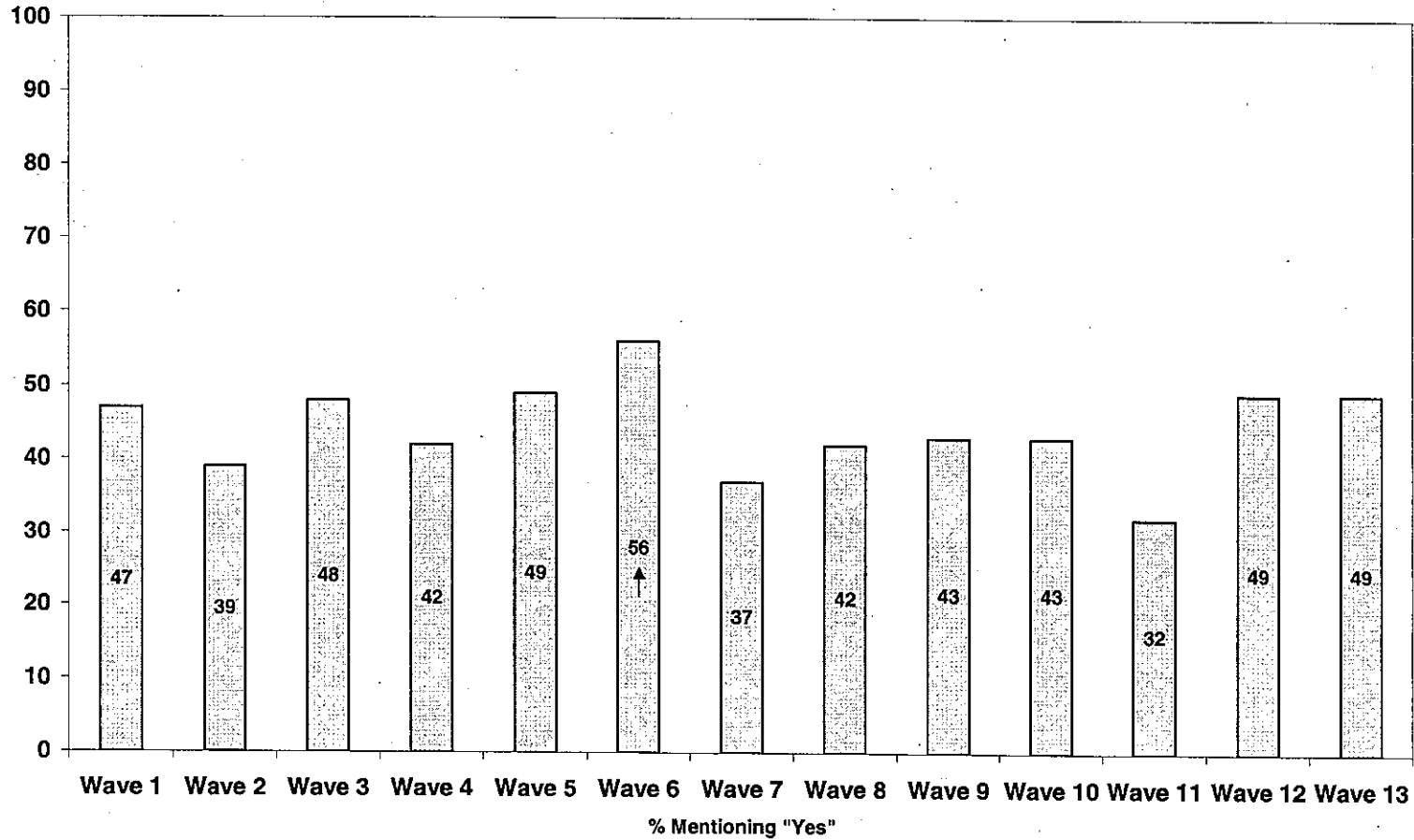
Employee information need

Caution: WorkChoices campaign launched mid-wave 5.



Rest of Community information need

Caution: WorkChoices campaign launched mid wave 5.



Employee preferred information source – proposed changes (unprompted)

Caution: WorkChoices campaign launched mid-wave 5.

Preferred information source – proposed changes	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Wave 10 %	Wave 11 %	Wave 12 %	Wave 13 %
Telephone / hotline/ phone number	3	5	3	1	2	3	1	1	0	2	1	2	1
On the internet	21	24	24	24	17 ↓	21	25	18	23	19	19	21	20
Pamphlets / brochures at work	12	13	9	11	11	11	6 ↓	6 ↓	7	7	7	10	8
Pamphlets / brochures in public places	5	9	6	6	7	7	5	4	4	3 ↓	5	7	5
Pamphlets brochure in the mail	33	38	35	38	40	32 ↓	35	33	38	35	33	35	33
In magazines	8	9	5	6	5	4	2 ↓	5	4	4	5	5	6
In newspapers	25	22	19	19	20	20	15	15	13 ↓	14 ↓	14	15	15
On TV	24	24	21	21	24	17	13 ↓	15	15 ↓	12 ↓	17	16	20
On the radio	8	11	10	9	8	8	6	6	7	7	6	6	12
Through your employer	8	10	10	7	7	7	6	7	6	4	6	6	9
Through the Union	8	10	7	7	6	5	7	4 ↓	4	4	4	7	6

Employee preferred information source – proposed changes (prompted)

Caution: WorkChoices campaign launched mid-wave 5.

Preferred information source – proposed changes	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Wave 10 %	Wave 11 %	Wave 12 %	Wave 13 %
Telephone / hotline/ phone number	12	14	17	19	27↑	22	19	20	19	18	23	21	25
On the internet	27	20	29	27	41↑	36↑	28	31	28	33	29	29	38↑
Pamphlets / brochures at work	45	36	37	35	40	34	31	31	31	37	32	32	37
Pamphlets / brochures in public places	35	24	24	26	30	28	25	26	24	28	29	25	26
Pamphlets brochure in the mail	25	20	22	22	24	23	21	18	20	22	22	23	24
In magazines	20	18	18	23	28	21	18	20	24	21	19	18↓	22
In newspapers	28	23	28	30	36	32	24↓	31	31	31	28	28	30
On TV	24	21	23	32	29	27	20↓	28	30	26↓	24↓	26	24↓
On the radio	23	20	21	30	33	25	19↓	29	25	23↓	29	24	26
Through your employer	34	28	29	37	42	32	28↓	29↓	32	35	33	30↓	33
Through the Union	30	23	28	30	38↑	38↑	28	33	30	31	32	29	30

Rest of Community preferred information source – proposed changes (unprompted)

Caution: WorkChoices campaign launched mid-wave 5.

Preferred information source – proposed changes	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Wave 10 %	Wave 11 %	Wave 12 %	Wave 13 %
Telephone / hotline/ phone number	3	8	4	1	1	1	1	2	0	0	3	1	2
On the internet	16	19	16	16	19	16	23	8	12	21	11	18	19
Pamphlets / brochures at work	3	12	7	6	5	13	3	3	1↓	5	6	10	6
Pamphlets / brochures in public places	6	8	6	6	7	12	1	5	2	6	7	11	5
Pamphlets brochure in the mail	26	24	25	29	36	41	27	27	34	41	28	36	25
In magazines	7	6	6	8	7	6	7	3	5	3	3	8	6
In newspapers	29	32	33	26	23	19	16	12↓	21	13↓	15	20	26
On TV	35	24	26	23	28	21	16	13	19	9↓	9↓	26	28
On the radio	11	18	19	11	11	13	5	1↓	5	7	6	11	13
Through your employer	1	6	5	1	4	4	3	2	4	2	5	3	5
Through the Union	2	5	6	0	1	4↑	2	0	5↑	2	3	1	5↑

Rest of Community preferred information source – proposed changes (prompted)

Caution: WorkChoices campaign launched mid wave 5.

Preferred information source – proposed changes	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Wave 10 %	Wave 11 %	Wave 12 %	Wave 13 (%)
Telephone / hotline/ phone number	16	5	13	13	28↑	30↑	23	16	17	21	25↑	19	26↑
On the internet	18	14	16	16	32↑	44↑	23	21	24	25	29↑	33↑	35↑
Pamphlets / brochures at work	27	19	24	24	37↑	31	30	30	31	25	31	25	29
Pamphlets / brochures in public places	31	17	15	29	31	33	26	24	30	30	32	21	25
Pamphlets brochure in the mail	25	22	21	16	23	19	24	21	27↑	21	25	21	18
In magazines	30	18	13	22	23	28	21	19	23	19	25	17	28
In newspapers	37	14	19	29	38	36	32	33	28	30	32	29	30
On TV	29	19	21	26	29	29	24	30	27	29	33	27	26
On the radio	35	17	22	28	35	26	24	27	34	27	33	25	37
Through your employer	24	16	20	18	29	33↑	20	21	19	21	27	22	32↑
Through the Union	22	15	21	21	30	33	17	23	23	25	31	19	36↑

Attitudes towards changes

Employees

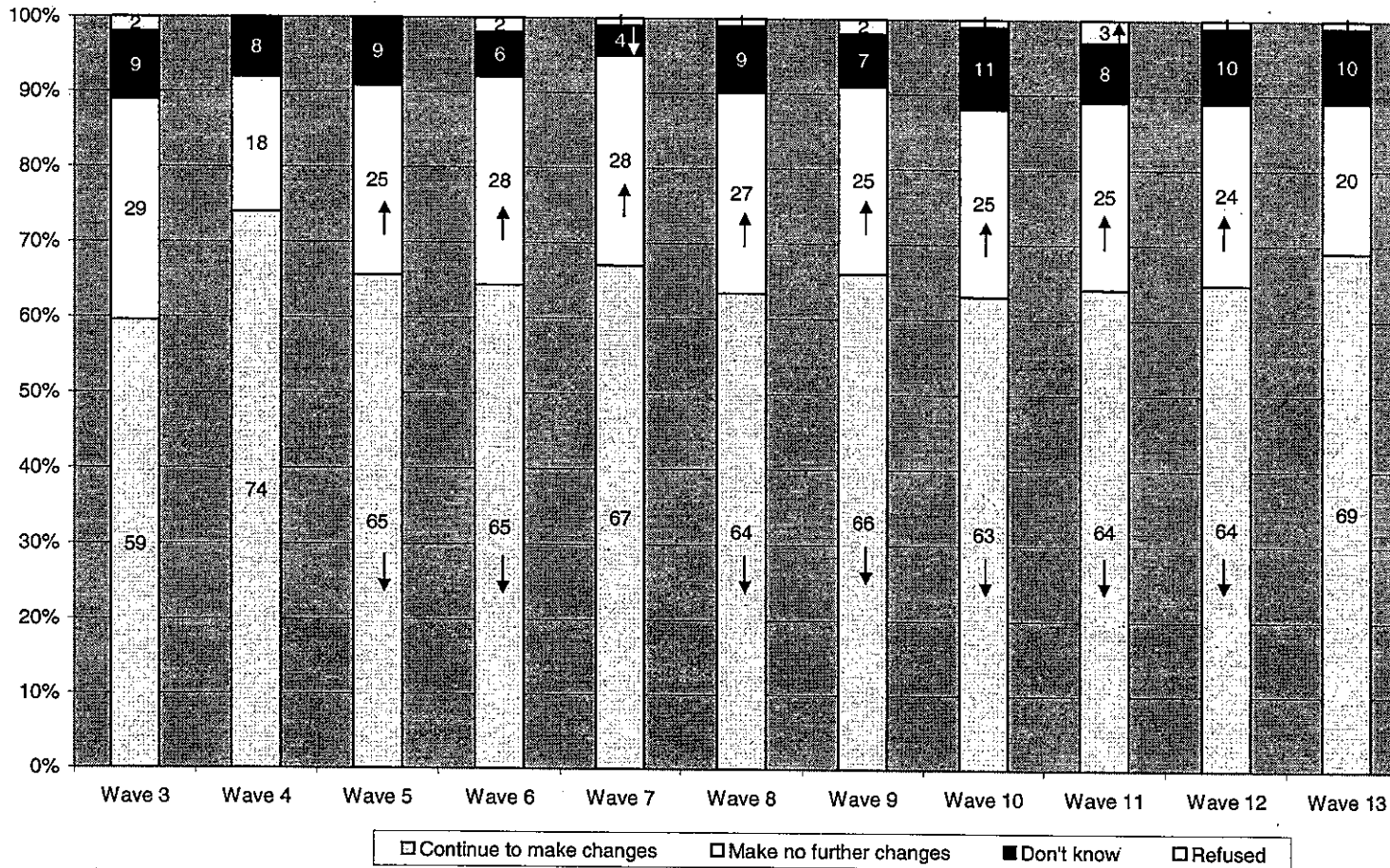
- In wave 13, just over two-thirds of employees (69%) reported that they think it is better to continue to make changes to the workplace relations system.
 - This was not a significant change from wave 4 to wave 13 (74% to 69%).

Rest of community

- In wave 13, close to two-thirds of the rest of the community (65%) reported that they think it is better to continue to make changes to the workplace relations system.
 - There was a significant decrease in the proportion of the rest of community who felt it was better to continue to make changes (81% wave 4, 65% wave 13).
 - There was a significant increase in the proportion of the rest of community who answered don't know to this question (3% wave 4, 13% wave 13).

Employee attitude towards changes

Caution: WorkChoices campaign launched mid-wave 5



Q27c: Do you feel it is better to continue to make changes to the workplace relations system or to make no further changes?

Rest of Community attitude towards changes

Caution: WorkChoices campaign launched mid-wave 5.

