

The Win-Win Imperative

Supporting Working Parents in Australia

A national white paper on psychosocial safety, wellbeing, productivity and organisational performance by TELUS Health in partnership with Win Win Parenting.

THE STORY IN NUMBERS

40%

Approximately 40% of Australia's workforce are working parents. **73% of couple families** have two employed parents.

54%

of working parents end their workday mentally and/or physically exhausted, compared with **41% of non-parents**.

80%

more likely than non-parents to report feeling extremely burnt out.

46%

of working parents report feeling under constant stress, compared with **37% of non-parents**.

49%

of working parents feel overwhelmed by responsibilities or commitments, compared with **31% of non-parents**. For working mothers, this rises to **54%**.

56%

believe their workplace is genuinely family-friendly, despite **65%** saying their organisation's culture supports their personal wellbeing.

74% / 47%

of **women / men** reported feeling stressed balancing work and family commitments in the National Working Families 2024 Survey.

84%

of working parents reported feeling the strain of juggling work, parenting and life responsibilities in the Real Working Parents Report 2024.

38%

of working parents, and **44% of working mothers**, would prefer better wellbeing support over a **10% salary increase**.

Working mothers face a disproportionate caregiving burden and greater structural barriers, with implications for career progression and job satisfaction. The preference for better wellbeing support signals a mainstream workplace priority.

Sources: The Win-Win Imperative white paper, including TELUS Mental Health Index data (2024–2026), the National Working Families 2024 Survey and the Real Working Parents Report 2024. See the full paper for references and methodology.

The conversation that matters

THREE KEY MESSAGES

“Working parents are expected to work as if they don't have a family, while raising a family as if they don't have a job. That impossible expectation is at the heart of the work-family conflict experienced by so many Australian parents.”

“Working parents are not failing at time management. They are navigating workplace systems and expectations that have not kept pace with the reality of Australia's workforce.”

“Working parents don't simply need more help coping with the workplace. We need workplaces that better reflect the reality of working parents.”

FIVE QUESTIONS TO ASK DR ROSINA

1. Why are working parents experiencing such high levels of stress, exhaustion and burnout?
2. Are Australian workplaces keeping pace with the reality of today's working families?
3. Why isn't flexible work alone enough to solve the problem?
4. What role do managers and workplace culture play in the wellbeing of working parents?
5. What are the most important things employers can do now to better support working parents and reduce psychosocial risk?

AVAILABLE FOR INTERVIEW

Dr Rosina McAlpine

Dr Rosina McAlpine is CEO of Win Win Parenting and an expert in parenting, work-family wellbeing and education. She brings more than 30 years of higher education experience and specialises in translating research and evidence into practical strategies that help parents, families and workplaces thrive.

Dr Rosina is an experienced, camera-ready media commentator, has appeared on Australian morning television and has a regular parenting segment on ABC Radio. She is available for television, radio, print, podcast and online interviews.



MEDIA CONTACT

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Available for live, studio, remote
and pre-recorded interviews.

ABOUT THE WHITE PAPER

The Win-Win Imperative: Supporting Working Parents in Australia brings together findings from the TELUS Health Mental Health Index and multiple Australian studies to examine the pressures experienced by working parents and the workplace factors influencing their wellbeing, performance and retention. It provides a practical framework for organisations to strengthen psychosocial safety and create healthier, more family-friendly workplaces.

Media assets available: National White Paper | Media Release | High-Resolution Headshot | Key Research & Statistics

[View the media release and white paper downloads online](#)