



Being Family-Friendly is Good For Business



Family-friendly policies can make a big difference to your customers, employees and community

- When you take care of your smallest customers, you make it easy for their parents or caregivers to keep coming back
- When you support your employees to help them balance work and family life, you make it easy for them to give you their loyalty and best effort
- When you invest in your community, your customers feel thankful – and will think of you when it's time to do business

Sometimes it's the little things that draw a customer back, convince a great employee to stay or make your business the talk of the town.

Your customers appreciate things like:

- Staff who offer a friendly hello to children, and are willing to help caregivers
- Clean and safe changing tables in both women's and men's restrooms (or better yet, a 'family room' where either mom or dad can go in with a child)
- Low sinks or stepstools in bathrooms so children can wash hands by themselves
- A quiet, comfortable space for breast-feeding mothers that isn't inside a bathroom
- Wide, stroller-friendly aisles
- Play areas, colouring sheets, or small gifts like toys or stickers to keep kids happy



Your employees value things like:

- Flexible work arrangements (e.g. compressed work week, flexible hours or work-from-home options)
- Support for employees taking time off work to care for their children or family members when there is an illness or emergency
- Work-related events that include the whole family

Your community takes notice when businesses:

- Offer in-kind support such as employee time, printing services, or donations of products or services to community groups and events
- Participate in or sponsor festivals, fairs or other activities
- Donate money to local charitable organizations
- Provide helpful local information or resources

To learn more about how your business can become more family friendly, **please visit our website or get in touch with us via email.**