



# GOOD WORK REPORT

Improving Tenant Experience

October 2024



# TABLE OF CONTENTS

Executive Summary	3
Approach	4
Good Work	5
Relevance to The Property Industry	6
Loneliness in Office Buildings	7
Programs and Interests	8
The Office Experience	10
Endnotes	11

# EXECUTIVE SUMMARY

**Good Work aims to increase social connection and improve the wellbeing of tenants in office buildings across Australia.**

This report presents the findings and recommendations of the Good Work tenant feedback and engagement project from four buildings across the country in October 2024 by the Little BIG Foundation.

The following pages highlight the importance of social connection in the workplace, especially for combating loneliness.

The findings reveal:

- Good work increases building community satisfaction - after 12-months of the Good Work program respondents reported a 30% increase in their satisfaction with their buildings sense of community (2023 19%, 2024 49%).
- Transitions are a lonely time - respondents in their first year of employment with a new organisation are 50% more likely to be lonely, respondents who have been in the building less than 2 years are 20% more likely to be lonely.
- We want to connect - 88% of respondents value having opportunities for social connection, through building events and programs.
- Opportunity to improve the mid-afternoon slump - the greatest number of people are interested in connecting mid-afternoon (3pm-5pm).
- Tuesday & Thursday are the new Friday - data from the 2024 Good Work Office building survey shows that Tuesday and Thursday are the two most likely days to find people working from the office. Friday is the least common day to be in the office with people in their office building on average 3.6 times a week.

There is a clear opportunity and appetite for landlords and property managers to support their tenants' wellbeing through the Good Work program, creating inclusive and engaging environments for people to work. By implementing these recommendations, the program aims to improve social connections, wellbeing, and overall tenant satisfaction.

# APPROACH

The Little BIG Foundation have invited the community within each building to provide their input for a tenant community building program, understanding that inclusion and engagement is a critical factor for buy-in to any future program that eventuates from the consultation process.

Good Work’s approach has included extensive consultation opportunities with tenants and suppliers to understand the individual expectations, needs and interests for each community.

The survey was open to tenants (employers and employees of all levels) for the month of October 2024, in four CBD and CBD-fringe office buildings in Sydney, Perth and Brisbane and received a total of 265 responses.

	SURVEY SUBMISSIONS	SURVEY COMPLETION RATE	LEASE DECISION MAKERS
BUILDING A	93	89%	5
BUILDING B	54	87%	8
BUILDING C	72	78%	4
BUILDING D	46	82%	6
	265		

We recognize that this analysis is subject to several limitations. The relatively small sample size (265 responses), reliance on self-reported data collected at a single point in time, and potential variations in respondent demographics or experiences year-on-year means that this study offers only a limited perspective on changes in individual loneliness levels over time. Consequently, the findings should be interpreted as indicative rather than definitive and used primarily as a general guide.

# GOOD WORK

## Little BIG's 'Good Work' aims to support the optimal experience in the building by focusing on relationships

Little BIG Foundation was set up to tackle loneliness in Australia by developing places, programs and events for social connection. Our office program, 'Good Work' engages landlords, asset owners and investors in a strategy to develop stronger communities within their buildings and reduce the loneliness of tenants using a positive psychology approach.

The 'Good Work' Program's focus on measuring and improving ESG outcomes is crucial to its long-term growth, allowing the program to improve, as well as articulating results back to these key stakeholders. The communication of these results is essential for owners' when completing reporting and benchmarking requirements. ESG surveys including The Global Real Estate Sustainability Benchmark (GRESB), the UN Principles of Responsible Investment (PRI) and the Dow Jones Sustainability Index (DJSI) are increasingly asking about landlords' social programs, and their capacity to actively engage tenants and communities.

Little BIG's 'Good Work' aims to support the optimal experience in the building by focusing on relationships. This is achieved through various activities and interventions that improve positive emotions, provide moments of inter-office interaction, support personal and/or professional growth, and contribute to a sense of meaning, fulfilment, and engagement in their day. The success of the program is both benchmarked against national averages and compared year-on-year. By investing in programs that improve social connection, landlords, asset owners, and investors can support their tenant's mental wellbeing while differentiating their office experience and enabling the office sector to achieve social sustainability targets.



# RELEVANCE TO THE PROPERTY INDUSTRY

Loneliness is increasingly recognised as a critical issue for landlords and property managers of office buildings due to its implications for tenant wellbeing, productivity, and space utilisation as well as being a major contributor to their Environmental, Social and Governance (ESG) strategies and reporting.

Workplace loneliness is a significant concern for landlords and property managers of office buildings, as it directly impacts employee wellbeing and productivity. Research indicates that employees who experience loneliness at work are more likely to suffer from negative emotional and cognitive outcomes, which can lead to decreased job satisfaction and performance<sup>1</sup>. In the context of hybrid and remote work trends, office environments play a pivotal role in fostering community and reducing isolation.

75% of Australian employees<sup>2</sup> state that a mentally healthy workplace is important when looking for a job<sup>2</sup>, however, small businesses are seeking support to address this growing trend.

Mental health conditions like depression and anxiety, are costing Australian businesses between \$11 and \$12 billion dollars each year<sup>3</sup> which demonstrates a clear imperative for businesses to focus on improving wellbeing. Despite this, small to medium businesses need external help addressing the social connection and wellbeing needs of their employees and are looking to external avenues of support such as landlords and building owners. “The future of workforce wellbeing depends on a significant mindset shift and a long-term approach—one that extends beyond the walls of the organisation.”<sup>4</sup>

CBRE's Pacific Real Estate Market Outlook 2023 noted that workplace office “re-locations were driven by the ability to re-configure workplace design to attract and retain talent and also match Environmental, Social and Governance (ESG) ambitions with energy and wellness offerings in the new premises<sup>5</sup>.” As the keeper of the physical spaces in which many workplaces operate, the property sector is presented with a unique opportunity to develop better ways to support their tenants to reduce loneliness and build stronger connections with co-workers and fellow tenants.

All key stakeholders—landlords, their investors, tenants, and their employees—have aligned incentives pointing towards greater ESG engagement and action on mental and physical health.

# LONELINESS IN OFFICE BUILDINGS

## Office Building Loneliness

NATIONAL AVERAGE IN 2023	BUILDINGS AVERAGE IN 2023	BUILDINGS AVERAGE IN 2024
33% <sup>6</sup>	30%	34%

Loneliness has marginally increased from the 2024 Good Work report and is in line with current national data from 2023. Loneliness is a complex social phenomenon, with many contributing factors. There may be many reasons why loneliness is increasing, and this year’s results have underscored the importance of continuing to stay attuned to what’s changing in the lives of our community and the need for annual comparative research.

### Insights and themes

- People experiencing loneliness were 21% more likely to value having opportunities for social connection, through building events and programs, where they work (88% lonely, 67% not lonely).
- People experiencing loneliness are 18% more likely to be dissatisfied with their building community (49% lonely, 67% not lonely).
- People experiencing loneliness are twice as likely to believe that other people in the building ARE NOT helping to foster a sense of community (11% lonely, 5% not lonely).
- People experiencing loneliness are NOT generally more critical of the building or amenities, however they do report lower satisfaction with property managers (51% satisfied if lonely, 87% if not lonely).



# PROGRAMS AND INTERESTS

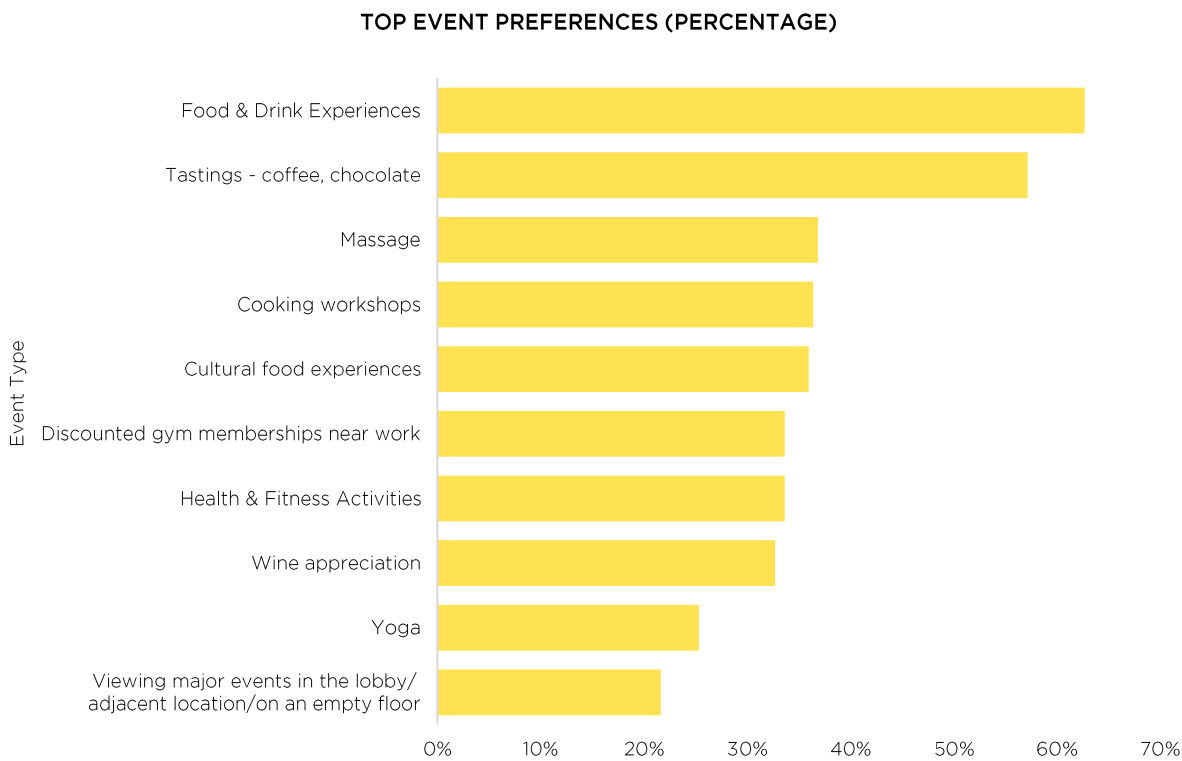
Tenant preferences for food and drink experiences remained high in the 2024 report with several variations of food-oriented experiences like tastings, cooking classes and cultural food celebrations all ranking as highly valued.

Food & Drink Experiences top the list, with the highest percentage indicating a strong interest in social and culinary-focused events, suggesting these are highly engaging for tenants, closely followed by a continued appetite for sensory and tasting experiences that are both interactive and enjoyable.

It is worth noting the buildings who have experienced a Good Work 'Make Food + Make Friends' experience in the last 12 months ranked food and drink experiences higher overall than the buildings which has not experienced this type of activity.

Discounted Gym Memberships near Work and Yoga are moderately popular and growing from last year. This shows tenants' interest in maintaining fitness routines that integrate seamlessly into their work-life balance.

## Type of Events





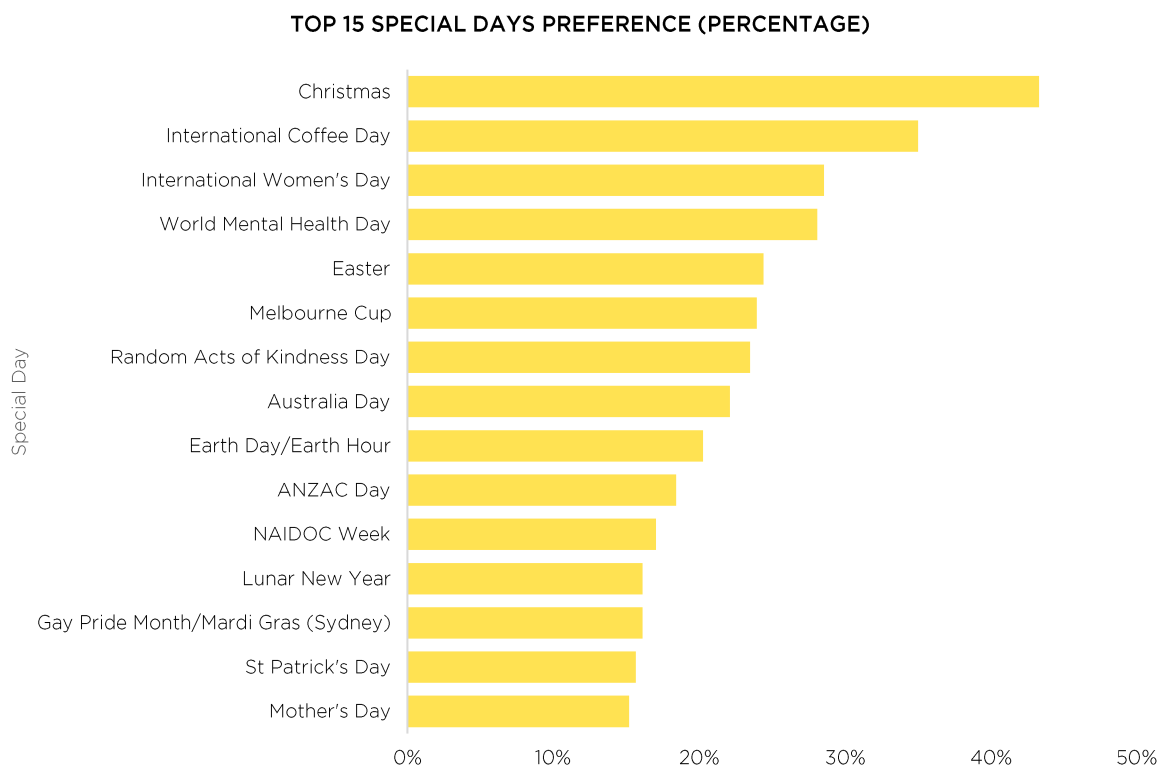
## Days to be acknowledged

Christmas is overwhelmingly the most popular date to be acknowledge within our offices. It underscores the importance of organising festive celebrations, such as decorations, gift exchanges, or building parties.

International Coffee Day ranks second, indicating a preference for light-hearted, universally appealing activities like coffee tastings or giveaways.

2024 has seen growth in the growing importance of recognition of causes and inclusivity. Days like International Women's Day and World Mental Health Day highlight tenants' interest in celebrating diversity, equity, and wellbeing.

The representation of Cultural and National Identity days was skewed to two individual buildings (outside of Sydney's CBD). Events such as Australia Day, ANZAC Day, and Lunar New Year reflect a preference for celebrating cultural and national traditions. These could involve themed decorations, communal meals, or storytelling sessions.



Landlords, property managers and building activation teams should use this data to develop a tenant engagement strategy that not only celebrates popular events but also fosters a sense of belonging, wellbeing, and inclusivity. By thoughtfully integrating these preferences into the building's community calendar, landlords can enhance tenant satisfaction and create a vibrant office environment.

# THE OFFICE EXPERIENCE

## Days in the office

The average number of days in the office has remained constant with 2023 Good Work report at 3.6 days per week. Tuesday and Thursday the two most likely day to find people working from the office with 80% of respondents indicating they regularly attend the office on those days.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
% of respondents in office	69	80	72	80	60

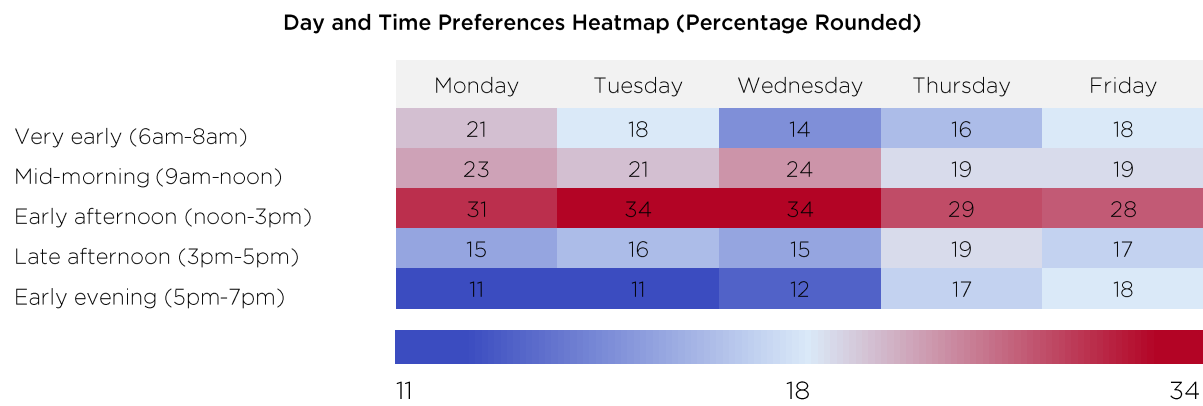
## Connection preferences

The heatmap below provides a clear visual representation of tenant preferences for working or engaging in activities during different time slots across the workweek.

While Tuesday and Thursday are the two best attended days, Tuesday and Wednesday are the days in which people have the strongest desire to attend events and connect with others in their building (indicating they may have other commitments on Thursdays). Friday is the least common day to be in the office or to have a desire to connect with others through the Good Work program.

Late Afternoon (3pm-5pm) is the most preferred time slot, particularly on Tuesday (34%) and Wednesday (34%). This indicates a steady preference for engagement as the workday progresses.

It is worth noting that Very Early (6am-8am) and Early Evening (5pm-7pm) are the least preferred times, regardless of the day. Percentages for these slots hover between 11% and 18%, suggesting limited tenant availability or interest outside standard working hours and a strong desire for social opportunities in working hours.



# ENDNOTES

<sup>1</sup> 'Office islands: exploring the uncharted waters of workplace loneliness, social media addiction, and the fear of missing out' | Tseng-Chung Tang, Li-Chiu Chi & Eugene Tang | Current Psychology | 2024

<sup>2</sup> Instinct and Reason. Heads up Initiative: Employer of Choice Study. Melbourne: Beyond Blue, 2014

<sup>3</sup> Workplace Wellbeing Report, Black Dog Institute, 2023

<sup>4</sup> Wellbeing at Work Survey, Deloitte Insights, 2023

<sup>5</sup> Pacific Real Estate Market Outlook, CBRE, 2023

<sup>6</sup> Ending Loneliness Together State of the Nation Report | 2023



# LITTLE MOMENTS, BIG SMILES

[littlebigfoundation.org](http://littlebigfoundation.org)