

Assessment Criteria

Below is a detailed description of each criterion, together with guidance on Application Form questions and supporting documentation required to achieve the AFFW Certification.

Leadership and Culture of Care

Criteria

What it means for organisations



Leaders and managers play a central role in building and sustaining an inclusive, family-friendly workplace culture. All managerial staff are required to read the AFFW Manager Onboarding and to actively promote family-friendly policies and practices within the organisation. This includes ensuring that policies are clearly communicated and employee rights are consistently upheld.

Related questions:

- Would your organisation be open to sharing the AFFW Manager Onboarding with leaders and managers before submission?
- How has your organisation communicated care and family-friendly policies to employees in the past twelve months?

Supporting documentation:

- Supporting documentation demonstrating how family friendly policies and practices have been communicated to employees during the past twelve months.

Work-Life Flexibility



Organisations are expected to support employees in balancing work and family responsibilities through flexible, family centred practices. This includes offering options such as paid time off for emergencies or medical appointments, remote work arrangements, flexible or predictable schedules, and other accommodations for caregivers. It also involves clearly communicating these flexibility options and having an accessible procedure for employees to request them.

Related questions:

- Does your organisation offer flexible work options to support employees' family-related needs?
- Is there a clear and accessible procedure for employees to request these arrangements?

Supporting documentation:

- Supporting documentation that clearly describes your organisation's flexible work policies or practices, and the procedures through which employees can request them.

Family Learning and Well-being

Criteria

What it means for organisations



Organisations are expected to offer at least one workshop or training session each year focused on parenting, well-being, or mental health. These activities should support caregivers in strengthening the knowledge and skills they need to care for their families and staying healthy while balancing the demands at home and work.

Related question:

- Has your organisation delivered at least one parenting, wellbeing, or mental health training for employees in the past twelve months?

Supporting documentation:

- Supporting documentation related to the workshop or training activity, such as photos, contracts, or attendance lists (essential).

Parental Leave



To meet the AFFW standard, organisations must provide at least 12 weeks of paid maternity leave and 5 days of paid paternity leave. Organisations that currently offer only the legal minimum of 2 days of paternity leave may still apply but are expected to demonstrate progress toward meeting the 5-day standard within the next two years. Additional parental leave benefits, such as extended leave or flexibility in the timing of leave, are encouraged.

Related questions:

- How many weeks of paid maternity leave does your organisation offer?
- How many days of paid paternity leave are offered? Would your organisation be open to offering at least five days?
- Has your organisation communicated parental leave benefits to employees in the past twelve months?
- Are any additional parental leave benefits available?

Supporting documentation:

- Supporting documents showing the parental leave policies and how they are communicated, including the duration of paid maternity and paternity leaves, and any other parental leave benefits.

Breastfeeding Policy

Criteria

What it means for organisations



Organisations are expected to support breastfeeding employees in the workplace in order to promote maternal health, infant nutrition, and overall family well-being. This includes respecting the right to lactation breaks, providing a private and suitable space for breastfeeding or expressing milk, and clearly communicating this support within the workplace.

Related questions:

- How does your organisation support breastfeeding employees?
- If a private and suitable breastfeeding space is not available, what are the reasons?
- Are there additional provisions for expressing and storing breastmilk?
- How is breastfeeding support communicated to employees and customers?

Supporting documentation:

- Supporting documents showing how your organisation supports breastfeeding employees and how breastfeeding support is communicated within the workplace.

Childcare Solutions



Organisations should support employees by providing a list of childcare providers, such as nurseries, daycares, home based care, and after school programmes, and ensuring this information is clearly communicated across the organisation. Additional childcare support, such as subsidising childcare costs, offering a childcare allowance, or extending flexibility policies to accommodate caregiving responsibilities, is encouraged.

Related questions:

- Would your organisation be open to sharing the AFFW List of Childcare Providers to support all employees?
- Does your organisation provide any additional childcare support?

Supporting documentation:

- Supporting documents showing how your organisation shared the list of childcare providers within the organisation and any additional childcare benefits offered.

Workplace Excellence

Criteria

What it means for organisations



Organisations are encouraged to have additional initiatives that strengthen a supportive workplace culture. These may include family events, community oriented activities, regular internal reviews to monitor progress, or other efforts that enhance the effectiveness and sustainability of family friendly policies and practices.

Related question:

- Does your organisation implement any additional family-friendly policies or practices beyond these criteria?

Supporting documentation:

- Supporting documents describing any additional policies or practices your organisation has in place to promote a family friendly workplace.

Recommendations for a Successful Application

To ensure your application is clear, complete, and easy to review:

- Submit a **single, readable, and clearly labelled** PDF for each of the seven categories.
- Ensure that all documentation **directly relates to the specific category** being addressed and the relevant questions of the Application Form.
- Confirm that the documentation reflects policies and practices that have been active and **implemented within the past 12 months**

Examples of supporting documentation

Written Policy Documents

- Standard operating procedures
- Employee handbooks
- Sample employment contracts

Communication Materials

- Screenshots of the organisation's website or intranet
- Email templates
- Newsletters or internal memos
- Printed communication materials, such as posters or flyers

Photographic Evidence

- Workplace events or gatherings
- Printed materials displayed in the workplace
- Organisational facilities

The AFFW Internal Communication Materials are practical resources organisations may use to meet specific requirements of the certification.