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## **MEDIA RELEASE**

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### **BigThanks = Happy Staff**

BigThanks is an innovative new program that is changing the form of staff incentives and increasing job satisfaction levels amongst WA staff.

Young entrepreneurial trio Kendra Frew, Jason Jordan and Stuart Norman have taken the concept of staff rewards to a new level with BigThanks, an online shop for experiential gifts.

In 2007 with the current resources boom and low levels of unemployment being experienced in Perth it is more important than ever for businesses to work hard at retaining valued staff members and clients.

The SEEK *Survey of Employee Satisfaction & Motivation in Australia* (2006) has found that 37% of employees consider themselves unhappy in their current place of work.

The industries with the highest percentage of discontented employees were Engineering (46 percent), Manufacturing/ Operations (45 percent) and Banking & Finance (43 percent).

The survey reveals the amount of money earned by an employee does not correlate to job happiness. In fact the opposite picture emerged with those earning \$150,000 plus being the least happy.

BigThanks Director Kendra Frew says the program assists organisations who have run out of new ways to motivate their staff.

“Pay rises are no longer an effective way to keep staff happy, we’ve entered a stage where it’s important to think outside the box. BigThanks does just that in an easy and efficient manner,” she says.

Experiential gifts can be a cost efficient way for employers to raise employee morale.

The BigThanks website; [www.bigthanks.com.au](http://www.bigthanks.com.au) is a fully automated shopping venue which customers can use to purchase a huge variety of experiences including weekend getaways, paint-balling activities, pampering packages and skydiving packages.

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#### **For further information please contact...**

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