



Luv-A-Duck

Port Melbourne, Victoria

With its headquarters in Port Melbourne, Luv-A-Duck provides significant rural employment around Nhill in western Victoria and also has employees in Australia's major cities.

Duck producer and meat processing company Luv-A-Duck has brought in Australian Workplace Agreements to help improve productivity, staff loyalty and drive business expansion.

■ Changed made under WorkChoices

WorkChoices has enabled the company, which supplies the domestic and export markets with duck meat products, to tailor its workplace relations to suit the diverse needs and skills of its 200-strong workforce.

Employees in Luv-A-Duck's processing operation benefit from collective agreements that create unity and give clarity to staff, while at the same time supporting manufacturing requirements.

Australian Workplace Agreements were introduced to other staff to reflect the personal and individual requirements of the employee, and lifted productivity in the process.

Luv-A-Duck Human Resources Manager Antoinette Avery says the agreements provide clear entitlements. As a result, everyone understands their role and works together to meet business needs. For example, employees' hours can be averaged over a four-week period and two weeks of annual leave can be cashed out each year if that suits the employee's circumstances.

"The agreement contains conditions that increase productivity and improve staff morale by offering flexibility in the averaging of hours and rostering arrangements to suit an employee's family or study commitments," says Antoinette.

■ View from Luv-A-Duck employee

Shane Younger, a National Retail Manager, had worked for Luv-A-Duck for five years when he was offered an Australian Workplace Agreement. He says he appreciates the clarity of the Australian Workplace Agreement because it has "no hidden clauses – it's all set out. It's black and white". His workplace arrangements are now clear compared with other employment arrangements he has had in the past. As he says, "There is more in the Australian Workplace Agreement. It's all there."

The Luv-A-Duck experience demonstrates that WorkChoices gives options for employees and employers, so they can choose the kind of agreement that suits them best.

■ Benefits obtained under Australian Workplace Agreements

Employees	Employers
Flexible hours and rostering arrangements to meet personal commitments	Improved productivity
Clarity in workplace arrangements	Increased staff loyalty and morale
More options for employees in working out what best meets their needs	Tailor workplace relations to suit individual needs