

W O W O W A T E A M
c/o 2/4 BROWN STREET
COLLINGWOOD 3066

17 - 09 - 21

MAGIC DAY LOVE LETTER

DEAR WORK FAMILY,

WOWOWA is trialing a new way of working method: smashing 5 days in 4 to enable an extra day off per week. Starting Monday 27 September, for the next 3 months until Christmas 2021, these glorious days off will be called M A G I C D A Y S .

Excitingly, countries such as Iceland, Scotland and New Zealand have all trialed various models of this idea. The model WOWOWA has chosen to explore is a 38hr week completed in 4 days instead of 5 while maintaining a full-time wage. These 4 workdays will be longer, but the reward is great indeed. We intuitively feel this might suit the architecture industry best but open to any outcome.

Evidence from non-architecture specific examples show benefits to both employers & employees such as increased mental & physical health, productivity levels of 20%-40% higher, improved work life balance, engagement, and a better co-operative spirit - so why not keep things fresh & have a crack?!

On September 6th, 2021, The Australian Institute of Architects published a paper titled "The Collective Covid Hangover" measuring the impact of the pandemic on architectural practice. Concerningly, its survey found 48% of practices reported observing a decline of mental health due to lockdowns. WOWOWA has, potentially more mindfully or holistically observed that the team all suffer from small physical ailments which we believe can be attributed to lockdown anxiety - the connection between stress and an inflammatory body response is undeniable. As industry thought leaders, WOWOWA aim to nimbly innovate our business model to meet "the world changing overnight" as stated by AIA CEO Julia Cambage.

M A G I C D A Y S are not to be confused with "Mexico Days" which have been a long standing WOWOWA Flex Calander policy of nominated mental health days that are taken by the team and nominated in time sheets as Sick Days. We have always had a culture of encouraging mental health days to be taken but it's easy to forget to prioritize ourselves. This move is a clear mandate to embrace self-care. Our WOWOWA weekly psychologist lead mindfulness sessions have been fabulous, this is the next step.

Defining & Measuring Success: M A G I C M A R K E R S

Attempting to be slightly scientific, we will all complete a satisfaction survey before we commence, after each month and at the end - so 4 in total. These will be called M A G I C M A R K E R S. Questions will be around wellbeing, happiness, creativity levels, stress & productivity estimations. This will help us shape the model and pivot as required. Extreme pressure makes diamonds, and we are all feeling it within Lockdown 6. This morale boost will allow us to grow, to learn, to expand success and thrive.

This is a real opportunity to reform the way architects work. Let's allow this to be a reset for all working best practice. No toxic positivity here - just the optimism of a change when no holiday is possible.

Recommendations for workdays

- Take regular breaks - "Move your arms" as Nikita would say
- Start each day with 2hours of concentrated creative work before opening emails (fun!!)
- Stay hydrated!
- Workspaces should already be following our OHS policy, but double check again

The opposite of what we are trying to achieve is for people to feel chained to their desks for the assigned time – if you can take calls in the sun, do it! If you need a break, take it. Work as you normally would. Please remember you are the captain for your day so work as flexibly as you need – feel free to start early or finish late. You be you.

Ideas for your M A G I C D A Y off:

- Turn off all your email, teams, whatsapp notifications to prevent any temptations
- Go for a walk / get amongst nature / exercise / bliss out
- See or call friends or family
- Take up a hobby, passion project or read a book
- General life admin so your weekends can be free
- Organize appointments or treat yourself to a massage
- Sleep in / Day nap (small wins)
- I think you get the picture!! R-E-L-A-X

M A G I C D A Y Team Schedule: A 3 month trial

All team members, both full & part-time work Mondays and attend team meeting.

Month One:

Fulltime team members have a choice of either Tue, Wed, Thu or Fri (not everyone can be Friday lol, Jules to co-ordinate)

Month Two:

Fulltime team members have a choice of either Wednesday or Friday.

Month Three:

By then we'll have three M A G I C M A R K E R S back, let's wait and see what works, then decide as a team.

M A G I C D A Y S do come with a caveat:

it's not appropriate to secure additional income or work to be completed on M A G I C D A Y S. This will simply just add to stress, exhaustion and overwhelm that we are keen to remedy. There will be no change to employment contract "Full time" working status.

Sick day clarity: gotta take the good with the bad. If you're sick a day, 9.5hrs will be assign as sick leave rather than 7.6hrs but if you're really sick and need a week off, really, it's the same.

In the event of any public holidays or annual leave falling within a week - we will simply pause the trial, revert back to normal working hours to make life easier with leave loading etc, and then recommence the MAGIC DAY trial the following week. Easy!

WOWOWA have been called "the masters of delight" and we intend for that to play out for our clients and in house in line with our BCorp Certification. BCorps believe in using the power of for-profit business as a force for good and meet the highest global standards for environmental and social sustainability.

Finally, we are the captains of our trial and will work as a team to perfect it and will pivot as needed. We want to be brave and have the courage to be trailblazers in this space. We also totally accept it might be a totally unworkable situation but at least we would have had fun trying.

So, wish us all luck and let's get relaxing!

Kind Regards,



Monique Woodward

WOWOWA ARCHITECTURE