

# Stave-off the Great Resignation by gifting Employees what they really want

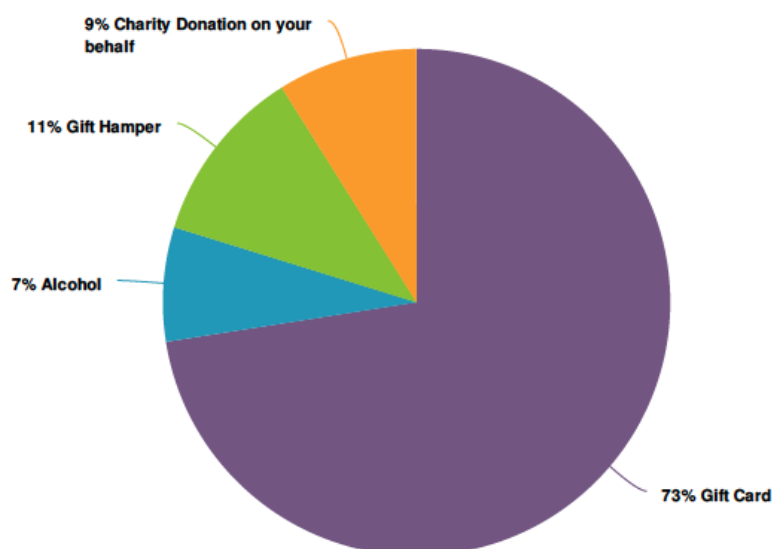
The Christmas season is a time when employers traditionally reward their key staff with bonuses, gifts and rewards to improve employee retention and boost morale. This year this annual gift-giving takes on renewed significance with the spectre of the Great Resignation implying a greater need to invest in staff wellbeing and sentiment.

## Alcohol is the least desirable gift this Christmas

However, surprising new research upends our traditional views of what motivates staff at Christmas. In a nationally representative survey of 302 Australians commissioned by [True Rewards](#), global data and insights company, Pureprofile found that age-old “go to’s” like Alcohol and Christmas hampers may have lost their lustre.

When asked to choose their preferred gift from their employers, staff were nearly 10x more likely to choose Gift Cards than Alcohol. In fact, Alcohol was the least preferred option chosen by just 7.3% of respondents, rating below Gift Cards with 72.5%, Gift Hampers with 11.3%, and a donation to charity at 8.9%.

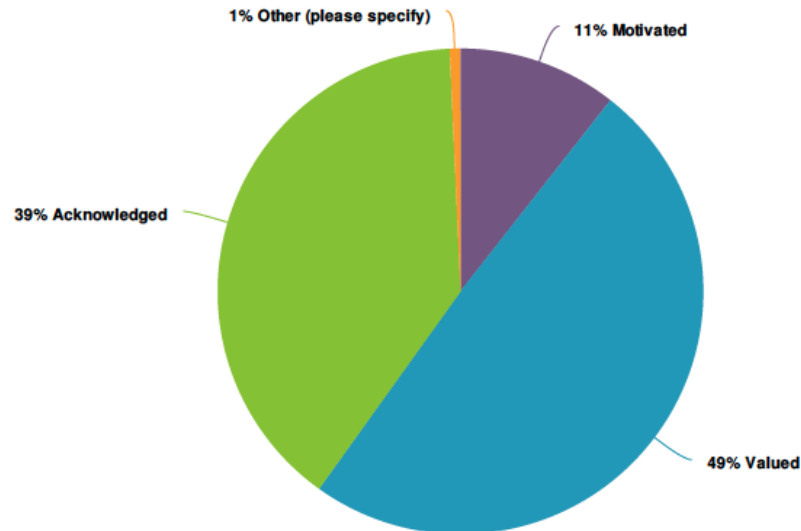
Yes, given the choice of Alcohol or a donation to charity, employers would prefer Employers to donate to charity. However, employers that are tempted to give to COVID relief charities would be ignoring the preferences of 9 in 10 of their staff. In reality, the data suggests there is one clear choice for employee incentives this Christmas.



Insights by Pureprofile

## Motivate Staff with Gift Cards

With morale a key focus this Christmas season, survey respondents were asked how receiving a Gift Card would make them feel. An emphatic 99.3% said Motivated, Valued, or Acknowledged.



And it isn't as expensive as you might expect. In fact, asked what value they would find motivating:

- more than 1 in 4 (27.9%) said they would be motivated by up to a \$50 Gift Card
- nearly 2 in 3 (65.6%) were motivated by up to a \$100 Gift Card.

## Bypass Postal Delays with Digital Staff Rewards

With [ongoing Auspost delays](#) and fears of [shipping delays](#) impacting gift deliveries this Christmas, it's reassuring to know there is still one gift you can receive instantly.

True Rewards Digital Gift Cards, home of the Choice Card and Australia's first B2B Digital Visa Gift Card, can be purchased, sent, and redeemed all online. Better still, they can be sent instantly via email and SMS in batches of 1-1000+.

Remove the guesswork this Christmas, gift staff turnkey access to their choice of Australia's leading retailers.

Visit True Rewards to kickstart your Corporate Rewards this Christmas

<https://truerewards.com.au/business-gift-cards> or contact us on **1800 850 739**.

- Get pre-approved on PR before sending
- Great resignation
- Postal delays
- Everyone buys alcohol and hampers, but no one wants them anyway. Even if you could, it probably wouldn't arrive anyway.
- Might be tempted to give to charity -but few if any want it
  
- 5-6 posts, every other day
  - Stats from poll
  - 72% wanted over \$50 value, and 34% over \$100 (and that one joker is holding out for \$100K)
  - 99% said they feel motivated, valued and or acknowledged when they receive a gift card
  - That alcohol stat is great, you could also say they were 10x more likely to prefer gift cards than alcohol, and more than 6x as likely to prefer gift cards compared to a hamper. I'm more amazed that people prefer a charity gift to alcohol
  - This is really interesting information and I think it can be used in a number of ways, the fact that 73% of people want a Gift Card over Alcohol, a donation and a Gift hamper is a fantastic stat!!
  
- Confirm with Kelvin
  - Nationally representative survey