



EMPLOYEE BENEFIT PROGRAM

Prepared November 2025



REVOLUTIONISING FAMILY WELLBEING

In today's fast-paced society, Australian families face unprecedented challenges. Balancing work commitments, managing household chores, and childcare responsibilities can be overwhelming. This pressure can often contribute to parental burnout, especially amidst a growing mental health crisis.

Villey offers a practical solution by seamlessly connecting busy families with trusted local helpers through our app. From household chores to childcare and everything in between, our platform simplifies daily tasks, enabling families to outsource their responsibilities to trusted local helpers with ease. With Villey, families can reclaim valuable time and headspace, placing their overall health and well-being as a top priority.

With 2.3 million Australian families with dependents who were both actively participating in the workforce, including single parents, the demand for Villey's services is greater than ever before.

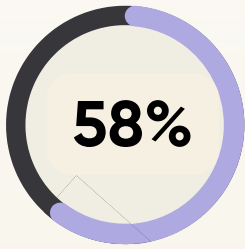
MISSION & VISION

Our mission is to unlock the power of the village by connecting families with trustworthy helpers to create better lives, together. Our vision is to empower women and families to thrive collectively.

CORE VALUES

At Villey, our actions and decisions are guided by a set of core values: People First, Integrity, Innovation, Collaboration, and Impact. Driven by these values, Villey is more than a company; it's a force for good, dedicated to making a positive impact.

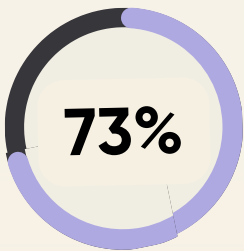
THE PROBLEM WE'RE FIXING



Over 50% of the working population have **missed a day of work due to home-life stressors**, including; demands from children's schedules & caring for family members.



Research by the Australian Institute of Family Studies (AIFS) notes that this rise is in part due to the need for **two incomes to meet cost-of-living** and housing pressures.



In 2025, the Australian Bureau of Statistics found that **73% of families with children aged 0-14yrs had both parents employed**. Risen 13% since 2005.



The AIFS points to employment and work demands alongside family responsibilities presenting **major challenges for modern families**.

Though not strictly ABS data, complementary evidence shows parents are able to report only little leisure time and feeling **"time-poor"**,



"Role overload" - where individuals feel there are simply **not enough hours or energy to meet demands**, work, family, and personal expectations. The demands of daily life means secondary roles (household demands) must be done in *leisure-time*, leading to lesser time for rest, personal development, exercise and leisure time.

VILLEY SERVICE OFFERINGS

Services include help around the home, assistance with casual childminding, new parent support, meal preparation, home organisation, running errands, and life administration support.

WHAT SETS US APART

01

Pioneering

Pioneering the market with our customised approach, to fill a gap in the market for practical, local and accessible support.

02

Trust

Upholding trust through rigorous helper verification procedures, security, identity, reviews and reference checks.

03

Accessibility

Offering a user-friendly, free, on-demand app for effortless navigation and accessibility from wherever the user is.

04

Autonomy

Families can invite helpers to their job and use filters to search by security, rates, offerings and location.

PARTNERSHIP BENEFITS

1

Employee Benefits:

Villey offers a variety of employee benefits tailored to support different life stages and career needs:

- Supporting new parents by providing household and childminding assistance during the early stages of parenthood.
- Assisting parents in smoothly transitioning back to work after maternity or paternity leave.
- Empowering female employees to advance in their careers and attain senior leadership roles with the assistance of Villey helpers.
- Offering redundant employees or those planning for retirement another work opportunity to stay engaged and earn additional income as a Villey helper.
- Enabling mothers to pursue full-time employment opportunities instead of part-time roles with the assistance of a Villey helper.

2

Health Empowerment:

By supporting families with their 'secondary demands' (household demands) employees and team members can be:

- Less "mental juggling" and overwhelm
- More time for recovery, sleep, and connection
- Improved work-life satisfaction and emotional resilience

When employees feel supported beyond the office, their engagement and loyalty rise dramatically.

- Improved retention (especially of working parents)
- Lower absenteeism and presenteeism
- Higher engagement and morale

3

Community Commitment

Villey is more than just an app; it's a supportive community where individuals thrive together. By partnering with Villey, organisations can demonstrate a genuine commitment to the holistic health and wellbeing of its employees and team members.

Villey is accessible Australia-wide. All users have access to an online Support Chat to guide and assist with operating the app and connecting with local helpers.

4

Tax Deductible Offering

By providing Villey as an employee wellness or family support initiative, Australia companies can claim the expense as an end of year tax deduction.

How it works:

- Partnering companies are invoiced for the amount they wish to gift a certain employee or group of individual employees.
- Once the company invoice is paid, a unique code is then generated for the user and issued to the company to distribute.
- The employee(s) is/are encouraged to download the Villey app, create a client account and add their unique voucher number to add 'credit' to their account balance.
- When engaging with a helper for domestic services or casual child-minding, the employees's credit balance will be deducted accordingly, at the conclusion of the service as a form of payment.

NEXT STEPS

Who is Villey perfect for?

Anyone in your team or company who might be;

- The caregiver of a young family with extraordinary demands in their weekly timetable.
- Expecting a baby - Villey is a great option for a baby shower gift / maternity leave farewell gift.
- Going through a patch of family troubles (caring for elderly parents and need assistance at home with their own children).
- A worthy recipient for an employee benefit for general team wellbeing.

Want more information?

Lucy Quinlan is the Founder of the Villey app and based in Sydney.

Request an in-person meeting and demonstration, or Zoom, please get in touch.

Email: lucy@villey.co

Phone: 0481 151 375

Ready to get started with a voucher?

Send through an email request to **info@villey.co**

Please include the following details:

- Name of organiser
- Name(s) of recipient(s)
- Email Address
- Phone Number
- Amount to credit each voucher