

Your checklist to success

Step 1

Build a Business Case

Step 2

Gain Leadership Commitment

Step 3

Assess gender equality in your organisation

Step 4

Capture your vision

Step 5

Develop and implement the strategy

Step 6

Prioritise actions and secure reasoning

Step 7

Embed and communicate the strategy

Step 8

Monitor, evaluate and review



An industry approach, a draft of a policy for all – Gender Equality Policy – Print, Mail and Related Services

Purpose

The purpose of this policy is to set out principles and strategies for the ongoing improvement in gender equity across the industry.

Policy Statement

The Australian Printing Industry, through its representative organisations, corporate participants, individual leaders, stakeholders and workers, acknowledge a commitment to gender equity and inclusive workforce participation. Gender equity leads to gender equality where there are equal rights, responsibilities and opportunities.

All signatory participants within and related to the industry recognise their responsibility to progress matters of gender equality and equity for the moral, social, and economic benefits it will bring to all participants. This policy and strategy seeks to achieve these outcomes.

Objectives

To outwardly and inwardly focus on measures to promote the increased participation of women across all levels of the industry through the adoption of this policy and its priorities by all organisations no matter their size.

Priorities and Principles

The primary objectives of this policy and their beneficial outcomes can be achieved through the implementation of a range of measures, and particularly through prioritising the following four (4) actions.

Attract – create a culture that will attract a greater number of women to enter the industry and across all work types and roles.

Recruit – improve current recruitment methods and practices to increase the application and participation of women.

Train and Develop – undertake to provide women with purposeful and valuable training that will advance their skills and their careers within the industry.

Retain – actively work to retain women within the industry at any stage of their career.

Evaluate – periodic review of the actions undertaken, results and possible further improvements.



This is an important discussion, one filled with ideas and opportunities we can all benefit from. Please share your company's approach, your thoughts as an employee and/or general feedback. All input from industry is important and welcomed. Contact us at hello@womeninprint.com.au



Gender equality in your workplace = increase business success

As our industry develops and grows, addressing new challenges and opportunities, the Women in Print dedication to enhancing female employment, inclusion and leadership across our industry provides more than a 'good thing to do'. It provides increased business success and profitability – all leading to a strengthened industry.





This year, International Women's Day promoted the need to 'Break the Bias', challenging where it is time to move from awareness of gender diversity to a more active position of taking positive steps to move forward as well as educate industries on the reasons, we should be taking them. What does gender diversity mean to our industry? Print, signage, wide format, creative, production, client services, sales? What does it mean to our businesses? And how can we move lip-service and headline

campaigns into action items? These questions are valid and from the research, it's simple – gender diversity increases your profit. So, let's explore internationally recognised McKinsey & Company's global research to understand the top 3 facts from the fiction, what a Gender Equality Employment Policy looks like and a to-do list we can all benefit from when understanding the role of gender diversity across our workplaces. 'Male-dominated industries' are a thing of the past, let's ensure we're all on the right track.



How does the print industry stack up?

The Workplace Gender Equality Agency (WGEA) is an Australian Government statutory agency created by the Workplace Gender Equality Act 2012. The Agency is charged with promoting and improving gender equality in Australian workplaces. Companies employing 100 or more employees are mandated to report and are building solid numbers for our industry, however it reveals our industry is behind the rest of Australia.

	Print and Print Support Employees	Manufacturing Average	National Average
Gender Breakdown 	33.2% Women 66.8% Men	27.2% Women 72.8% Men	51.0% women 49.0% men
Gender Pay Gap 	Men earn 17.3% more than Women	Men earn 11.8% more than Women	Men earn 19.7% more than Women
Carer's Leave 	16.7% of employers offer paid primary carer's leave	38.7% of employers offer paid primary carer's leave	54.6% of employers offer paid primary carer's leave
Leadership Roles 	7.7% have female CEOs 14.9% have senior female managers 24.3% have female directors	9.1% female CEOs 24.8% female KMPs 21.6% female directors	19.4% female CEOs 34.5% female KMPs 31.3% female directors

FACTS

Fact 1: Female executives in an organisation equals PROFIT.

While the world has significantly changed over the last couple of years, there is one thing that remains constant: the need for diversity and inclusion. With an estimation of adding \$13 trillion to global GDP by 2030, acting on advancing gender equality is the most important economic advancement step for countries and communities alike.

Gender-diverse companies are 48 percent more likely to outperform the least gender-diverse companies. In 2007, McKinsey published their first 'Women Matter' story, highlighting the benefits of having more women in business and the impact that would have on the business. In 2014, McKinsey in their 'Why Diversity Matters' article found that companies in the top quartile for gender diversity on their executive teams are 15% more likely to outperform companies in the fourth quartile. Following this, in 2017, these numbers increased to 21% likelihood of outperforming fourth-quartile companies.

Fact 2: Women manage differently and deliver team performance.

McKinsey & Company recognised a correlation between gender diversity and value creation in businesses by attracting top talent, improving their customer orientation, employee satisfaction and decision making.

Gender diversity correlates to positive behaviour relating to better organisational health which is associated with better business performance. It has been found that female managers make more consistent actions in ensuring the wellbeing of their teams, including checking in on their team members, helping them manage their workloads, and providing support for team members who are dealing with burnout or navigating work-life challenges.

Fact 3: Female executives reduce team absenteeism.

Female leaders are up to twice as likely to spend substantial time on Diversity, Equity and Inclusion (DEI) and they put more effort into ensuring a healthy workplace environment which makes it easier for employees to become more comfortable and reach their full potential. This leads to more satisfied team members, reduced sick leave, increased tenure, increased loyalty to company culture and improved productivity.

McKinsey has also reported that women demonstrate five out of nine types of leadership behaviour, more often than men, that improve organisational performance, for example, intellectual stimulation, inspiration, talent development and participative decision making.

How can you develop a Gender Equality Strategy and Policy in your business?

Address biases

The deep-rooted attitude about women's role in society is the root cause for gender imbalance in the workforce. Recognising this, to be any change in attitudinal bias towards women, all stakeholders will have to play a sustained and active part over the long term.

Action plan for inclusive work culture

Companies should develop an action plan to create a more inclusive work culture leaving all employees encouraged to express themselves in professional capacities and potential. The action plan should have a structured task list with timeline commitments to develop openness, belonging and equality for all the employees.

Training and resource to accelerate skill building

To better support the advancement of women in their careers and roles, companies can provide additional technical trainings to build technical skills. Along with development of technical skills, companies can look to providing access to workshops and practical education on time-management, career progression, interview preparation, networking events and a professional development process for future female leaders.

Structured and transparent promotion process

Companies can provide a structured approach and transparency around promotion and career advancement programs. This will ensure that all employees have the same pathway to career acceleration and they can plan their career paths with ample information to fuel their ambitions.

Employee motivation and satisfaction

Providing employees with a motivated environment will ensure peak productivity and creativity. Companies can provide different teamwork activities and team meetings to ensure the employees are motivated. If the employees are motivated and comfortable with the work environment, they will be satisfied with their roles. Further, aiding employees with flexible working conditions and an open and transparent environment will provide improved talent acquisition and a longer tenure of existing employees.