MEDIA

WOMEN IN PRINT RELEASES GENDER EQUALITY POLICY AS A BASE STANDARD

Women in Print has issued communications across the country calling on an industry-wide gender equality policy to be standard industry practice. The communication has a draft Gender Equality policy and industry briefing statistics setting out principles and strategies for the ongoing improvement in gender equity across the industry.

"With the recent Australian Chief Executive Women's Census reporting only four of the past year's 28 executives, across the ASX300 companies, being women, female executives are declining. We must remain focused. The census reveals, at this rate, it will take Australia 100 years to achieve 40% of female in leadership positions. Our industry is desperately short of skilled labour, why would we not engage 50% of the workforce?" commented Susan Heaney, Founder and Chair, Women in Print.

The primary objectives of the policy and their beneficial outcomes are outlined in the Women in Print *Gender Equality in the Workplace = increase business success* report prioritises the following four key areas:

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.

"By implementing this policy, industry members and stakeholders can connect their business objectives and goals to help tackle this issue and grow a more profitable business. Businesses who understand and engage in equal gender representation are 48% more likely to outperform businesses who do not," commented Kellie Northwood, Executive Secretary, Women in Print.

The policy recommends businesses consider identifying gaps in their current practice and determine achievable actions and goals to meet the abovementioned priorities and principles in their recruitment and retention processes.

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The report furthers the benefits of gender equality development in the workplace through the addressing of bias, inclusive work culture action planning, training and resources to accelerate skills, structured and transparent communication and employee satisfaction and motivation.

"Our industry is such a diverse industry with great gender inclusion, this is simply the next step in formally recognising the way we operate and conduct ourselves in our equal employment opportunities, encouragement and support for all peoples within or joining our industry, I cannot endorse the policy enough," commented Susan Heaney, Founder and Chair, Women in Print.

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ABOUT

Women in Print is a not-for-profit industry collaboration of women across the print media sector. The independent industry representative body, offers opportunities for women to benefit from Community, Knowledge, Network and Support programs.

Aligned with likeminded industry associations, locally and internationally, Women in Print provide mentoring, events, resources and support to women in print media across Australia.

Further information: www.womeninprint.com.au

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