

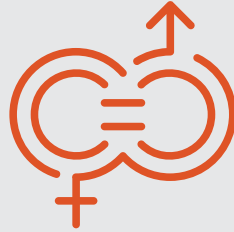


Australian Government

Department of Foreign Affairs and Trade



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# Good Business

Practical Steps to Enhance Gender  
Equality in Your Workplace





# Why should your business invest in gender equality?

More and more businesses are recognising the value of gender equality in their organizations and are developing innovative strategies to ensure all employees feel valued and safe, are remunerated fairly, have equitable opportunities to contribute and be promoted, and are not discriminated against.

The business case for gender equality is clear, with research showing that gender equal organisations not only contribute to social and economic progress but also enjoy a range of business benefits.<sup>1</sup>



<sup>1</sup> McKinsey & Company and Lean In: Women in the Workplace 2022 (2022), available [here](#)



## The Benefits of Equality

Businesses that cultivate gender equality in their workforce and leadership enjoy:

 Higher rates of innovation	 Improved risk management	 Reduced turnover
 Diverse perspectives to solve complex problems	 Enhanced productivity	 Attracting top talent
 Increased organisational performance and reputation	 Improved employee engagement and satisfaction	 Better understanding of customer needs



## Are you ready to take practical steps to promote gender equality in your workplace?

Based on a review of global evidence on effective strategies, BPP's Gender Equality Checklist is designed to help you evaluate your business's existing practices regarding gender equality, and provides a set of practical steps that your organisation can take to make a positive impact.

Remember, achieving gender equality is an ongoing process! It's crucial to regularly evaluate and reinforce new policies and procedures, to ensure they continue to be effective and relevant.

# Does your **workplace** promote gender equality?



A workplace that promotes gender equality ensures that everybody, regardless of their gender identity, feels valued and respected, has access to opportunities and resources, and can contribute their perspectives and talents to improve their organisation.

→ Ask yourself the following questions about your business's approach to gender equality and use the practical measures suggested to develop an action plan to support a more equal and inclusive workplace:

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YES	NO	ACTIONS:
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**Does your organisation have regularly reviewed and communicated policies, procedures and organisational values that support gender equality and other diversity and inclusion issues?**

- Undertake a Gender Equality and Social Inclusion Workplace Assessment.
- Develop relevant policies, such as:
  - Equal Opportunity Policy
  - Non-Discrimination Policy
  - Sexual Harassment Policy
  - Pay Equity Policy
  - Flexibility Policy,
  - Parental Leave Policy
  - Workforce Diversity and Inclusion Policy
- Ensure relevant existing policies are shared with staff when they are onboarding.
- Implement mechanisms to regularly update policies that affect equality issues so they align with current legislation best practice.
- Incorporate opportunities (e.g. on significant days or with standalone sessions) to promote and discuss the relevant policies and equality and social inclusion topics.
- Provide workshops that communicate a zero tolerance to sexual harassment and abuse in the workplace, and socialise staff on how to report.

**Do you provide relevant training for employees and managers?**

- Provide workshops, webinars or interactive training sessions around gender sensitivity, diversity and inclusion, unconscious bias, and preventing discrimination and harassment.
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# Does your business support workplace flexibility?

A flexible workplace helps to support work-life balance and not only benefits mothers and fathers but also people with disability, and employees with caring responsibilities, health conditions and long commutes. **This can include, flexible hours, telecommuting, job sharing, compressed work weeks, and implementing family-friendly policies and practices.**

Flexibility contributes to improved employee satisfaction, productivity and retention.

→ Ask yourself the following questions about your business's flexibility positions and use the practical measures suggested to develop an action plan to support a more flexible workplace:

YES	NO	ACTIONS:
		<ul style="list-style-type: none"><li>• Develop a policy that supports flexible and/or hybrid working arrangements.</li></ul>
		<ul style="list-style-type: none"><li>• Train managers to help them manage remote workers.</li><li>• Provide the necessary technology and infrastructure to enable employees to work remotely, such as laptops.</li></ul>
		<ul style="list-style-type: none"><li>• Assess your business's parental leave policies, and encouraging parents and caregivers of all genders to use their leave entitlements.</li><li>• Facilitate access to affordable childcare options.</li></ul>

Do your employees have the option and equipment to work flexibly?

Have you implemented strategies to make your workplace more family friendly?



# Does your leadership reflect gender diversity?

A gender equal workplace actively promotes and retains women, along with individuals of diverse gender identities, into leadership positions.

→ Ask yourself the following questions about the gender diversity in your business's most senior positions and use the practical measures suggested to develop an action plan to increase the diversity of your leadership:

	YES	NO	ACTIONS:
Do you have balanced representation of men and women in management and leadership positions?			<ul style="list-style-type: none"><li>• Set time-bound gender diversity targets (for example, women will occupy 40% of the most senior positions at our organisation by 2025).</li></ul>
Do your leaders role model respect and inclusion to all members of staff?			<ul style="list-style-type: none"><li>• Undertake a workplace culture survey (if your business is large enough for this to be anonymous!).</li><li>• Start a mentorship program for employees that includes mentors and mentees of all genders.</li><li>• Invest in potential future leaders by providing training opportunities and supporting employees through important life transitions.</li></ul>
Are promotion pathways and professional growth opportunities available to all staff?			<ul style="list-style-type: none"><li>• Implement strategies to track and monitor your talent pipeline and identify stages or positions where your organization is failing to retain women.</li><li>• Ensure internal promotions are conducted in an open and transparent way allowing all suitable employees to put themselves forward for the opportunity.</li><li>• Communicate promotion pathways, and any links to performance reviews.</li></ul>



# Does your business remunerate fairly?

**Equitable and transparent remuneration** processes can overcome entrenched discrimination. Businesses can enable equality of opportunity through transparent and fair practices.

→ Ask yourself the following questions about your business's remuneration processes and use the practical measures suggested to develop an action plan to ensure your business remunerates equitably:

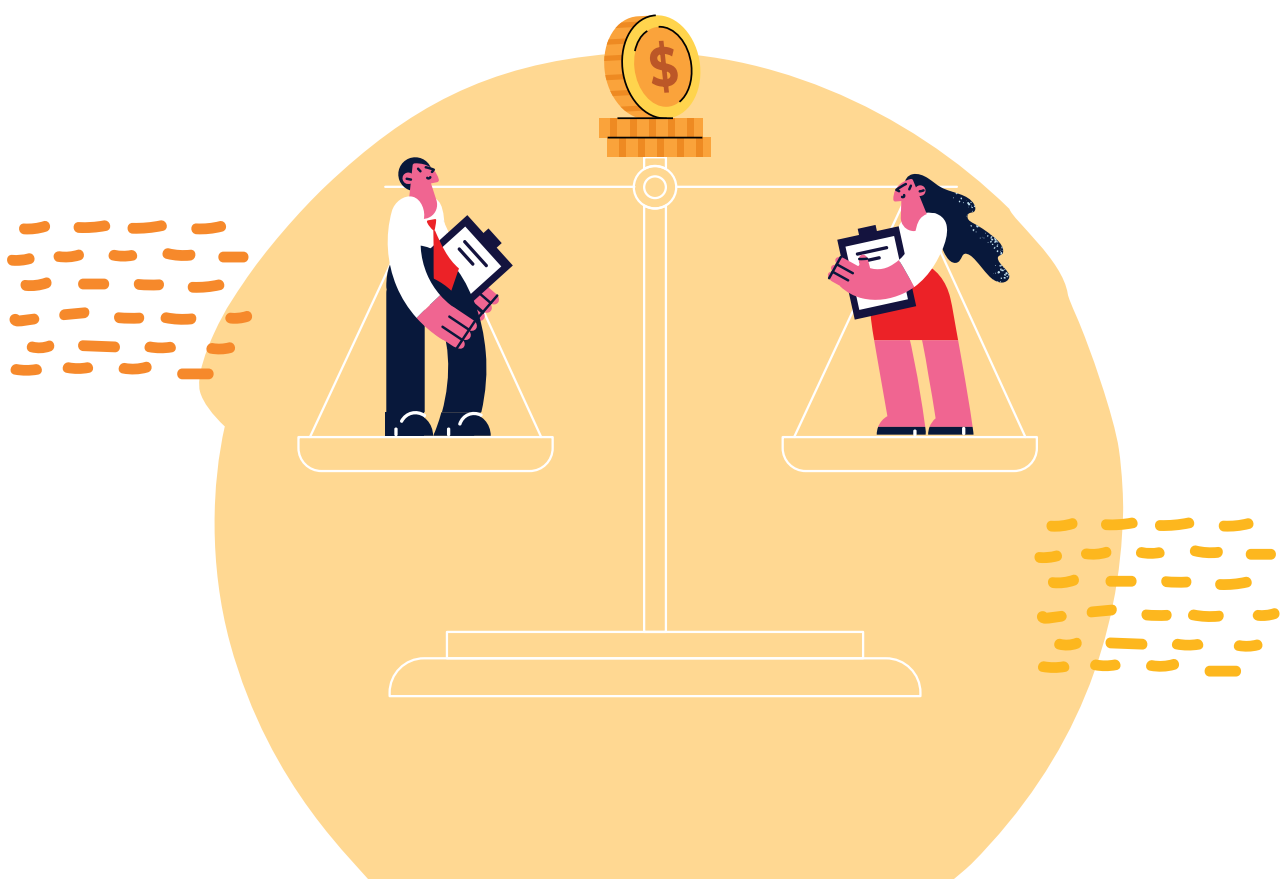
**YES**   **NO**   **ACTIONS:**

Do you know if your organisation has a gender pay gap? (Are men and women paid comparatively for the same or similar work?)

- Conduct a pay equity analysis and use the findings to work towards pay parity.

Are the criteria for determining salaries, promotions and development opportunities clear and equitable?

- Develop and implement a policy with clear salary bands and criteria for promotions and other opportunities.



# Does your business utilise equitable recruitment processes?

Businesses can promote equity through **transparent recruitment processes and efforts to de-bias hiring and promotion decisions.**



→ Ask yourself the following questions about your business's recruitment strategies and use the practical measures suggested to develop an action plan to attract more diverse candidates:

YES	NO	ACTIONS:
Do you publicly advertise available positions?		<ul style="list-style-type: none"><li>• Online posts and newspaper advertisements can be a great start.</li></ul>
Do you encourage applications from a wider range of candidates by using equal opportunity language in recruitment?		<ul style="list-style-type: none"><li>• Reduce your reliance on referral hiring and advertise broadly, including through platforms dedicated to inclusivity, such as women's business associations.</li><li>• Include a statement on job advertisements encouraging applications from candidates even if they don't meet all criteria.</li><li>• Use keywords when advertising roles, like 'part-time', 'job-share', or 'flexible working'.</li><li>• Clearly outline the minimum requirements for a role (non-negotiables), along with preferred qualifications or skills.</li><li>• Remove gendered language from job advertisements eg "salesman", "chairman", "policeman", describing characteristics which may perpetuate gender stereotypes such as "assertive", "nurturing" or "strong", and gendered pronouns such as "he" or "she".</li></ul>
Do you notify candidates that you are committed to gender equality?		<ul style="list-style-type: none"><li>• Add a line to job ads like: 'we are proud to be an equal opportunity employer and do not discriminate based on gender, sexuality, race, religion, age or disability.'</li></ul>
Have you taken steps to de-bias your recruitment and promotion processes?		<ul style="list-style-type: none"><li>• Use skills-based assessments in recruitment. This allows the recruitment team to evaluate candidates' suitability based on performance.</li><li>• Use structured interviews, asking identical questions to all candidates in the same sequence and format, and measuring performance against standardized criteria.</li><li>• Ensure diverse hiring panels with both men and women.</li><li>• Train hiring teams on unconscious bias (this could be a simple online video).</li><li>• Ensure flexible arrangements for interviews.</li></ul>

# Does your business take a **zero tolerance approach** to sexual harassment and bullying in the workplace?



Prioritising the safety and well-being of employees, prevents abuses of power, **and ensures any incidents that occur can be promptly and effectively addressed.**



*Ask yourself the following questions about your business's policies and procedures around sexual harassment and bullying use the practical measures suggested to ensure a zero tolerance approach:*

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YES	NO	ACTIONS:
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Do you have clear policies and reporting procedures that clearly define and prohibit sexual harassment, bullying and other forms of abusive behaviour?

- Hold regular training and awareness raising sessions on preventing sexual harassment, bullying and abuse of power.
  - Implement a fair and impartial investigation process to handle reports of misconduct.
  - Conduct periodic reviews and assess the effectiveness of policies, procedures, and training programs related to preventing and addressing abuses of power.
  - Invest in a structured, clear, and professional reporting mechanism for employees to raise concerns.
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# Are your external communications promoting gender equality?

Businesses can influence gender equality by ensuring their external communications do not entrench gender stereotypes and biases.

→ Ask yourself the following questions about your business's communications and use the practical measures suggested to ensure your communications promote gender equality:

YES	NO	ACTIONS:
		<ul style="list-style-type: none"><li>• Review all marketing materials, including website, social media, and advertising campaigns, to ensure that they do not reinforce gender stereotypes and biases.</li><li>• Establish guidelines and policies around the use of language and imagery in marketing materials and other external communications.</li></ul>

When promoting your business, do you use images and language that reinforce gender stereotypes and biases (for example, only showing images of men in leadership positions)?



BPP can support partners looking to improve gender equality in their businesses – just email your relationship manager or [info@thebpp.com.au](mailto:info@thebpp.com.au).



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