

# What is Workplace Gender Equality?

Businesses are talking about Workplace Gender Equality (WGE)—*What does it mean for me and my company?*

WGE exists when everyone, regardless of gender, can **equally access** and enjoy resources, opportunities and benefits to **thrive and progress at all levels**. A company committed to workplace gender equality **holds itself accountable** for implementing mechanisms that eliminate both direct and indirect discrimination and ensures an **inclusive work environment and culture**.



## COVID CUE

Given proven benefits such as increased innovation and performance and the positive effect on reputation, businesses need to keep workplace gender equality top of mind—especially in a crisis. Ensure there are both women and men on crisis management teams and keep diversity a key part of your response and recovery strategy. Diverse companies are more resilient and better placed to manage both challenges and opportunities.

## Workplace Gender Equality is good for business...



Attracts and retains the **best talent**



Increases **innovation and group performance**



**Builds reputation**, attracting investors and consumers



Reflects the **marketplace**

## Prioritising Workplace Gender Equality impacts your bottom line

- **Improved business outcomes:** 69% of companies in the Asia Pacific Region agree that Gender Diversity initiatives **improve business outcomes** (ILO, 2019)
- **Increased market value:** an increase of 10% or more female representation on the boards of Australian publicly listed companies **led to a 4.9% increase in company market value**. This was worth \$52.6 million USD for the average company (Cassells & Duncan, 2020)
- **Enhanced business performance:** data from a survey of almost 22,000 firms from 91 countries suggested that a profitable firm where its leadership was 30% women could **expect to add 15% to its profitability** compared to a similar firm with no women leaders (Noland, Moran and Kotschwar, 2016)
- **Increased customer base:** women make or influence **80% of buying decisions** and control USD 20 trillion in global spending (UN High Level Panel on Women's Economic Empowerment, 2017)

# How to Promote Workplace Gender Equality?

Workplace Gender Equality is *good for business and good for the economy*. Developing, implementing and monitoring effective WGE strategies are critical to creating an *inclusive and prosperous workplace*.

## How to achieve WGE?

- **Lead change from the top:** make it clear to employees, investors and consumers that WGE is a priority for your business.
- **Measure WGE progress:** use company data to monitor, evaluate and improve your WGE policies and practices.
- Aim for a **balanced representation of women and men** at all levels and monitor access to promotions and training opportunities.
- Prevent sexual harassment and discrimination—**women and men should feel safe and respected**.
- Provide **flexible work arrangements and family leave** for women and men.
- Support **pay equity** (equal pay for work of equal value).

## Road Map for Workplace Gender Equality

### UNDERSTAND WGE IN YOUR COMPANY

- Assess and analyse key employee data
- Research WGE success stories
- Identify areas for growth and improvement

### DEVELOP EFFECTIVE STRATEGIES

- Mobilise your people
- Engage mentors and experts
- Strengthen WGE policy

### FOCUS ON CHANGE

- Implement WGE policy and practice
- Monitor and assess progress
- Celebrate success

## WHAT DATA TO MEASURE?

*Where are the women?  
Where are the men?*

- Collect and monitor data on where women and men are in your company—who makes up entry-level, mid-level and C-suite?
- Any changes over time? Who is support staff and who is in management/ leadership?
- Collect data on who is getting promoted. Are promotions correlated to leadership training?

## BE A ROLE MODEL

- Sponsor, mentor and promote women on your teams
- Take family leave, including paternity leave
- Set clear WGE targets and hold managers accountable for achieving them
- Lead a respectful workplace



People recognise that it is time to **hear different voices at the board level and management level**.

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It is beneficial to organisations to be aware of and take actions to address WGE to make sure we **create a fair and equal workplace**.

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The reason why the company is looking at WGE is to basically look into the future more and see sustainability by giving **equal opportunity to everyone**.

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**Inclusion and diversity** are major sources and powerful multipliers of innovation.

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