

Women’s Health East (WHE), with the support of Outer East Primary Care Partnership (OE PCP), held a series of Masterclasses to support the Together For Equality & Respect (TFER) Partnership to use the *Framing Gender Equality Message Guide* in practice. This tip sheet has been developed using messages that participants workshopped over two Masterclass sessions. It is not intended as a standalone resource, but rather as a reference point that illustrates how the Framing Gender Equality Message Guide is used to create a message.

## CONDUCTING GENDER AUDITS

**Purpose:** Communicate about need for gender audit data.

**Audience:** Internal staff.

**Action:** Staff participate in internal survey to capture intersectional demographic data.

**Messenger:** Human Resources Manager.

**Channel:** Internal presentation.

### WORDS TO USE & LOSE:

Uses ‘everyone is able to participate fully...regardless of gender’ instead of ‘promoting gender equality’.

### THE VISION

describes an attractive and relatable vision – a tangible outcome from the desired action.

### TIP #2 – Focus on causation, not just outcomes

“...many workplace policies and cultures adversely impact women’s ability to participate fully in the workforce.”

### THE CAUSE

explains a key reason why the barrier exists and who is responsible.

### TIP #4: Be solutions focused

“... Gender Equality Action Plan to make our workplace fair and equitable, and a place where everyone thrives.”

We all want our workplace to be one where everyone is able to participate fully and is able to progress their careers as they wish, regardless of gender and other aspects of identity.

**Our challenge however is that we operate in a society where men are still more likely than equally qualified women to be hired, promoted, and paid more; and where many workplace policies and cultures negatively impact women’s ability to participate fully in the workforce. In this environment, decision makers are often guided by policies and procedures which do not take account of the diverse experiences of people across the workforce, including people from diverse genders, cultures, and sexual orientations.**

Whilst we know these issues play out in workplaces across Victoria, we would like to get a clearer understanding of how this may be affecting our people at our organisation.

In order to gain this understanding, we are undertaking an anonymous survey to collect information which will help us identify and address these barriers within our organisation. We really need everyone’s support in this. We have a great opportunity with the upcoming staff survey to gain this information across different backgrounds. **We will be using this as an essential source of information to inform our Gender Equality Action Plan to make our workplace fair and equitable, and a place where everyone thrives.**

### THE BARRIER

stands in the way of the vision, and provides a tangible example.

### TIP #3: Talk about men’s advantage (not just women’s disadvantage)

“... men are still more likely than equally qualified women to be hired, promoted, and paid more”.

### THE ACTION

tells the audience what they can do to overcome the barrier.

Thank you to our Masterclass participants for letting us use the messages that they created in training for the development of this tip sheet!

# FRAMING GENDER EQUALITY: TIP SHEET 2

## ROOM FOR IMPROVEMENT

We all want our workplace to be one where everyone is able to participate fully and is able to progress their careers as they wish, regardless of gender and other aspects of identity.

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### THE BARRIER & CAUSE

In the current framing of the message, this is more the CAUSE than the BARRIER. Strengthen the BARRIER by clearly identifying what its CAUSE is and how this influences the practices of this workplace.

### THE ACTION

The current framing of the ACTION sounds extractive. Strengthen the ACTION by framing it in a way that gives the audience the tools it needs to do what they know is right, rather than something that is being imposed on them in a top-down structure.

### THE BARRIER

There is now a clear barrier that the ACTION can address.

## THE FINAL RESULT

**But in workplaces across the country, we know people are afforded different treatment and opportunities at work based on their gender. For example, men are still more likely than equally qualified women to be hired, promoted and paid more in many industries, including ours.**

It is likely that these and other barriers to gender equality also exist in our workplace **as a result of outdated gender stereotypes and unconscious bias. But we simply don't know, because we haven't been collecting the data that would reveal these unequal outcomes. And without being able to see the problems, we can't fix them.**

We are undertaking an anonymous survey to collect information which will help us identify and address these barriers within our organisation. **This is why it is so important for all of us to complete the survey and provide details about our gender identity and background.** We will be using this as an essential source of information to inform our Gender Equality Action Plan to make our workplace fair and equitable, and a place where everyone thrives.

### THE CAUSE

By clearly identifying the CAUSE and providing more context about how this issue influences the workplace, the problem is externalised and creates a clear rationale for the ACTION.

### THE ACTION

By changing the framing to focus on what the audience can contribute rather than what the messenger can gain, the ACTION becomes more inviting.