



The business case for gender equality

Increasing female employment in the workforce is predicted to add \$60 billion to Australia's GDP, and \$140 billion to our living standards within 20 years.

Employees are lost through lack of equal supports like flexibility or equal opportunities like promotion. Staff turnover results in a \$3.83 billion loss in productivity by Australian businesses each year.

Businesses with women in senior management or executive roles are 21% more likely to make above average profits.

The benefits for your business

- Gender equality policies and practices can help improve your business.
- Employees are more efficient and productive. There is less stress among supervisors and managers.
- Diverse teams bring different perspectives to the business and are more creative. They are also better at understanding the needs of diverse clients and customers.
- Better support for all employees and more equal working conditions can help your business to attract and keep the best people.
- A more inclusive workplace can improve your business reputation, and reduce conflict, discrimination and harassment.

How to build a business case for gender equality

Building a business case may help you to show your staff the benefits of gender equality. Think about what gender equality activities you could do in your business.

Wellbeing & workplace culture

Think about how the following could work for your business:

- Equal access for men and women to flexible working arrangements and carer supports
- Less risk of workplace conflict
- Less risk of sexual harassment, bullying or discrimination in the workplace
- Better ability to attract and keep high-performing staff

Business impact

Think about how the following could make your business more profitable and productive:

- Lower costs by keeping staff.
- Better reputation of your business.
- Your business could be more competitive in attracting applicants and customers.
- Protecting your business from skills shortages by keeping experienced staff.

What are the potential costs of gender equality activities?

- Financial costs – e.g. establishing employee assistance programs, cost associated with setting up working from home or remote working arrangements
- Time costs – developing new policies/procedures; training staff
- Staff costs – giving staff time to work on gender equality activities

What are the potential costs of not improving gender equality?

- Potential adverse effects of breaching legal requirements, such as Equal Opportunity or Fair Work laws.
- Costs of lower productivity, more staff leaving. Problems with attracting and keeping the best employees.

Gender equality can also help you to maintain a safe workplace free from discrimination, harassment, bullying and victimisation, and to comply with the National Employment Standards. Employee entitlements (www.fairwork.gov.au/employee-entitlements) include leave, flexibility and protection from discrimination.

Workplace Gender Equality Act

If your business has more than 100 staff, you need to report on gender equality in their organisations every year. Find out more at www.wgea.gov.au/reporting/do-you-need-to-report

