

eS4W Member Organisations
wish you and yours
a Merry Christmas and
all the best for 2011



[APESMA – Association of Professional Engineers, Scientists and Managers Australia](#)

[AWE Association of Women Educators](#)

[AFGW Australian Federation of Graduate Women](#)

[BPW Business and Professional Women Australia](#)

[COSBOA The Council of Small Business Organisation of Australia](#)

[IWFCI International Women's Federation of Commerce and Industry](#)

[Jera International](#)

[NFAW National Foundation of Australian Women](#)

[NTWWC Northern Territory Working Women's Centre](#)

[QVWC The Queen Victoria Women's Centre](#)

[QWWS Queensland Working Women's Service](#)

[VIEW Clubs of Australia \(Voice, Interests and Education of Women\)](#)

[WAVE Women in Adult and Vocational Education](#)

[WIRE – Women's information](#)

[WWCSA – Working Women's Centre SA Inc](#) [WVDA – Women](#)



A message from eS4W's Chair – Kate Gunn

eS4W has had a very productive 2010.

We are very excited to be able to play a major role in International Women's Day 2011. eS4W are producing a commercial for television and U-Tube on Equal Pay. We are hopeful that the commercial will air on either Channel 7 or Channel 9. Our 30 second advertisement should run in the 48 hours prior to IWD next March.

Since being named one of the six National Women's Alliances in April 2010, eS4W has embarked on a number of activities relating to advocating for all women especially in the Education & Training area and the right to expect Equal Pay for Equal Work.

Merry Christmas and all the Best for 2011!

An update from eS4W's Executive Director – Lorraine Gordon

It is hard to believe I have only been in this role for three months! It certainly has been a full on few months.

We have had some substantial wins, particularly with the completion and circulation of our Australian Care Economy report ([Scoping the Australian Care Economy – A Gender Equity Perspective](#)) in Government Departmental circles. On the 3rd December 2010 eS4W submitted to FaHCSIA and DOH a submission on "[Towards the National Carers Strategy](#)". On the 10th of December 2010 eS4W submitted to the Productivity Commission a submission in relation to the *Inquiry into "Caring for Older Australians"*.

On the 26th of October, I attended a workshop on Childcare and OSHC at Parliament House where an important piece of research on "*Staffing Trends in Out of School Hours Care*" was launched. This piece of research was partly funded by eS4W and will hopefully result in some significant changes at the 2011 Tax Summit.

In relation to education and training of girls and women, on the 26th November 2010 eS4W submitted to Skills Australia our submission on "[Creating a Future Direction for Australian Vocational Education and Training – a discussion paper](#)"

I am looking forward to commencing work on the collaboration projects around Migrant Women in Precarious Employment and Australian Women and their housing security in 2011.....so much to do.

I thoroughly enjoyed meeting the Council at the November face to face meeting in Canberra and putting names to faces. I believe we are so lucky to have such an enthusiastic and knowledgeable team of dedicated women in eS4W to ensure our future success. I have enjoyed working with individual Council members on the submissions we have presented to Government to date.

I would like to wish everyone a very Merry Christmas and prosperous New Year and particularly thank Kate and Sharen for all their hard work and the support they have shown to me over the last three months.



Education and Training – Girls into non-traditional careers

The Education and Training-working group of eS4W conducted a small pilot project with high school teachers and Years 10, 11 and 12 female secondary students. The project included a forum organised by the Association of Women Educators (AWE), which included a presentation and discussion about non-traditional careers for women from the National Association of Women in Construction Association (NAWIC). These women were typically women who worked in or who owned businesses in the non-traditional career areas.

An evaluation of the forum by the students was followed later by interviews designed to see if the presentation and forum made a difference regarding the choices the girls made in terms of school subjects, pathways and if they believed they were more informed about possible careers in non-traditional areas.

The findings illustrated the value of this initiative for informing girls of the possibilities and appropriate pathways they may consider in order to achieve their career goals. Participants appreciated the forum being held in a 'friendly' female only environment and recommended that such forums are of value and should ideally be held for girls in e.g. Years 9 and 10 to inform choices of subjects and pathways

Overall the *Girls Into Trades Seminar* was a very useful experience for participants and prompted new thinking around future directions. Issues identified included the need for information and practical experience in a wider range of trades for students from years 9 – 12, responding to interest in associated business possibilities, and support for finding further information about trades and training and employment opportunities. Click [here](#) for a copy of the report.

Equal Pay – “Don’t be short-changed”

eS4W recognizes [International Women's Day 2011](#) as a celebration for all Australian women: a celebration of their advances in the political, social and economic realms over the last 100 years... eS4W's campaign for IWD centenary will focus on building awareness firstly of IWD itself, and secondly awareness of the Gender Pay Equity Gap in Australia. We believe awareness is critically low in the under 35s age group and hence the campaign will have a particular focus on women in that age group.

In order to raise this awareness eS4W will produce a 30 second commercial with the Screen Academy at Edith Cowan University, WA. The commercial will be based around "**don't be short changed**", a theme that already has some currency around the notion of pay inequity. The commercial will be produced in several formats for free to air TV, the Women's Network Channel ("W"), U-Tube and eS4W Website. It will be available for

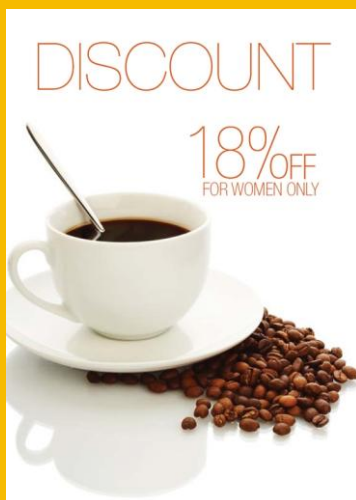
download in order to gain wider distribution to member organisations of the Women's Alliances.

Women under the age of 35 are the least likely to know about IWD, gender inequity and its effect on their lifelong economic security. This group will respond to a viral media campaign which ultimately provides us with the extended audience that can include women and girls across the nation, including in regional and remote Australia. The commercial will alert them to the need for further action to progress women's equal opportunity in the workplace.

Our campaign will call on:

- women to act!
- to demand equal pay!
- to demand equal representation!

This project is very exciting and will increase eS4W's profile through a clear, concise message to younger women in our Country.



Indigenous Women's Experiences of Work

The current work was designed to examine *Indigenous women's experiences of work, with a focus on key issues in urban Queensland*. Its main objective is to explore those issues that continue to impede Indigenous women's employment and promotion at work. This objective is seen to be of crucial importance to enhancing the economic security and wellbeing of Indigenous women and their families.

Click [here](#) to view the outline of the project and the report.

Pay and Gender Workforce Pay Equity

Lifelong economic wellbeing is at the core of economic Security4Women. Gender pay inequity has a lasting impact on women and their families and the gender pay gap is worsening – currently at 18%. An initial study funded by eS4W - What Business Wants – highlighted the paucity of awareness and lack of suitable resources for SMEs to address gender pay equity. This sector employees more than 1.5 million women but has to date been overlooked in the pay equity debate as the focus is on businesses with over 100 employees. The [What Business Wants report](#) clearly identified the need for better tools for the small business sector (20-100 employees) to both educate and help identify barriers to achieving gender pay equity.

During the past quarter we have a partnership has been form with Edith Cowan University (ECU) and that discussions were underway with EOWA and the WA Government Pay Equity Unit to secure industry assistance money. This may result in an additional \$10,000 above the \$5,000 from ECU and \$5,000 from eS4W.



NVEAC:

Campaign for a gender inclusive equity strategy for VET

Following the release of the draft *Equity Blueprint. Creating futures: Achieving potential through VET* by the Australian Government's National Vocational Equity Advisory Council (NVEAC), WAVE managed and coordinated a campaign for eS4W to redress the lack of any attention to gender, and women in particular, in their draft policy document.

To date this has been a successful campaign, both in raising awareness of the neglect and need for gender analyses and inclusion in any national equity strategy, and in this case specifically that of VET. From feedback received at the early stage of submissions some phone contact and email responses

were received from NVEAC to some respondents, apologising and endeavouring to offer explanation for lack of attention to women/gender. At this stage, WAVE has not had any response direct from NVEAC at all, which is most concerning and disappointing.

Ongoing follow up and lobbying to embed equity measures for women and girls in VET is still in progress. Recently, Commissioner Elizabeth Broderick wrote to NVEAC urging them to pay attention to gender. WAVE thanks eS4W member organisations that have actively participated in this project to date, and encourages follow up and ongoing engagement. The campaign will continue.



Gender Statistics and Analysis – Data Disaggregation by Sex

A group of experts in gender policy, research and analysis has been established to advise the ABS on issues relating to their gender indicators project, their gender topics webpage and on developments more generally in this field of statistics. This group will be known as the **Gender Statistics Advisory Group (GSAG)**. The first meeting was held on 30 November 2010, and the forum is expected to be convened annually. eS4W has a representative on GSAG and will be continuously providing input to these initiatives through consultation with its membership and collaboration with the 5 other alliances.

The ABS is currently developing the set of gender indicators for Australia and a new product for their regular release.

The **Australian Gender Indicators Project** builds on work undertaken by an indicators working group established by the Commonwealth, State, Territory and New Zealand Ministers' Conference on the Status of Women.

Gender indicators enable monitoring and analysis of differences in outcomes between women and men. The availability of these indicators is intended to improve the ability to undertake gendered analyses of policies and programs, and lead to more targeted and effective responses to the inequalities of outcomes between women and men.

The first release of the indicators is expected to occur in early 2011. However, the set of indicators, and the product in which they are released, will be progressively expanded and enhanced over time. The expansion of the product is expected to occur at around six-monthly intervals during the initial phase of development. This will allow further time for more research on some of the more complex indicators and on some of the product enhancements being considered.

The **Gender Topics Page** has been developed to provide a central access point to gender-related statistical sources and sex-disaggregated data on the ABS website at [Topics @ a Glance – Gender](#)

The first release of this topic page occurred in October 2010. The ABS will further develop and expand its contents progressively over time. In particular, it will reflect the outcomes of the Australian Gender Indicators Project, which is discussed under 'Work in progress'. As work progresses, the Gender Topics Page may also include non-ABS data sources and references.

ABS welcomes comments on the material included on the Gender Topics Page and any suggestions for improvements. Comments can be emailed to ABS at [SSG Living Conditions WDB](#)



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The Australian Care Economy

economic Security4Women commissioned a report into the Australian Care Economy from a gender equity perspective. This report was funded by FaHCSIA through the Office for Women, launched on the 9th of November in Canberra by Senator Claire Moore on behalf of the Minister for the Status of Women, Kate Ellis MP. The information contained in this report is intended as a first step towards mapping the scope and importance of the care economy and identifying issues that need to be addressed.

The objectives of the initial report were to scope the Australian care economy by:

- Examining how the care economy may be defined
- Identifying the issues relevant to paid and unpaid care
- Collating a list of public policies which provide government support to the care economy
- Identifying the impact of the care economy on women's economic wellbeing
- Researching recent statistics on the Australian care economy, and
- Identifying gaps in the literature and areas for further research.

We are delighted at the response this report has received, with many Government Departments requesting electronic copies.

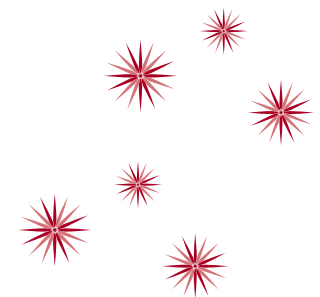
In December, eS4W put in a submission response to the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Department of Health and Aging (DOHA) for "Towards a National Carer Strategy" using this report as the spring board. The timing of the release of our report could not have been better.

In addition the report was well distributed through the Department of Education, Employment and Workplace Relations Strategic Policy Group and Social Policy Branch and a public enquiry submission to the Productivity Commission was also submitted on "Caring for Older Australians" referring to the report.

eS4W is currently putting together an Expression of Interest to advance recommendations within the report – primarily:

1. Reviewing all relevant national and international research around placing an economic value on both paid and unpaid "care work" in Australia,
2. Providing specific measurable economic values of both paid and unpaid 'care work' in Australia and the value this generates in terms of Gross Domestic Product (GDP).

This significant report guarantees to have a long shelf life and some substantial



Merry Christmas and all the Best for 2011

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