



## **Senator the Hon Michaelia Cash**

MINISTER ASSISTING THE PRIME MINISTER FOR WOMEN

30 September 2014

### **Pay Equity: It's everyone's business**

A ground-breaking national campaign has been launched today to raise the profile of pay equity in Australian workplaces and to encourage business to take real action on ensuring that women and men who are doing work of equal or comparable value are paid the same amount.

Minister Assisting the Prime Minister for Women, Senator the Hon Michaelia Cash, has congratulated the Workplace Gender Equality Agency (WGEA) on the launch of this innovative campaign, which will provide advice; education; and support to assist businesses around Australia to ensure that they achieve pay equity.

“It is clear that unconscious bias is a significant factor within Australian workplaces and industries. The first step for employers and managers in addressing this issue is to seriously consider pay equity within their own organisations,” Minister Cash said.

“Improving Australia’s gender pay gap is a complex matter and cannot be addressed by Government alone – we must all work together to ensure we achieve gender equality.”

Minister Cash said she was pleased to see over 30 new Pay Equity Ambassadors, CEO’s from corporations across the country, joining the WGEA campaign and showing leadership on this issue and looked forward to WGEA achieving its target of 100 Pay Equity Ambassadors within the next twelve months.

“With the strong support of the business community, this campaign will drive real change within Australian workplaces and help to reduce the persistent gaps in pay and participation,” Minister Cash said.

“The Coalition Government is committed to reducing the cultural, structural and institutional barriers that prevent women from realising their full economic potential.”

“There is no time for complacency - as a society we need to be forging ahead with policies that will positively empower women. That is why our two signature policies are so crucial: improving paid parental leave and reforming the childcare system to make childcare more affordable, flexible and accessible. We need to normalise parenting in the workplace,” Minister Cash said.

“The Government is also working with industry and the business sector to increase the number of women in high-paying jobs, leadership positions, and in male dominated industries.”

“Addressing pay equity is a critical part of ending gender inequality in Australia.”

“The Australian Government cannot do this alone and we are calling on all employers to do their bit and embrace the message of the WGEA campaign – *equal pay is in your hands*—we can all play a part in eliminating gender biases from pay outcomes.”

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