



Welcome to edition 4 of our eNewsletter - April 2009
www.emberin.com

Word from Maureen Frank

I've recently been inspired by some amazing women who I have met through the course of my work and I thought I would take the opportunity to share a little bit about what makes each of them great. I find that when you are truly inspired by another woman, it fills up your motivation fuel tank and you gain some additional strength from them to help you believe in yourself and know that you can do it too!

Tania Whyte is President of Linfox Commercial, part of Linfox Logistics – one of Asia-Pacific's largest and most successful transport and logistics organisations. What impresses me about Tania is her knowledge of her business and the markets in which she operates. She has made it to the top because she has what I call KNOCKOUT – she is so good at what she does there is no doubt about her capability. This lady could tell you more about the business statistics of Australia's current GDP than our federal Treasurer.

Commander Jennie Wittwer and Commander Nicole Sadler are both senior women in the Australian Navy and Australian Army respectively. They have made it to the top in a workforce which has been traditionally perceived as male dominated (although they would probably disagree with me!). What I learned from both of these women, which I sometimes feel is a rarity these days, is their compassion for fellow women and their keen-ness to see younger women mentored and nurtured to the top. They are both driven to ensure that gender diversity is the 21st century leadership mantra of the Australian armed forces.

Louise Perram-Fisk has recently been appointed the Director of Learning and Development for the Queensland Public Service Commission. In a bold move, Louise has taken on a new role (away from something she was nationally renowned for) to shape the direction of training, mentorship and development

my mentor Update

My Mentor has recently had some profound impacts on women about to do the program and in completing it . . . Read this wonderful email we received last week after this lady attended her My Mentor Launch Ceremony for the Commonwealth Bank in Newcastle - .

"Good morning

I have to be honest - where do I start. I walked into that room yesterday not knowing the gravity of this program or that I would walk away feeling totally different about myself and my career. I phoned my area manager and while talking about yesterdays event I was quite emotional (yes a woman thing!) because I was just so moved and motivated by what I am about to embark upon.

My first spell is 'no one can take the motivation I feel away from me and this motivation will be infectious.' I said it out loud in the car on the way to work this morning and it was quite liberating.

I wanted to say a big thanks for choosing me to be part of this program. I listened to the first CD on my way home yesterday and can't wait to get my teeth into the whole program.

Thank you for sharing yourselves yesterday and allowing us to see that the people in this organisation that do hold the positions of power are ordinary people just like me who have come through the ranks and don't necessarily have to have a dozen letters after their name. For a long time I have felt that I have gone about as far as I can and that my options going forward were very limited. I have a very different look on my career now. My steps for the small changes I want to make in my life and career started as soon as I left you yesterday – no more procrastination!

See you at the graduation"

CommonwealthBank 

for over 220 000 Queensland public servants. No small task! I admire Louise because even though she is considered tremendously successful by her peers, she continually challenges herself through new work directions, she pushes the boundaries in a bureaucratic landscape, seeks feedback and is a brilliant networker! . No wonder she was named as the QBR Business Woman of the Year in 2008!

In this newsletter we have a new section – Inspirational Women. Look around you. I'm sure there is an inspirational woman whom you know, or have met recently, who can help motivate you to believe in yourself - to step up, stand up for what you believe in and challenge yourself too.



Gender Diversity News

On the global front...

On March 11 2009, President Obama established a White House Council on Women and Girls. Read the excerpt from the Press Release:

"Over the past generation, our society has made tremendous progress in eradicating barriers to women's success. A record number of women are attending college and graduate school. Women make up a growing share of our workforce, and more women are corporate executives and business owners than ever before, helping boost the U.S. economy and foster U.S. competitiveness around the world. Today, women are serving at the highest levels of all branches of our Government.

Despite this progress, certain inequalities continue to persist. On average, American women continue to earn only about 78 cents for every dollar men make, and women are still significantly underrepresented in the science, engineering, and technology fields. Far too many women lack health insurance, and many are unable to take time off to care for a new baby or an ailing family member. Violence against women and girls remains a global epidemic. The challenge of ensuring equal educational opportunities for women and girls

Launches

Queensland Transport recently held a wonderful launch for their My Mentor program by holding a morning tea to celebrate International Women's Day. Maureen Frank and Deputy Director General, John Glaister spoke at the launch. As a get to know you exercise (as the ladies were from all over Queensland) the ladies played trivia and bingo games!

The ladies at the Commonwealth Bank – Retail Banking were again wowed by the words of their leader – Ross McEwan. Ross, although responsible for a sizeable part of the Bank including around 20,000 staff, he personally makes the effort to attend many of these events himself. His word of advice around taking career risks resonated with many women – *"whats the worse thing thats going to happen – no one will shoot you!"*

Telstra has again launched a group of ladies in the program from all around Australia – which makes the number of women having done the program within Telstra around 1,300 now. Telstra has ensured geographic spread of the program to all parts of Australia by building an excellent rollout structure which means that whilst women are engaged and very involved via teleconference calls and blog sites – they don't have to travel! Now in the third full rollout of this program within Telstra the innovation in rollout developed by Troy Roderick, Head of Diversity ensures continued engagement and what can only be described as phenomenal results!

Emberin currently has the following organisations launching My Mentor programs over the next two months:

- Environmental Protection Agency Queensland
- Austrade
- Westpac (Operations)
- Australia Post (NSW)
- RACQ
- PricewaterhouseCoopers South Africa
- Pricewaterhouse Coopers India

Graduations

Anita Caulfield, Emberin's Director of Development recently attended the graduation ceremony for British

endures. As the current economic crisis has swept across our Nation, women have been seriously affected.

These issues do not concern just women. When jobs do not offer family leave, that affects men who wish to help care for their families. When women earn less than men for the same work, that affects families who have to work harder to make ends meet. When our daughters do not have the same educational and career opportunities as our sons, that affects entire communities, our economy, and our future as a Nation. The purpose of this order is to establish a coordinated Federal response to issues that particularly impact the lives of women and girls and to ensure that Federal programs and policies address and take into account the distinctive concerns of women and girls, including women of color and those with disabilities."

Emberin asks: When will Prime Minister Rudd follow suit?

Here in Australia...

AUSTRALIAN men have the potential to earn about \$1 million more than women over their lifetime, a new report shows. The AMP Financial Services report shows that while the pay divide has narrowed over the past 20 years, large income gaps between men and women still exist.

The gap for baby boomers is the widest of all generations with women earning 13 per cent less than their male counterparts. For generation X, those born after the baby boomers between 1964 and 1978, the gap narrows to about 3.5 per cent. And for generation Y, broadly defined as those born between 1979 to 1995, women earn just 0.6 per cent less than men.

The report also shows the disparity between lifetime earnings between men and women in some circumstances is huge. A 25-year-old man's potential earnings over the next 40 years is \$2.4 million, compared to \$1.5 million for a woman of the same age. And a man with children who holds a bachelor's degree or higher will earn about \$3.3 million, compared to \$1.8 million for a woman in the same boat.

There are also large gaps in superannuation savings, the report shows. Retired men aged between 55 and 64 have 1.7 times the disposable weekly income of retired

American Tobacco Australia My Mentor graduands. Hosted by the ladies who completed the program, the graduation was a fun affair with My Mentor DVD interviewee Helen Lea making a guest appearance along with BATA Managing Director David 'Crowie' Crowe. The highlight of the ceremony was a video made by the ladies documenting what they had learned from the program. The graduation was led by the graduates to a high profile senior executive audience – enabling our graduates to practice their new skills around increasing their visibility.



BAT women from Fiji, New Zealand and Papua New Guinea have also been involved in this program.

Did you know?

Networking ...

- Women use 20,000 words a day while men only use 7,000

Global Issues ...

- Females in developing countries on average carry 20 litres of water per day over 6 km
- Globally women account for the majority of people aged over 60 and over 80
- Pregnant women in Africa are 180 times more likely to die than in Western Europe
- 530,000 women die in pregnancy or childbirth each year
- Of 1.2 billion people living in poverty worldwide, 70% are women
- 80% of the world's 27 million refugees are women
- Women own around only 1% of the world's land
- AIDS sees women's life expectancy of 43 in Uganda and Zambia
- Women are 2/3 of the 1 billion+ illiterate adults who have no access to basic education

Innovation ...

- Globally women comprise 42% internet users (Italy 37% ... US & Canada 51%)
- In OECD countries women comprise only 30 per cent of degrees in science and technology
- Women's representation in computer and information sciences workforce is around 30%

women in the same age group. Generation Y women are also behind in terms of super.

The report shows 18 per cent of men belonging to generation Y have between \$25,000 and \$100,000 in super savings compared to 14 per cent of women.

Story courtesy of The Australian.

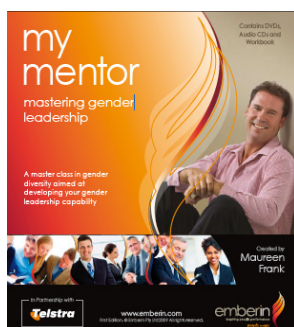
And in emberin...

Emberin launches Men's Program – Mastering Gender Leadership

Maureen Frank recently spoke at three consecutive breakfasts in Brisbane, Sydney and Melbourne, hosted by The Face on the topic of Men and Gender Diversity. Maureen presented the business case for engaging men on gender diversity.

Rosanna Brusachezzi, Executive Director, Organisational Capability from Telstra Corporation also presented using statistics from the **emberin** produced Alphaplus program currently being rolled out in Telstra. This program was created specifically for Telstra as a program that sat in parallel to the women's program – with many interlinks.

Following the breakfasts, **emberin** released information about its highly anticipated program – My Mentor – Mastering Gender Leadership. Due to be launched in late May and sponsored by Telstra, the program is a gender leadership program for men. For more information on the program, please contact magic@emberin.com.au.



Emberin picked to be in top women's think tank

Emberin recently participated in Human Resources Leader Magazine's exclusive round table on exploring the issue around 'Women – Why so few at the top?'

Eight leading women from various industries were selected to participate in a discussion around quotas

globally

- Female inventors still only account for around 10% of the US inventor population

Business / Finance ...

- Women control \$14 trillion in assets and this should grow to \$22 trillion over next 10 years
- Only in Japan and Peru are women more active in starting a business than men
- Women spend more time researching before they invest than men do

Media / Arts ...

- Only 21% of all news subjects (people interviewed or whom the news is about) are female
- Women are less than 1% department heads, editors, media owners but third of working journalists
- 80% of UK purchasing decisions are made by women but 83% of 'creatives' are men

Work ...

- Women do two-thirds of the world's work but receive only 10% of the world's income
- Women's education is the most powerful predictor of lower fertility rates
- One year out of college women earn 20% less than men and 10 years later 31% less
- Women on average are away from workforce for 14.7 years compared to 1.6 years for men
- The biggest EU gender pay gap is in Cyprus and Estonia at 25% then Slovakia at 24%

Government ...

- 56% of women who voted supported Obama compared to only 49% of men voted for Obama
- Until 20 years ago there had never been more than 5% women MPs globally
- Benazir Bhutto was the first woman prime minister of a Muslim country (assassinated 27/12/07)
- From the 27 EU member states, UK ranks 15 for women's representation in national Parliaments
- From 1945 to 1995 the percentage of women MPs worldwide increased four-fold

Top 10 Networking Tips for Success

Written by Lisa Butler of Paragon & Associates

for women and what effective solutions could be implemented to help organisations advance women and be more gender diverse.

Key issues raised were job redesign, education around the business case, involving men (the fact that there were no men at the lunch!) in the issue, breaking down the barriers for women at work, setting goals/KPI's for senior management and teams, and for government to get involved in addressing the gender imbalance issue.

Emberin was represented by Director – Development, Anita Caulfield at the lunch. Anita said that ‘education around the inherent merits of women leaders needs to take place. Many organisations don’t understand the business case around women, per se. They don’t know their own facts or figures – what the cost is when they lose women.’

“Companies **must determine** whether a **lack of diversity** is impacting their **business solutions** – an education on that is needed **first and foremost**”

– ANITA CAULFIELD, DIRECTOR, EMBERIN

Women Who Inspire Us:

Liz Broderick
Federal Sex Discrimination Commissioner



Liz is a working Mum with two children. A former Telstra Business Woman of the Year and Partner at Blake Dawson and Waldron, Liz took a considerable pay cut to follow in the footsteps of Pru Goward and our current Governor-General Quentin Bryce to be the Federal Sex Discrimination Commissioner working for the Australian Human Rights Commission.

We admire Liz because not only is she championing the rights of women throughout Australia, particularly

Author of *Networking Exposed*

Networking is important for business, career, leadership and personal success. Successful networkers know that the true nature of networking is developing and maintaining genuinely helpful relationships with others, with a focus on helping them not you. You should not be selling when you are networking!

The top ten tips for networking success are:

Tip 1 - Recognise the true nature of networking and appreciate the value it offers in your business, career and personal lives. Accepting that networking is about relationship building and building win-win alliances with others is the first step to networking success. Focus on helping others and you will undoubtedly reap the rewards.

Tip 2 - Be aware of the reasons that stop you from networking. Many people are hesitant to network (often due to negative perceptions about what networking is and its value. Be aware of what stops you, and identify strategies to help you to have the right mindset and get the value networking offers.

Tip 3 - You need to network strategically. Consider why you are networking, and how it will help you to achieve your business and personal goals. This will enable you to more effectively customize and ensure you are networking with the right people, in the right places and in the right way. This focus helps you to save time and gain greater value from your networking effort.

Tip 4 - Have a good system for monitoring and recording your list of network contacts. It is important to recognise that effective networking is more about how you keep in contact with people and look after them, than it is about attending events. A good system should enable you to easily update contact details and be an easy reference tool when you need to find relevant contacts.

Tip 5 - Be genuinely interested in other people. Sounds simple, but it requires effective communication skills (the ability to ask good questions which engage people, and to listen!).

Tip 6 - Treat everyone you meet with the utmost

indigenous, seniors and young girls, but she is doing it for the passion of her convictions – she believes wholeheartedly in what she is doing in her job. Liz is also a down to earth, genuine person who isn't afraid to mix it with the boys, or stop to say g'day and have a coffee. Last year Liz toured Australia to talk to communities across the country about sexual harassment and has determined a new strategy on what can be done about it in this country.

Maureen says that she is personally grateful to Liz and that Liz has acted as a role model and mentor for her throughout the last few years, "Knowing Liz as a woman of unbelievable generosity and courage , I am sure that she will make a huge difference to the women of Australia in every thing she does – and I believe we are already seeing that".

Liz Broderick's top five priorities for Australian women include:

1. Women and leadership
2. Balancing paid work and family responsibilities
3. Sexual harassment in Australia
4. The gender gap in retirement savings
5. Laws to address sex discrimination and promote gender equality

Liz appears on our My Mentor DVD and our new men's program DVD – Mastering Gender Leadership.

Next issue: Andrea Grant – Telstra Corporations Group Human Resources Director.

respect and give them 100% of your attention. Never underestimate the networking value of people you meet, as it may come back to haunt you!

Tip 7 - Be able to talk about what you do (when asked!) in a way which is relevant, interesting and understandable to the other person. This requires you to tailor your response and focus on providing information which will enable further conversation'.

Tip 8 - Identify relevant and helpful reasons to continue contact with people you meet. Be on the lookout for opportunities to follow up with people, preferably in ways that will help them not you. It is far easier to follow up with someone when you are doing something worthwhile for them. It is also very powerful!

Tip 9 - Prepare to network. Before you attend an event or even just a catch up with a contact, consider your objectives, who you will meet, the topics of conversation, questions you can ask, research their companies or industries, and generally be up to date. Also consider how you can best achieve your objectives through your behaviour and the impressions you want to create.

Tip 10 - Enjoy it. The most effective networkers tend to be the people who find enjoyment from their networking. Other people are drawn to happy, positive people, and it shows in your demeanour and language. A positive mindset is an important element of networking success.

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