



Welcome to the latest edition of our eNewsletter

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Frankly Speaking

I have just had a cup of tea with the Governor - General of the Commonwealth of Australia, Her Excellency, Ms Quentin Bryce, AO. To me, our Governor-General epitomises what is great about feminine leaders of our time. Not only is she intelligent, articulate and in touch with the key issues and policy debates, she has high visibility; has wonderful networks and uses them; is a great philanthropist and community worker; and she has not lost her femininity. I think the appointment of her as Governor-General was inspirational – to me she is one of the great role models for women in this country.

America has so many public role models that put women's issues firmly on the agenda. Michelle Obama, Oprah, Hilary Clinton, Maria Shriver and the list goes on. No doubt all of them have influence with Barack Obama, the man who can make decisions happen. Unfortunately Australia has very few women that have this kind of visibility and influence, AND who also understand the issues AND are courageous enough to create public debate and discussion. What are these issues I hear you say? Well Australia does not have parity in our boardrooms or on the senior executive teams of our leading organisations. Australian women have pay equity gaps, Australian women have a massive superannuation gap compared to their male counterparts. Australian women are still suffering from violence (domestic) and sexual harassment. Shall I keep going?

Unfortunately Australia is ranked 50th in the global gender rankings! Our Federal Sex Discrimination Commissioner, Elizabeth Broderick, is a strong and courageous voice for the plight of Australian women across poverty, violence, pay equity and many other issues. Who else can we call on? Therese – perhaps you can use your position in a more formal way? Julia Gillard – you are the most senior woman in office in this country – take a stand for women's issues I say! Now that Natasha Stott Despoja has left office, the voice for women has gone from parliament. Nicole Kidman – you are the goodwill ambassador for women through UNIFEM, but what about coming home and helping women fight violence and sexual harassment in the burbs? Gail Kelly - you are the number two most powerful woman in the world (according to Forbes) – surely you have some influence? Cate Blanchett – what have you done since the 20/20 Summit? Robyn Foyster, the Editor in Chief of the Australian Women's Weekly, our most read women's magazine – can you highlight some real issues for Australian women?

I challenge Australia's women of influence to speak up. Maybe we need Germaine to come out of the woodwork...

Maureen



my mentor update

Over 400 women in Queensland Government are currently doing the Inspiring Women program which utilises *my mentor – Challenging women to make it happen* as the core program. We have been inundated with emails and feedback on the success and positivity...

"WOW!!!

I could not wait for you to send my package through the post, so I asked my sister who works in the same building to pickup my package on my behalf ASAP.

Tuesday night my package arrived home before I did, the feeling I had after the launch was back in my system all over again. I sat and listened to CD #1 and what an emotional wreck I was. You hit me right on the spot and I finished module #1 before I even knew it and through all the tears too hehe.

If this is the drive, inspiration and confidence I am feeling after one module, imagine me at the end of all 12.

I do not want to bore you with my whole life story, but know that things that I could not leave behind to enable myself to move forward, I have done so within 12 minutes of module #1.

Thank you so so much!!!! I'm loving the journey already..."

and

"WOW! WOW! WOW!

I would have to say that yesterday was one of the most inspiring days of, not only my professional life, but also my personal life. This program is so crucial and empowering for women and I am so excited and fortunate about being a part of it.

In addition and by coincidence, the program seems to have come at the most apt time in my life with so many 'light bulbs' moments occurring throughout the remaining of day, both professionally and personally. The nature of this program is the very link and "platform for take off" that has been missing, in not only my life but that of each and every woman. Suffice to say I continue to find myself still on a high from yesterday and look forward to dedicating 'me' time in my diary specifically for the modules.

Listening to Maureen Frank and Margaret Berenyi was more than inspirational. Their stories were amazing. Hearing their stories and also being in a room of women where the culture and core belief is one of empowerment and self development had such personal meaning and validation for me.

Thank you for all your hard work and dedication in bringing the program to the public service and to the lives of women. More importantly, thank you for your belief and commitment towards the need of empowering women and continuing our pioneering fore-mothers spirit. In addition, thank you to Bruce Wilson for recognising the value and important role women play in the workplace and in senior management.

I am already inspired just by the sheer fact that the program exists and is being rolled out. I look forward to the work over the next 12 weeks as well as beyond where the real work of empowerment and my personal development continues. Thank you."

Launches

In September, Telstra and Queensland Government's Inspiring Women programs were launched with over 600 women all up taking up the challenge to complete My Mentor before Christmas.



In October, Women Moving Forward, Queensland Ambulance Service and Swinburne University commenced their rollouts. This is Queensland Ambulance's third rollout this year and they have now seen nearly 50 women complete the program from the Torres Strait to the Qld/NSW border!



In November we will see PriceWaterhouse Coopers, Target and the NRL launch their My Mentor programs.



Graduations

This past month ladies graduated from Queensland Ambulance, RACQ, Stockland Queensland and Women Moving Forward.



Women who inspire us:

Launa Inman

Launa Inman, the Managing Director of Target Australia Pty Ltd has appeared on both of our *my mentor* programs and always comes across as a women of poise, intelligence and determination. Target launches their first roll out of the *my mentor* program this month, and we wish the ladies well on their journey.



Launa Inman was appointed Managing Director of Target Australia Pty Ltd in February 2005, with leadership of Australia's biggest retailer of women's apparel, responsible for more than 280 Target and Target Country stores. Launa led the sale process of the Target business from Coles Group ownership to Wesfarmers in 2007. At the same time, Target delivered its strongest ever profit result of \$290 million, making Target Australia's most successful department store retailer.

Prior to this appointment Launa was Managing Director of Officeworks, responsible for more than 80 Officeworks Superstores and Officeworks BusinessDirect. Launa

introduced fashionability to office products, and in turn established market-leading product differentiation. Before joining Officeworks, in 2001 Launa was General Manager of Apparel and Accessories for Target Australia with responsibility for all apparel divisions, including clothing, sleepwear, shoes and accessories. Prior to joining Target and Officeworks, Launa held senior leadership roles in Big W and with large South African based retail companies Pages and Edgars.

Launa won the 2003 Telstra Australian Business Woman of the Year and was winner of the Commonwealth Government Private and Corporate Sector Award. She is a member of the Australian Institute of Company Directors, Women's Chief of Enterprises Body – Australia Ltd, Chief Executive Women Inc, Australian Institute of Management and Geelong Chamber of Commerce. Launa is also on the Board of The Alannah and Madeline Foundation – aimed at protecting children from violence.

Launa has completed an Advanced Executive Program at Wharton Business School, holds a Bachelor of Commerce Hons, and a Masters of Commerce in Strategy and Economics. Launa lives in Melbourne with her husband and two daughters.

Emberin Tips

In this month's Dynamic Business Magazine - Emberin's top tips for businesses on parental leave strategies:

1. Ensure you have a parental leave policy that is openly communicated and available, and that complies with regulations.
2. Encourage and pay for pregnant women to have access to a parental leave education program.
3. Set up a parental leave mentoring scheme for pregnant women to have access to existing mentors who are mothers
4. Fix some of your policies and behaviours NOW around flexible work practices and model a flexible, female-friendly work environment.
5. Stay in touch with the employee when she is on leave and encourage her to come in and visit work and communicate regularly.
6. Make sure the doors are always open for her return.
7. Be prepared to negotiate with her so that her return to work is a win-win for you both.
8. When she comes back, continue to understand that work and motherhood go hand in hand.
9. Do not overlook women for projects or promotions because they are pregnant or mothers.
10. Promote your parental leave strategy and flexible workplace environment as part of your employee brand.



Gender Diversity News

In Emberin . . .

Having a baby and the career you want too!



Australia's leading gender diversity expert says 'we need more than paid parental leave' and releases practical parental leave guide for employees.

With the announcement of paid parental leave coming into force in early 2011, Australia's leading gender diversity expert, Maureen Frank, has released *my mentor – parental leave*, a practical guide for employees on how to plan for, and transition back from, parental leave.

Ms Frank said, "Paid parental leave will make a big difference, but as some of the doubters have raised, on its' own, it won't be enough to keep good women in the workforce and reduce the economic impact of women leaving."

She said, "We need to get practical and educate women on how to come back to work and most importantly, help them believe that they can do it!"

From an employer's perspective, **emberin's my mentor - parental leave** program tackles head on the issues associated with women not returning from parental leave and will go some way to help reduce this significant cost to business.

The parental leave guide has been developed in the same style as Ms Frank's highly successful *my mentor* suite of programs, as a self-paced course delivered by DVD, CD and workbook, and can be easily undertaken in an intensive day or over a couple of weeks.

The program has been developed in partnership with Telstra and Swinburne University of Technology and has been created specifically to help organisations provide a guide for their employees on how to manage parental leave, both personally and professionally.

At \$165 per kit*, it enables affordability for employers to provide the program to all pregnant employees.

Designed to motivate the participant into coming back to work in some capacity, the program takes a pragmatic and practical step by step approach and includes setting goals, plans and budgets around parental leave.

Emberin is pleased to announce that PKF is the first organisation in Australia to purchase the my mentor Parental Leave program for their female staff. Well done to PKF.



On the global front...

50 Most Powerful Women

Eleven French women, 6 businesswomen from both China and the United Kingdom lead the recently released 2009 Fortune list of the "50 Most Powerful Women" globally. Heading the international list is Cynthia Carroll of Great Britain, CEO of the \$44 billion mining company Anglo American. Carroll is cited for making it her mission to transform the safety record of the largest private sector employer in South Africa. Gail Kelly, the CEO and Managing Director of Westpac in Australia places at number 2 in the list. In December of 2009 Kelly orchestrated a merger with St. George Bank, making Westpac Australia's largest bank with a market cap of \$59 billion.

The 11 Frenchwomen are led by Anne Lauvergeon, CEO of ARIVA and Barbara Dalibard, CEO and President of Orange Business Services, both ranked in the top 5. Other countries with more than one woman on the list include India (4), Singapore (3), the Netherlands (2), Germany (2), and Sweden (2). One woman from the US is included: Maureen Kempston Darkes, President of General Motors Latin America, Africa and Middle East.

The six Chinese businesswomen on the 2009 list are Yang Mianmian, President of the Haier Group; Dong Mingzhu, President of Gree Electric Appliances; Sun Yafang, Chair of Huawei Technologies; Marjorie Yang, Chairman, Esquel Group; Wei Christianson, SVP for Greater China, Morgan Stanley; and Jing Ulrich, Chairman of Chinese Equities at JP Morgan.

First Woman at the Helm of UNESCO

Bulgarian diplomat Irina Bokova is slated to become the first woman elected Director-General of UNESCO, the U.N. agency that promotes cooperation among the 193 member states on educational, scientific, cultural and communication issues.

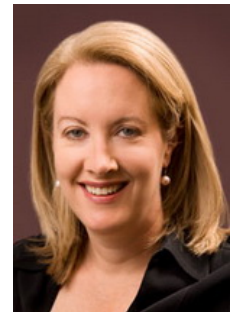
And here in Australia . . .

Quota argument heats up

The Federal Sex Discrimination Commissioner's view on quotas and targets is plain for all to see:

"It has become imperative that we implement special measures to accelerate the progression of women. It is becoming clearer and clearer that if we are to secure increased participation by women, it will be necessary to set numerical goals such as targets and quotas. Targets and quotas do not constitute discrimination against men. They are temporary measures. Sometimes we just have to treat people differently to achieve substantive equality for everyone.

The government should lead the way immediately by setting minimum targets for each gender on government boards. Publicly listed companies should set their own three and five year gender diversity targets at both Board and executive level. These targets should be set by business themselves and, no doubt, would vary depending on the industry. Companies should report against their target in a transparent manner. If there is no significant progress over the next five years, then the Government may find that it has no other choice than to consider the imposition of quotas."



[Elizabeth Broderick](#),
Sex Discrimination Commissioner
and Commissioner responsible
for Age Discrimination

National Plan to reduce violence against women

Australian State Governments are now working together to finalise a National Plan to Reduce Violence Against Women and their children to be released in 2010. The National Plan will set out measures to tackle the unacceptable levels of sexual assault and domestic and family violence in Australia.

The National Plan will give all governments and the community clear directions about helping Australian women and their children live free of violence, and in safe communities. The National Plan will specifically address family violence in Aboriginal and Torres Strait Islander Communities.

Community sector workers to move to Fair Work system and seek national pay equity order

The Minister for Employment and Workplace Relations, Julia Gillard, announced in early November that the Government has reached agreement with the major union representing social and community services workers, to support the conduct of a major test case on pay equity for community sector employees under the new Fair Work system.

The agreement with the Australian Services Union (ASU) is made in anticipation of the creation of the new national workplace relations system for the private sector from 1 January 2010 following references of powers from the States.

Under the new Fair Work system, social and community services sector workers - working in the youth, welfare and community sectors – will become covered by the Fair Work Act and a single modern award, rather than the multitude of state and federal laws, awards and instruments that currently apply.

The Fair Work Act 2009 introduced changes that enhanced the ability of Fair Work Australia to make orders that provide for pay equity between men and women employees. The Act now refers to a right to equal pay for work of comparable value as well as equal value. This reflects the approach already taken in many states and territories.

Review of the EOWW Act and EOWA

Pending announcements from FAHSCIA on the review of the EOWW Act and EOWA itself, EOWA has recommended the following in its submission:

- Renaming the legislation the Workplace Equality Act to recognise that the removal of sex-based barriers to equal opportunity affects both women and men
- Strengthened reporting requirements to ensure genuine workplace consultation takes place between employers and employees
- A requirement that employers complete a Gender Equality Self-Audit against a series of specified gender equality standards that are set in discussion with industry
- A requirement for businesses to show progress over time
- Introducing the facility to report online and a making the self audit report available to employees and relevant unions
- Phased in workplace audits for organisations that do not meet their reporting obligations and where the Agency believes there is some misrepresentation
- Making pay equity analysis and addressing of pay inequality compulsory

Diversity@Work Awards

Emberin wishes to congratulate Australia Post who was a JOINT WINNER in the recent Diversity@Work Awards. Australia Post and Mercy Health were the Joint Winners in the Large Organisation Champion Awards.

Australia Post New South Wales has been piloting a very progressive women's mentoring program this past year using Emberin's My Mentor program. Conceptualised and facilitated by NSW Post's Diversity Manager, Vanessa Cotton, the program has seen a group of women from around NSW undertake the My Mentor program whilst also meeting regularly with a NSW Post Mentor.



Did you know?

Iceland (1) has claimed the top spot of the World Economic Forum's Global Gender Gap Index 2009 from Norway (3) which slipped to third position behind Finland (2). Sweden (4) completed the Nordic countries' continued dominance of the top four. The report's Index assesses countries on how well they are dividing their resources and opportunities among their male and female populations, regardless of the overall levels of these

resources and opportunities. South Africa and Lesotho made great strides in closing their gender gaps to enter the top 10, at sixth and 10th position respectively. The Philippines (9) lost ground for the first time in four years but remains the leading Asian country in the rankings.

Out of the 115 countries covered in the report since 2006, more than two-thirds have posted gains in overall index scores, indicating that the world in general has made progress towards equality between men and women, although there are countries that continue to lose ground.

The 2009 Global Gender Gap Report reveals that, once again, Australia sits in a group of countries that are number 1 in the world for women's educational attainment. But, in terms of women's labour market participation, we have dropped 10 rankings from number 40. That's 10 rankings in one year. We are now ranked 50th in the world on women's labour force participation



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