

**Welcome to the latest edition of our eNewsletter**  
**Edition 9 - February 2010**  
[www.emberin.com](http://www.emberin.com)

**Frankly Speaking**

Well it's already the second month of 2010 and I have a great feeling about the year ahead. 2009 ended positively with organisations taking up the ASX/quota debate and I'm so pleased to see many of our clients leading the way by doing something about it, rather than just talking about it.

First cab off the rank continues to be Telstra who has WON THE 2010 CATALYST AWARD! For those of you who are not aware – Catalyst is the peak body for women in leadership globally. Having been to the Awards two years ago, I know that the audience tends to be the who's who of business globally. Indeed the stage of the Waldorf Astoria seats at least a hundred of the top global CEO's. So winning this award is a bit like Telstra winning the Olympics in this space – and they are the first Australian company to do so. An amazing achievement in just a few short years. We have been very proud to have been involved in the process. Telstra has been delivering our men's and women's mentoring programs among other initiatives. I am off to New York at the end of March with Telstra's CEO David Thodey, Group Managing Director of Human Resources, Andrea Grant and Senior Diversity Manager, Troy Roderick to attend the Catalyst Award ceremony. We'll talk about this more later on in our newsletter.

With this Award and the 'rumblings' I am hearing as a result of the ASX announcement last year – I feel that gender diversity is well and truly becoming a major priority for boards and progressive companies. I am seeing a focus on the business case and the numbers – which are indeed compelling. I am also seeing great curiosity and sharing amongst companies around what is best practice. What is clear is that its time for action in Australia – and companies are starting to compete to be the best and reap all the benefits that will follow.

Next month I am launching our programs with two groundbreaking clients – The Royal Australian Navy will be putting 50 women through our My Mentor program. You may have seen this in the [news](#). Bluescope Steel will also be launching our men's program with 25 of their most senior men including their CEO.

Lastly, **emberin** has entered into some amazing partnerships in 2010. One is with [Talent Intelligence](#) – global leaders in integrated talent strategy for organisations. Stay tuned for some exciting joint events later this year. We are also continuing our relationship with our partners Swinburne TAFE who are not only embracing diversity for their employees but also their students as well.

Lastly, I am so pleased to announce **emberin's** partnership with The Smith Family. The Smith Family is a national, independent children's charity committed to helping disadvantaged Australian children by unlocking opportunities through education and learning support. **emberin** is proud to donate proceeds from our programs to The Smith Family. To find out more about how you can help, click [here](#) or call 1800 99 66 77. I truly believe in the great work The Smith Family does and recently attended a Learning for Life Graduation for children who have been mentored by The Smith Family's many volunteers.

*Maureen*



## My Mentor Update

We are pleased to announce that as we go to press over 6500 people have participated in our My Mentor programs.

### Launches

We've kicked off the year with a bang! Over 270 women have commenced the *my mentor* program throughout Queensland Government via the Public Service Commission's Inspiring Women program. To catch a glimpse of the launch – [click here](#). Other clients who have launched *my mentor* this year include Austrade in Europe and the Middle East, and Fosters. Pricewaterhouse Coopers is taking an innovative approach to rollout of our new program and we are seeing a large group of ladies participate.



In March we will see Bluescope Steel launching with the *my mentor* – *Mastering gender leadership* program. Karen Lowe, Vice President – Organisation Capability, has driven the gender diversity debate in this ASX100 listed Australian company and I'm pleased to see after a hard year with the GFC, Bluescope Steel is driving their business change with diversity led initiatives.



The Australian Navy will kick off their *my mentor* program in March under the direction of Commander Jenni Wittwer. I will be there to launch the program in Canberra and I am certainly looking forward to it. We will also commence work with the Victorian Government in March, with the Department of Innovation, Industry and Regional Development launching their first rollout of *my mentor* in conjunction with our Certificate IV program through Swinburne University. Click [here](#) for more information on the Swinburne program and if you would like more information on how your organisation can access the Certificate IV program contact Anita Beasley of our office [anita@emberin.com](mailto:anita@emberin.com)

### Graduations

In March the National Rugby League (NRL) will graduate their 40 men and 20 women from the *my mentor* programs. Target and Stockland (Victoria) will also complete their journeys for the pilot groups of their ladies.



## In emberin

### Telstra wins award for gender equity

Story by Catherine Fox, *The Australian Financial Review*

When Andrea Grant joined Telstra in 2005, one of the first things she did was have a look at some of the basic workforce data, including statistics on gender diversity. As the group managing director of human resources, this was a part of her brief but also a personal priority. Despite a lot of effort by the telco, says Grant, the picture was not great.



"Telstra had done some great things and was doing some great things, but the statistics were flatlining. We had had the same percentage of women in the workforce for 20 years," Grant says.

There's been quite a lot of activity since then and, a few days ago, Telstra won a prestigious



award from the highly regarded US research firm Catalyst, which specialises in women and workplace issues, for its efforts to achieve gender equity.

"It's such an honour to get this and the recognition but, having said that, we still have long way to go," she says. Like many women in senior roles, she hopes for more rapid change in the future.

When figuring out how to address the continuing low level of representation, she made a counter-intuitive decision about the focus of Telstra's effort.

"The issue was all about good intentions and talking about the right things, but not making a difference," she says. "So we set up a diversity council and then I saw research saying if you want to make a difference in the area, you need to work with the men. We treat it like it's an issue for women and we need to fix women but we've got to fix the environment.

"The first thing we did was set targets so every business head has targets for the number of executive women and then an overall target. "We did get a lot of debate but if you don't set those targets you don't get anywhere. In every group managing director performance plan, this is measured annually."

In the executive ranks, change was already under way and, during 2005/2006, a number of women were appointed to senior roles.

"We have five women on the executive team, which is 32 per cent. What we want people to do is to stack the candidates for roles and the pipeline with a mixture of men and women. It's proactive – if you see a candidate list and it's all men we say 'go back and look harder and find women'."

Since 2006, the number of women in middle to senior management ranks has increased by 46 per cent. And the number of women receiving promotions at manager level grew from 29 per cent in 2006 to 41 per cent last year.

One of the other planks in Telstra's Next Generation Gender Diversity Program is a virtual mentoring program for men and women.

"For our men, there was a DVD which talked around the issues. It met with mixed reaction but for many of the men who went through it, it was like a light went on," Grant says.

Jess Gorman, general manager of learning and development for Telstra Consumer, says the mentoring helped her connect with other women in the organisation and she noticed some male colleagues change their tune.

"Often women don't self-promote or put themselves forward in certain environments. This is about what do I, as a male manager, need to do to support females in my team."

Telstra continues to struggle with job segregation, with very few women in engineering roles. And attitudes need to shift from regarding the issue as "being nice to women" to a business necessity, Grant believes.

"Just look at the ageing population, and who will do the work? We have to increase that talent pool."

The Catalyst award is "kind of bittersweet", Grant says, given the slow progress to date. "I think we have to be more courageous and we've got to get rid of the attitudes around it because it's just not good enough."

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## On the Global Front

### Cellphone Gender Gap: Firms Could Profit Big by Ending Disadvantage for Poorer Women

A woman is one-fifth less likely than a man to own a mobile phone in a middle-income or poor country, a gender gap that reduces women's safety and income possibilities as well as national wealth and companies' revenues. A report in part by the Cherie Blair Foundation found that 55% of female business owners in the countries say a cellphone brought them more income and 4 of 10 women with a phone say it increased their professional or economic opportunities. To reduce the gap, the report urges companies to market directly to women; position phones as income-producing tools; find ways to reduce costs for women; and foster incentives for developing mobile services that benefit women.



Read more [here](#) Source: 20-first.com

### Is Your Appearance the Key to Fast-Tracking your Career?

Judging people on the basis of their physical looks is a fact of reality these days. Evidence also suggests that the culture of "lookism" within society now has such a foothold in the workplace that a person's physical appearance can have as much influence on his or her career prospects as his or her performance in the office or boardroom. Whilst very few organisations will openly admit it, many businesses recruit, retain or promote employees on the basis of their attractiveness or how their appearance best complies with the image the organisation wishes to present. In certain circumstances, this can lead to job applicants and employees being discriminated against or

harassed in the workplace purely on the basis of how they look.



It is a depressing thought that besides any other challenges women might face in the workplace, their progression up the career ladder might be more dependent on their looks than their brains or achievements. However, there is strong statistical evidence to show that women who wear make-up in business get better jobs and are promoted more quickly. In a survey reported in [The Times](#) last year, 64% of directors interviewed believed that women who wore make-up in the workplace look more professional, lending support to the theory that women are more likely to benefit career wise if they conform to this ideology.

The Guardian published a similar [report](#) which concluded that “attractive applicants have a better chance of getting better paid jobs.” The article also quoted a survey which found that women spend one fifth of their earnings on trying to look good in the workplace in the belief that their image will play a significant role in their career path.

*Story courtesy of [The Glass Hammer](#)*

### **Breaking News: Women on Boards**

Nearly eight years after the Norwegian measure imposing quotas of women on boards, the share of female directors at the roughly 400 companies affected is above 40 percent, while women fill more than a quarter of the board seats at the 65 largest privately held companies.

Indeed, the world has noticed: Spain and the Netherlands have passed similar laws, with a 2015 deadline for compliance. The French Senate will soon debate a bill phasing in a female quota by 2016, after the National Assembly approved the measure. Belgium, UK, Germany and Sweden are considering legislation.

Selected reports: [The Female FTSE Board Report 2009](#) There are now 2,281 women (up from 1,877 last year) on the corporate boards and executive committees/senior teams of all the FTSE listings, hence there is a huge and growing pipeline of female talent available to the FTSE 100 boards

*Source: Global Women*

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## **And here in Australia . . .**

### **EOWA review consultation report now online**

The report of consultations on the review of the Equal Opportunity for Women in the Workplace Act 1999 is now available online. The report by KPMG shows that there is a high level of interest in the community about gender equality in Australian workplaces. Over 130 submissions were received from businesses, unions, employers, employees, women’s groups and other interested parties. Hundreds of reporting organisations and employees were surveyed and roundtables have been held at five locations across the country. Participants in the review held strong opinions on a range of significant matters such as barriers to equal employment opportunity and ways to improve employment outcomes for women. The Government has benefitted from the knowledge and experiences of those who made submissions. To view the report click [here](#).



**Australian Government**  
**Equal Opportunity for  
Women in the Workplace Agency**

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## **em berin tips**

### **Attitude Tips**

*Tip No.1: Remember it's not about you.*

\* Having a “serve me, it’s all about me, cater to me” attitude is a big mistake. Having a self serving approach to life causes you to be impatient and arrogant.

\* When you help others, it shows your character. Wouldn’t you rather do business with someone with good character and a giving heart? When you meet someone, your first question should be “how can I help you?” not “How can you help me?” You build trust by giving, not taking. The giving of your time, your expertise, and your friendship. It will take you much further than expecting at the outset for others to do for you.

*Tip No.2: Smile*

\* A smile is infectious. It immediately breaks the ice. When balanced with a strong and confident demeanour, a smile can be your strongest, most disarming weapon. It enhances the way in which people perceive you and your

thoughts and your ideas. It helps people to warm to you and endears them to you.

*Tip No.3: Be Optimistic*

\* A positive attitude is a choice that will attract positive opportunity to you. Speak optimistically about opportunities. Be a visionary. See the future, not the past. Helen Keller, a woman who certainly had plenty to grumble about in her life, once said, "When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one that has been opened for us". See the door of opportunity and open it with a smile!

*Tip No.4: Choose Battles Wisely*

\* You have to ask yourself what is important. What objectives are accomplished by you putting someone else in their place? Sometimes it is necessary. I have never been afraid of a good show down but usually it is not necessary. Our ego can be deceiving. It makes us think we are in the right when really we are in the wrong. Take time out to think about it and usually it will blow over and not be the major issue you thought it was.

*Tip No.5: Dress the Part*

\* To be successful in business, you must dress with class and integrity. You don't have to have the most expensive outfit in the room, but you need to match! There is nothing wrong with having style, but make sure your passion for fashion does not detract from your brand as an intellectual talent. Classic outfits work best in business – you want people to notice you and not your clothes.

*Tip No.6: Care*

\* Be concerned about what happens around you. You should care about your work, your image and others. One thing I absolutely cannot stand is apathy. It is wasted and unapplied intellect. You should have an opinion. It could just be the opinion that counts.

*Tip No.7: Problem Solve*

\* One of the greatest things you can do to add value to your company is to look for solutions and offer solutions. Always be forward thinking and try to circumvent problems before they arise. Doing so will make you the "go to" person that others can rely on for positive results and answers.

*Tip No.8: Associate Wisely*

\* Don't waste major time with minor people. I don't like to spend time with people who always complain. I face enough challenges in the day. I like to surround myself with people who have positive energy. I choose to associate with people who look for positive solutions to pressing problems. Looking on the bright side makes a huge difference to how you approach life. I remember that attitude is by choice, not by chance.

*Tip No.9: Accept Yourself*

\* Don't be afraid to be smart. Accept that you are a force with which to be reckoned.

*Tip No.10: Show Respect*

\* When you respect others, others respect you. This principle alone will enable you to advance in your career. If people respect you, they will grow to trust you. Carry yourself with respect and integrity.

*Tip No.11: Appreciate*

\* I make a conscious effort to say two short words that go a long way: "Thank You". Sometimes, that is all people need and want to hear.

*Tip No.12: Envy Not*

\* One of the biggest challenges that we have as women is working together without jealousy. Envy slows you down and wears you out. Envy is perhaps one of the least productive human emotions on the planet, and possibly the least effective job skill you will ever have. Whenever you feel the urge to envy, remember to appreciate what you have. It will actually give you a professional advantage because you remain focused and undistracted by things you cannot control.

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### Did you know

- Between February 1978 and June 2009, the labour force participation rate of women in Australia increased from 43.5% to 58.7%.
- While the labour force participation rate of women as at June 2009 was 58.7%, it was considerably higher for men at 72.1%.
- Workforce participation rates for women by age show a marked dip between the ages of 25 and 44 which is

not evident for men.

- Australia has a lower participation rate for mothers with young children than Canada, Sweden, UK and USA which indicates having children significantly impacts Australian women's workforce participation. Only 10.7% of executive managers in the ASX200 are women.
- At Board Director level, there are more than 10 men to every 1 woman and at CEO level, there were 49 male CEO's for every female CEO in the ASX200.
- Australian Graduate Survey details shows that in 2009 new male graduates earned median starting salaries of \$50,000 compared to \$47,000 for women.
- The gender pay gap has improved only slightly over the last 25 years, narrowing just 2.1% from 19.3% in February 1984 to 17.23% in February 2009.
- According to the AMP/NATSEM Income and Wealth Report, a 25 year old man is likely to earn a total of \$2.4m over the next 40 years – more than one and a half times the \$1.5m prospective earnings of women. This means that women can expect to earn \$1m less than men over their career lifetime with the gap worsening for tertiary educated women (where the gap is \$1.5m)
- Closing the gap between male and female employment rates would have important implications for the Australian economy. Closing this gap would boost the level of Australian GDP by an estimated 11%.
- Females represent 50.2% of the Australian population and 45.7% of the workforce. Females worked 7,651,000 hours in the past 12 months or 38.6% of all hours worked and earn 89% of males' income on both an average hourly rate (for non-managerial employees) and fulltime earnings basis.
- Females earn 11% less than males on average, are paid less than males in every industry and in many industries the gender pay gap has widened in the past 14 years.
- Australia trails the US, UK, South Africa and NZ in terms of the percentage of women in senior executive or board member roles.
- There is an emerging body of evidence that a higher representation of females on boards improves corporate profitability. For example, a 19-year study of 215 Fortune 500 firms by Roy Adler of Pepperdine University California showed a strong correlation between a strong record of promoting women into the executive suite and high profitability. Three measures of profitability were used to demonstrate that the 25 Fortune 500 firms with the best record of promoting women to high positions are between 18 and 69 percent more profitable than the median Fortune 500 firms in their industries.

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## Women who inspire us



Emberin has always enjoyed a good relationship with PricewaterhouseCoopers Gender Advisory Council. Dale Miekle writes PwC's gender agenda blog and this month she wrote...

*"I hope some of you have had the chance to view the Gender Agenda Debate which took place in Davos and has been airing this month on CNBC. If you haven't caught it on television, please click [here](#) to view a short preview as well as the entire 48-minute debate (and yes – it's definitely worth watching by yourself, with a coach, colleague, or client, with a company leader, with a class of students, with a networking group, or with your family). Personally, I came away with a clear sense that we have reached a turning point when it comes to gender parity and corporate culture.*

*The debate is energetic, controversial, and abounds with practical insight and suggestions. Our Global Chairman, Dennis Nally captured the essence of the day's topic in his opening question:*

*"How do we get past the dialoguing and get to action that everybody can benefit from, to really progress this, so that we're not here two years from now talking about the same topic?"*

Click [here](http://pwc.blogs.com/gender_agenda/) to read more of the blog

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