



**Media Release  
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**Unlocking the secrets to advancing women at work Report**

**(Sydney)** – What will it take to implement the new ASX requirements to set and report on gender targets? Much more than a diversity policy, according to the latest 2010 Australasian Diversity and Equality Survey Report “Looking for a paradigm shift” (to be **released on Saturday 16 October 2010**). By analysing the approach taken by diversity market leaders, the Equal Employment Opportunity Network of Australasia (EEONA) has been able to unlock the secrets of their success.

The ADES Report identifies the range of potential initiatives best practice organisations undertake to advance women (eg networking and coaching) and analyses their real effectiveness through the eyes of diversity experts within organisations. For example, whilst two thirds (68%) of diversity experts say their company implemented mentoring, less than one third (30%) think it is a highly effective initiative to advance women.

A second analysis looks more closely at the “best of the best” and compares those companies with organisations which are less successful in relation to advancing women. *“There’s no silver bullet”* says Juliet Bourke, Chair EEONA *“but these findings are gold for organisations wanting to know what it will take to advance women”*. Findings from the ADES demonstrate that there are four critical focal areas (i) an integrated strategy; (ii) managerial accountability and capability; (iii) a strong feedback loop; and (iv) selecting effective change programmes. *“The secrets are about strategy, building managerial skills and holding them to account, and creating a strong feedback loop. That’s hard work but achievable”* says Bourke.

Bourke adds *“These findings provide critical insights into what will help Australia crack gender inequity. No excuses. We know what will make a difference, now we have to do it”*.

Additional findings from the ADES Report cover trends over the past seven years and present a sobering picture of organisations espousing a “fair go for all” and falling way short.

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**About EEONA**

EEONA is an umbrella not-for-profit which leads members of the NSW EEO Practitioners’ Association, the Victorian EEO Network, the Queensland EO Practitioners’ Association and the NZ EEO Trust. EEONA has conducted the ADES in 2003, 2005, 2008 and 2010. The 2010 ADES was co-sponsored by Hudson.