

Small business: becoming the employer of choice for women

Did you know that equal opportunity for women in the workplace results in:

- **increased employee effectiveness,**
- **attracting and retaining the best talent,**
- **improved morale and**
- **increased consumer and market responsiveness**

(EOWA <http://www.eowa.gov.au/>)

Do you feel confident that you have a contemporary business model that is attractive to women?

The Australian Government has actively worked with larger employers who are now reaping the benefits of their equal opportunity for women in the workplace programs. Those benefits are listed above.

In 2013 the Equal Opportunity for Women in the Workplace Agency will reach out to small business and offer strategic support that could result in small business being recognised as the employer of choice for women.

We already know that one third of small businesses are owned and operated by women; that small businesses employ significant numbers of women; that many already offer flexible work arrangements, local employment opportunities and are family friendly.

We are seeking YOU to participate in an online survey

This is a follow up survey of small to medium employers to find out 'What do smaller firm owner-managers think about equal pay and what would encourage smaller firm owner-managers to embed equal pay practice within their firm'.

The results from both surveys will assist us to lobby government to ensure it is able to provide relevant and sufficient support to Small Businesses to attract and retain the best talent.

20 questions to advance small business and women

Link to survey

<https://www.surveymonkey.com/s/eS4WSME>

The first part of this survey is to understand, within the context of informal human resource management in smaller businesses, how owner-managers know whether or not they offer an attractive workplace to women and how they can be certain that gender inequity does not arise within their firm. The second part is to explore attitudes towards equal pay and women in the workplace.

economic Security 4 Women is one of the six National Women's Alliances funded by the Australian Government to bring together women's organisations and individuals across the nation to share information, identify issues that affect them and work with the Government to find solutions. Equal Pay is one of the issues of concern identified by our member organisation.

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S4W
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Economic
Wellbeing
for Women