



Business & Professional Women Australia

Inclusive of Young BPW
ABN 50 956 174 998

PO Box 193 Surrey Hills
Victoria Australia 3127

Phone: +61 3 9895 4487
Facsimile: +61 3 9898 0249

Email: bpwaust@bpw.com.au
Web: www.bpw.com.au

16 April 2012

MEDIA RELEASE: Women in the Workforce Winning

BPW Australia president Marilyn Forsythe was quick to congratulate Insurance Australia Group Limited (IAG) on its practical endeavors to retain and reward its valued female workforce. “We hear a lot about the perceived impost that paid parental leave places on employers and today’s announcement reminds the business community that supporting and investing in their female workforce can actually bring great returns”.

In addition to their generous “welcome back payments” to support families financially, it is their commitment to having at least one third of all senior positions filled women by 2015 that deserves additional commendation. “Employers such as IAG realize that family friendly workplaces are the key to attracting and retaining talented staff,” said Ms Forsythe. Embedding such practices will change the cultural norms of a workplace over time and this is what Australia needs if we are to increase our female participation across the whole spectrum of decision making areas.

As a member of the UN Global Compact and a champion of the Women’s Empowerment Principles, BPW Australia encourages businesses and organizations to adopt innovative solutions that bring true equal opportunity to the workplace. The landmark changes introduced by IAG add to the weight of evidence that *equality means business*. “IAG is indeed being the change it wants to be and I am sure that as business becomes increasingly competitive in its search for talented staff that Australian working women, and their employers, will start to enjoy the benefits of change,” said Ms. Forsythe.

For more information contact:

Marilyn Forsythe, President, 0412259656

Sandra Cook, National Director of Policy, 0409608344