

Notes from Equal Pay Day Roundtable at BPW conference 2015

Issues to think about and consider **WHAT IS OUR CALL TO ACTION**

40% women in SME sector

Income equality

Casualised workforce/ precarious work

Feminisation of poverty

Economic empowerment of women is CSW objective for next year.

G20 commitment for increase workforce participation of women

Next federal election – consider a pledge on gender pay equity from each politician

Need to reconnect with Broderick before she leaves

Need to reaffirm connection with new head of WGEA

Corporate environment not such a big issue; aware of salary bands etc. The challenge there

- a. effect of taking time out of the workforce.
- b. Negotiation and equality of outcomes

SMEs totally different to corporate

Need a CAMPAIGN MANAGER

All agreed that the campaign has been successful in some clubs; using ideas such as unhappy hour; cutting the dress off by 18%. Equalpayday.com.au needs to be kept and leveraged more.

Agreed we now need a fresh idea. The “manover” commercial was great because it was controversial – that is what we need again. The video from Germany with extracting 18% less money from autoteller was a great example. We need something that is hardhitting. Is a woman worth two-thirds of a man? We know that video/s are great – look at how effective Sarah Jayne’s are, but they need to tell a story.

Funds should be used from **Jean Arnot fund** and see if we can get a uni or TAFE student/s to take on as a project. Can we get an intern?

Could investigate the ProBono website to see if someone could do a video if we had some money to contribute.

Look who is doing things well – ie NAB. Can we get help from them? ConnectWomen? Rice Warner?

Look at what NZ is doing because their gap is reducing.

Gender pay equity is complex – do we pick two or three main things we want to highlight.