



#GOFOR5050 STRIVES FOR GENDER BALANCE IN WORKPLACES

2 October 2018

The 100% Project has today launched #gofor5050 in a bid to achieve its vision of having a 50-50 gender balance in workplace leadership roles.

#gofor5050 aims to draw attention to the imbalance of women and men at leadership and board level in both corporate Australia and the public sector. It launches ahead of The 100% Project's 10-year anniversary event on October 4, hosted by KPMG.

Speaking at the event, 2015 Australian of the Year and domestic violence campaigner, Rosie Batty says equality can only be achieved when power and resources are distributed equally between women and men.

#gofor5050 encourages working women and men to raise their voices and create a conversation about gender imbalance at their workplace – helping change attitudes towards women, something that Ms Batty believes is fundamental at all levels of society, to achieving true gender equality.

The 100% Project's Chair, Hilary Lamb, says that gender equality is everybody's responsibility and company leaders and employees alike can make a difference.

"For the past 10 years, we have been championing equality at a leadership level, and while there has been good progress there is still a long way to go. Australia ranks only 37th in the 2017 World Economic Forum's annual gender gap index."

"As part of #gofor5050, we are calling on all corporate and public sector leaders to take a look at how they are working to achieve gender equality at a leadership level in their own workplaces."

"We are also calling upon employees to ask the leaders of their organisations about where they stand regarding gender equality at leadership and board level, and how they are planning to achieve a more gender-balanced workplace in the future."

"Whether you are a leader or an employee, a woman or a man – we encourage all working Australians to share what they are doing in their workplaces to #gofor5050 on their social media with the hashtag **#gofor5050**."

"When more people raise their voices about gender imbalance we stand a better chance of removing the gap," said Ms Lamb.

To demonstrate her commitment to the cause, Hilary Lamb has [posted on LinkedIn](#) that she is a passionate advocate for 50/50 gender-balanced leadership and knows that small actions can lead to big changes.

On her post, Ms Lamb writes: "I am constantly thinking about the mentoring opportunities I can provide to the women and men in my team – asking them how I can help them plan their career pathway and what's inhibiting them from achieving that."

Gender equality in the workplace is a hot topic – research has shown that organisations with a culture of diversity are six times more likely to innovate, six times more likely to anticipate change and respond accordingly, and twice as likely to meet or exceed financial targets than organisations who do not prioritise diversity.

However, Australia has a way to go in this space. According to the latest Board Diversity Statistics released by the Australian Institute of Company Directors, women make up only 27.9 per cent of female directorship on ASX boards.

"The 100% Project has been dedicated to improving gender equality for 10 years. We want to see equal opportunities for both genders at a leadership level and equal pay for equal work," said Ms Lamb.

The anniversary event on October 4, will feature a panel of speakers from leading organisations including KPMG, Australia Post, City West Water and Victoria Police. Panellists will discuss how we can accelerate gender equality and strive to #gofor5050 in all Australian workplaces.

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About The 100% Project

[The 100% Project](#) is a not for profit organisation which aims to drive real change toward gender equality in the workplace, conducting research and challenging mindsets to fully realise the leadership potential of all women and men. Founded by Frances Feenstra, Fiona Page, Chloe Hawcroft and Jessie Lyons, The 100% Project was formed in response to their observations and experiences within Australian organisations. Having witnessed the relentless and seemingly unchanging barriers faced by women in the workplace, and the lack of results despite all the organisations that work with women to address these issues, they decided to take action and founded The 100% Project.