

Recommendations for the Private Sector

To be effective you will need to consider:

Auditing workplace human resource policies and practice for engaging men and boys towards gender equality

Audit workplace human resource policies and practice for holding men accountable to gender equitable policies, and in particular pay attention to gender stereotyping relating to women's skills, leadership potential, motivation, mobility, and child care responsibilities, and perceptions of men that require them to be in leadership roles and to be dominant. In any audit, review for potential impacts such as: vertical and horizontal occupational segregation; a gender pay gap; different training and promotion opportunities for women and men; lack of women managers and leaders; discrimination in recruitment processes; and difficulties for men with primary caring responsibilities for children.

Initiating human resource policies to counteract gender-inequitable masculinity and its impacts

Take action to challenge gender inequitable expectations for men and women, including stereotyping, and initiate human resource policies to counteract their impact such as leadership training for women and gender-awareness training for all managers with a specific focus on engaging men in towards gender equality. You may wish to introduce a gender equality policy that: highlights the negative impacts of gender-inequitable masculinities and the expectations on men and introduces 'family-friendly' or 'work-life' balance arrangements that benefit both women and men – this includes enhanced maternity and paternity benefits, and provision of childcare. These guidelines can be used to ensure increased participation of women in management and decision-making and stop gender stereotyping in relation to motherhood, fatherhood and child care responsibilities, challenging gender inequitable expectations and perceptions of men and masculinities.

Auditing the business of the organisation

Audit the business of the organisation to assess the extent to which it is excluding men and masculinities from its advocacy around gender equality and reinforcing perceptions of gender-inequitable masculinities and femininities – this is particularly needed with companies working in the media, advertising, beauty, diet and fashion industries.

Developing non-stereotypical portrayals of women and men

Develop non-stereotypical portrayals of men and boys, women and girls in the course of the organisation's business. Guidance from professional or regulatory bodies should be sought - codes of conduct on stereotyping in messages and images (or 'gender portrayal guidelines') may be available.

Getting involved with and signing up to government, school and civil society initiatives

Get involved with government, school and civil society initiatives that: encourage recruitment of men and women into non-traditional careers; enlist women into leadership positions; develop codes of conduct relating to gender-inequitable masculinities and stereotypical portrayals of body image and other negative gendered representations.

Developing a community of practice

Develop a community of practice of human resource practitioners and small business advisors seeking to engage men and boys towards gender equality and towards transforming gender-inequitable forms of masculinity in the workplace through human resource policies.