



Recommendations for the Private Sector

To be effective you will need to consider:

Auditing workplace human resource policies and practice for gender stereotyping

Audit workplace human resource policies and practice for gender stereotyping, and in particular pay attention to gender stereotypes relating to women's skills, leadership potential, motivation, mobility, and child care responsibilities. 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 stereotyping and its impacts

Take action to challenge such stereotyping and initiate human resource policies to counteract their impact such as leadership training for women and gender-awareness training for managers. You may wish to introduce a gender equality policy that: highlights the negative impacts of gender stereotyping 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

Auditing the business of the organisation

Audit the business of the organisation to assess the extent to which it is promulgating gender stereotypes – 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 women and men 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 women and men into non-traditional careers; enlist women into leadership positions; develop codes of conduct relating to stereotypical portrayals of body image and other unhelpful gendered representations.

Developing a community of practice

Develop a community of practice of human resource practitioners and small business advisors seeking to address gender stereotypes in the workplace through human resource policies.