# Video: Trisha Gallo’s podcast

## Transcript

## Trisha Gallo, Business Services Manager of Gentown Community and Business Hub speaking

Hello, I am Trish Gallo, the Business Services Manager here at GCBH.

Today I want to talk to you about how gender equity is good for business.

You may have heard how gender equality makes things better, particularly how we treat girls and women in our society.

But did you know that it is also associated with:

* Improved national productivity and economic growth
* Increased organisational performance
* Enhanced ability of companies to attract talent and retain employees; and
* Enhanced organisational reputation.
* A study by McKinsey & Company found that companies in the top quartile for gender diversity on their executive teams were 21% more likely to experience above-average profitability.

So that means gender equity can help you to create a more productive, innovative, attractive and profitable business.

The Workplace Gender Equality Agency says that to achieve our goal, businesses need to:

Provide equal pay for work of equal or comparable value

Remove barriers to the full and equal participation of women in the workforce

Create access to all occupations and industries, including leadership roles, regardless of gender; and

Eliminate discrimination on the basis of gender, particularly in relation to family and caring responsibilities.

How might that look in practice?

It could be workplaces that offer flexible working conditions to allow people to work part-time or from home, or support family friendly work times so that parents can balance work and child caring responsibilities.

It would mean workplaces where women and gender diverse people are given opportunities to develop their careers with the same vigour as their male colleagues.

Gender equity ultimately improves workplaces for all genders. For example, businesses that understand that Dad is sometimes the primary carer, provide supportive leadership and good policies to help their male employees balance work with their parental role.

As a business leader you will find that gender equity raises staff morale which means that your teams will be more focussed and engaged at work. You will work in an organisation that will become an employer of choice, attracting and keeping the most skilled and creative people for the job. And perhaps you’ll even be able to tap into a whole new productive and innovative workforce with your supportive gender equity policies and culture.

So, check in on the policies and practices that you lead and consider how gender equity can be embraced and become your tool to improve, expand and innovate your business unit.

**Links for credits:**

Workplace Gender Equality Agency: <https://wgea.gov.au>

McKinsey and Company, Delivering Through Diversity Report: <https://www.mckinsey.com/business-functions/organization/our-insights/delivering-through-diversity>