	Assessment Type:		Length:	6000 word report (+/-10% and excluding references)
	Due Date:		Weighting:	40% of the overall grade

Understanding and improving gender equality in Australian workplaces

Background

Under the *Workplace Gender Equality Act 2012*, non-public sector employers with 100 or more staff must report to the Workplace Gender Equality Agency (WGEA) annually. This Act covers over 12,000 Australian organisations. This assignment focuses on creating scenarios and data visualisations to identify opportunities for promoting and improving gender equality in workplaces in a real-life context.

Review the information and instructions below to complete and submit your group assignment via Turnitin on Canvas.

Objective

Implementation of a small-scale Business Intelligence project called "Improving Gender Equality in Australian Enterprises". You will report via the scenario below on the current state of gender equality in Australian organisations and offer evidence-based suggestions on how it can be improved.

The main objective for this assignment is to develop your critical thinking skills in designing and implementing a BI project in *any* context, including organisational, industry-wide, or societal and being able to work independently and as a team member.

Scenario

In this real-life based project, you are required to develop a report and a visual analysis of the nature of challenges concerning gender equality within and across enterprises and propose initiatives to overcome them. To do this you are considering the decision-making needs of three different design personas, as specified below.

The three different personas have different needs and requirements and your answers should reflect this. Design an archetype based on the information below for each.

Design personas are different types of users grouped into the so-called "archetypes" (Godwin, 2009).

Archetypes are typically built / designed after in-depth observations and interviews of potential users. The resulting persona is designed to represent a fictional (but believable) character whose profile sums up the features of a whole (existing) group of similar users (Godwin, 2009). Each persona represents much more than a typical user.

Personas are often named (e.g., "Professor Sandra") to emphasise human-centred design thinking. However, they do not represent a single (named) user but characteristics of a group of people whose needs have been considered.

Tasks		
The main priority is to ma... ...mbers share tasks equally and agree to timelines for getting the project finishe... ...roup work, done well, can be very rewarding. If it is not done well it can cause... ...ntment. To help groups work well we require each group to prepare a project char... ...basis of it. Note: In finalising your ch... ...ar about the deadlines for key output arising from this project. A template for a group charter is provided in the 'Other Resources' section at the end of this document.		
1	**Design of Personas**	• Research each persona's roles, work contexts and decision needs and then describe each persona using the template provided in the 'Further Resources' section at the end of this document. • For each persona, you are required to state three non-trivial questions they will be able to answer by using your BI application. • Questions that can be answered by a very simple query of the data which, for example, returns only one or two values, will be considered trivial. For example, a question such as "Which industries have a low percentage of female CEOs?" is considered trivial. • **On the other hand, non-trivial questions involve more than one dimension and ideally have the potential to offer something interesting, insightful and even unexpected. Apply your critical thinking skills to develop and improve non-trivial questions through group discussions.** • In particular, report on how the situation in 2022 concerning the issue of interest to your persona is similar or different to the situation as it was in previous years.
2	**Harvest, Clean and Analyse Data**	In this step you need to analyse the data-related needs of all personas. You need to "harvest" data i.e., download relevant .xlsx data from your main data source (WGEA) and store the resulting data records of the years in which you are interested as an Excel file. **YOU DO NOT NECESSARILY NEED ALL THE YEARS – HOWEVER, IF IT IS RELEVANT ANALYSIS OF TRENDS OVER TIME SHOULD BE UNDERTAKEN!** **PLEASE ONLY USE DATA FROM WGEA AND NOT ADDITIONAL DATABASES. YOU SHOULD REFERENCE OTHER SOURCES IN YOUR DISCUSSION BUT NOT IN YOUR TABLEAU ANALYSIS** • You also need to identify priority data items of interest to your personas. • Be aware that the dataset has a lot of potential data items of interest. • What are potentially the most relevant ones for your personas? • In this stage, you acquaint yourself with what data might be useful. • You will have to decide what to include and what to exclude. • Sometimes the hardest part of this stage is letting go of interesting data that is not directly relevant to your personas and the questions in which they are interested. One major challenge you will face is to clean the data you download to ensure consistency and correctness across your data files. The WGEA database, for

THE UNIVERSITY OF
SYDNEY
Business School

Managing with Information and Data
INFS6018
Group Assignment

		e... value but as it comprises 589 features (columns), names o... e features have been abbreviated. You should always en... izations are easy to interpret for a wide range of a...
3	**Design of a BI Application**	U... m Step 2, import your dataset into Tableau. Th... ata visualisation features of Tableau to answer all q... personas, as stated in your design templates (in Step 1). **For each persona's question provide a critical discussion including a** • **justification of the question,** • **interpretation of the results** • **reflect upon the question/results relevance to the persona and why the question is non-trivial.** Note that Step 3 may initiate another cycle of iterative design, prompting you to go back to Steps 1 and 2 to expand or refine them.
4	**Reflection On Action**	This important step requires us to "step back" and consider your project findings in a broader organisational and societal context. For the purposes of this assignment, you are required to use the PAPA framework to identify and analyse any data related ethical issues that need to be considered in your project. Even if you think that your use of data and implementation of a BI application do not pose any ethical risks, you are still required to demonstrate your analysis of ethical issues using the PAPA framework (relevant documents are posted on Canvas).
5	**Draw Conclusions**	Summarise findings and think how they can be actioned to help each persona reach their goals and what you would do next to help them. **How would you operationalise the findings?**

Personas

You are required to design three personas to represent three groups of users. **For the personas, you must use WGEA data from the year 2022 and prior years.**	
1	Senior Manager Jane' has been oppressed in her current workplace and would like to change jobs. She has trained as an accountant and worked in the financial services sector and is prepared to change industries. What industries should she contemplate working in that favour workplace gender equality?
2	'Data Analyst Jessica' works for a consulting firm and has been asked to develop a deep understanding of the common features that apply to organisations with greater than 100 or more employees that has successfully embraced workplace gender equality.
3	'Union Representative Katie' represents workers employed in the health sector. Katie wants to understand the workplace gender equality issues facing the health sector and how they differ from other sectors represented by unions and what can be done where the gap is negative.

Group Report Structure

1	**Introduction**	A brief description of your project and its envisaged value for different communities of users (e.g., **Why** would anyone use your analysis?)

2	**Design Templates**	(i.e., 3 tables) clearly showing the corresponding non-...estions
3	**Overview of Data Set**	...e.g., Excel columns) listed and clearly defined in ...h summary discussion. You should create a separate ...all three personas. For each of the overview tables, ...ssary attributes for each of the three questions ...h persona. See the example table in the 'Other Resources' section at the end of this document.
4	**Discussion of Key Findings**	Refer to Tasks above
5	**Conclusion and Recommendations**	• Summary of lessons learned in this project. • What would you do differently next time? • What would you do next if you had more time and money to make the results more meaningful? • Reflect upon what applications your analysis might have to other stakeholders (beyond the three clients) and what you would do next. • Discuss the limitations of your analysis and how you would overcome them if you had more time and money. • *Note: Limitations are not what you or your group personally found difficult but limitations in your analysis – perhaps because of data quality issues or because of limited access to certain data.* • Finally, offer actionable (specific tasks) recommendations for each of the three clients.
6	**References**	• *See below, apply Harvard Style.*
7	**Appendices**	**Please include a sample of your resulting dataset for each Persona** (i.e., the actual Excel records). To create this Figure, • filter and group the data using "Insert Table" on Excel • transfer them to a new sheet; and • copy the Excel cells and paste them directly to Word or take a snapshot (SHIFT+WINDOWS+S) of up to 20 rows of the Excel file & paste it into a Word document. • Please ensure 1 data cut for each persona and include **ALL** the data attributes relating to each question for each cut. • **Note**: Shown dataset needs to correspond to the previous overview – see Step 3. Include around 20 rows for each data cut.

Persona Resources

The following references provide the necessary foundations for the persona part of your project:

• See materials in Week 8 - Canvas
• https://en.wikipedia.org/wiki/Persona_(user_experience)
• http://www.servicedesigntools.org/tools/40

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Assessment Notice		
Do not upload more than ~~one~~ ... **group. We will only mark the first one uploaded.**		
Assessment Criteria		
Please refer to the 'Business School Grade Descriptors' document posted on the Unit of Study Canvas site in the Assignments tab. These grade descriptors are used as a basis for constructing the marking schemes in all assessments.		

No	Criteria	Points
1	**Content** - Depth of the personas, the quality and relevance of the questions, the dataset selected. This includes the relevance and accuracy of the information provided, the depth of analysis, and the quality of research. This also includes the use of the PAPA framework.	25
2	**Presentation** - This includes the visual appeal of project, the structure and organisation of a coherent argument and presentation of the assignment. This also includes the clarity of writing, and the use of appropriate referencing and citation	10
3	**Collaboration** - This includes the participation and contribution of all members of the group, conflict management, the ability to work effectively as a team, and the adherence to deadlines and timelines. Evidence of the Project Charter being completed and complied with. Evidence of Progress Reports and allocation and completion of tasks by all group members.	5
	Total	**40**

Additional Instructions

- A title for the report, group number, and your student IDs to be inserted on the first page of the report.
- _Note_: You are not required to use the Business School cover page template.
- Ensure Student ID numbers of all members are inserted in the top right-hand corner of the document.
- Be sure to annotate any diagrams with a few sentences to explain key elements and relationships.
- You should use the APA 7th Edition Referencing Style: https://libguides.library.usyd.edu.au/citation/apa7

Case Resources

Information and articles:

- https://www.wgea.gov.au/about

  This site has lots of resources. To get a rapid insight into the issue of gender equality and how it can be improved at the workplace level look at the case studies of organisational change on this site.

- https://www.legislation.gov.au/Details/C2016C00895

- https://www.dss.gov.[...]s/women/programs-services/economic-security/the-workplace-gender-eq[...]
- https://theconversatio[...]kplace-gender-equality-is-under-review-heres-what-needs-to-change-172[...]
- https://www.frontiers[...]389/fpsyg.2018.02497/full
- https://journals.sage[...]1177/00221856211035173
- https://onlinelibrary.wiley.com/doi/abs/10.1111/gwao.12742

Data Sources

2022 WGEA Data

- 2022 WGEA Data - Public Data File | Resources | data.gov.au - beta

2022 WGEA Data - List of Organisations

- 2022 WGEA Data - List of Organisations by ABN | Resources | data.gov.au - beta

2022 WGEA Data - Specifications

- 2022 WGEA Data - Specifications | Resources | data.gov.au - beta

When writing up and implementing your assignment, you may also consider online information provided on the Workplace Gender Equality Act 2012 and other similar datasets pertaining to *earlier years* available at WGEA Dataset | Datasets | data.gov.au - beta

Submission Deadlines

Final Report	**21 May 2023**

Submission Instructions

- All Excel and Tableau files created in this project need to be uploaded and stored under your Group folder in Canvas. These files will be used to verify and assess your work.
- **The files need to be submitted by the deadline for your group report to be considered.**
- Group reports submitted without corresponding files will not be marked.
- **Important:** Please do not submit your project files through Turnitin but upload them under your group folder on Canvas.

Please note the teaching team are unable to help with technical issues. If you have difficulties, please contact IT Support. See:

- https://www.sydney.edu.au/students/student-it.html

Referencing guidelines, academic integrity, and plagiarism

You must acknowledge all the sources of material you have used in your assessments.

Academic integrity is about honest presentation of your academic work. It means acknowledging the work of others while developing your own insights, knowledge, and ideas.

You should take extreme care that you have:

- Acknowledged words, data, diagrams, models, frameworks and/or ideas of others you have quoted (i.e., directly copied), summarised, paraphrased, discussed, or mentioned in your assessment through the appropriate referencing methods,

- Provided a bibliogra[...] details so your reader can locate the source if necessary. This include[...] Internet sites.

If you do not acknowledg[...] material, you may be accused of plagiarism because you have passed off the [...] other person without appropriate referencing, as if they were your own.

The University of Sydney [...] a very serious offence constituting misconduct.

Plagiarism covers a varie[...] behaviours, including:

- Failure to properly document a source.
- Copyright material from the internet or databases.
- Collusion between students.

For further information on our policies and procedures, please refer to the University website and see.

- https://libguides.library.usyd.edu.au/citation
- https://www.sydney.edu.au/students/academic-dishonesty.html
- https://www.sydney.edu.au/students/writing/referencing.html

Note: if you use generative artificial intelligence (AI) tools (e.g., ChatGPT) you must be sure to reference and quote (with quotation marks) any materials you use from generative AI and include a footnote on that slide explaining how you used it. For example, details on what terms you inputted and how many times you asked generative AI to refine the answers. Please also provide a brief explanation of why this was useful in your analysis in the footnote. Please note generative AI does not review materials after 2021.

Assessment Declaration

You agree to the assessment declaration when you submit work electronically.

Other Resources

The following resources have been provided to help you complete different part of the group project.

- Persona Design Template
- Persona Attributes Template
- Project Committee Charter Template
- Project Progress Report Template
- Guidance on Data Quality Issues