



International  
Women's Day

**IWD2021**  
ACTION KIT  
**#ChooseToChallenge**  
08.03.21



**WOMEN IN GAMING  
& HOSPITALITY**

AUSTRALASIA

[wgha.org.au](http://wgha.org.au)



## TAKING ACTION

This kit is designed to assist you in planning your International Women's Day celebrations.

It contains:

- Theme information, key messaging and promotion ideas
- Ways your organisation can get involved
- Case studies
- International Women's Day History

International Women's Day (IWD) is held on 8th March each year, with events and activities taking place across the globe. It celebrates the social, economic, cultural and political achievements of women. It also marks a call to action for accelerating gender balance to create a world where women and girls everywhere have equal rights and opportunities.

Our industry has a responsibility to increase positive outcomes for women in the workforce. To balance the game, we need to unite as an

industry, show our support and celebrate the achievements of women in gaming and hospitality.

It's important to celebrate your organisational progress in the gender equity space and promote your achievements to your employees, and to the industry more broadly.

In an industry which is, and is seen as largely dominated by men, it is critical that we collectively harness our power to create change to ensure we are recognising, appreciating and utilising the unique insights that come from diversity of experiences, skills, background and thought.

However you choose to celebrate IWD, ensure you engage all your employees to join in the celebration. One of the biggest mistakes companies make with women's initiatives is only engaging women in the conversation. We need women and men to be involved to truly make a difference.



**Celebrate Achievements Of Women**  
**Invite And Engage Males**  
**Share Publicly With WGHA**



# International Women's Day

## THEME, KEY MESSAGING AND PROMOTION

### THEME

This year, the International Women's Day theme is **Choose to Challenge**. A challenged world is an alert world. Individually, we're all responsible for our own thoughts and actions - all day, every day.

We can choose to challenge and call out gender bias, discrimination and stereotypes. We can choose to seek out and celebrate women's achievements.

Collectively, we can create an inclusive and more gender-equal world. From challenge comes change, so let's all choose to challenge.

### KEY MESSAGING

International Women's Day is a time to acknowledge women's achievements and to highlight the work still to be done.

Equality for women makes good business sense because we are more powerful together.

We want gaming and hospitality to be an industry where every woman is empowered to reach her full potential.

We want to reflect the gaming and hospitality industry as welcoming and inclusive, and promote our efforts in achieving gender equitable outcomes.



**#choosetochallenge**

**#inclusiveindustry**

**#iwd2021**

**#wgha**

# HOW YOUR ORGANISATION CAN CELEBRATE INTERNATIONAL WOMEN'S DAY

**1** Encourage and promote for all staff to take the Women in Gaming & Hospitality Industry Survey. This survey considers the entry, retention and advancement of women in our industry.

**2** Promote IWD in your internal or external publications, such as your intranet, website, newsletter or social media channels, and ask your staff for ideas on what you can do to celebrate it.

**3** Share your organisation's current statistics and achievements on gender diversity and inclusion. If you haven't conducted a gender pay gap analysis, plan to do one in 2021 and announce your commitment on IWD. Set targets for female representation at all levels of the business, adopt a flexible work policy and/or adopt procurement principles that actively support gender equity.

**4** Promote your employees with a #ChooseToChallenge campaign by interviewing your employees about the actions they are taking, or will commit to taking to create an equal workplace.

**5** Host a panel event to celebrate the achievements of the women you work with and highlight women's contribution to the industry.

**6** Promote the achievements or activities of your female talent and/or diversity groups within your next newsletter.

**7** Bring together small groups of experienced leaders with female team members to discuss their career aspirations, how they overcame challenges in the workplace and share their leadership journeys.

**8** Purchase a corporate package at a virtual event that educates on creating gender equity. For example Australian HR Institute has virtual events with toolbox of resources.

**9** Organise a collection of women's corporate clothing to donate to an organisation like Dress for Success, which enables women to get meaningful employment and take steps towards financial independence.

**10** Host networking events and encourage attendance from all employees. These events are particularly important on IWD to allow a platform to increase networks, open opportunities for mentoring and sponsorship discussions, and empowering one another.



## Take our Industry Survey

Have your say and shape our industry

[wgaha.org.au](http://wgaha.org.au)



WOMEN IN GAMING & HOSPITALITY AUSTRALASIA

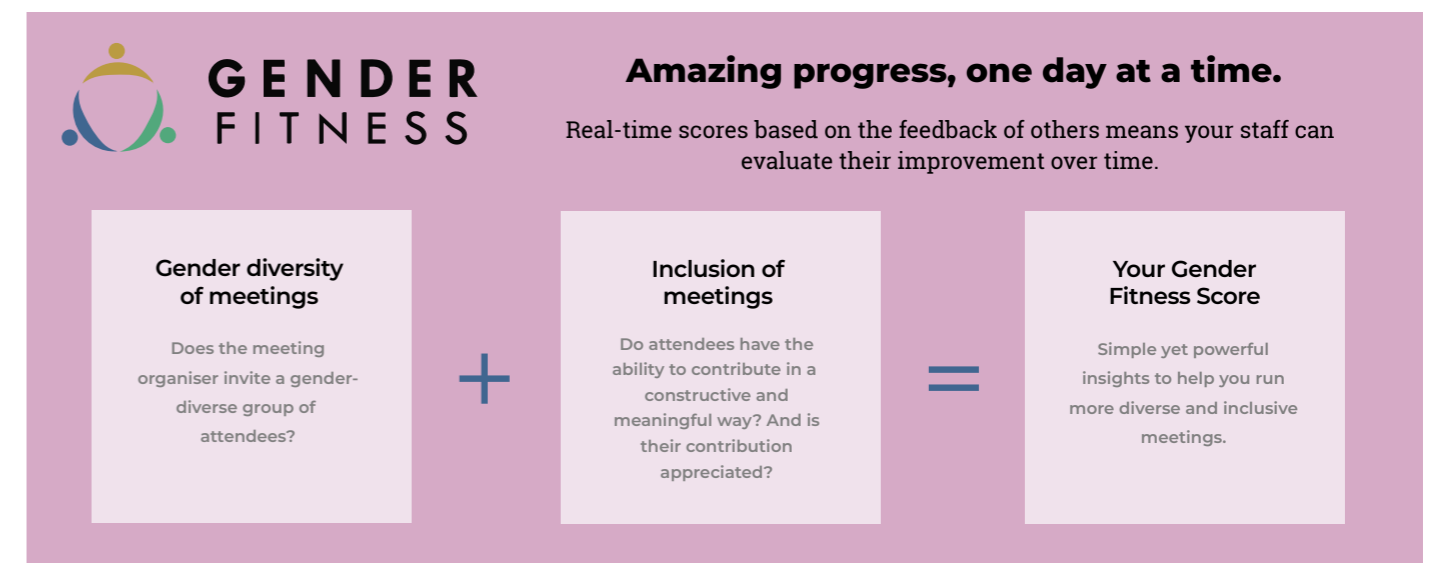
# GENDER FITNESS

Gender Fitness is an innovative, digital solution that plays a key part in any good diversity and inclusion strategy. This product was developed by Crown Resorts and is now available to all organisations and all industries via the Google and Apple stores. Gender Fitness proactively tracks the gender balance and inclusivity of your daily

business meetings, empowering you to build a stronger sense of belonging.

Gender Fitness is non-intrusive, easy to use, safe and delivers powerful real-time data.

For more information, check out; [www.genderfitness.com](http://www.genderfitness.com)



## WHY GENDER FITNESS?

*"The Gender Fitness app came out of a strong sense that we needed an approach to measuring and improving gender balance in our workplace that was innovative and easy. Rather than impose quotas or targets or measure past performance, we wanted a way of drawing people's attention to gender balance on a day-to-day basis – rather than twelve months later when we reviewed our performance. We believe that influencing the way we approach meetings and how we conduct ourselves in meetings is a significant way of influencing behaviours and, in the long term, improving gender balance in our workplace."*

Alicia Gleeson, Executive General Manager - Human Resources, Crown Melbourne



# CELEBRATING ORGANISATIONS WORKING TOWARDS GENDER EQUALITY



## CASESTUDY-INCLUSIVE HIRING AND SELECTION PRACTICES, ARISTOCRAT

Aristocrat has set strategic Diversity & Inclusion goals for FY21 and beyond. One of our key focus areas is increasing the representation of women across the organisation, including through improved Talent Acquisition practices.

Systemic biases can impact hiring practices, and undermine ambitions to recruit on the basis of merit from a diverse candidate pool. To address this, during 2020, Aristocrat adopted new guidelines to drive greater diversity in both recruitment shortlists and interview panels and tested them via a pilot program in Australia and the US.

The new guidelines include ensuring that all interview shortlists and panels include at least one woman, and that panels also

include at least one woman and one man, as well as someone with other attributes that are under-represented in our business (for example, they may be a member of a minority racial or cultural group). Resources to support hiring managers in implementing these new practices were also deployed, including refresher courses on unconscious bias in recruitment, and a hiring manager checklist to guide leaders through the process.

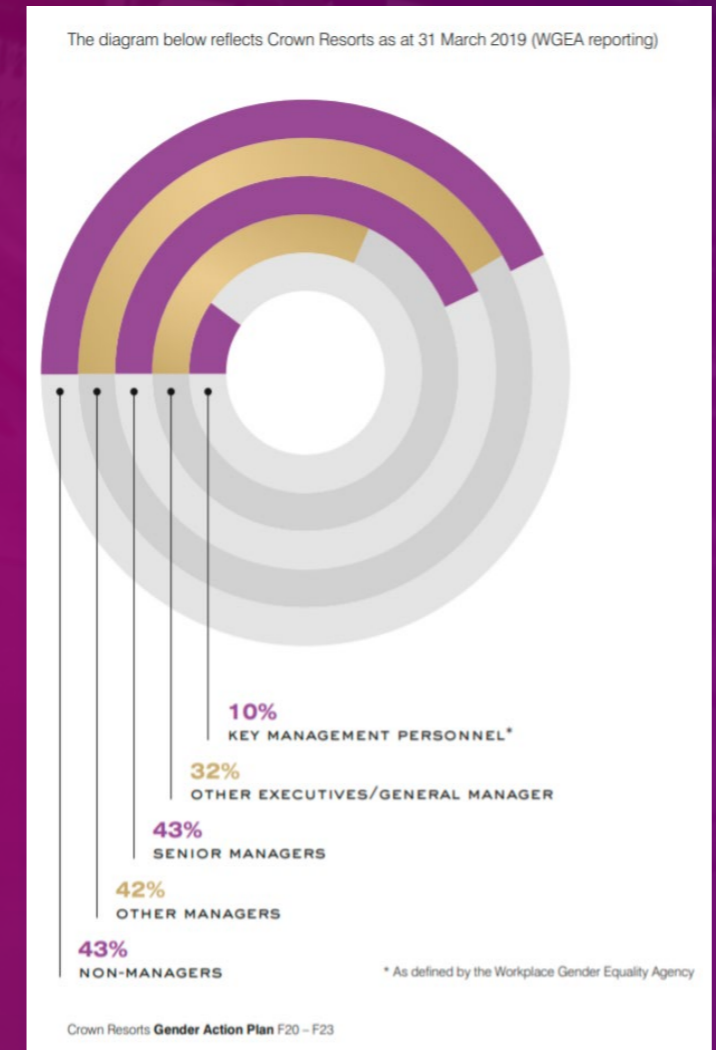
The pilot delivered very encouraging results, with a higher proportion of women appointed over the course of the pilot compared to the previous two quarters.

Aristocrat will continue to apply lessons and test new approaches to make their hiring and selection practices more inclusive. This is part of strengthening the Aristocrat organisational culture and capability and bringing their values to life

- ✓ Shortlists have at least one female
- ✓ Refresher course on unconscious bias
- ✓ Panels have at least 1 x female and 1 x male
- ✓ Hiring manager checklist

## CASE STUDY - GENDER ACTION PLAN, CROWN RESORTS

Crown Resorts (Crown) launched its first Gender Action Plan (GAP) in December 2019. The Crown GAP has an overarching theme of achieving a 40:40:20 split across each level of the organisation.



In setting this target, consideration was given to the gender representation at Crown at the time and what would be a realistic target that factors in future appointments, promotion opportunities and retention rates. This target allows under-represented and over-represented areas to progress towards a greater balance

under more than one combination, not just a static target. For example, a 40:40:20 target could be achieved by six men and four women, six women and four men or five and five.

The Crown GAP has five key focuses to achieve this 40:40:20 target, the five areas are:

- Attraction and Retention
- Recruitment and Promotion
- Flexibility
- Cultural Change and Communication
- Intersectionality

### December 2019 to February 2021

During COVID Crown aimed to still progress the set Gender initiatives, with Flexibility and remote working in particular thrown into the spotlight.

Technology was adopted to enhance remote working capability during lockdown.

To assist with retention, Crown has recently partnered with Circle In to provide Crown employees with a dedicated parents portal. This portal provides information and guidance at every stage of a parent's journey – from thinking about starting a family to balancing the return to work.

Addressing the focus on Cultural Change, Crown launched the Safe Haven initiative at the end of 2020. Safe Haven is Crown's commitment to providing a safe environment for all employees, Crown's stance of zero tolerance to inappropriate behaviour and the security for all employees to raise concerns confidentially and without fear of victimisation. Safe Haven uses the recommendations from the National Inquiry into Workplace Sexual Harassment as a framework and will continue to evolve in line with legislation and best practice.

- ✓ Flexible working
- ✓ Remote working
- ✓ Policies to drive cultural change

## CASE STUDY – SKYCITY FLEX, SKYCITY

SkyCity had been reviewing its processes and policies in relation to 'working flexibly', as part of its Diversity & Inclusion strategy. They recognised that improved flexibility would be critical to attracting, motivating and retaining employees and building a truly inclusive workplace.

The recent global pandemic proved that a large portion of SkyCity's people had the tools and capability to adapt in relation to where, when and how they achieve the outcomes of their roles.

SkyCity's transition to flexible working is enabled by the "SkyCity Flex" framework. The framework sets out core outcomes and is underpinned by principles for success, and is supported by employee and leadership toolkits. Created and released in May 2020, with input from staff through a flexible working survey, the framework forms a solid basis for SkyCity to start their flexible working journey.

Uptake and feedback around SkyCity Flex has been promising, and SkyCity is continuing to evolve the programme based on feedback from their people.

A review of the programme was completed in December 2020, including a follow-up survey (to understand what is working well and what else can be done to improve SkyCity Flex), analysis of network remote log-ins and manager feedback interviews.

### Key findings are summarised below:

- **a third of New Zealand salaried employees were working flexibly on a regular basis (at least once per week). While operational (or rostered) staff are not currently the focus for SkyCity Flex, there are some benefitting from the programme**
- **96% of survey respondents (270 people) agreed that they can collaborate with their team to achieve outcomes**
- **93% of respondents agreed that they are just as (or more) productive with their work (262 people)**
- **Managers also agreed that flexible working allows their people to be just as (or more) productive with their work, as individuals (81%; 105 people) and as a team (77%; 100 people)**

Next steps include storytelling to further normalise and embed SkyCity Flex, and encouraging proactive conversations between managers and individuals about outcomes for key stakeholders during both formal and informal conversations.



## MORE ABOUT INTERNATIONAL WOMEN'S DAY

International Women's Day has been observed since the early 1900's and is a collective day of global celebration of women's achievements, as well as a call for gender parity.

Over time, International Women's Day has become a day to reflect on progress, to call for change and to celebrate the courage and determination of the women who changed history. It is also an opportunity to unite, network and mobilise for meaningful change.

Through meaningful celebration and targeted bold action, we can all be responsive and responsible leaders in creating a more gender inclusive world.

International Women's Day is an important opportunity to:

**celebrate** the social, economic, cultural and political achievements of women because visibility and awareness help drive positive change for women.

**declare** bold actions you'll take as an individual or organisation to help progress the gender agenda because purposeful action can accelerate gender parity across the world.

International Women's Day is all about unity, celebration, reflection, advocacy and action – whatever that looks like globally or at a local level. But one thing is for sure, International Women's Day has been occurring for well over a century - and continues to grow from strength to strength.

**“The story of women's struggle for equality belongs to no single feminist nor to any one organisation but to the collective efforts of all who care about human rights.”**

**Gloria Steinem**

World-renowned feminist, journalist and social and political activist



# WOMEN IN GAMING & HOSPITALITY

AUSTRALASIA



THE STAR  
ENTERTAINMENT  
GROUP



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