Women

A GUIDE TO ENGAGEMENT
WOMEN

A guide to engagement

Women represent 51 per cent of the Tasmanian population. Their voices and views need to be heard in the development of policies, programs and services – especially those of women who may have found it difficult to engage in the past or have experienced disadvantage and discrimination.

Women have a diverse range of needs and may have additional requirements based on their race, disability, age, sexuality and socio-economic status. Some of the main issues, concerns and priorities affecting women are:

- balancing work and family;
- economic independence;
- freedom from discrimination, harassment and violence;
- gender inequality;
- inadequate retirement savings due to movement in and out of the workforce;
- under-representation in leadership positions; and
- workforce participation.

GENDER INEQUALITY

Women often face inequities based on their gender. For instance:

- Women are under-represented on boards in the public and private sectors, both nationally and internationally. Women represent approximately 30 per cent of elected members in all levels of government (national, state and local).
- As at 30 April 2012, women represented only about 35 per cent of members on Tasmanian Government boards and committees, although the Government has a target of equal representation.

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4 Women on Board 2011-13: Strategy for increasing women’s representation on Tasmanian Government boards and committees, Community Development Division, Department of Premier and Cabinet.
There is a 17.6 per cent gender pay gap nationally. This gap most likely occurs because women’s workforce participation is compromised due to caring for children and other family, as well as undertaking the majority of unpaid domestic work.

Almost 60 per cent of Australian women are currently retiring with no superannuation, meaning that they are more likely to rely on the aged pension. Over 70 per cent of single, aged pensioners are women. Australian women are two-and-a-half times more likely to experience poverty in old age than men.

ENGAGING WITH WOMEN

Women’s varying engagement needs depend upon a range of factors, such as socio-economic status, caring or work commitments, and personal capacity.

The differences in the lives of women and men can inadvertently be missed when developing policies and programs and using assumptions that favour existing unequal gender relations.

From planning through to implementation, women should be engaged in all decision-making. Issues to consider when engaging with women include:

- **Gender mainstreaming**: a strategy for promoting gender equality. The aim of gender mainstreaming is to ensure that gender awareness is incorporated into the development of policies and programs to achieve more equitable outcomes for both women and men. More information about gender mainstreaming can be found at [www.dpac.tas.gov.au/divisions/csrt/information_and_resources/gender_analysis](http://www.dpac.tas.gov.au/divisions/csrt/information_and_resources/gender_analysis).

- **Childcare**: this may be necessary depending on the group of women you want to engage and whether you are undertaking engagement after school hours or in school holidays.

- **Flexibility**: many women are time poor and may prefer to engage online. However, it is acknowledged that face-to-face forums and interactions are the preferred and most accessible methods for many people in the community.

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6 Women Retiring Without Superannuation, media release from Kate Ellis, Minister for Employment Participation and the Status of Women, November 2011.
7 Gender Equity in the Workplace Summit 2012, speech by Gail Kelly, CEO, The Westpac Group.
8 Of the 1 000 plus women surveyed for the Tasmanian Women’s Plan, 45 per cent responded that they preferred online engagement while 10 per cent preferred public forums.
Local: choosing local facilities for forums, close to public transport, may also encourage more women to attend. Eg local neighbourhood houses, health centres or libraries.

Time: women face various responsibilities and difficulties balancing work and family.

Timing: lunch hours or evenings are best for women who work and/or have caring responsibilities. Keep school hours in mind and work around them.

ENGAGEMENT TOOLS

Engagement methods can be selected to reflect the life stages of women. While face-to-face engagement is often preferable, other engagement tools that can work well for women and girls include:

Teenage girls and young women (see also toolkit for engaging young people):

- employment orientation programs
- mothers groups
- parents
- schools/training institutions
- social media platforms such as Facebook, MySpace, Twitter, websites, podcasts
- workplaces
- youth/hobby/sporting groups (sometimes school based).

Older women (see also toolkit for engaging older Tasmanians):

- talk-back radio
- local newspapers
- local community groups/events/expos/community centres
- doctors’ surgeries/health centres
- websites/Facebook
- accommodation for older people and aged care facilities

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Women with interrupted work patterns:

- accommodation for older people and aged care facilities
- doctors’ surgeries/health centres/community centres/playgroups
- local community groups/events/expos/community centres
- parenting centres/parenting groups/schools
- shopping centres
- websites/Facebook.

The A to Z of engagement techniques developed by the Department of Health and Human Services as part of the Your Care, Your Say project, provides an excellent overview of methods for community engagement.

WHERE DO I START?

There are many organisations and networks that focus on the issues that impact the lives of women.

You can also contact Tasmanian Women’s Council members. The Tasmanian Women’s Council provides advice to the Tasmanian Government on issues of importance to women and contributes to the development of strategies that address disadvantage and increase the participation of women in all aspects of community life. Current membership can be found at www.dpac.tas.gov.au/divisions/csrt/policy/advisory_groups/tasmanian_womens_council
### RELEVANT INFORMATION POLICIES, PROGRAMS AND LEGISLATION


Office of the Anti-Discrimination Commissioner (OADC)  


**Australian Government**


Workplace Gender Equality Agency, Workplace Gender Equality Act 2012 (Act)  

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<tr>
<th>ORGANISATION</th>
<th>CONTACT DETAILS</th>
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| **Australian Local Government Women’s Association Inc (Tasmania)** | The Australian Local Government Women’s Association supports women in local government so they, in turn, can support their communities and each other.  
Web: [www.algwatas.asn.au](http://www.algwatas.asn.au) |
| **Carers Tasmania** | Carers Tasmania is the Statewide voice for family carers, representing and providing support to carers in Tasmania.  
Web: [http://www.carerstas.org](http://www.carerstas.org)  
Email: catinc@carerstas.org  
Phone:  
South: (03) 6231 5507  
North: (03) 6334 9917  
North West: (03) 6432 1170 |
| **Country Women’s Association in Tasmania (CWA)** | The CWA is a non-sectarian, non-party-political, non-profit lobby group and voluntary organisation working in the interests of women and children in both urban and rural areas.  
Web: [www.cwaintas.org.au](http://www.cwaintas.org.au)  
Email: cwaintas@netspace.net.au  
Phone: (03) 6231 3706 |
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<tr>
<th>ORGANISATION</th>
<th>CONTACT DETAILS</th>
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<tr>
<td>Department of Premier and Cabinet, Communities, Sport and Recreation Tasmania (CRST)</td>
<td>CRST works to ensure women can be engaged in all aspects of society through the Principal Liaison Officer for Women.</td>
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<tr>
<td></td>
<td>Email: <a href="mailto:women@dpac.tas.gov.au">women@dpac.tas.gov.au</a></td>
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<tr>
<td></td>
<td>Phone: (03) 6232 7296.</td>
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<tr>
<td>Family Violence Counselling and Support Service</td>
<td>The DHHS Family Violence Counselling and Support Service offers professional and specialised services to assist children, young people and adults affected by family violence.</td>
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<tr>
<td></td>
<td>Phone: North West: (03) 6434 5477</td>
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<td></td>
<td>North: (03) 6336 2692</td>
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<tr>
<td></td>
<td>South: (03) 6233 3818</td>
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<td>Hobart Women’s Health Centre</td>
<td>The Hobart Women’s Health Centre is part of a national network of women’s health centres that provide a range of health services based on an understanding of health within a social context.</td>
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<tr>
<td></td>
<td>Email: <a href="mailto:info@hwhc.com.au">info@hwhc.com.au</a></td>
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<td></td>
<td>Phone: (03) 6231 3212</td>
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<td>Lady Gowrie Support Services</td>
<td>The Family Support Service is a program for families with children to provide respectful, confidential support for strengthening and developing family life.</td>
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<tr>
<td></td>
<td>Email: <a href="mailto:info@gowrie-tas.com.au">info@gowrie-tas.com.au</a></td>
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<td></td>
<td>Phone: (03) 6230 6800</td>
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<td>National Council of Women (Tasmania)</td>
<td>The National Council of Women (Tas) is a national non-government umbrella organisation with broadly humanitarian and educational objectives.</td>
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<tr>
<td></td>
<td>Web: <a href="http://www.ncwa.org.au">www.ncwa.org.au</a></td>
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<tr>
<td></td>
<td>Email: <a href="mailto:ncwcti@bigpond.com">ncwcti@bigpond.com</a></td>
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| Sexual Assault Support Service (SASS)            | SASS is a community-based service committed to providing high quality support and information services to survivors of sexual assault in Southern Tasmania, their carers and support people, professionals and the general public.  
Web:                                               | [www.sass.org.au](http://www.sass.org.au)                                                                                                           |
| Email:                                           | admin@sass.org.au                                                                                                                                 |
| Phone:                                           | (03) 6231 1811                                                                                                                                 |
| Tasmanian Association of Community Houses (TACH) | TACH is the peak body for the 34 Community Houses and Neighbourhood Centres around Tasmania. Its Vision is that all Tasmanians are supported by a strong community.  
Web:                                               | [www.tach.asn.au](http://www.tach.asn.au)                                                                                                           |
| Email:                                           | tach@tach.asn.au                                                                                                                                 |
| Phone:                                           | (03) 6228 6515                                                                                                                                 |
| Tasmanian Council of Social Services (TasCOSS)   | TasCOSS is the peak body for the Tasmanian community services sector, “working for a fair, just and inclusive Tasmania”.  
Web:                                               | [www.tascoss.org.au](http://www.tascoss.org.au)                                                                                                    |
| Email:                                           | admin@tascoss.org.au                                                                                                                              |
| Phone:                                           | (03) 6231 0755                                                                                                                                 |
| Tasmanian Women in Agriculture                   | Tasmanian Women in Agriculture (TWiA) are mothers, wives, partners in farms and fishing, and managers of agribusinesses.  
Web:                                               | [www.twia.org.au](http://www.twia.org.au)                                                                                                           |
| Women’s Legal Service Tasmania                   | Web: [www.womenslegaltas.org.au](http://www.womenslegaltas.org.au)                                                                                   |
| Email:                                           | admin@womenslegaltas.org.au                                                                                                                       |
| Phone:                                           | 1800 682 468                                                                                                                                 |
| WomenSport and Recreation Tasmania Inc           | Womensport and Recreation Tasmania Inc is a dynamic group dedicated to improving opportunities in sport and regular physical activity for women and girls.  
Web:                                               | [www.wsrt.org.au](http://www.wsrt.org.au)                                                                                                           |
| Women with Disabilities Australia (WWDA)         | WWDA is the national peak organisation for women with disabilities in Australia. WWDA is run by women with disabilities, for women with disabilities.  
Web:                                               | [www.wwda.org.au](http://www.wwda.org.au)                                                                                                           |
| Email:                                           | wwda@wwda.org.au                                                                                                                                |
| Phone:                                           | (03) 62448288                                                                                                                                    |
For further information or advice on engaging with women, please contact the Department of Premier and Cabinet’s Principal Liaison Officer for Women by email at women@dpac.tas.gov.au or by telephone (03) 6232 7296.