



Gender Equality

Competitor Analysis Benchmark Reports

Communication Guide

Communicating the Competitor Analysis Benchmark Reports

21 November 2016



Communicating your performance



Communicating your gender equality performance is a critical part of the reporting process. The Agency highly recommends every organisation takes the time to communicate the results with their board, executive team, human resources team, employees and any other stakeholders.

This information is critical in helping to better understand and compare your organisation's performance against others. It is also a powerful lever to further engage your leadership team and board on the state of gender equality in your organisation. We recommend organisations develop a leadership briefing pack that includes analysis of the six GEIs and competitor analysis with the ability to provide in-depth discussion on each section.

Communicating your organisation's gender equality performance with your leadership and senior stakeholders has multiple benefits, such as:

- summarising your organisation's overall performance
- engaging the senior team on the strengths and risks within your organisation against the GEIs
- comparing your performance to other organisations
- allowing you to provide in-depth analysis to the root causes behind each GEI
- enabling robust conversations about the past, present, and future of gender diversity in your organisation.

Communicating the data

This communications guide assists you with summarising the information in the Competitor Analysis Benchmark Reports.

This guide provides a template for executive level communication in the appendix. The example includes the high level report plus detailed summaries of performance on the six GEIs. It is an example for a power point template that might assist with board level communication of the top line data and includes:

- an executive summary
- the journey so far
- the organisation synopsis
- overview of performance on each of the six GEIs
- a competitor analysis
- next steps.

The ideas in the example might help to discuss your organisations' data, summarise the data, provide a competitor analysis, and determine any future-oriented decisions that will continue the gender diversity journey.

You may want to consider what you share with whom:

Stakeholder / audience	Examples of key messages
Board	<ul style="list-style-type: none">→ Overall gender performance→ What are the strengths?→ Where are the risk areas?→ How did the organisation achieve the results?→ How does the organisation compare to other organisations?→ What are the recommendations or next steps?→ How do the results compare with the overall strategy?→ What is expected of the board going forward?
CEO/executive	<ul style="list-style-type: none">→ Overall gender performance→ What are the strengths?→ Where are the risk areas?→ How did the organisation achieve the results?→ How does the organisation compare to other organisations?→ How does the organisation compare to direct competitors?→ What can you determine from the comparisons?→ What are the primary causes for the results?→ What are the recommendations or next steps?→ What needs to be done to strengthen our performance?→ How do the results compare with the overall strategy?→ What is expected of the executive team going forward?
Human resources	<ul style="list-style-type: none">→ Overall gender performance→ What are the strengths?→ What are the risk areas?→ How does the organisation compare to direct competitors?→ How do the results compare with the overall strategy?→ What are the key activities needed from HR?→ How can HR further support gender diversity?
Employees	<ul style="list-style-type: none">→ Overall gender performance→ What are the strengths?→ What are the risk areas?→ How does the organisation compare to competitors?→ How can employees further support gender diversity?

Things to do before working on the briefing paper and presentation

Before you start on your briefing paper it is important to:

- determine your most relevant comparison groups
- thoroughly read through the benchmark report/s for your organisation
- consider your organisation's performance in relation to your chosen comparison groups
- identify the areas where your organisation performs well
- identify the areas where your organisation could improve performance
- make notes under each GEI that might explain the outcomes
- allocate time in the executive meetings to report the results.

Sections in the presentation

Section	Outline
Executive summary	<ul style="list-style-type: none">→ purpose→ your organisational journey→ your highest comparable result→ narrative on how this happened
Our journey	<ul style="list-style-type: none">→ either insert a graphic of your organisational strategy or copy and paste Benchmark 1.7→ short narrative supporting Benchmark 1.7
Organisational synopsis	<ul style="list-style-type: none">→ highest comparable result with narrative→ lowest comparable result with narrative
GEI performance	<ul style="list-style-type: none">→ overview of all six GEIs with graphs copied from the benchmark report and supporting narrative
Competitor analysis by GEI	<ul style="list-style-type: none">→ overview of all six GEIs with graphs copied from the benchmark report and supporting narrative
Detailed analysis	<ul style="list-style-type: none">→ full summary of each GEI in detail with graphs, causes, recommendations, and explanatory notes

We recommend that you report on all six GEIs so that full coverage and commentary is provided to your stakeholders.

The nature of executive reports is to provide substantial data on your organisation's current gender picture. Please, carefully select the right data from the Competitor Analysis Benchmark Reports that will adequately represent the areas of strength, and where the greatest opportunities for change exist.

Appendix 1: Example communications report

Step-by-step guide

Description

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Slide 1 - Title page

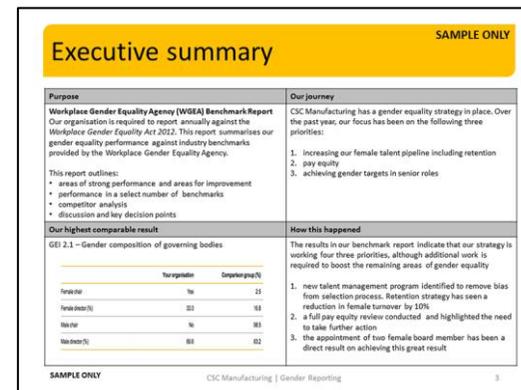
Customised with your own branding.



Slide 2 – Executive summary

This slide gives you the opportunity to include a snapshot of all clarifying information on one slide. The slide is divided into four quadrants to align the hard data with the narrative. It is a one-page overview of the benchmarking results that can be used for other meetings.

- **Purpose:** choose from the WGEA pre-populated format, or write your own
- **Our journey:** short summary of your gender strategy for the previous year
- **Our highest comparable result:** look for the benchmark result you're most proud of and copy it into the table
- **Why this happened:** provide a bullet point summary of the broader gender equality themes that have emerged about your organisation.



Description

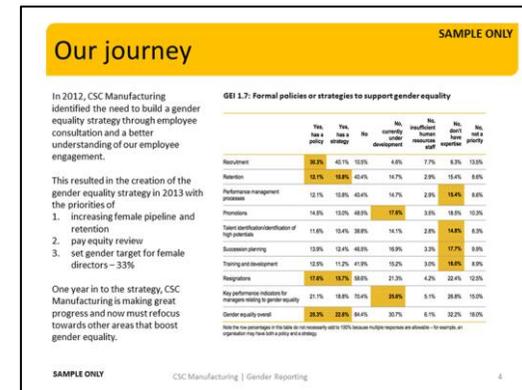
Slide image

Slide 3 – Our journey

In this section, insert an historical picture of your organisation's gender equality journey. There are two sections to be completed:

- your organisation's gender strategy (or Benchmark 1.7 to be pasted)
- narrative on the state of play for your organisation

If your organisation does not have a specific gender strategy in place, we recommend that you copy and paste *Benchmark 1.7: Formal policies or strategies to support gender equality* in its place. This will allow you to see how your organisation is performing on the key gender composition criteria against your chosen comparison group. Whether you are providing your own strategy or Benchmark 1.7, you should draw out the key themes to help the executive team better understand the current gender equality landscape in your organisation.



Slide 4 – Company synopsis

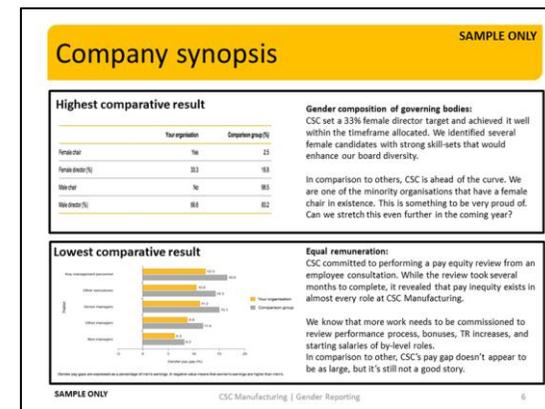
This is an opportunity to highlight your highest and lowest results in the benchmark report, which will provide opportunities to engage in further conversations about continuing work on gender equality. There are two sections for completion:

Highest comparable result

- copy and paste your highest result
- write a short narrative addressing key questions:
 - why has this result come out on top?
 - how did it happen?
 - what are you most proud of?

Lowest comparable result

- copy and paste your lowest result
- write a short narrative addressing key questions:
 - why has this result come out on the bottom?
 - how did it happen?



Description

Slide image

Slide 5 -7 – GEI performance

This section drills down into each of the six GEIs. This is a chance for you to start providing more background information on the results and how your organisation has performed against chosen comparison groups.

We recommend you address the following questions for each of the GEIs:

- Why has your organisation achieved its performance?
- How was it achieved?
- What primary reasons can you identify for these results?
- How does your organisation's performance look against the comparison group?

GEI 1 – Gender composition of the workforce

We recommend referring to Benchmark 1.1 for this section. It displays the full female split at all levels within the organisation and the comparable group.

GEI 2 – Gender composition of governing bodies/boards

We recommend referring to Benchmark 2.1 for this section. It displays how your organisation performs against the comparison group on female representation on governing bodies and boards.

GEI 3 – Equal remuneration between women and men

We recommend referring to Benchmark 3.3 for this section. It displays pay gaps at different levels compared to other organisations.

GEI 4 – Flexible working arrangements

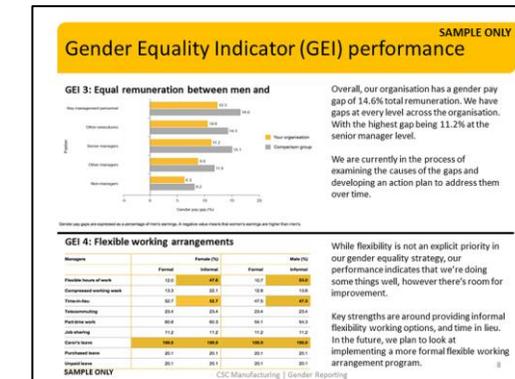
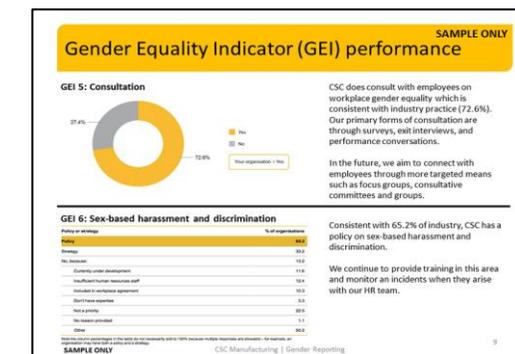
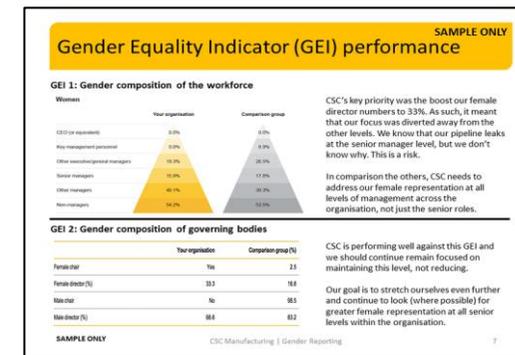
We recommend referring to Benchmark 4.3 for this section. It shows how your company uses flexible working arrangements in comparison to others.

GEI 5 – Consultation

We recommend referring to Benchmark 5.1 for this section. It displays the percentage of employees consulted on gender equality in the workplace.

GEI 6 – Sex-based harassment and discrimination

We recommend referring to Benchmark 6.1 for this section. It displays whether a policy exists to prevent sexual harassment and discrimination happening in the workplace, along with a comparison to other organisations.



Description

Slide 8 - 9 – Competitor analysis by GEI

For competitor analysis, we encourage you to select the GEI responses that are most relevant to your organisation and compare them with your competitors.

How you display your comparative data is your choice. We recommend using simple graphs from within PowerPoint.

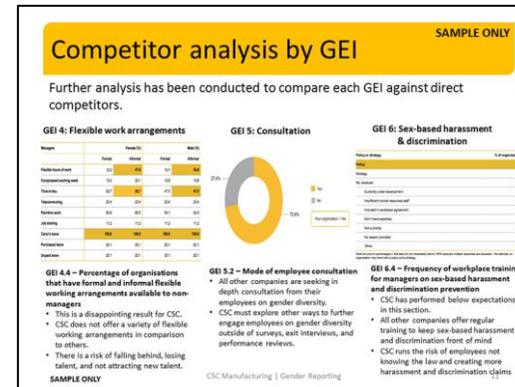
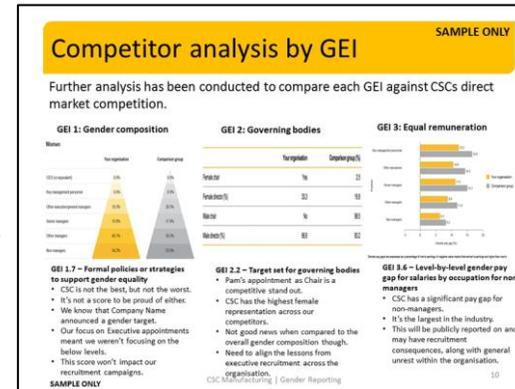
You can get direct comparison data for competitors from their public report, which can be downloaded from the WGEA website.

Please note: GEI 3 cannot be compared to direct competitors because the information is not publicly available. The Agency recommends copying and pasting Benchmark 3.6 into the report instead.

Write a short narrative on the comparison data:

- What does the data tell you?
- How do you compare to competitors?
- What causes are evident?
- Is this a positive or negative score?

Slide image



Description

This section allows you to provide in-depth analysis of your organisation's results in relation to your comparison group, including primary causes, actions, and any further explanatory notes.

There are five key sections over six slides that make up the detailed analyses:

- **The data:** copy and paste the completed competitor analysis in the space provided
- **Causes:** write explanatory notes on the primary causes that shaped your organisation's performance in relation to your competition
- **Actions:** write explanatory notes on the key actions that your organisation needs to consider to improve performance on this GEI
- **Explanatory notes:** what supporting notes are needed to give a precise picture of how this benchmark performance came about?

Selecting the right benchmarks to highlight is critical. You do not have to use the same data throughout the pack, however we have provided some other interesting data categories below:

GEI 1 – consider Benchmark 1.7: formal policies or strategies to support gender equality (if not previously used)

GEI 2 – consider Benchmark 2.2: target set for gender composition of governing bodies/boards

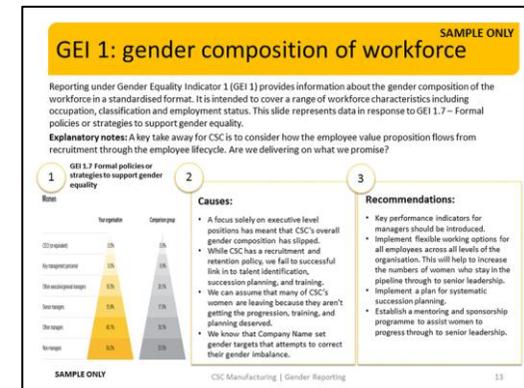
GEI 3 – consider Benchmark 3.6: level-by-level gender pay gap for salaries by occupation for non-managers. (*Remember: no direct competitor information is publicly available*)

GEI 4 – consider Benchmark 4.4: percentage of organisations that have formal and informal working arrangements (by type) available to managers

GEI 5 – consider Benchmark 5.3: categories of employees consulted

GEI 6 – consider Benchmark 6.4: frequency of workplace training for managers on sex-based harassment and discrimination prevention

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Description

Slide 17 – Discussion

This is an opportunity to engage in a discussion about how to carry the gender strategy forward into the coming year. What decisions need to be made to begin working on improvements? Who will own it? What timeframes will the organisation commit to? How will you inform the rest of your organisation?

Slide image

