



eowa employer of choice for women 2003 organisational profile



Deloitte Touche Tohmatsu

EOWA asked Deloitte Touche Tohmatsu to explain some of their initiatives and workplace programs instigated to achieve equal opportunity in the organisation, and why they are committed to being an 'EOWA Employer of Choice for Women' (EOCFW).

Organisation Information

INDUSTRY SECTOR	=	Professional Services
NUMBER OF EMPLOYEES	=	2830
% OF FEMALE EMPLOYEES	=	45%
% OF FEMALE SENIOR MANAGEMENT	=	5% (there are 144 female partners & directors)

Q Why are you committed to becoming an EOCFW?

- Fundamentally focusing on recruiting and retaining talented women makes sound business sense. Receiving recognition as an EOCFW for women assists us in attracting women into the firm and strengthens our internal strategies to advance and retain our talented women.
- We looked at the numbers of women at various levels across the firm. Whilst Deloitte has improved the gender balance for entry level roles, it was obvious that the lack of women in leadership roles was an issue and continues to be a key focus for us as part of our EOWA plan.
- We are an organisation that values diversity and value the contribution that women can bring to the firm – new ideas, and different way of looking at things!
- Many of our clients are encouraging us to have a better gender balance. In many instances, clients that we are approaching for new business are insisting on a female presence as part of the tender team, and require us to provide statistics on our gender ratios and documentation that supports our diversity principles.

Q What did you do?

- Whilst Vision 2005 has existed for a couple of years now, we reinvigorated it, ensured the team had strong leadership and provided the administrative support that would make sure our initiatives came to life. Vision 2005 is essentially the firm's women's initiative with a core team in NSW and Victoria feeding through to a national committee.
- Developed a deliberate plan with a very clear vision, planned activities etc.
- Hosted the EOWA intimate conversation event.
- Conducted leadership training for our talented women.
- Held various Networking functions, including a lunch with Pru Goward, and a dinner for over 50 senior managers in the firm.
- Family friendly initiatives such as a mothers group, Deloitte kids day and information resources such as work life links.



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Q How did you make it happen?

- Leadership support, particularly from CEO and National Executive team.
- Clear goals and strategy – visible and accessible.
- Consulted our women – ascertained what they are looking for in an inspiring workplace via surveys and workshops.
- Constantly seeking opportunities to profile the message of Vision 2005.
- A dedicated budget enables us to host a select number of key events throughout the year – investing in our women.

Q What were the challenges you had to overcome? How did you overcome them?

- Men within the firm feeling excluded.
 - Invited them to events. Ensured male representation on Vision 2005 committee.
- Women not understanding why we needed these events etc. and not wanting to draw attention to themselves and/or the fact that they are female.
 - Applying Tipping Point theory – focusing on a critical few that were onboard which had a flow on affect to others.
- Complete leadership support – some on board but not everyone.
 - Quarterly report to Executive team. Presentation at partnership forums.

Q What impact has it had on the business and on the women in the organisation?

- Achieved status of An EOWA 'Employer of Choice for Women' for 3 consecutive years.
- At Analyst and Senior Analyst level have achieved great success in balancing gender ratios.
- The percentage of females who achieve partnership has increased from 2% in 1995 to 13% in 2003.
- Our females are recognising the support that the firm provides, particularly in comparison to other organisations.
- More client opportunities. Clients are always keen to hear about how we have made Vision 2005 a success and what we are doing to advance women.