

Rockwell Automation Pty Ltd

Case Study

What did they analyse?

- Workplace profile
- Policies in regards to remuneration, recruitment and leave
- Return rates from maternity leave
- Training resources allocations

What did their analysis show?

- Women make up 20% of workforce and tend to be employed in administration and support roles.
- No females in the sales area.
- Women tend to earn less than male colleagues.

Quick Facts File

Industry: Predominately Male
Manufacturing – small company

Number of employees: 169

Male/Female: 136/33

Status:
Compliant

Relevant Employment Matters:

- ✓ Recruitment and Selection
- ✓ Work Organisation

Recruitment and Selection Issue

Finding it difficult to recruit women into their industry. There is a need to promote the benefits of a career path for women in the company and within the technical areas.

Actions taken

- Reviewed recruitment procedures and ensured advertisements are targeting a broad range of graduates.
- Discussed company profile/information with universities to ensure Rockwell Automation is considered to be a desirable career option.

Outcomes

- Recent advertisements have taken on a new direction with emphasis on Rockwell Automation as a career company.
- Advertisements have been written to target a broader range of tertiary qualifications (not just electrical engineering). The company has been keen to target IT, which traditionally has more female graduates. This resulted in an increase of female applicants by around 10%.
- Discussions with universities have emphasised Rockwell's desire to have the company and the industry viewed as an interesting career choice for women. The company will continue to promote itself as such by attending career information sessions and encouraging professional female staff to talk to student groups.

Work Organisation Issue

Difference in remuneration between professional men and women as a result of experience.

Action taken

- Reviewed salaries of professional men and women.
- Recommended increases to close pay gap.

Outcomes

- Following a review of professionals of similar experience and skill, adjustments were made to remuneration rates to ensure rates were increasing comparatively with years of experience.
- Larger than average increases were recommended and accepted.
- The gap between male and female salaries decreased.