



2003 EOWA Business Achievement Awards

Business Awards identify champions of women's progress

McDonald's Australia and American Express have won the top awards at the Equal Opportunity for Women in the Workplace Agency's (EOWA) third annual Business Achievement Awards. Managing Director, Mr Guy Russo won the Leading CEO for the Advancement of Women, while **American Express** won the Leading Organisation (more than 500 employees).

Seven awards were presented in Sydney today by EOWA's Director, Ms Fiona Krautil. Mr Kevin Andrews, Minister for Employment and Workplace Relations attended the awards ceremony and commended those companies and individuals that are helping to create more opportunities for women in Australian workplaces.

EOWA's Director, Fiona Krautil, said dramatic improvement, particularly at more senior levels of management, as in McDonald's case, requires more than the passage of time and only happens as a result of sustained efforts to promote and support women.

"In this millennium, it is critical that Australia's CEOs challenge the status quo and commit to creating workplaces where women feel valued and have the opportunity to excel," Ms Krautil said.

Mr Russo won this year's top honour for an individual in recognition of his success in championing equal opportunity across the company where the number of women in senior management roles has tripled since he became CEO.

Under his leadership, McDonald's has implemented effective equal employment opportunity initiatives throughout its Australian operations to address the barriers that traditionally see women languishing in the junior ranks.

"Mr Russo's outcomes highlight advancing women makes good business," said Ms Krautil.

"Mr Russo's proactive thinking, such as promoting two women into senior management whilst they were on maternity leave and hiring women into key senior roles whilst pregnant, has been reflected in McDonald's financial performance, with staff turnover down to 14% and profits last year the best ever recorded," Ms Krautil said.

A new category in this year's awards, the Most Outstanding Result For The Advancement Of Women, went to the **Uniting Church Frontier Services** for its Kimberley distance learning program for Indigenous women and to the **Cairns Region Group Training** for negotiating with local industry to sponsor three female avionic scholarships.



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American Express as the Leading Organisation (<500 employees) and **SC Johnson & Son Pty Ltd** as the Leading Organisation (>500 employees) were awarded for their ongoing commitment to programs and attitudes which promote equal opportunity in the workplace.

"It is ironic that Australia's leading organisation for the advancement of women is American, but not surprising given that we are lagging behind America in terms of women in senior management, as found in the most recent *Australian Census of Women Executive Managers and Women Board Directors*," Ms Krautil said.

American Express continues to work actively to ensure the number of women in senior roles are more representative of the total workforce by offering a range of training and support including options for parental leave and a retention bonus for parents returning to work.

Alison Spencer from **IBM Australia**, was presented with the Diversity Leader award for two decades of challenging the status quo and executing work/life policies and procedures that have made a 'real' difference to many employees.

The award for Outstanding EEO Practice for the Advancement of Women was won by **Autoliv Australia** for their 'shop floor to frontline management' program.

Ms Shenaz Khan, Head of Performance, Management & Reward, People & Culture Group, **ING Australia** and the ANZ Banking Group won the Most Promising Person and Organisation Award respectively.

"The awards serve as a reminder to all business leaders to take responsibility for leadership of the advancement of women, despite the best efforts of HR departments and other champions of equal opportunity," Ms Krautil said.

"These leaders create and influence the new work culture of the 21st century. Their roles as champions of diversity and equal opportunity are pivotal to the success of Australian business," she said.

The independent judging panel comprised; Ms Margot Cairnes from The Change Dynamic, Heather Ridout from the Australian Industry Group, Susan Halliday from Halliday Consulting Services and Dr Graeme Russell of Macquarie University. The judges singled out the winners from more than 2,700 reports submitted the Agency on their EEO initiatives.

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EOWA Award Category Winners

Leading CEO for the Advancement of Women (supported by the Australian Industry Group)

- Mr Guy Russo, McDonald's Australia Limited

Diversity Leader for the Advancement of Women (sponsored by Autoliv)

- Ms Alison Spencer, IBM Australia Limited

Leading Organisation for the Advancement of Women (>500 employees) (sponsored by Ford Australia)

- SC Johnson & Son Pty Ltd

Leading Organisation for the Advancement of Women (<500 employees) (sponsored by IBM Australia)

- American Express International Inc- Australia

Outstanding EEO Practice for the Advancement of Women (sponsored by McDonald's)

- Autoliv Australia Pty Ltd

Outstanding Result for the Advancement of Women (sponsored by the Commonwealth Bank)

- Cairns Region Group Training
- Uniting Church Frontier Services

Most Promising Person or Organisation for the Advancement of Women

- Ms Shenaz Khan, ING Australia
- ANZ Banking Group

[ENDS]



2003 EOWA Business Achievement Awards

Leading CEO for the Advancement of Women Winner: Guy Russo, McDonald's

This year's CEO winner began his career as a 15-year-old crew member and worked his way through to ranks to become CEO at the age of 39. During his time as CEO, Guy Russo has achieved enormous inroads for women in the McDonald's organisation. In five years, the organisation has increased senior female executive by 12% and increased female store managers by 24%.

Guy Russo has personally championed the cause of equal opportunity, understanding all the issues that affect the organisation, and responding to them in a receptive and decisive way. He is a CEO that appoints the best person for the job, understands work/family life balance and has changed the culture of McDonald's to be more inclusive of women.

McDonald's is one of the largest employers of young people in Australia. In 2001, McDonald's became the first Australian company to provide casual employees with the same parental leave entitlements by part-time and full-time employees

Today's awards celebrate the achievements of a CEO who saw that his organisation was not meeting the needs of women. He began meeting with his Human Resource people to develop action plans that would bring about 'real' equal opportunity for all employees, including those that work part-time.

Some of these actions included mentoring individual women to ensure the success of a number of senior appointments; questioning 'excessive hours'; challenging the status quo in the organisation; embracing progressive work practices such as work from home and part-time work for all levels of management and trying to abandon the 'blokey' culture of late night meetings and rewards at events such as football and golf.

EOWA's Director Fiona Krautil said, 'It is great to see a CEO appoint two women into senior management while they were on maternity leave and also hire a woman into a key senior role, whilst pregnant. This is leading edge management.'

None of the changes at McDonald's have been brought about by the passage of time, but rather by a result of sustained efforts to promote and support women via McDonald's Equal Opportunity and Work and Family Programs introduced throughout the '90's.

The results of implementing such practices include an increase in the numbers of people taking advantage of Work/Family policies; a positive response from employees in Employee Opinion Surveys but more importantly, retention rates have improved dramatically.

Organisation turnover is down to 14% and last years' profit results were the best ever!

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Leading Organisation for the Advancement of Women (more than 500 employees) Winner: American Express

With women making up almost half of top management, the global charge card, credit and travel finance company **American Express International Inc Australia** has secured the **EOWA 2003 Business Achievement Award** for the Leading Organisation for the Advancement of Women (More than 500 Employees).

American Express has achieved outstanding pay equity results and has an excellent range of staff development programs that ensure women make their mark at all levels of the organisation.

At American Express, 40% of top management and 61% of managers and professionals are female. This compares well with the overall proportion of women at American Express being 64.2%, a 16.3% increase on the previous year and a 27.2% rise over the past 3-5 years.

The average salary for all women in executive positions was more than the average salary for men in similar roles. Females also accounted for 61.5% of the total transfers and promotions at American Express during 2001-02.

American Express continues to work actively to ensure the number of women in senior roles are more representative of the total workforce by offering a range of training and support options for staff including parental leave and a retention bonus for parents returning to work.

The company fosters job opportunities particularly through a strong commitment to training and development that assist team members to grow leadership skills and competencies and prepare them to attain roles of greater responsibility. Their key focus is talent development and ensuring employees have the necessary experiences for their current and future roles.

In 2003, a program was developed to increase knowledge sharing, collaboration and exposure across business units and encourage new and enhanced skills for mentors and mentorees. In addition the company has sponsored a postgraduate networking event to assist women who are undertaking or have completed postgraduate studies to build their informal network.

EEO principles are well embedded in the company's processes reflecting an active and well promoted policy on 'Freedom from Harassment.

All team members at American Express Australia are required to attend an induction session that covers Equal Employment Opportunity. The company has developed a Diversity Council to help lead local strategies within our region, particularly in the areas of Selection and Hiring and Environment and Development.

All employees are rated annually on valuing and integrating diversity as a key competency.

American Express's win is heavily supported by an annual employee survey which found that 83% of staff felt that management had created an environment in which everyone is treated fairly regardless of race, nationality, gender or individual differences.

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2003 EOWA Business Achievement Awards

Leading Organisation for the Advancement of Women (less than 500 employees) Winner: SC Johnson & Son

Aircare, insect control and household products manufacturer, SC Johnson & Son, has been recognised in the **EOWA 2003 Business Achievement Awards** as Australia's Leading Organisation for the Advancement of Women with (less than 500 Employees).

SC Johnson & Son has demonstrated a number of initiatives that address the 'glass ceiling' issues and enable women to develop their full potential in the workplace.

The company has developed a cohesive set of values and put in place a number of strategies to integrate equal opportunity into their business plan.

Recognising that women often have real constraints to participating in the workforce, SC Johnson has implemented a wide range of flexible working options for employees who require different working due to personal commitments, such as raising a young child. The company has also matched the marketplace standard by increasing paid maternity leave from six weeks to nine weeks.

The company has also targeted professional development as a key facilitator, establishing a mentoring program to allow women better access to career guidance, and initiated an education program to ensure that all employees appreciate the issues affecting employment for women.

Far from all top-down measures, SC Johnson is implementing a process to identify employee needs, conducting an annual pay equity analysis to ensure employees are being fairly remunerated, and polling employee opinions every two years. The company receives a 3% above average employee satisfaction rating as compared with other employers.

As result of SC Johnson's efforts to create and maintain equal opportunity in the workplace, the company has enjoyed significantly improved business results. Employees are staying longer at the company with the currently retention rate being 95%.

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2003 EOWA Business Achievement Awards

Diversity Leader for the Advancement of Women Winner: Alison Spencer IBM Australia

Alison Spencer has been recognised as Diversity Leader for the Advancement of Women at the **2003 Australian Business Achievement Awards** her personal and professional achievements and her true advocacy for the working women.

In awarding Alison, the judges agreed that Ms Spencer has made a significant difference to many employees. Her initiatives have resulted in 'real' changes.

As the Manager of IBM's Organisational Culture & Change Division, Alison has been responsible for implementing a number of initiatives that ensure IBM seriously address the advancement of women and diversity issues within the organisation. She has championed the conditions of female workers and work/life balance for over two decades.

Through various studies, surveys and research, Alison identified the key EO issues for the organisation and ensured that equal opportunity for women is integrated into IBM's business strategy. She has driven the company's diversity and work/life balance programs which has resulted in improved policies and procedures for all staff in the organisation.

One such policy is working by remote;. in allowing staff to work from home when conditions permit, IBM has cemented its place as an 'Employer of Choice'. Through surveys, Alison identified that one of the things employees valued most about their organisation was the ability to work remotely.

One of the recent challenges Alison identified is why part-time work cannot be more meaningful. She has also looked at programs that will attract more women to study IT and ensuring IBM offers job share opportunities and child care support. When it was evident that women were leaving because their pay was gender biased, Alison pushed for change in pay structure.

The programs and initiatives executed by Alison have resulted in a 97% return rate from maternity leave (26% part-time), part-time work offered at senior management level and greater opportunities for women in work in the Asia-Pacific region.

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Outstanding EEO Practice for the Advancement of Women Winner: Autoliv Australia

A new initiative to increase skills and encourage the promotion women has secured Victorian-based Autoliv Australia Pty Ltd the **EOWA 2003 Business Achievement Award for Outstanding EEO Practice for the Advancement of Women**.

Autoliv is the worldwide leader in automotive safety, specialising in the manufacturing of car safety restraints systems. The company, which employs 30,000 people around the world, is highly recognised for its technological advancements in the safety industry. Autoliv Australia Pty Ltd is one of 80 subsidiaries and joint ventures in 29 countries.

Autoliv Australia gained the status of EOWA Employer of Choice in 2001, and was a finalist in the 2002 EOWA Awards in the Leading CEO and Leading Organisation categories. A scholarship, a well-developed training and mentoring program and a two-year income protection policy propelled the company onto the winners podium for the **EOWA 2002 Business Achievement Award for the Leading Organisation for the Advancement of Women (More than 500 Employees)**.

The company's CEO Robert Franklin was also awarded the **Leading CEO for the Advancement of Women** at last year's awards and the company has continued to be an Australian leader in business practises for the advancement of women.

Approximately 74% of Autoliv's 530 staff are women. The company's largest area of employment is the shop floor, with 91% of staff being women.

Autoliv's award for **Outstanding EEO Practice for the Advancement of Women** this year recognises the series of internal training and promotion initiatives Autoliv offers to encourage staff to progress from 'shop floor to frontline management' positions much more quickly. The program encourages shop floor employees to gain their Engineering Production Certificate then undertake further training to enable them to advance to becoming frontline managers.

In a male-dominated industry, the initiatives and training support offered at Autoliv makes management more accessible for women and has contributed to a higher percentage of females who are increasing their skills and securing promotions.

As a result Autoliv has enjoyed an increase in the percentage of females in all areas of its operations, and women now occupy 25% of management positions and two of the nine executive management positions.

In the last year, six women of eight staff graduated from Autoliv's scholarship for women in engineering scheme with a Certificate in Engineering Production (Level 1) and 15 women of 17 staff graduated with a Certificate II in Engineering Production. In 2003 nine staff completed the Frontline Management Program, six of these are female.

"We make sure we personally encourage women into manufacturing and engineering," said CEO **Robert Franklin**. "Our training and mentoring programs are an important reminder for the company and a way of telling the women themselves that doors are open, and that we're here to help them through all the roadblocks that exist."



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Other initiatives that are in place include flexible working hours; early finish on Fridays; RDO once a month; paid maternity leave; availability of part-time work when returning from maternity leave, to meet family commitments, and when approaching retirement; access to financial assistance for formal study programs and study leave; and a 100% two-year income protection scheme.

Special Commendation Award to Epworth Hospital - 'Partners at Work' grant - *Senior Responsiveness Program*

The Senior Responsiveness Program was implemented after successfully winning a 'Partners at Work' grant (a program sponsored by Industrial Relations, Victoria). The program was designed to assist older workers, recognising that older women will play an important role in workforce and that the Hospital's average worker was age 45 year or over.

The project involved a series of staff surveys and focus groups. The first objective of the project was to confirm or disprove that older workers have higher absenteeism. The survey showed that workers over the age of 50 at Epworth take fewer sick leave days and have less reported incident and injuries. Secondly, focus groups identified the lack of financial and retirement planning by these workers. In response, the hospital set up financial planning seminars which will focus on pre-retirement planning.

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Most Promising Organisation for the Advancement of Women

Winner: ANZ Banking Group

The Most Promising Person or Organisation is a Judges' Award honouring an individual or company that is demonstrating a real effort in driving equal opportunity within either their organisation or in the wider community.

The ANZ Banking Group has achieved great inroads for its female staff in a short time. Senior management has been driving change and holding line managers responsible for developing female talent in the organisation.

In 2003, ANZ's CEO Mr John MacFarlane announced that his organisation was aware of the importance of pathways for his senior female staff and had recently taken steps to address this issue. By 2005 the organisation had set a target of reaching 20% representation of women executives. The current statistic is 16.6% in the top 500 employees. The organisation recruits 50% women and the female graduate recruitment is between 40-50%.

60% of ANZ's workforce is women. Current programs include special accelerated development for their top graduates which is around 40% women. The graduates are offered special accelerated development programs to reach executive level in 8-9 years. Other strategies to promote better work/life balance include: Lifestyle leave (unpaid), employees can take four weeks leave in addition to their annual leave for family responsibility, travel or study needs. Job Sharing, telecommuting and PCs@ home are some of the flexible work arrangements offered to employees who may have family or study responsibilities.

Improved outcomes include a decrease in turnover of 1.2% since 2002; decreased resignation rates, an 8% decrease in female resignation since 2002 and increased staff satisfaction identified through annual staff surveys.

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Most Promising Person for the Advancement of Women Winner: Ms Shenaz Khan

Head of the Performance, Management & Reward – People & Culture Group at the ING Banking Company, Shenaz Khan, has been named the Most Promising Person in the **EOWA 2003 Business Achievement Award**.

As a member of ING's Global Diversity Team, Ms Khan has developed a number of innovative strategies that are making some considerable headway in levelling sexual distinctions in the traditionally male-led banking fraternity.

Most notable among such initiatives, Ms Khan developed a Diversity Scorecard as a vehicle for presenting pertinent statistics on female representation within the company directly to the Board.

She has also been instrumental in persuading the company to include her on selection panels for executive positions and to include at least one female on each shortlist. Women currently account for about 43% of management roles, up 20% from the previous year.

Training and development is a major part of the company's means of opening up fairer opportunities, with 43% of employees enrolled in the ING Study Assistance Scheme being female.

Other company measures designed to be more inclusive, cover opportunities to work from home, which is a particular benefit to women phasing back from maternity leave. Over 80% return to work from parental leave, double that from the prior year.

Ms Khan's proudest achievements are helping to prompt more diversity champions within the organisation, now up to eight people, and better retention of senior women.

EOWA's Director Fiona Krautil said that although Ms Khan is new to the diversity field, the panel was impressed with her strategic approach to integrating Equal Opportunity into ING's business strategy.

"Similarly, the judges appreciated the degree to which ING has played its part in empowering employees like Ms Khan to make a difference, from senior managers holding line managers responsible for developing female talent in the organisation.

"ING has taken a holistic approach and demonstrating a willingness to tackle from the top down more subtle bias and stereotypical thinking which is impeding cultural change and opportunities to advance women," Mr Krautil said.

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Outstanding Result for the Advancement of Women

Joint Winners:

Cairns Region Group Training

The Uniting Church Frontier Services

Cairns Regional Group Training (CRGT) - *Avionics Scholarship*

The Cairns Regional Training Group has demonstrated its commitment to Equal Opportunity principles via its active promotion, employment and training of female apprentices and trainees in non-traditional roles. The company began in 1984 and has grown to over 1000 apprentices and trainees. Female trainees and apprentices can choose from courses in carpentry, cabinet-making, cooking and engineering.

To attract more women into the aviation industry the company recently promoted the Avionics scholarship which would pay the trainees' wages for two days a week over two years. The company has recently employed its third female trainee making a total of four trainees (3 female and 1 male).

United Church Frontier Services – *Indigenous program for females* – TAFE course – *Aged Care Nursing*

The Uniting Church Frontier Services recently supported four indigenous women to complete a Certificate III in Community Services (Aged Care) by distance learning. These women had no previous qualifications and were able to bring their new skills to the Kimberley community. A number of indigenous women (and non-indigenous women) have now enrolled in the next program. Frontier Services will continue to provide support services to ensure the students complete the course.

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2003 Winners & Finalists

Leading CEO for the Advancement of Women

Winner **Guy Russo, McDonald's Australia Limited**
Finalists Prof Denise Bradley, University of South Australia
 Stephen Goodey, Sara Lee Household & Body Care (Australia) Pty Ltd
 Helen Kurincic, Anglican Aged Care Services Group
 John McFarlane, ANZ Banking Group Ltd

Diversity Leader for the Advancement of Women

Winner **Alison Spencer, IBM Australia Limited**
Finalists Katie Benson, Sheraton Towers Southgate
 Andrea Grant, Holden Ltd
 Shenaz Khan, ING Australia Ltd
 Andrew Miedler, S C Johnson & Son Pty Ltd
 Katie Spearritt, Hewlett Packard Australia Limited

Leading Organisation for the Advancement of Women (less than 500 employees)

Winner **S C Johnson & Son Pty Ltd**
Finalists General Mills Australia Pty Ltd
 Nutrimecs International (Australia) Pty Ltd
 Royal Blind Society
 Savings & Loans Credit Union (SA) Limited

Leading Organisation for the Advancement of Women (more than 500 employees)

Winner **American Express International Inc - Australia**
Finalists ANZ Banking Group Ltd
 JP Morgan Holdings Australia Limited
 McDonald's Australia Limited
 Star City Ltd



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Outstanding EEO Practice for the Advancement of Women

Winner **Autoliv Australia Pty Ltd**
Finalists Epworth Hospital
 IBM Australia Limited
 IDEXX Laboratories Pty Ltd
 JP Morgan Holdings Australia Limited
 Royal District Nursing Service of SA Inc
 RSL Care QLD
 UNSW
 University of Wollongong
 Savings & Loans Credit Union (SA) Limited

Outstanding Result for the Advancement of Women

Winner **Cairns Region Group Training**
Winner **Uniting Church Frontier Services**
Finalists Autoliv Australia Pty Ltd
 Cabrini Hospital
 Hewlett Packard Australia Limited
 Holden Ltd
 McDonald's Australia Limited
 Schenker Australia Pty Ltd
 Sertec Ltd
 The Windsor Hotel

Most Promising Person or Organisation for the Advancement of Women

Winner **Shenaz Khan, ING Australia Ltd**
Winner **ANZ Banking Group Ltd**

[ENDS]



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'EOWA Employer of Choice for Women' 2003

INDUSTRY	ORGANISATION	STATE
Agriculture		
1	Meat & Livestock Australia Limited	NSW
Community Services		
2	Aldersgate	TAS
3	Bishop Davies Court Nursing Home	TAS
4	Eliza Purton Home for the Aged Inc	TAS
5	Fullarton Lutheran Homes Inc	SA
6	Somerville Community Services	NT
7	The Frank Whiddon Masonic Homes NSW	NSW
8	Uniting Church Frontier Services	NSW
9	Villa Maria Centre	QLD
10	Cerebral Palsy League of Queensland	QLD
11	Southern Cross Care (Qld) Inc	QLD
12	Anglican Care	NSW
13	Warrigal Care	NSW
14	Churches of Christ Homes & Community Services	WA
15	Mt Olivet Community Services	QLD
Computer Consultancy		
16	Agilent Technologies	VIC
17	Hewlett-Packard Australia Limited	VIC
18	IBM Australia Limited	NSW
19	Oracle Corporation Australia Pty Ltd	NSW
20	Sun Microsystems Pty Ltd	NSW
Consulting Engineers		
21	Arup Australasia	VIC
Education		
22	Canberra Girls' Grammar School	ACT
23	Curtin University of Technology	WA
24	Edith Cowan University	WA
25	Flinders University	SA
26	Griffith University	QLD
27	Kilbreda College	VIC
28	La Trobe University	VIC
29	Loreto Mandeville Hall - Toorak	VIC
30	Loreto Normanhurst	NSW
31	Macquarie University	NSW
32	Monash University	VIC
33	Moreton Bay College	QLD



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'EOWA Employer of Choice for Women' 2003

INDUSTRY	ORGANISATION	STATE
Education		
34	Overnewton Anglican Community College	VIC
35	Pymble Ladies' College	NSW
36	Queensland University of Technology	QLD
37	Ravenswood School for Girls	NSW
38	Royal Melbourne Institute of Technology	VIC
39	Santa Sabina College	NSW
40	The Friends' School	TAS
41	Toorak College, Mt Eliza	VIC
42	University of Melbourne	VIC
43	University of New England	NSW
44	University of Queensland	QLD
45	University of Technology, Sydney	NSW
46	University of South Australia	SA
47	University of Sydney	NSW
48	University of Western Australia	WA
49	University of Western Sydney	NSW
Education – Group Training		
50	Cairns Region Group Training	QLD
Electricity, Gas or Water Supply		
51	United Water International Pty Ltd	SA
52	TXU Pty Ltd	VIC
Employment Placement Services		
53	Hays Personnel Services (Australia) Pty Ltd	NSW
Finance and Insurance		
54	AMP Limited	NSW
55	ANZ Banking Group	NSW
56	Australian National Credit Union	NSW
57	Citibank Limited	NSW
58	Commonwealth Bank of Australia	NSW
59	Lend Lease Corporation	NSW
60	Savings & Loans Credit Union (SA) Limited	SA
61	Westpac Banking Corporation	NSW
62	J P Morgan Holdings Australia Limited	NSW
63	Royal Automobile Club of Vic (RACV) Ltd	VIC
Food, Beverage & Tobacco		
64	Southcorp Wines Pty Limited	NSW



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INDUSTRY	ORGANISATION	STATE
Health Services		
65	Austral Nursing Home	SA
66	Boots Health Care Ltd	NSW
67	Brisbane Water (NSW) Legacy	NSW
68	Calvary Health Care Tasmania	TAS
69	Epworth Hospital	VIC
70	Royal Far West Childrens' Health Scheme & Services for the Aged	NSW
71	St John of God Health Care Inc	WA
72	Cabrini Hospital	VIC
73	Uniting HealthCare	QLD
Legal Services		
74	Henry Davis York	NSW
75	Sparke Helmore	NSW
Manufacturing		
76	Autoliv Australia	VIC
77	Basell Australia	VIC
78	Baxter Healthcare Australia/NZ	NSW
79	ION Automotive Systems	NSW
80	Ford Motor Co of Australia Ltd	VIC
81	IGT (Australia) Pty Ltd	NSW
82	MasterFoods Australia New Zealand	VIC
83	S C Johnson & Son Pty Ltd	NSW
84	Saint-Gobain Abrasives Australia Pty Ltd	VIC
85	Sara Lee Household & Body Care (Australia) Pty Ltd	VIC
86	Motorola Australia Pty Ltd	NSW
Mining		
87	Alcoa World Alumina Australia	WA
88	Energy Resources of Australia	NT
Oil & Gas Extraction		
89	BP Australia Pty Ltd	VIC
90	Exxon-Mobil Corporation	VIC
Other Services		
91	American Express Australia	NSW
92	Avis Australia	NSW
93	SingTel Optus	NSW
94	Sitel Australia Pty Ltd	NSW
95	Pharmacy Guild of Australia, Qld Branch	QLD



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INDUSTRY	ORGANISATION	STATE
Printing, Publishing & Recorded Media		
96	John Wiley & Sons Australia Ltd	QLD
Professional Services		
97	Blake Dawson Waldron	NSW
98	Deloitte Touche Tohmatsu	NSW
99	Ernst & Young	NSW
Recreation, Cafes, Restaurants & Accommodation		
100	Cairns Colonial Club Resort	QLD
101	Royal Sydney Golf Club	NSW
102	Warner Village Theme Parks	QLD
103	Star City Pty Ltd	NSW
104	The Windsor Hotel	VIC
105	McDonald's Australia Limited	NSW
106	Sheraton Towers Southgate	VIC
107	TABCORP Holdings Ltd	VIC
Retailing		
108	OPSM Pty Ltd	NSW
109	Nutrimetics International (Australia) Pty Limited	NSW
Scientific Research		
110	Illawarra Technology Corporation	NSW
111	Murdoch Children's Research Institute	VIC
Transport		
112	Melbourne Airport	VIC
Wholesaling		
113	Avon Products	NSW
114	Pitney Bowes Australia	NSW

**Total number of 'EOWA Employer of Choice for Women'
Organisations for 2003 = 114**



2003 EOWA Business Achievement Awards

Judging Panel

Margot Cairnes

International leadership strategist Margot Cairnes was recently lauded as one of the world's "Outstanding Intellectuals of the 21st Century" by the International Biographical Centre Cambridge for her contribution to the domain of organisational transformation and leadership. While renowned and respected by business leaders across the globe for helping turn companies around, this former teacher, trainer, academic, business executive and MBA luminary doesn't appear to take herself too seriously.

The corporate adviser certainly takes her work seriously, however admits that one of the few things that can still depress her, is when she hears of companies going about their business badly, burning a lot of people – and goodwill – along the way. A radical thinker, Cairnes' work is about communicating a meaningful and effective way of relating, and placing the world of business within the broader context of society.

Creative, intuitive and visionary, Cairnes uses her strongest qualities to assist business leaders and executives in bridging the tremendous gap between the old, mechanistic ways of business and the new paradigms for the future. Her work has led to considerable contributions to society and the environment: While typically reaping greater profits, the companies to which this organisational pioneer has consulted have also noted less industrial accidents, less feedback from environmental regulators, and significantly less opposition from unions and external lobby groups.

"I help people in organisations to realise the contribution they can make. In business, people seek personal meaning and they want to add value. Once the eye is focused on what is possible, the sky's the limit," Cairnes notes. The executive mentor is also the author of several books, most notably *Approaching the Corporate Heart: Breaking Through to New Horizons of Personal and Professional Success* (Simon & Schuster, 1998). You can visit Margot Cairnes at www.margotcairnes.com.



2003 EOWA Business Achievement Awards

Judging Panel

Susan Halliday

Former Federal Sex Discrimination Commissioner (from 28 April 1998 to 2001), Susan Halliday has worked across all areas of discrimination during her 20 year career. She has spent much of her time in the private sector, considered by her academic colleagues as the 'heartland of resistance'. Comfortable with confronting some of the more controversial issues arising from her portfolio, Susan contends the Sex Discrimination Act is an effective mechanism to educate the broader community about individual human and workplace rights and responsibilities.

Also formerly an Assistant Director with the Business Council of Australia, and an Assistant Director with the private sector Council for Equal Opportunity in Employment, Susan spent her earlier years managing staff training, personnel and equity functions for BHP. For many years Susan has been a respected industry representative, advising on key legislation, policy and practice in the areas of employee relations, training and equity.

A sessional lecturer for ten years, Susan completed a Bachelor of Arts and Diploma of Education at Sydney University.

Susan is currently the Chairperson of the new Statutory Authority the Victorian Institute of Teaching. She is also a board member of Australians Against Child Abuse and the Council for Equal Opportunity in Employment Ltd.



2003 EOWA Business Achievement Awards

Judging Panel

Graeme Russell

Graeme Russell is an Associate Professor in Psychology at Macquarie University and a Director of Work+Life Strategies, a Diversity Management Consulting group. He is an internationally recognised researcher and consultant on diversity, gender equity, work and family strategies, fatherhood, equal employment opportunities, organisational change, and workplace flexibility.

He teaches psychology (Organisational Behaviour, Diversity and Organisational Change) and survey design at Macquarie University at both undergraduate and postgraduate levels. He has participated in several major international conferences and forums on diversity work and family in the past five years (Sweden, the UK, Switzerland, France and the US).

He has considerable experience in developing, implementing and evaluating diversity and work/life strategies in organisations. Clients have included: Alcoa of Australia; AMP; A.T. Kearney; Westpac; Lend Lease; Caltex Oil; Merck Sharp & Dohme; Bank of New Zealand; Mallesons Stephens Jacques; Corrs.

Graeme is also the joint editor of a recently published international book on Gender Equity and Organisational Change.



2003 EOWA Business Achievement Awards

Judging Panel

Heather Ridout

Heather Ridout has been the Deputy Chief Executive of the Australian Industry Group since 2001. As Executive Director, Public Policy and Communications, she has particular responsibility for the development, implementation and advocacy of Australian Industry Group's Public Policy positions in relation to issues including economic, industry, education and training at the national level and state levels. She also has management responsibility for Australian Industry Group's public affairs, including publications and communications/ media strategies, and leads a talented team of 18 staff.

Heather graduated in 1975 with an honours degree in economics from the University of Sydney. She began her career with a two-year stint as Research Assistant to a Federal Senator. In 1978, she commenced employment with Metal Trades Industry Association of Australia (MTIA) as Research Assistant to the Chief Executive. She progressed rapidly and was appointed Executive Officer and Principal Economic Adviser to the Chief Executive in 1981.

Over the next 14 years, Ms Ridout continued to rise through the ranks of the MTIA, and in 1995 was appointed Director Public Policy. Later that year, she was attracted to the Australian Industry Group as Director Public Policy and in 1996 was appointed Director NSW.

During that time, she also represented industry on various State and Federal Government Committees, Industry Councils and Working Parties, including participation in the National Taxation Summit.

She has been a member of numerous boards. She was a member of the Employment and Skills Formation Council (ESFC), which reviewed and reformed Australia's approaches to vocational training. She convened the Women's Employment, Education and Training Advisory Group (WEETAG), providing primary advices to the Minister for Employment, Education and Training on female employment and education issues. She has also been a member of the National Board Employment Education and Training, the Multicultural



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Advisory Council, the Australian Student Traineeship Foundation Board, the Research Centre for Vocational Education and Training Advisory Committee of the Sydney University of Technology.

She is currently a member of General Motors Australian Advisory Council, the Macquarie Graduate School of Management Advisory Board, NSW Information Industries Business Advisory Board, Board of Macquarie University's Labour Management Studies Foundation, the University of Sydney's Department of Industrial Relations Advisory Board, Innovation and Incentives Working Group for the National Innovation Summit, Business Coalition for Tax Reform and the Inaugural Australia - US Business Leaders' Forum. She is also Chair of NSW Industrial Supplies Office Limited and was a judge for the 1999 BRW Alcatel Business Awards and the *Australian Financial Review's* Most Powerful List in 2001 and 2002.

She is a member of the Royal Sydney Gold Club and the Royal Sydney Yacht Squadron. Heather Ridout is married to Peter Ridout with three children aged 13, 15 and 17.



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Alcoa

For two consecutive years, Alcoa World Alumina Australia has been awarded an EOWA Employer of Choice for Women citation. Alcoa's exemplary policies and practices were again recognised when the company was announced as the winner of the 2001 ACCI National Work and Family Large Business Award category – one of six awards to recognise organisations taking the initiative in providing a more family-friendly work environment for their employees.



Australian Industry
Group

The Australian Industry Group has worked hard for many years to overcome outdated attitudes to women in the workplace. "The crucial thing is for employers to find the right people for the right job, regardless of who they are," Australian Industry Group Chief Executive Bob Herbert says. "It is a simple message – progressive attitudes lead to a stable, committed workforce with all the benefits which flow from that."



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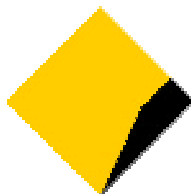
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Autoliv

Autoliv defines diversity in as broad and inclusive terms as possible; age, gender, ethnic origin, culture and personal style. Autoliv is proud of its extremely diverse and rapidly growing workforce, in which 32 nationalities are represented and 47 different languages spoken. Autoliv Australia is committed to the principles of Equal Opportunity and the development of a work environment that gives everybody a fair go.



Commonwealth Bank

Commonwealth Bank

The Commonwealth Bank's EEO/Diversity strategy is very clearly linked to the Bank's vision and business objectives - "to create an inclusive environment where all staff are treated with respect and dignity, where all staff are able to contribute to their maximum potential and where the diversity of ideas, work styles and perspectives are valued and utilised to assist help grow the business."



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Ford Motor Company

Ford Motor Company of Australia was formed in 1925 and is the longest established automotive manufacturer in Australia. It is the only Australian car manufacturer that wholly designs, develops and builds a range of vehicles locally - the Falcon range.

Ford employs over 5000 people from 68 different nationalities and this diversity is considered a key asset of the company and its ability to deliver superior products to a diverse customer base.

Ford supports the community through fundraising with the Red Cross Blood Bank, Leukaemia Foundation and Cancer Council. Employees are also encouraged to participate in the Charitable Contribution Scheme and the 16-hour Community Service Program, which allows employees two paid days of work annually to contribute back to the organisation of their choice.



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IBM

IBM opened its doors in Australia seventy years ago: the same year that the Sydney Harbour bridge was opened and the ABC went to air for the first time. IBM is the world's largest information technology company, with years of leadership in helping businesses innovate. IBM is proud to have made a significant contribution to the productivity and competitiveness of Australian industry over that time.

Drawing on resources from across IBM and key business partners, IBM offers a wide range of services, solutions and technologies that enable customers to take full advantage of the on demand era. With the acquisition of PwC Consulting last year, IBM also became Australia's largest business consulting company. IBM has around 11,000 employees in Australia and New Zealand. IBM also has a proud history in diversity and has embraced policies and practices to attract and retain the best employees. Policies supporting a family friendly workplace, work/life balance, advancement of women, and employment of people with a disability has earned IBM public recognition.



McDonald's

McDonald's is one of the largest employers of young people in Australia. The company currently employs over 55,000 people and spends more than \$20 million annually on training and people development. McDonald's creates about 6000 new jobs each year – many of which are taken up by young people working their way through school and university.



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Equal Opportunity for Women in the Workplace Agency



Australian Government

Equal Opportunity for
Women in the Workplace Agency

***“For every woman in Australia to reach her full
potential in the workplace.”***

The **Equal Opportunity for Women in the Workplace Agency (EOWA)** administers the Equal Opportunity for Women in the Workplace Act (1999). This piece of legislation is a revision of the Affirmative Action (Equal Employment Opportunity for Women) Act of 1986, which introduced the concept of EEO to Australia’s statute books.

According to both pieces of legislation, employers of 100 people or more are required to report to the Agency on the initiatives they take within their organisations to advance women in the workplace. Under the terms of the revised Act however, the new role of the Agency is to collaborate more flexibly and pro-actively with stakeholders to effectively advance both women and business.

All private sector organisations, higher education institutions, group training schemes, unions, community organisations and non-Government schools with more than 100 employees are covered by the Act, and are obliged to submit a compliance report to EOWA.

With a vision to create an Australia where every woman can achieve her greatest potential in the workplace, EOWA inspires Australian employers to take action to improve outcomes for working women. It does so by delivering practical solutions to employers for advancing women, by building strategic partnerships with employer organisations, and by leading public debate to increase the rate of change.



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Director Fiona Krautil Equal Opportunity for Women in the Workplace Agency



Fiona Krautil was appointed Federal Director of the *Equal Opportunity for Women in the Workplace Agency* (EOWA) in April 1999. Her work involves contact with more than 3,000 private sector organisations¹ as well as policy advice to the Federal Minister for Employment and Workplace Relations.

Prior to EOWA, Fiona was Head of Diversity at Westpac where she led the bank's 'leading practice' diversity process, achieving a shift in the organisation's culture to provide a workplace that was more inclusive for women. Westpac subsequently received a Silver Corporate *Work and Family Award*² in 1998.

Before joining Westpac, Fiona was Equal Opportunity Manager at Esso Australia where she successfully developed and implemented diversity strategies that resulted in Esso winning a number of best practice awards. She is also a member of the National Diversity Think Tank³.

With a Bachelor of Science Degree with Honours, a Post Graduate Diploma in Management and a Master of Business in Change Management, Fiona is the proud mother of two daughters: Stephanie 13 and Alexandra 8.

Employers covered by the Act include private sector employers, community organisations, non-government schools, trade unions and group training companies with 100 or more staff. All universities in Australia are also covered by the Act.

The Work and Family Unit, Department of Employment, Workplace Relations and Small Business run corporate Work and Family Awards.

The National Diversity Think Tank is a collaborative working forum providing leadership in developing, sharing, implementing and evaluating leading-edge diversity models and materials to provide better solutions for the Asia-Pacific region.