

Report on Performance

The Equal Opportunity for Women in the Workplace Agency contributes to improving the productive performance of Australian business by directly contributing to achieving fair and flexible workplace relations through its outcome - *to deliver equality of opportunity in employment for women*.

In support of this outcome EOWA delivered services to achieve two main outputs this year, the administration of the Act and the provision of advice, education, information and communication.

1 Administration of the Act - EOWA focused on implementing the *Equal Opportunity for Women in the Workplace Act 1999* through extensive consultations with employers covered by the Act. EOWA produced guidelines and a *Voluntary Report Form* to assist employers to meet the requirements of the new Act and provided secretariat and administrative support to the newly formed Equal Employment Opportunity Advisory Board.

2 Advice, education, information and communication - EOWA expanded its education services available to employers, their representatives and stakeholders including women's organisations, the community and government.

The feedback from employers consulted

about the effective implementation of the Act, was incorporated into the delivery of EOWA educational materials.

Outcome and Outputs Structure

The Equal Opportunity for Women in the Workplace Agency's identified outcome is:

Equality of opportunity in employment for women.

This outcome is achieved through two identified outputs (see Figure 2.), which direct the strategic activities and workplans of EOWA.

EOWA outputs support the aim of improving productive performance of Australian business through fair and flexible workplace relations.

Financial performance

Funding of \$200 000 for the implementation of the new *Equal Opportunity for Women in the Workplace Act 1999* and its administration was transferred from the Department of Employment, Workplace Relations and Small Business (DEWRSB) to EOWA at Additional Estimates. This budget measure was disclosed in the *DEWRSB Portfolio Budget Statements 1999-2000*. EOWA also received

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additional funds following a request for an advance to the Minister for Finance and

Administration.

Increased expenses were the result of initia-

Figure 2. Outcomes and Outputs Structure

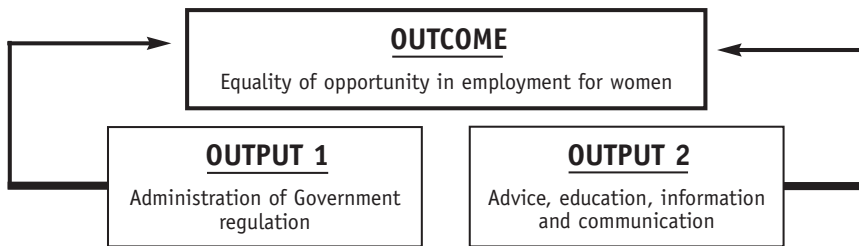


Table 2. Price of outputs

	(1) Budget* 1999-2000 \$'000	(2) Actual expenses 1999-2000	Variation (column 2 minus column 1)	Budget** 2000-01 \$'000
Total administered expenses	0	0	0	0
Price of Outputs				
Output 1 - Administration of Government regulation	1 394	1 183	(211)	1 181
Subtotal Output 1	1 394	1 183	(211)	1 181
Output 2 - advice, education, information & communication	930	1 184	(254)	1 182
Subtotal Output 2	930	1 184	(254)	1 182
Revenue from Government (Appropriation) for outputs	2 324	2 367	43	2 363
Revenue from other sources	156	53	(103)	82
Total price of outputs	2 480	2 420	(60)	2 445
TOTAL FOR OUTCOME	2 480	2 420	(60)	2 445
(Total price of outputs expenses)				

* Full-year budget, including additional estimates

** Budget prior to additional estimates

Table 3. Average staffing levels

	1999–2000	2000–01
Average staffing levels (ASL)	21	21

tives associated with the implementation of the new *Equal Opportunity for Women in the Workplace Act 1999* being brought forward such as consultation with employers on implementation of the new Act and the development of educational materials to assist employers meet the requirements of the Act. Implementation of these initiatives was originally projected to occur in the 2000-01 financial year.

Additionally, projected revenue from other sources was not realised. The EOWA did not pursue cost recovery activities during this transitional year of implementing the new legislation, but has plans to re-introduce cost recovery in the 2000-01 financial year.

A table outlining performance in relation the portfolio budget statement can be found at appendix 1.

1. Administering the Act

Background of changes to the Act

In June 1998 the independent review committee’s final report of the regulatory review

of the *Affirmative Action (Equal Employment Opportunity for Women) Act 1986*, called *Unfinished Business: Equity for Women in Australian Workplaces* was presented to the Hon. Peter Reith, Minister for Employment, Workplace Relations and Small Business.

The amendments to the Act were introduced as a result of the findings from the regulatory review including that the legislation was still required and amendments to the legislation could be made to improve its efficiency and effectiveness.

In addition to agreeing to the renaming of the Affirmative Action Agency and the establishment of an Advisory Board, the Government response to the review endorsed the following recommendations:

- changing the name of the Act and the title of the Director;
- insertion of a new objects clause into the legislation, emphasising merit and making a general statement of support for consultation;
- continuing the focus of the Act on women and continuing to cover organisations with 100 or more employees;

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- developing educational materials, including voluntary guidelines;
- replacing the eight step process within the Act and the rating system with an outcomes-focused reporting arrangement;
- developing a revised system for waiving reporting requirements; and
- using the sanctions of naming and contract compliance only as a last resort.

The majority of endorsed recommendations requiring legislative amendment were implemented with the introduction of the *Equal Opportunity for Women in the Workplace Act 1999* which became fully effective on 1 January 2000.

Overview of main activities

The Equal Opportunity for Women in the Workplace Agency administers the *Equal Opportunity for Women in the Workplace Act 1999* (the Act) to achieve equal opportunity in the workplace for women.

In 1999-2000, as part of implementation of the new Act, reports from employers were not required allowing EOWA resources to concentrate on developing educational materials.

Employers have been notified of the requirements of the new Act through two Action News newsletters and two specific letters to

employers. Out of the more than 2800 reporting organisations, only seven organisations did not understand the new requirements and consequently submitted a report. Though employers covered by the Act did not have to submit a report in 2000, they were required to commence implementation of their workplace program from 1 April 2000, within the new flexible framework and timelines of the new legislation.

Administering the Act was the main focus for EOWA over the financial year. This was successfully achieved by:

- supporting the implementation and ongoing work of the new Equal Employment Opportunity Advisory Board;
- developing the *Voluntary Report Form* and voluntary educational materials including the *Compliance Guidelines*, *Employment Matter Guidelines* and *Waiving Guidelines*, and processes for assessing compliance and waiving to assist employers meet the requirements of the Act;
- communicating with and educating employers to ensure they are aware of their obligations under the new Act; and
- commencing the development of an integrated information management system that meets the needs of EOWA's client base by providing for an on-line reporting service and that also meets government standards for on-line service delivery.

Equal Employment Opportunity Advisory Board

The Equal Opportunity for Women in the Workplace Agency provides secretariat and administrative support to the Equal Employment Opportunity (EEO) Advisory Board.

This Board's primary role is to provide the Minister for Employment, Workplace Relations and Small Business with advice on particular matters relating to:

- equal opportunity for women in the workplace;
- the role and functions of EOWA; and
- the operation of the *Equal Opportunity for Women in the Workplace Act 1999*.

An ongoing focus of the EEO Advisory Board is to build strategic links with the business and community sectors and to ensure that EOWA remains relevant and responsive to employers covered by the Act.

Members of the EEO Advisory Board

The EEO Advisory Board consists of people representing EOWA's key stakeholders including business, other organisations, employers and employees. The Chair of the EEO Advisory Board is Deanne Bevan, Senior Vice President and Director of Employee Relations, McDonald's Australia Limited

(during the reporting period).

Members include:

- Gracia Baylor, AM, President of the National Council of Women of Australia, and Deputy Convenor of the Victoria Women's Council;
- Therese Bryant, National Women's Officer and National Education and Training Officer, Shop Distributive and Allied Employees' Association;
- Julie Flynn, Network News Director and Olympic Operations Manager, Radio 2UE;
- Jane Goodluck, Human Resources Manager, Tasmanian Department of Treasury and Finance;
- Reg Hamilton, Labour Relations Manager, Australian Chamber of Commerce and Industry;
- Lorraine Martin, AO, Chairman, Lorraine Martin and Associates and Chairman, Women Entrepreneurs Capital Access Network;
- Brendan McCarthy, Operations Division Director, Chamber of Commerce and Industry Western Australia; and
- Rohan Squirchuk, Managing Director, Council for Equal Opportunity in Employment Ltd.

EEO Advisory Board meetings

In addition to the launch of the EEO Advisory Board in Sydney the Board met

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another three times throughout 1999-2000, once each in Melbourne, Perth and Brisbane. Meetings coincided with a formal function or event designed to foster closer links with business and industry by providing employers with the opportunity to meet with EEO Advisory Board members and the Director of EOWA and to promote the Act and learn about their respective roles.

In 1999-2000 the EEO Advisory Board contributed significantly to the development of a new simplified, less prescriptive *Voluntary Report Form* and educational *Compliance Guidelines*, which will assist employers to comply with the new Act. The EEO Advisory Board also played a key role in the develop-

ment of the *Employment Matter Guidelines* and the *Waiving Guidelines* and the methods of assessing compliance and waived status.

Deanne Bevan - Chair of the Equal Employment Opportunity Advisory Board

"I would like to congratulate EOWA on the work it has undertaken to date in implementing the new Act, particularly through extensive and meaningful consultation with key stakeholders, including hundreds of employers covered by the Act.

I would especially like to highlight EOWA's significant achievement in developing, through the consultative process, a series of

MEMBERS OF THE EQUAL EMPLOYMENT OPPORTUNITY ADVISORY BOARD WITH MINISTER HON. PETER REITH AND FIONA KRAUTIL



from left: Therese Bryant; Julie Flynn; Jane Goodluck; Brendan McCarthy; Rohan Squirchuk; Deanne Bevan; Gracia Baylor AM; the Hon. Peter Reith; Fiona Krautil; Reg Hamilton; Lorraine Martin AO.

excellent educational materials - including the new voluntary report form and the accompanying guidelines (all of which are now on the EOWA website). I believe these educational materials provide employers with valuable assistance in complying with the Act and taking the necessary steps to ensure equal opportunity for women in their workplaces.

Much still remains to be done to ensure Australian workplaces are free from discrimination. In this regard, EOWA's focus has been on working co-operatively with employers, to assist employers meet their requirements under the Act, and to demonstrate the benefits to all parties of recognising the skills and contribution of all employees. The responsibility though (and the challenge), rests firmly with employers, to deliver on equal opportunity in their workplaces. Therefore, I look forward to hearing about the steps employers have taken, and are taking to this end, through their (new style) reports to the agency next year."

EOWA STAFF CONSULT WITH EMPLOYERS



Development of the Voluntary Report Form, guidelines and assessment process

EOWA developed a *Voluntary Report Form* and a number of voluntary educational materials to assist employers implement an effective equal opportunity for women in the workplace program and to report on it in 2001.

In developing these educational materials for employers covered by the Act, EOWA undertook an extensive consultation program with employers covered by the Act that occurred in two phases.

In November 1999, prior to the new legislation being enacted, EOWA ran a series of national roundtable forums to discuss client needs relating to the implementation of the Act, particularly the type of assistance required and education EOWA needed to provide to employers covered by the Act. Initially 10 forums were planned, however, due to client demand, 26 forums were ultimately held in Melbourne, Sydney, Brisbane, Adelaide, Perth and Tasmania. Five hundred employer representatives participated in the forums. These sessions aimed to develop closer relationships with employers to gain their input and 'buy in' to the new reporting process.

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A significant outcome of this process was the establishment of the Client Reference Group, a forum offering EOWA a direct link to industry and business for developing educational and reporting materials. Another outcome of this process was a clear indication from reporting organisations of their desire to communicate with EOWA on-line.

In May-June 2000 EOWA consulted with 340 clients face-to-face in the second phase of external consultations. This was a targeted consultation to gain feedback from employers not represented in the initial consultation on the voluntary educational materials. Concurrently, an on-line discussion forum was provided to enable feedback to be collected on the *Voluntary Report Form* and relevant guidelines.

Overall 24 per cent of employers covered by the Act provided feedback on the *Voluntary Report Form* and relevant guidelines through face-to-face consultation. These documents were also discussed in 1 240 telephone enquiries from employers to the EOWA Advisory Service.

The main outcome of this extensive consultation process was a simplified *Voluntary Report Form* and voluntary education materials including the *Compliance Guidelines*, *Employment Matter Guidelines* and *Waiving Guidelines* that are intended to meet employers' needs. Employers that have con-

tacted the EOWA Advisory Service have stated that the *Voluntary Report Form* and guidelines are clear, practical and useful. An overview of each of these publications is provided below.

Voluntary Report Form

The *Voluntary Report Form* is designed to assist employers to demonstrate their compliance with the Act. There is no legislative requirement to use the *Voluntary Report Form* and employers are free to submit a report in the format of their choice, however feedback from the consultations was that employers would like a sample report form.

Compliance Guidelines

The *Compliance Guidelines* provide information to assist employers develop a workplace program, the central requirement of the Act. The *Compliance Guidelines* and *Voluntary Report Form* appear on-line as electronic documents and are linked through a series of hyperlinks. EOWA recommends that the *Compliance Guidelines* be read in conjunction with the *Voluntary Report Form*.

Workplace Analysis Toolkit

The *Workplace Analysis Toolkit* provides detailed information on how to analyse the workplace to identify the equal opportunity issues, an area with which employers requested more assistance. The toolkit provides assistance in:

- developing a workplace profile;

- analysing the workplace;
- consulting with employees; and
- reviewing an organisation's employment practices.

Employment Matter Guidelines

The *Employment Matter Guidelines* provide additional information on each of the seven employment matters detailed in the Act, to further assist employers to:

- identify equal opportunity issues for women; and
- identify possible actions to address these issues.

Waiving Guidelines

The *Waiving Guidelines* were developed to be read in conjunction with the *Compliance Guidelines* and to assist employers to understand what is required of them to be waived from the reporting requirements.

The Director may waive reporting requirements for employers that have taken all reasonably practicable measures to address equal opportunity issues for women relating to employment matters in their workplace. This revised system of waiving will be introduced in 2000-01 including the choice of employer initiated workplace visits or the submission of a written report to enable employers to demonstrate to EOWA staff that they meet the waiving requirements. An organisation that is waived from report-

ing is still required to have a workplace program in place.

Method of assessing

The assessment process is designed to enable employers to demonstrate to EOWA, in any way that is meaningful to them, that they have met the requirements of the Act in terms of both compliance and waiving. The assessment method is integrated into the *Compliance Guidelines* and *Waiving Guidelines*. This will help to ensure transparency in the EOWA assessment of reports and waiving applications.

Integrated information management system

During the year, EOWA identified and developed specifications for an integrated information management system in line with the requirement to deliver greater on-line access to education and information to clients. This system would incorporate the needs of EOWA's client base and provide access to EOWA educational material and an on-line reporting service.

2. Advice, education, information and communication

In 1999-2000 the Equal Opportunity for Women in the Workplace Agency designed its advice and education services primarily to meet the needs of employers covered by

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the Act and their representatives, as well as other stakeholders such as women's organisations, the community and government.

EOWA targets its resources strategically and uses the following channels to educate, assist and communicate with clients:

- partnership events;
- educational visits and programs;
- website;
- Advisory Service;
- speeches and presentations;
- publications;
- liaison; and
- media.

Partnership events

To effectively implement the new legislation EOWA actively sought partnerships with key stakeholders, including employer associations and corporate partners. Significant partnerships in 1999-2000 included *Catalyst for Change - 'Why aren't we doing that?'* and the *Women in the Workplace - Opportunities for Business in the New Millennium, Best Practice Awards*.

Catalyst for Change

The *Catalyst for Change* event was designed as the focal point for re-energising discussion on equal opportunity for women in Australian workplaces. Dr Mary Mattis, Senior Research Fellow with Catalyst, attended the event as a keynote speaker. Catalyst is a non-profit organisation which

works with US Fortune 500 companies to research issues relating to women in the workplace, representation of women in management roles and strategies for retaining women in the workplace. The organisation is internationally recognised for the quality and the practicality of its research.

'Why aren't we doing that?' - was the call to action for the *Catalyst for Change* event, reflecting the overall objective of the partnership, to reposition the issue of women in the workplace as a strategic business imperative. Held over 27-31 March 2000, the *Catalyst for Change* event brought together Australian business, academic leaders and government to discuss the issues, challenges and opportunities in advancing women in the workplace. As part of the program, journalist Geraldine Doogue facilitated two executive panel discussions in Melbourne and Sydney.

Catalyst for Change enabled business leaders in Australia to promote the critical success factors in gaining CEO support and practical initiatives for managing diversity as a strategic business issue.

This successful event was the collaborative effort of EOWA, the National Diversity Think Tank, Work+Life Strategies and the Council for Equal Opportunity in Employment Limited.

The *Catalyst for Change* event would not

**EOWA STAFF WORKING WITH EMPLOYERS
AT A CATALYST FOR CHANGE WORKSHOP**



have been successful without the support of leading Australian organisations such as: AMP, Hewlett-Packard, IBM, Lend Lease, Coles Myer, McDonald's, National Australia Bank, State Rail Authority (NSW), Westpac and Merrill Lynch.

Support was also provided by: Dunhill Madden Butler, The Waite Group and the University of Technology, Sydney.

***Women in the Workplace -
Opportunities for Business in the New
Millennium, Best Practice Awards***

In recognition of best practice standards achieved by employers in the 1998-99 reporting year, employers that had developed high quality, comprehensive workplace programs under the previous legislation, were recognised at the *Women in the Workplace - Opportunities for Business in the New Millennium Best Practice Awards*. This event was a joint partnership between EOWA, the Council for Equal Opportunity in Employment Limited and the Australian Chamber of Commerce and Industry.

The Hon. Peter Reith, Minister for Employment, Workplace Relations and Small Business and Senator Helen Coonan congratulated and acknowledged the best practice companies in two events held in Melbourne on 30 November 1999 and Sydney on 13 December 1999.

The awards functions publicly recognised organisations that were best-practice in achieving results for women in the workplace and drew attention to the large number of companies who are leaders in innovative initiatives in equal opportunity in Australia. The half-day seminar also enabled leading companies to share what they had been doing to address and improve equal opportunity for women in the workplace.

Educational workshops

Following on from the successful consultation program conducted on the content of the *Voluntary Report Form* and relevant guidelines, there was increased interest by EOWA clients in attaining further information on the requirements of the new Act. Through partnership initiatives, EOWA was able to undertake 19 educational workshops, which were conducted in Sydney, Melbourne and Brisbane in partnership with:

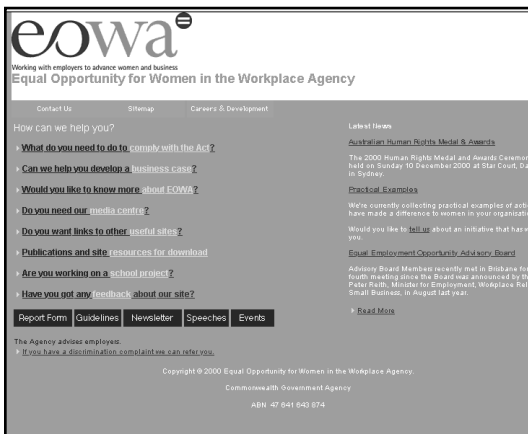
- Australian Industry Group;
- Australian Business Ltd;
- Victorian Employers Chamber of Commerce and Industry;

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- New South Wales Equal Employment Opportunity Practitioners Association (NEEOPA); and
- Queensland Equal Employment Opportunity Practitioners Association.

In addition to these formal workshops, one-off educational visits to individual business workplaces were conducted and EOWA envisages that it will continue to provide these services.

www.eowa.gov.au



Website

The website is a significant feature of the EOWA educational services. It enables efficient, timely communication with EOWA clients in a resource effective way. The website can be found at www.eowa.gov.au

In May 2000 the website was restructured and redesigned to enhance client use of on-

line materials such as the *Voluntary Report Form*, and voluntary educational materials including the *Compliance Guidelines*, *Employment Matter Guidelines* and the *Workplace Analysis Toolkit*.

During the year the EOWA website received 119 245 individual user sessions (a more accurate measure of clients usage) indicating there was high usage of the site for information and material downloading.

The EOWA website is an integrated educational tool. It is used by clients to obtain information about equal opportunity and has contributed to the increased efficiency of the EOWA Advisory Service by enabling clients to have immediate access to information and educative materials.

EOWA Advisory Service

The Equal Opportunity for Women in the Workplace Advisory Service has two advisors operating a telephone advisory service and providing face-to-face advice with clients Australia wide.

This service provides advice on equal opportunity for women in the workplace programs and information on equal opportunity for women in the workplace issues, such as detailed information on equal opportunity initiatives on an industry and issue basis, local and global innovative practice, benchmarking and other relevant data and workplace analysis tools.

Staff received 2 062 requests for assistance and information during the year. Of these requests, 1 483 were from employers covered by the Act. The remaining 579 requests were from a variety of other organisations and interested members of the public.

Calls from employers covered by the Act

The key stakeholders for the EOWA are employers covered by the Act and 72 per cent of requests for information by the EOWA Advisory Service were from this group.

During the year, the EOWA Advisory Service received the following calls:

- 37 per cent, reporting administration changes;
- 26 per cent, requesting information and advice on the legislation and on developing, implementing and improving workplace programs;
- 25 per cent, requesting information on developing equal opportunity and diversity initiatives, including industry standards and benchmarking information;
- 7 per cent, enquiring about coverage of employers by the legislation;
- 1 per cent, enquiring about policy and issues surrounding contract compliance; and
- 4 per cent, other.

The EOWA Advisory Service provides employers covered by the Act with direct feedback

on their equal opportunity for women in the workplace programs and advice on the future development of their programs. During the year the EOWA Advisory Service gave this type of comprehensive assistance to 359 employers.

Calls from other clients

The EOWA Advisory Service receives a number of enquiries from other stakeholders including:

- students and members of the community;
- employers not covered by the Act;
- employer associations, trade unions and advocacy groups with less than 100 employees;
- consultants, EEO practitioners and training providers;
- researchers and academics; and
- representatives from government organisations.

The EOWA Advisory Service received 579 requests from other clients, this represented 28 per cent of the total number of enquiries.

Impact of the new legislation

The implementation of the new Act had a significant impact on both the number of enquires received through the EOWA Advisory Service and the nature of enquiries, as outlined below.

- A reduction in the number of enquires

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from organisations covered by the Act was due to the year 2000 being a non-reporting year. Previously, reporting enquiries (relating directly to the reporting process) made up approximately 50 percent of the enquiries received.

- It should also be noted that there was a substantial increase in visits to the EOWA website during this period which highlights the interest in the new EOWA website.
- An increase in enquiries lasting between 30 minutes and 2 hours in which initiatives directly related to the workplace program under the new legislation were discussed increased considerably, to 51 per cent of the total number of enquiries. There has also been a shift to more value added calls following the updating and inclusion of more information on the website.

Speeches and presentations

As part of implementing the new legislation, speeches and presentations given by the Director and EOWA team were a high priority. There were a large number of invitations for EOWA to speak at conferences and other forums. These were likely to be a result of increasing knowledge and interest in the Act and EOWA's new direction. In addition to discussing the new legislation, a continuing theme for EOWA over the past year, the *Catalyst for Change* events have increased interest in the role of leadership in advanc-

ing equal opportunity for women in the workplace.

Key speeches given during the year include:

- Women in Leadership Public Lecture Series (Edith Cowan University);
- Workplace Diversity and EEO Conference (IIR); and
- 11th Women, Management and Industrial Relations Conference (Macquarie Graduate School of Management).

The Director and Deputy Director also gave presentations at a number of employer and practitioner forums and networks including other government bodies. The numerous speaking engagements reflect the significance of the EOWA role in raising awareness about equal opportunity for women in Australian workplaces.

EOWA DIRECTOR FIONA KRAUTIL AT THE BRISBANE EEO ADVISORY BOARD EVENT

Publications

In support of the new legislation EOWA produced a number of voluntary guidelines and other practical materials to assist employers meet their reporting requirements. These include:

- *Voluntary Report Form;*
- *Compliance Guidelines;*
- *Workplace Analysis Toolkit;*
- *Employment Matter Guidelines; and*
- *Waiving Guidelines.*

These publications were published on-line through the EOWA website, and were available from EOWA, in hard copy, upon request. These publications are free of charge.

Another publication made available was *Utilizing 100% of your Workforce: A Competitive Business Strategy* targeted to the manufacturing sector. This free booklet provided practical examples on managing casual and contract employment, flexibility and career development.

Action News

EOWA published its client newsletter, *Action News* five times throughout the year. Special editions were produced when the need arose, such as the March 2000 edition detailing the new EOWA Act and its requirements. The newsletter has a circulation of in excess of 8 000. Future plans for the newsletter include electronic delivery of updates allowing for immediate

communication with clients.

Liaison

The Act places responsibility on EOWA for promoting understanding, acceptance and public discussion of equal opportunity for women in the workplace. EOWA recognises the importance of liaison with industry and the community as an important element in developing closer relationships with business in achieving equal opportunity for women in the workplace.

Business and organisations liaison and consultation

Throughout the year, the Director continued to develop effective working relationships with organisations and networks external to EOWA.

In addition to meeting with representatives from the different business sectors through the more formalised educational visits program, EOWA also undertook liaison and consultation activities with the following:

- National Diversity Think Tank;
- NSW Law Society;
- Australian Council of Business Women Ltd (ACOB);
- Master Builders' Association of Australia;
- Forum for Commonwealth Agencies; and
- Women's Policy Officer Network.

EOWA also focused on working with key stakeholders including the Equal Employ-

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ment Opportunity Advisory Board, the Office of the Status of Women, the Sex Discrimination Commissioner and the the Department of Immigration and Multicultural Affairs and the Western Australian Office of the Director of Equal Opportunity in Public Employment.

International liaison

International liaison provides EOWA with an opportunity to access experts in diversity and equity and address the business case for diversity with an understanding of global developments and in particular how these may relate to Australian workplaces.

During the year EOWA hosted a visit from Dr Mary Mattis, Senior Research Fellow from Catalyst US, during the Australian *Catalyst for Change* event. This event continues to re-energise the discussion of equal opportunity for women in Australia.

On 22 July 1999 EOWA hosted the *Work and Family Life* seminar which featured Trudie McNaughton, CEO of the New Zealand EEO Trust. The seminar allowed participants the opportunity to share their experiences in a stimulating and interactive manner. EOWA was host to a representative from the Hong Kong Human Rights Commission.

Media

The Equal Opportunity for Women in the Workplace Agency is recognised as an expert

in the field of women's employment issues. Accordingly, EOWA received numerous media requests to make comments and offer opinion in relation to equal opportunity for women in the workplace.

The overall media focus for EOWA in 1999-2000 was educative by raising community and business awareness of the role of the EEO Advisory Board and the implementation of the *Equal Opportunity for Women in the Workplace Act 1999*. In 1999-2000, EOWA media activities surrounded four major events throughout which significant press and other media coverage was achieved.

- The launch of the Equal Employment Opportunity Advisory Board took place in August 1999 signalling the repositioning of the former Affirmative Action Agency through the launch of its new name, the Equal Opportunity for Women in the Workplace Agency and its new role.
- In October 1999, as in previous years, there was significant media interest surrounding the tabling of the Annual Report and listing of non-compliant organisations in Federal Parliament.
- In November 1999 the *Women in the Workplace - Opportunities for Business in the New Millennium Best Practice Awards* functions (held in partnership with the Council for Equal Opportunity in Employment Ltd and the Australian Chamber of Commerce and Industry) contributed to media coverage relating to equal oppor-

tunity issues in Australian workplaces.

- In March 2000, the Director of the Equal Opportunity for Women in the Workplace Agency gained positive media coverage in relation to the *Catalyst for Change* week of events.