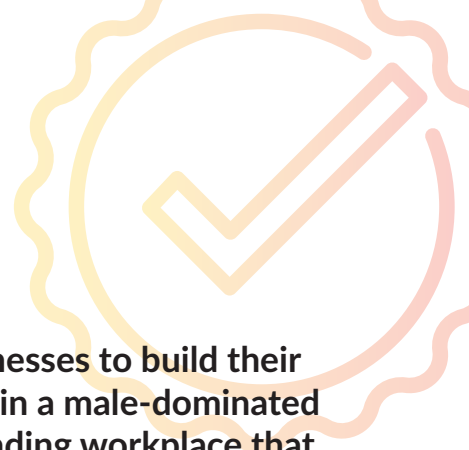


HOW TO BECOME AN EMPLOYER OF CHOICE



The actions and behaviours below can assist automotive businesses to build their reputation and establish themselves as an employer of choice in a male-dominated industry. Adopting these ideas can assist with developing a leading workplace that attracts top talent, maintains high levels of productivity, enjoys a healthy culture and holds a competitive advantage.

CREATE A WORKPLACE CULTURE THAT IS EQUITABLE, INCLUSIVE AND EMBRACES DIVERSITY

- Business owners and senior staff regularly speak about the importance and benefits of gender diversity in the workplace.
- Gender diversity training is available as part of staff induction.
- Business owners and senior staff are champions for work-life balance and value performance over long hours.
- All employee's work is regarded as meaningful and contributes to a genuine partnership between the employer and the employee.
- Senior school students are invited to visit the business to showcase workplace gender equality.
- Workplace employment targets are set to ensure gender diversity across all levels of the business.
- Respect is shown for other's differences.
- Zero tolerance for sexism, sexual harassment, bullying and discrimination is communicated regularly and where displayed is 'called out' and actioned with the utmost seriousness.
- Social events are inclusive and suitable for all genders.
- The business's approach in supporting gender diversity is discussed with customers.
- Gender diversity content is on the website and regularly mentioned on social media platforms.
- Business owners are champions for change in the automotive industry and join initiatives to improve the gender balance.
- Professional development and skill development is encouraged for staff to progress their career.
- Flexibility and on-site and off-site support is provided to employees including access to resources and contacts for various financial, and physical and mental health needs.

- An open-door approach exists for staff that allows for family visits.
- Business owners 'keep in touch' with employees who go on extended leave.
- Business marketing material reflects diversity in the workplace.
- Pay-equity exists for all fixed and variable pay rates, across all levels. Pay-equity is regularly and openly communicated to all employees.

CREATE A WORK ENVIRONMENT THE MEETS THE NEEDS OF ALL EMPLOYEES

- Employees are surveyed regarding workplace culture and operations. Changes are implemented resulting from that feedback for the betterment of employees.
- Policies are implemented that support all genders including domestic and family violence, carer's and paid parental leave.
- Flexible working arrangements are available equally to all genders across all parts of the business.
- The physical working environment caters for all genders and abilities.

CREATE A WORK ENVIRONMENT THAT SUPPORTS WOMEN

- The physical working environment caters for women. Examples include:
 - adequate night time lighting to ensure safety at close of business
 - separate amenities that include menstrual bins
 - uniforms are suitable and adjustments made to equipment, where necessary, to ensure safety
- Male champions call out sexism, sexual harassment, bullying and discrimination.
- Women are empowered to equally influence and shape the business's culture and operations.

Click [HERE](#) for more information.

