7switches

can be used in decision making to illuminate new opportunities and build inclusive gender equality into the future

The Champions of Change Coalition includes CEOs, secretaries of government departments, non-executive directors and community leaders who believe gender equality is a major business, economic, societal and human rights issue. Established in 2010 by Elizabeth Broderick AO, our mission is to achieve inclusive gender equality across our workplaces by 2030 and a significant and sustainable increase in the representation of women in leadership.



7Switches to build gender equality into everything you do and deliver

Represented and engaged end to end

Visible, understood respected and valued

2

Health and safety without compromise

Customised and accessible

Progressive and supported

5

Free and empowered

6

Invested in

1

 Women in all of their diversity are represented, actively engaged and equally contributing to the design and development process – end to end.

- Sex-disaggregated and diversity data is collected and analysed at every stage to inform decision-making.
- Decisions and design recognise and plan for a world where inclusive gender equality is the norm rather than being dominated by the needs of a particular gender.
- The voices of women with lived experience are listened to help identify potential risks/unintended consequences and opportunities for innovation.

There is equal representation, recognition, and respect for women and girls in all their diversity (consideration, presence, profile, visibility, language) in the outcomes of decisions and design processes.

- Discriminatory distortions/ comparisons between genders are eliminated.
- Traditional views of what constitutes merit are challenged.
- Messages, language and imagery are tested to ensure they are inclusive and respectful to all.
- Perspectives and concerns raised by women and girls are prioritised and addressed.

 Every stage and decision is scrutinised to enshrine health and safety for all genders as a baseline feature that is never traded off (for cost, profit and/or to meet the needs of others).

- The individual and unique attributes, abilities and needs of diverse women and girls at every life stage are factored into design.
- Under-represented and marginalised groups are explicitly considered.
- Women and girls can equally, and as easily, access and use with equitable outcomes, performance and benefits, with no personal health, safety, professional or financial downside or penalty.
- Harmful gender stereotypes, norms and expectations are proactively tested, debunked and eliminated.
- Lives and careers are not dictated or influenced by traditional models and norms of masculinity and femininity.
- Caring (for children, elders, colleagues) and domestic work is recognised in design processes as valued, everyone's priority and equally shared.
- The autonomy, independence, freedom, privacy and empowerment of women and girls is enabled, protected and promoted in all decisions.
- The options and decisions available to all genders are not shackled by outdated and harmful gender norms and stereotypes.
- Investments are made equally or correctively to meet the needs of women and girls, remediate for past inequalities, and end gender inequity wherever it exists.

