



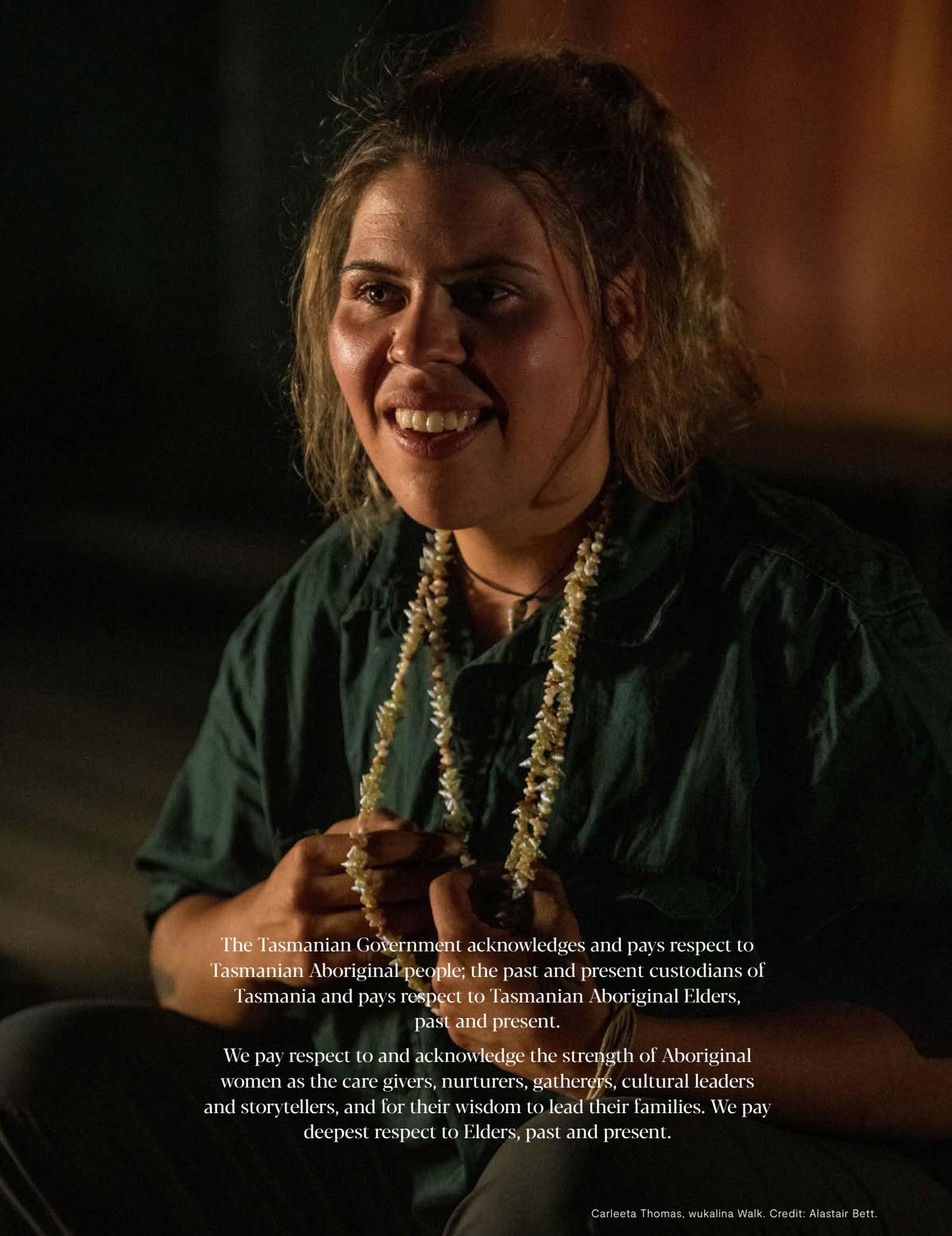
Equal means Equal

Tasmanian Women's Strategy

2022-2027



Tasmanian
Government



The Tasmanian Government acknowledges and pays respect to Tasmanian Aboriginal people; the past and present custodians of Tasmania and pays respect to Tasmanian Aboriginal Elders, past and present.

We pay respect to and acknowledge the strength of Aboriginal women as the care givers, nurturers, gatherers, cultural leaders and storytellers, and for their wisdom to lead their families. We pay deepest respect to Elders, past and present.

Carleeta Thomas, wukalina Walk. Credit: Alastair Bett.

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Troublesmiths Youth Social Enterprise.
Credit: Samuel Shelley.



Harvest Market. Credit: Nick Hanson.

Appreciation

Thank you to all Tasmanians who contributed to the development of this Strategy through conversations, group discussions, providing survey responses and making submissions to the Discussion Paper. We appreciate your passion, your time and the experiences you shared.

In particular, we wish to thank former and current members of the Tasmanian Women's Council who provide valuable feedback, advice and expertise to the Tasmanian Government, and who share their ideas generously.

The views of 565 individuals received through the public survey are reflected in this Strategy. Seventeen written

submissions were received through a public consultation process held between 26 March and 29 April 2022. These submissions have also informed this Strategy.

We welcome continued feedback on the Strategy which is outlined in greater detail on the following pages. If you or your organisation has questions about any aspect of this Strategy, please contact:

email: women@dpac.tas.gov.au

phone: 03 6232 7556

Community Partnerships and Priorities

Department of Premier and Cabinet

GPO Box 123

Hobart 7001 TAS



Bruny Island locals with former Tasmanian Women's Council Member, Leonie Ridge.
Credit: Natasha Mulhall.

Message from the Minister



The Honourable Jo Palmer MLC, Minister for Women.

Like all women in Tasmania, I have many roles. I am a daughter. Like many women, I am also a partner and mother. I am a professional, and now a representative of the Tasmanian community in Parliament. I am 51 years old and – like all of us – have life experience in love and loss. My life, like the lives of all Tasmanian women, has many parts and is complex. I have good days and bad. I succeed and I fail. I try my hardest.

My sincere commitment as Minister for Women is that all women in Tasmania have access to equal choice, resources and opportunity to participate in our economic, social, political and community life. In simple terms, what this means is that women have the opportunity to be the best they can be and fulfil their ambitions – whatever these ambitions are. It means you have a choice in how you use your

time and talents. We know that greater equality for women has benefits for our whole community. As Tasmanian women told us, equal means equal for every Tasmanian. The Tasmanian Government wholeheartedly stands by this foundational principle.

We have some way to go to fulfil this. We need to combat stereotypes that limit our opportunities, in particular how we organise our families and work lives. We need to eliminate bias and outright discrimination. And we need to celebrate the different, unique, and varied choices women and men make in living their lives. The actions outlined in this Strategy support long- term cultural change towards a more equal future. Government cannot do this alone.

In reading this Strategy, I encourage you to think about what might need to change in your home, workplace, or

We know taking action to address gender inequality works. Our commitment to a gender equal Tasmania continues through this new Strategy.

in the broader community towards an island of true equality. We will continue to engage with Tasmanian women as we implement the actions in this Strategy, and I encourage all Tasmanians to visit the Women in Tasmania website to find avenues for sharing your ideas, expertise and experiences with us.

**Jo Palmer MLC
Minister for Women**

What we heard from women in Tasmania



Virginia Andrews-Goff, Marine Mammal Scientist. Credit: Jon Gazzignato.

The need for gender equality is as important now as it ever has been. None of us are equal until we are all equal.

This Strategy reflects the voices of Tasmanian women from all walks of life. Women and girls generously shared with us their experiences of being female in Tasmania today.

We overwhelmingly heard that Tasmania is a place of possibility for women and girls.

Women in Tasmania feel a deep sense of connection to community, the environment, and their family. They are strong, resilient, dynamic and hard-working. Women who shared their stories with us feel they are at the centre of building Tasmania's future.

But they also want to see more progress in key areas they perceive will enhance the lives of not just Tasmanian women

and girls, but all Tasmanians.

Tasmanian women told us that equal means equal, for every Tasmanian.

They explained that this means gender equality is as good for men and boys as it is for women and girls. And that gender equality should reflect gender diversity.

For those who shared their stories with us, this means that Tasmanian women and girls have individual choice and opportunity. Opportunity for work, choice in how they organise their families and personal lives, and options for flexibility in the face of changes and challenges.

We know achieving gender equality will be different for everyone. We heard



TasPride Parade. Credit: Rod Spark (from Spark Photography) on behalf of TasPride.

the important message that a woman's lived experience of disability, culture, sexuality, age, gender identity, work and where they live has significant impact on their experiences of equality.

Women expressed concern about stereotypes that limit their opportunities to contribute their skills and knowledge across all areas of our economy, to flourish and be the best they can be. They also worry about how stereotypes of women's and men's parenting roles not only impact work, but also the development of family life and young people's perceptions of gender roles. And they shared experiences of how unconscious bias and at times outright discrimination impact their professional and personal

lives, as well as their deep frustration that these attitudes and behaviours still persist today.

Women shared with us how COVID-19 affected them in unique ways; because they are more likely to serve in 'frontline' roles, and engage in part-time and casual work. Women also had to change their parenting and work arrangements because of the impact of lockdowns on child care, and changes to schooling. Women felt they took on many additional responsibilities to ease the disruptions on their family life.

But despite the challenges of COVID-19 women are eager to benefit from Tasmania's strengthening economy and they expressed concern that rising costs of living would compromise this opportunity.

It was clear from what we heard that women in Tasmania do not see government as the single lever for progressing a gender equal Tasmania. Everyone has a role.

What we heard is that women want to see government facilitate opportunities and lead the way in busting stereotypes, biases and practices that limit this opportunity and choice for all Tasmanians. Women appreciate that the Government is committed to gender equality and that it is looking for a structured approach to achieve this over the long term.

This Strategy reflects and responds to what we heard from Tasmanian women.



Nurul Mohd Noor, Hobart Farm Gate Market.
Credit: Tasmanian Partner Toolkit



Diane Kelly OAM, inductee of the Tasmanian Honour Roll of Women (2019) for service to the community, sport and recreation.
Credit: Jazz Upton, Moon Cheese Studio.

Our vision for a gender equal Tasmania

Our vision is for a Tasmania:

Where women and girls have access to equal choice, opportunity and resources to participate in our economic, social, political and community life.

Where gender equality is embedded in our culture, attitudes and practices, recognising the diversity of Tasmanian women and girls.

Our goals to achieve a gender equal Tasmania



Diane Edgerton, CEO of Direct Edge Manufacturing. Credit: Natasha Mulhall

Full gender equality strengthens us all by making our economy more resilient, increasing productivity, improving safety and wellbeing, and reducing poverty.

As we spoke with individuals, communities, groups and representative bodies, strong themes emerged. These themes are reflected in the goals of this Strategy, which are:

Cultural Change

Changing social and cultural attitudes and practices to achieve gender equality.

Empowerment

Women and girls are empowered to participate in all aspects of society.

Visibility and Awareness

Women's experiences, achievements and successes are acknowledged and recognised.

The next section of this Strategy explains the goals in detail.



Sajini Sumar, inductee of the Tasmanian Honour Roll of Women (2005) for service to multicultural affairs. Sajini is Chair of the Multicultural Women's Council of Tasmania, which received a grant under the Tasmanian Government's International Women's Day Grant Program 2022. Credit: Natasha Mulhall.



Karen Brooks, Driftwater. Credit: Samuel Shelley.

Cultural Change

Changing social and cultural attitudes and practices to achieve gender equality.

It is a human right that women, men and gender diverse people have equitable access to all aspects of life. But while this right is recognised in law internationally, nationally and in Tasmania, our systems and habits cause women and others to experience disadvantage simply as a result of their gender. These disadvantages are experienced in a wide range of areas, including economic security, safety, opportunities for leadership and career advancement and, in some cases, through poorer health and wellbeing outcomes.

These gendered inequalities are a product of a combination of systems, cultural beliefs, attitudes and behaviours. Embedded beliefs about female and male characteristics (gender stereotypes) have created a culture that can limit opportunities for people of all genders.

These beliefs are difficult to change because they are so embedded in how we think and behave. We have to make a conscious decision to recognise and consider them or they remain invisible and comfortable.

An important step towards achieving cultural change lies with acknowledging

that equal means equal for the diversity of all Tasmanian women. Cultural change is essential for creating a Tasmania where people want to remain, return, and move to, because here they can belong, enjoy a life free from all forms of discrimination, and have full opportunity to participate and contribute.

A gender responsive approach to how we organise and structure our systems gives us the tools to start consciously exploring the cultural norms that create and sustain gender inequality.



Kitana Mansell, Palawa Kipli, sustainable Tasmanian Aboriginal food business. Credit: Jazz Upton, Moon Cheese Studios.



Jemma Blair. Credit: Alastair Bett.

We can see empowerment in action with the success of victim-survivors of family and sexual violence advocating to change legislation and other processes. This positions victim-survivors at the centre of justice and service responses so we all benefit from their experiences and knowledge.

Empowerment

Women and girls are empowered and participate in all aspects of society.

Empowered women and girls make their own choices, have a high sense of self-worth, and can influence social change.

Women's empowerment is linked to the cultural changes required to achieve gender equality. When traditional attitudes, norms, practices, structures and power imbalances that limit women's participation are challenged and reformed, women can enjoy equal opportunities to influence decision-making and exercise choice and control.

This is especially important for women and girls who experience multiple forms of discrimination. The interim report of the Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability cites data showing women with disability in Australia experience physical or sexual violence 3.8 times more often than women without disability.

It is critically important that efforts to address the structures limiting women's agency and empowerment also consider the influence of other forms of discrimination some women experience such as ableism and racism.



Tasman Sea Salt. Credit: Jazz Upton, Moon Cheese Studios.

Visibility and Awareness

Women's experiences, achievements and successes are acknowledged and recognised.

Awareness of women's participation and successes in social, economic and community life inspires other women to follow in their footsteps. This is especially important for women who face barriers that may make this even harder to achieve.

It is vitally important women are aware of other women holding leadership positions, succeeding in their careers and being celebrated for their achievements, whether making

a medical breakthrough, creating art, parenting, or kicking a football. It is also important to recognise the true value to our communities of professions such as teaching, nursing and caregiving which are still mainly undertaken by women.

As with cultural change, achieving visibility and awareness means consciously acknowledging women's experiences and being purposefully aware of, and considering, the needs of women when designing policies, services, institutions and structures.

The Tasmanian Government is already taking action to raise women's visibility, and increase their empowerment, through initiatives such as the See it. Dream it. Do it campaign that builds women's representation in organisations funded under the Sport and Recreation State Grants Program.



Dr Hazel MacTavish-West,
Founder of Seedlab Tasmania.
The Seedlab Sisters Cradle
Coast Program, through
Swinburne University of
Technology Centre for
Social Impact, is part of the
Tasmanian Government's
Supporting Women to Succeed
Grant Program 2021.
Credit: Jess Oakenfull.

Outcomes

The vision and goals of this Strategy are holistic, and seek change at an individual, organisational and community level.

Women told us they want to see the broad goals expressed in this Strategy, linked to key facets of their lives: safety, health and wellbeing, economic security, and leadership and participation. They want to see cultural change improving their economic security, safety, health and wellbeing, and providing opportunities for leadership and participation.

Similarly, they want to be empowered across these areas, and recognised.

These outcome areas of economic security, safety, health and wellbeing and leadership and participation were the focus of the previous Tasmanian Women's Strategy 2018-2021. We heard that these areas remain the central focus of women's lives and are still the areas where Tasmanian women want to see action, and outcomes.

Gender equality means women, men and gender diverse people enjoy the same rights: they have equal opportunities for economic participation and decision making, and their aspirations and needs are equally recognised, supported and valued.

Economic Security

Women and girls have equal access to resources to meet their needs. They have equal opportunity for education, training and employment, and can live their lives with economic independence and financial security.

Leadership and Participation

Women and girls have equal opportunities to hold positions of leadership and influence, and participate in all aspects of society.

Safety

Women and girls are safe at work, home and in the community.

Health and Wellbeing

Women and girls have equal opportunities for good health and wellbeing.



Key actions to achieve outcomes 2022-2027

This Strategy contains flagship actions within outcome areas which will be progressed over the life of the Strategy. Each year of the Strategy, the Tasmanian Government will also release an annual Implementation Plan that outlines in finer detail the progress of flagship actions, and further initiatives to achieve outcomes. The first Annual Implementation Plan is included at the end of this Strategy.



Eat Well Tasmania.
Credit: Samuel Shelley.

Action	Outcomes			
	Economic Security	Leadership & Participation	Safety	Health & Wellbeing
<p>Tasmanian Gender Impact Assessment process ('a gender lens')</p> <p>As part of its leadership for achieving the Strategy's goal of cultural change, the Tasmanian Government will develop a process to analyse the gender impact of policies, programs and services, commonly called applying a 'gender lens'. Tools and supporting information will be used by government agencies to design for the diverse, intersectional needs of Tasmanian women and girls at each stage of life.</p>				
<p>Evaluation Framework</p> <p>A five-year partnership with the University of Tasmania will enable us to develop publicly available domains and indicators, develop and collect datasets, and measure outcomes for women and girls. Knowing what works and for whom is an essential step in the process of designing policies and programs for achieving gender equality.</p>				
<p>Gender Budget Statement</p> <p>The Tasmanian Government delivered its first Gender Budget Statement as part of the 2022-23 Tasmanian Budget. The Gender Budget Statement highlighted the work the Tasmanian Government is doing to target inequalities experienced by women, men and gender diverse Tasmanians.</p> <p>We will increase the detail and complexity of our annual Gender Budget Statements with the application of the Gender Impact Assessment and evaluation processes.</p>				
<p>Women's Stories project</p> <p>Telling the stories of Tasmanian women through the written word, film and other media, is one way the Tasmanian Government will bring to life the goals of the Strategy: <i>visibility and awareness, cultural change, and empowerment</i>.</p> <p>Stories are an important way to strengthen the Government's connection with the Tasmanian community. When we elevate the stories of women – the inspiring, confronting, challenging or triumphal – we acknowledge the experiences of women in Tasmania, learn from them, and benefit from their wisdom to achieve gender equality.</p>				
<p>Survivors at the Centre - The Third Family and Sexual Violence Action Plan</p> <p>The Tasmanian Government's third Family and Sexual Violence Action Plan, <i>Survivors at the Centre</i>, has fully funded evidence-based initiatives that seek to prevent and respond to family and sexual violence, and hold perpetrators to account. The Tasmanian Government has committed \$100 million to deliver the actions of the plan.</p>				

Action	Outcomes			
	Economic Security	Leadership & Participation	Safety	Health & Wellbeing
<p>Our Watch Workplace Equality and Respect Standards</p> <p>The Tasmanian Government has been a proud member of Our Watch since 2015. Our Watch is a national leader in the primary prevention of violence, and works to drive nationwide change in the culture, behaviours and power imbalances that lead to violence against women and their children. As Tasmania's largest employer, the government is showing leadership in this area by committing to implementing the Our Watch Workplace Equality and Respect Standards across all Government departments.</p>				
<p>Supporting women's workforce participation</p> <p>The Tasmanian Government has provided \$3.95 million to programs that seek to recruit, retain and advance women in non-traditional occupations including into higher paying, more secure job opportunities. This funding will also support industry pipelines for women, which is enabling us to work closely with industry peak bodies to ensure there are pathways for women leaders in growth areas of our economy.</p>				
<p>Industry Liaison Officer – Women's Workforce Participation</p> <p>Within the Department of Premier and Cabinet, the role of Industry Liaison Officer – Women's Workforce Participation will continue in 2022-23. This role is dedicated to working with industry to drive change and support the participation of women in sectors critical to Tasmania's recovery from the impacts of the COVID-19 pandemic.</p>				
<p>Modern Workplaces Framework</p> <p>We will develop a Modern Workplaces Framework, comprising a suite of resources, to assist industry to provide safe workplaces for women and enhance workplace cultural change – including in areas of employment where women are traditionally under-represented.</p> <p>The Modern Workplaces Framework will assist in addressing recommendations of the Respect@Work Sexual Harassment National Inquiry and will be developed in consultation with industry and Our Watch.</p>				
<p>Targets – Women on Boards Strategy 2020-2025</p> <p>Targets are effective at changing practices that maintain unequal gender representation in the workplace. When new practices replace old ways of thinking and behaving, new cultures emerge. The Women on Boards Strategy 2020-2025 continues alongside the new Strategy to create new practices that enable the achievement of gender balance on government boards and committees. The Tasmanian Government has overseen significant success in increasing women's participation on government boards and committees from 33.8 per cent in 2015, to 47.2 per cent in June 2022 and effort will continue under the new Strategy.</p> <p>Activity under the Women on Boards Strategy will be sustained to meet and maintain targets of 50 per cent women on government boards and committees, and 40 per cent women deputy chairs and chairs. Ongoing work to achieve these targets will support the goals of cultural change and empowering women, and significantly influence the design and delivery of government services.</p>				



Tammy Brooks, participant of the Tasmania Leaders I-LEAD Women in Industry Program. Funded through Tasmanian Government's Women's Leadership Scholarships. Credit: Jazz Upton, Moon Cheese Studios.



Roz Madsen, Owner and Director at House of Fudge. Participant in the Seedlab Sisters Cradle Coast Program through Swinburne University of Technology Centre for Social Impact. Part of the Tasmanian Government's Supporting Women to Succeed Grant Program 2021. Credit: Jess Oakenfull.

Action	Outcomes			
	Economic Security	Leadership & Participation	Safety	Health & Wellbeing
<p>Implementation of the Leadership and Participation for Women Action Plan 2021-23</p> <p>The Leadership and Participation for Women Action Plan 2021-23 is the third in a series of action plans under the Tasmanian Women's Strategy 2018-2021.</p> <p>The Action Plan has three strategic priorities:</p> <ul style="list-style-type: none"> · Support skills development and employment pathways. · Facilitate leadership development. · Promote recognition. <p>The Action Plan is intended to build upon and complement other initiatives in the Women's Portfolio, including the Women on Boards Strategy 2020-2025.</p>				
<p>Women in Leadership Scholarship Program</p> <p>In 2021-22, we doubled funding for the Women in Leadership Scholarship Program from \$50,000 to \$100,000 annually to expand opportunities for women to develop board and executive leadership skills.</p>				
<p>Women and Girls in Sport Strategy</p> <p>We will develop a Women and Girls in Sport Strategy to provide clear and effective leadership for increasing female participation in sport. By applying a gender lens to analyse participation rates in sport, we see from the data that while Tasmanian women and girls have higher levels of regular participation in physical activity than Tasmanian men and boys, their participation level in sporting activities is considerably lower than male participation rates.</p> <p>The application of a gender lens enables us to explore and understand the specific barriers to women's participation in sport, such as inadequate facilities, and take steps to address them. Applying a gender lens also enables us to see opportunities for improving outcomes for women and girls through participation in sport. Efforts under the Women and Girls in Sport Strategy will aim to boost the numbers of women and girls who participate in sport, as well as provide them with opportunities to increase their physical and mental health and wellbeing.</p>				
<p>International Women's Day Small Grants</p> <p>In 2021-22 we increased the funding for the International Women's Day Small Grants program to \$20,000 annually, expanding support for events and activities around Tasmania that celebrate women and their achievements.</p>				



Sue Daly (left), from Daly Potato Company. Member of the Tasmanian Women's Council from 2020. Credit: Samuel Shelley.

Governance

Achieving gender equality requires a joint effort by government and the community. Reflecting this, the implementation of this Strategy will be governed by:

Tasmanian Women's Council

The Tasmanian Women's Council will guide the implementation of this Strategy, providing advice and expertise and acting as champions for a gender equal Tasmania. The Tasmanian Women's Council will also:

- contribute to the development of the Gender Impact Assessment process;
- support implementation of the Women on Boards Strategy 2020–2025, including focusing on practical actions to increase women's representation on boards and

strengthening board performance through increased diversity;

- provide advice about employment pathways for women, particularly young women, in areas of economic importance to Tasmania and in sectors where women are under-represented.

Council members will also provide advice from their respective professions and industries to share best practice to inform government strategies and actions.

Tasmanian Government Interdepartmental Committee

The Tasmanian Women's Strategy Interdepartmental Committee and its Working Group established under the previous Strategy will continue.

The Women's Strategy Interdepartmental Committee will ensure continuity between the previous and current strategies and maintain a coordinated approach in implementing this Strategy.

Parliament of Tasmania Joint Sessional Committee on Gender and Equality

Further to the Tasmanian Government governance bodies, the Parliament of Tasmania has established a Joint Sessional Committee on Gender and Equity.

Established in 2022 with tripartisan support, the Committee will provide ongoing advice on, and scrutiny of, gender impacts in relation to legislation and policy before the Tasmanian Parliament.



Emma Bennison MAICD, recipient of the Tasmanian Government's Women's Leadership Scholarship: Board Diversity Scholarship Program 2021-22.
Credit: Jess Oakenfull.



Geoneon. Credit: Samuel Shelley.



Madi Seeber-Peattie, Founder of the Farm Gate Market.
Credit: Tasmanian Partner Toolkit.

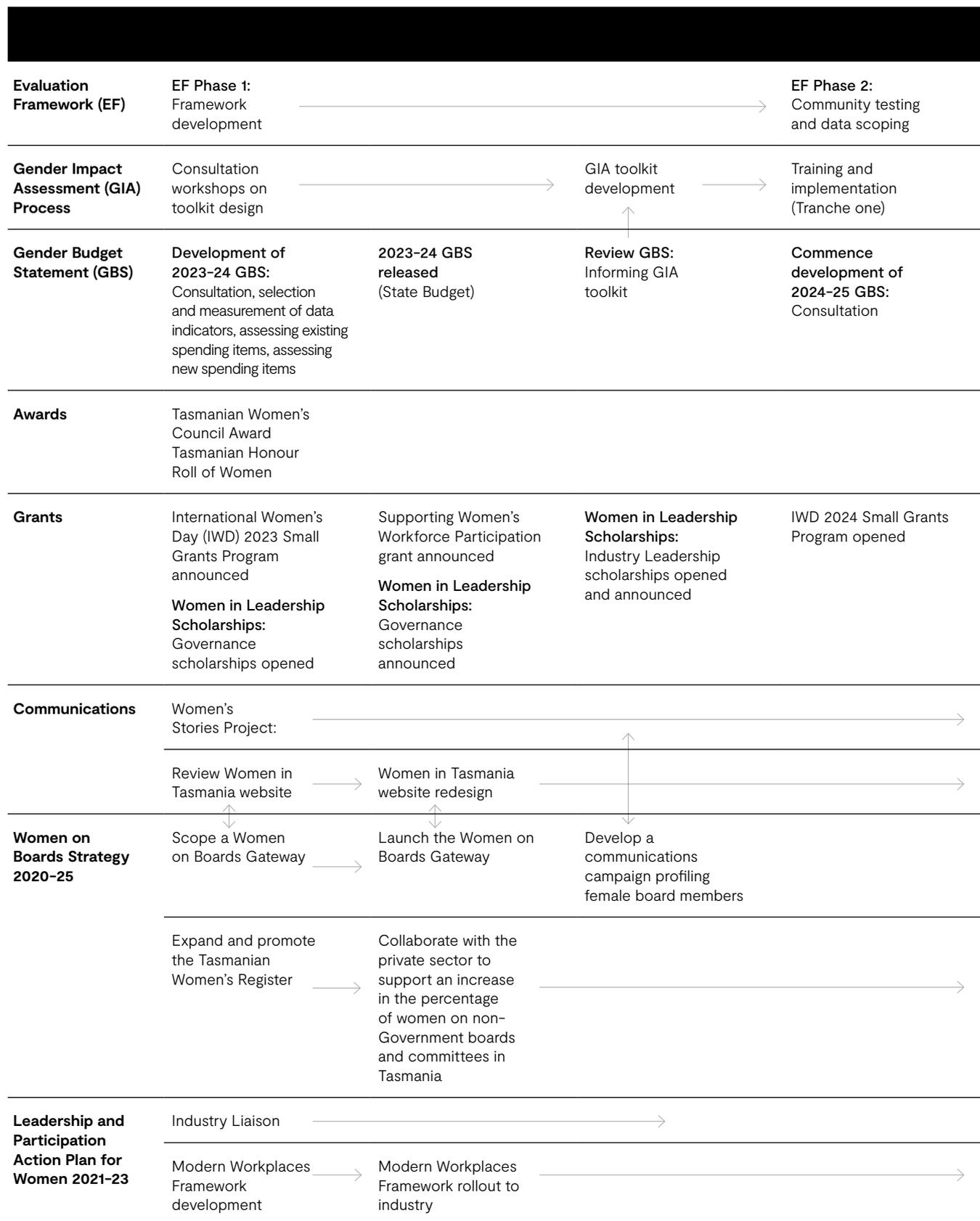
Evaluation

Evaluation is an important feature of this new Strategy and will be the first time the Tasmanian Government has sought a way to measure whether, and to what extent, the Women's Strategy is achieving outcomes.

An Evaluation Framework will be developed in a partnership between the University of Tasmania's Institute for Social Change, the Department of Premier and Cabinet, and the Department of State Growth. The Evaluation Framework will include key domains and datasets for measuring population-level outcomes. It will also focus on evaluating wellbeing outcomes for women across the key areas of economic security, safety, leadership and participation, and health and wellbeing.

This Evaluation Framework will link to the Gender Impact Assessment process, building an evidence base of 'what works' to progress a gender equal Tasmania.

Implementation Plan 2023



Ongoing Actions from the Tasmanian Women's Strategy 2022-2027: Third Family and Sexual Violence Action Plan, Our Watch Workplace Equality and Respect Standards and Women and Girls in Sport Strategy.



Joanna Smart, Marine Scientist and Photographer. Credit: Alastair Bett.

FRONT COVER PHOTO:

Bruny Island locals with former Tasmanian Women's Council Member, Leonie Ridge.

From Left to right:

Senior Constable Leonie Ridge, Tasmania Police, Bruny Island; former member of the Tasmanian Women's Council from 2018 to 2022.

Lillian Stewart, PhD student, Institute for Marine and Antarctic Studies, University of Tasmania, researching strategies to address plastic pollution on Australia's coastline.

Pat Parkinson, Catering Coordinator, Bruny Island Country Women's Association (CWA); chef; recipient of the Leigh Higgins 2022 Bruny Island Community Services Award; percussionist; former basketball and hockey coach.

Laura Dakin with Micah, environmental campaigner; vegan chef; and parent to two young children. Bruny Island.

Rakchya (Rock) Tandukar, Manager, Hotel Bruny, Bruny Island; former house builder for Habitat for Humanity, Chitwan, Nepal.

Credit: Natasha Mulhall.