

Bayside City Council

# Women's Charter Action Plan

2018-2020



## Purpose

The purpose of the Women's Charter Action Plan is to promote gender equity, diversity and women's participation in active citizenship.

## Background

The Victorian Government established the Victorian Women's Charter in 1997. The Charter aims to make a public commitment to advance gender equity, diversity and active citizenship. Bayside City Council (Council) reaffirmed its commitment to the Charter on 27 October 2015.

Gender equity is an extremely important concept for driving gender equality. Equality aims to promote fairness, but it can only work if everyone faces similar challenges. Until the desired state where no gender barriers exist can be achieved, the focus must remain on providing gender equity, and a level playing field for all.



Council aims to provide a diverse and inclusive culture where all employees are respected, valued and developed. Organisations that succeed in creating diverse and inclusive workplaces are 'proven to deliver measurable benefits, such as increased productivity across an organisation, and improved performance in

financial operations, innovation and safety' (Local Government Victoria, 2018).

In addition to fostering a diverse and inclusive culture, Council has a commitment in the Council Plan to improve gender equity in decision making in the community, and aims to achieve this by implementing the Women's Charter Action Plan (WCAP) in 2018/19. The WCAP is informed by the 'Best practice guide for gender equity in local government' developed by Local Government Victoria in July 2018.

Activities outlined in the WCAP relate specifically to the best practice guide, and will be implemented to create a community, and organisational culture, that promotes and encourages diversity. By focusing on challenging the status quo, Bayside City Council aspires to become a sector-leading organisation, fostering creative, inclusive and sustainable practices. Change to our practices will lead to greater diversity of thought and approach, and improved outcomes for our people and our community.

As such, the WCAP will focus on promoting gender equity in areas where Council has direct oversight and responsibility: through elected councillors and in the workplace.

## Development and delivery of the WCAP

Creating sustained gender equity is the key principle of the WCAP, with a focus on educating and promoting the reasoning behind, and benefits of, gender equitable approaches, whilst ensuring that formal structures and mechanisms are in place to support changes to traditional practices.

Activities will be delivered in partnership with elected Council representatives and range of internal and external partners as required.

## **The Women's Charter Action Plan focus**

The WCAP focuses on consolidating many of the strategic initiatives that Council currently undertakes, in addition to identifying new activities that support Council in delivering on the principles associated with the Local Government Women's Charter which are:

### *GENDER EQUITY*

That women and men have an equal right to be representatives in local governments, committees and decision-making positions.

### *DIVERSITY*

The inclusion of different experiences and perspectives in local governments and community decision-making strengthens local democratic governance and helps build cohesive communities. Councils and communities encourage and welcome the participation of all women.

### *ACTIVE CITIZENSHIP*

Local governments work with the community to increase the numbers and participation of women in public life, so that decision-making more clearly represents and reflects the interests and varied demographics of communities.

## **Measuring success**

This action plan will be reviewed annually, to ensure its' relevance and to respond to the changing needs of the Bayside community.

The progress of activities of the WCAP will be monitored through the separate WCAP Evaluation Plan and will be reported to Council on an annual basis.

## **How to read the Action Plan**

**Focus Area:** The specific area of focus outlined in the Local Government Best Practice Guide.

**Actions:** Actions outlined in the Local Government Best Practice Guide.

**Bayside Activity:** the activities that Council and/or partners will undertake to achieve the Local Government Best Practice Guide actions

**Bayside Activity Overview:** A detailed description of the Bayside Activities that Council and/or partners will undertake to achieve the Local Government Best Practice Guide actions.

**Delivery Timeframe:** The estimated completion date for each action.

| Local Government Best Practice Guide Focus Area 1.1: Why Gender Equity Matters |   |                                   |               |               |
|--|---|-----------------------------------|---------------|---------------|
| Lead and argue the case for the importance of gender equity- Action 1.1.1      |   |                                   |               |               |
| Bayside Activity   | Activity Overview   | Delivery Timeframe                |               |               |
| Brighton Story-Pod-<br><b>Community focus</b>                                  | The Brighton Story Pod project is part of a larger partnership with five local government areas of the Southern Metropolitan Primary Care Partnership (SMPCP) catchment area. The project documents and shares stories of people's everyday experiences of challenging the drivers of family violence.                    | February 2019<br><b>Completed</b> |               |               |
| 16 Days of activism-<br><b>Community focus</b>                                 | 16 Days of Activism Against Gender-Based Violence is a global campaign dedicated to raising awareness about the impact of violence, particularly on women. 26 Bayside Cafés participated in the 2018 campaign that focused on the appropriate actions people can take to challenge the drivers of violence against women. | November 2018<br><b>Completed</b> | November 2019 | November 2020 |
| Measure Progress- Action 1.1.2   |   |                                   |               |               |
| Bayside Activity   | Activity Overview   | Delivery Timeframe                |               |               |
| Measure 16 days of activism impact-<br><b>Community focus</b>                  | Measurement of the number of businesses who engage in activities related to the 16 Days of Activism campaign, in addition to the number of social media posts associated to the campaign in the South East Region   | December 2018<br><b>Completed</b> | December 2019 | December 2020 |

| Local Government Best Practice Guide Focus Area 2.1: Leadership Development for Councillors   |   |                    |  |               |
|---|---|--------------------|--|---------------|
| Build skills and knowledge- Action 2.1.1  |   |                    |  |               |
| Bayside Activity  | Activity Overview   | Delivery Timeframe |  |               |
| Councillor Knowledge and Capability Development-<br><b>Councillor focus</b>   | Training in gender equity, unconscious bias and bystander training added into Councillor's professional development               |                    |  | November 2020 |
| Integrate training in gender equity, unconscious bias and bystander training into councillor's professional development- Action 2.1.2 |   |                    |  |               |
| Bayside Activity  | Activity Overview   | Delivery Timeframe |  |               |
| Councillor Knowledge and Capability Development-<br><b>Councillor focus</b>   | Training in gender equity, unconscious bias and bystander training added into Councillor's induction and professional development |                    |  | November 2020 |

| Local Government Best Practice Guide Focus Area 2.2: Councillor Candidates          |  |                                |            |          |
|---|--|--------------------------------|------------|----------|
| Reach out to and support potential women candidates- Action 2.2.1                   |  |                                |            |          |
| Women in Local Democracy Campaign- <b>Councillor and Community focus</b>            | Opportunities are to be provided to encourage women in the community to be involved in local government, particularly to provide gender diversity for the elected Council. To assist in this process two information sessions for women will be conducted to highlight the benefits of being involved in local democracy and give greater insight into local government. |                                | June 2020  |          |
| Changing Faces Project- <b>Councillor and Community focus</b>                       | Bayside will encourage female participation in politics through its Changing Faces: Reframing Women in Local Democracy project. This project aims to raise community awareness of leadership opportunities by replacing the portraits of male Mayors in Council Chambers with portraits of women and girls in Bayside.   | October 2019- Feb 2020         |            |          |
| Celebrate women leaders- Action 2.2.2   |  |                                |            |          |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |          |
| Women in Democracy Events- <b>Community focus</b>                                   | Host various events celebrating women leaders with keynote speakers providing insights into their personal journey.  | May 2019<br><i>Completed</i>   | May 2020   | May 2021 |
| Local Government Best Practice Guide Focus Area 2.3: Culture and Policies (Council) |  |                                |            |          |
| Emulate best practice support for family friendly cultures- Action 2.3.1            |  |                                |            |          |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |          |
| Update Councillor Support Policy- <b>Councillor focus</b>                           | Review the Councillor Support Policy to encapsulate family friendly cultures   |                                | March 2020 |          |
| Emulate best practice in CEO recruitment and performance management- Action 2.3.2   |  |                                |            |          |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |          |
| Update CEO Employee Matters Committee Charter- <b>Councillor focus</b>              | Include gender equity targets in the CEO Employment Matters Committee Charter targeting female candidates  | March 2019<br><i>Completed</i> |            |          |
| Measure gender equity in Council policies- Action 2.3.3                             |  |                                |            |          |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |          |
| Create a Gender Checklist for policy  | Develop a Gender Checklist to be used ongoing as a guide when creating policies and procedures.  | July 2018<br><i>Completed</i>  |            |          |

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| development-<br><b>Organisational focus</b> |  |  |  |  |
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| Local Government Best Practice Guide Focus Area 2.4: Advocacy and Promotion                                       |  |                                |            |            |
|---|--|--------------------------------|------------|------------|
| Lead as an organisational and community advocate for gender equity - Action 2.4.1                                 |  |                                |            |            |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |            |
| Increase participation of women on club boards across the municipality-<br><b>Community focus</b>                 | Club's to attract and retain 40% representation of women on sports club committees.  | July 2020                      | Ongoing    | Ongoing    |
| Celebrate achievements of women - Action 2.4.2  |  |                                |            |            |
| Bayside Activity  | Activity Overview  | Delivery Timeframe             |            |            |
| International Women's Day Event-<br><b>Organisational focus</b>   | International Women's Day event to be included as an annual event each year  | March 2019<br><i>Completed</i> | March 2020 | March 2021 |
| Develop in internal program for recognising women leaders within the organisation-<br><b>Organisational focus</b> | Nominate women for the IPAA Top 50 Women Awards<br>The IPAA awards recognise established and emerging female leaders in the Public Sector and aim to: <ul style="list-style-type: none"> <li>raise the profile of exceptional leaders;</li> <li>provide a platform of support and encouragement to other women;</li> <li>highlight their significant work; and</li> <li>create role models across the public sector in Victoria</li> </ul> | July 2019                      | July 2020  | July 2021  |

| Local Government Best Practice Guide Focus Area 3.1: Workplace Training and Education |  |                                    |         |         |
|---|--|------------------------------------|---------|---------|
| Integrate training in gender equity into professional development - Action 3.1.1      |  |                                    |         |         |
| Bayside Activity  | Activity Overview  | Delivery Timeframe                 |         |         |
| Face-to-face Gender Equity training-<br><b>Organisational focus</b>                   | Compulsory supervisor training on family violence and gender issues is to be conducted by WHISE. This training complements the voluntary all-staff and community volunteer training. | March 2019<br><i>Completed</i>     |         |         |
| Online Gender Equity training-<br><b>Organisational focus</b>                         | Online gender equity training rolled out to all staff and part of induction e-learning   | November 2018-<br><i>Completed</i> | Ongoing | Ongoing |

| Local Government Best Practice Guide Focus Area 3.2: Recruitment in Local Government                      |  |  |                                |   |
|---|--|--|--------------------------------|---|
| Integrate gender equity into recruitment practices, set targets and measure progress - Action 3.2.1       |  |  |                                |   |
| Bayside Activity  | Activity Overview  | Delivery Timeframes  |                                |   |
| Introduce target quota for Gender Equity in leadership positions-<br><b>Organisational focus</b>          | Introduce quota for Senior Leadership positions (SLT). Quota to be 40% female, 40% male and the remaining 20% can be either.   |  | July 2019                      |   |
| Update recruitment practices and support to have a focus on gender equity-<br><b>Organisational focus</b> | Update Recruitment Policy & Procedure, build a tool kit with a focus on supporting gender neutral practices, educate, engage leadership in conversation around gender equity | November 2018- updated policy & procedure introduced<br><b>Completed</b> | July 2019- toolkit implemented | July 2020- leadership engagement and education undertaken |

| Local Government Best Practice Guide Focus Area 3.3: Organisation Culture and Policies |   |  |           |         |
|--|---|--|-----------|---------|
| Emulate best practice in organisational culture - Action 3.3.1                         |   |  |           |         |
| Bayside Activity   | Activity Overview   | Delivery Timeframe                           |           |         |
| White Ribbon Accreditation-<br><b>Organisational focus</b>                             | White Ribbon Accreditation has been achieved and will be maintained on an annual basis                            | <b>Completed and Ongoing</b>                 | Ongoing   | Ongoing |
| Workplace Flexibility Policy-<br><b>Organisational focus</b>                           | Creation of Workplace Flexibility Policy and Procedure  | October 2018<br><b>Completed and Ongoing</b> |           |         |
| Family Violence Leave provisions-<br><b>Organisational focus</b>                       | Family Violence leave provisions are included in the Bayside City Council Enterprise Agreement 2018               | July 2018<br><b>Completed</b>                |           |         |
| Introduction of Gender Equity Policy and inclusion of Gender Equity                    | The creation of a Gender Equity Policy and the inclusion of Gender Equity statements into other relevant policies |  | June 2020 |         |

|   |   |                                |            |  |
|---|---|--------------------------------|------------|--|
| considerations into other relevant policies-<br><b>Organisational focus</b> |   |                                |            |  |
| Organisation<br>Mentorship Program-<br><b>Organisational focus</b>          | Partner with WHISE to deliver a mentorship program that builds gender equity family violence knowledge, skill and capability. Council to partner with the City of Casey as a mentee, meeting monthly. | March 2019<br><b>Completed</b> | March 2020 |  |

| Local Government Best Practice Guide Focus Area 3.4: Leadership Development |  |                              |           |         |
|---|--|------------------------------|-----------|---------|
| Develop opportunities for women to lead and speak - Action 3.4.1            |  |                              |           |         |
| Bayside Activity  | Activity Overview  | Delivery Timeframe           |           |         |
| Women in Leadership Programs- External-<br><b>Organisational focus</b>      | Promote and enable females to attend external women in leadership programs, inclusive of conferences, short-course and long-course (6-9 months) development programs | <b>Completed and Ongoing</b> | Ongoing   | Ongoing |
| Annual Women in Leadership Program-<br><b>Organisational focus</b>          | Design and develop a sector-leading internal 'Women in Leadership' program focused on developing current and future leaders within the organisation                  |                              | June 2020 |         |

| Local Government Best Practice Guide Focus Area 3.5: Internal Reporting on Gender Equity |  |                              |         |         |
|--|--|------------------------------|---------|---------|
| Set targets and measure progress - Action 3.5.1  |  |                              |         |         |
| Quarterly Reporting-<br><b>Organisational focus</b>                                      | People & Capability Quarterly Reporting on gender specific metrics | <b>Completed and Ongoing</b> | Ongoing | Ongoing |