

AUSTRALIAN WORKPLACE EQUALITY INDEX 2011

PARTICIPATION GUIDE

for recognition in 2012



2011 National Benchmark on LGBT workplace inclusion

incorporating Top 10 employers for LGBT employees awards 2012

PRELIMINARY INFORMATION

Purpose: The Australian Workplace Equality Index (AWEI) is the Australian benchmark for LGBT inclusive workplace practices and initiatives. As a result of participating in this index, you will have the opportunity to receive comprehensive individual feedback on your submission along with strategy support for 2012/2013 (members). Non-members will receive their percentage score, some preliminary feedback and will have the opportunity to engage Pride in Diversity to provide feedback and strategy support should they so choose.

The AWEI also acknowledges those employers who lead the way via the Top 10 employers for LGBT employees recognition. Employers recognised within the top 10 listing will have the opportunity to showcase examples of award winning initiatives within the 2012 index publication and at the 2012 Pride in Practice Workplace Conference.

Period assessed: All questions in this submission refer to the period **1st January 2011 – 31st December 2011**. Work outside of this period may be included if it was partially undertaken during the above stated period.

Submissions due: All submissions must be received by Pride in Diversity before 5pm on Friday 30th March 2012 (Sydney time). This deadline is final. Pride in Diversity is unable to accept any submissions after this time. This deadline applies to all states.

Important Dates:	30 March, 2012 - 5pm (Sydney time)	Submissions close
	17 th May, 2012	AWEI Top 10 Employers announced at the Pride in Diversity annual business luncheon and awards celebration to be held at The Ivy, Sydney. Awards presented by the Hon. Michael Kirby. Tickets can be purchased for this event from Pride in Diversity.
	July 2012	AWEI 2012 Index Publication released (Australian benchmarking data and award winning practices)
	Late November 2012	AWEI Pride in Practice LGBT Workplace Conference showcasing AWEI award winning employers, best practices and inclusion initiatives, expert panels and leading LGBT workplace research presentations.

For assistance: Please call Dawn Hough, Program Director on (02) 9206.2136 or email awei@prideindiversity.com.au

Evidence:



When you see an exclamation triangle beside the question, evidence must be provided. You may choose to copy/paste this evidence directly into your submission document or email or post this evidence to Pride in Diversity. Should you choose to email or post your evidence, please state clearly the question that the evidence relates to.

Email: awei@prideindiversity.com.au
Post: Pride in Diversity
PO Box 350, Darlinghurst 1300

SUBMISSION OUTLINE

Submissions are marked against a comprehensive rubric with a total of 100 points being allocated across the entire index. No single question is worth more than three points, with the majority being worth 1-2 points.

The submission is broken into the following sections:

- SECTION 1: POLICY AND PRACTICE (worth 30% of the total score)
- SECTION 2: EMPLOYEE NETWORKS, EXECUTIVE SPONSORSHIP & ORGANISATIONAL AWARENESS (40% of total score)
- SECTION 3: DIVERSITY TRAINING (10% of total score)
- SECTION 4: COMMUNITY ENGAGEMENT (10% of total score)
- SECTION 5: ADDITIONAL SUPPORTING INFORMATION (5% of total score)
- SECTION 6: OPTIONAL: LGBT EMPLOYEE SURVEY (5% of total score)

What has changed?

The inaugural AWEI last year provided valuable information in relation to current Australian workplace practice when it comes to LGBT inclusion. While the majority of the index remains the same as last years, a few changes have been made to better reflect current practice and to bring greater levels of clarity to the questions.

The following briefly summarises changes made:

- Section headings better reflect the content and many questions have been reworded for clarity.
- Questions around executive sponsorship have been moved from section 1 to section 2.
- Weighting has been changed to reflect current practice between some of the sections.
- Section on LGBT employee networks requires more detail in relation to questions asked.
- New section - 1.6 on Identification of LGBT/I employees - 1 new question.
- New section - 3.2 on Management Competency : LGBT issues - 2 new questions.
- An additional **optional** section 6 – employee survey has been added, worth 5 points.

Confidentiality

All submissions are treated with the strictest confidence and viewed only by markers within the Pride in Diversity team. Submissions will be returned to you on completion of all benchmarking work and independent feedback sessions. Pride in Diversity is happy to sign any non-disclosure or confidentiality agreements required.

ABOUT THE INDEX

The Federal Government's removal of financial and workplace discrimination against same-sex relationships represents a significant change in the legislative and social environment for lesbian, gay and bisexual people in Australia. As a modern, pluralistic society, Australia is becoming increasingly tolerant and diverse sexualities and gender identities.

Lesbian, gay, bisexual and transgender (LGBT) people are part of every sector of the Australian workforce. Until recently, recognition of diverse sexualities and gender identities in the workplace only fell within the framework of anti-discrimination and equal opportunity practices. However, as employers seek to gain a competitive advantage in the labour market, there is a growing recognition of the value in adopting workplace policies that not only value diversity; but engage with the needs of LGBT employees, still an under-recognised area of diversity practice and targeted inclusion within Australia. Recognition within the Australian Workplace Equality Index will clearly position those employers who are currently showing leadership in Australian diversity and inclusion practice and as a result, will see them attract and retain talent from the entire talent pool.

Overseas, LGBT organisations have established programs to promote equality and diversity best practice in relation to LGBT staff amongst employers. The two leading models are the *Diversity Champions* program run by Stonewall UK and the *Corporate Equality Index*, which is published every year by the US-based Human Rights Campaign. The two differ in that *Diversity Champions* is a membership-based program which recognises leading LGBT-friendly employers in the UK and provides them with a range of ongoing services and support, while the *Corporate Equality Index* shows how LGBT friendly large US corporations are in relation to their employees, customers and investors.

The *Pride in Diversity* program has been designed to provide all the support of the *Diversity Champions Program* and has therefore partnered with Stonewall UK to launch not only the first not-for-profit employer support program for LGBT inclusion, but the *Australian Workplace Equality Index*, Australia's first measure and benchmark of Australian LGBT inclusive workplaces.

Participation in the index is open and free to all organisations and you do not have to be a Pride in Diversity member to participate. Pride in Diversity members however will be provided with year long support in all aspects of LGBT inclusion, extensive index feedback sessions, benchmarking data and full strategy support.

Only those organisations who score within the top 10 will be published and receive acknowledgement and recognition as one of the best places to work for LGBT employees 2012. These awards will be announced at the 2012 Annual Business Luncheon and Awards Celebration to be held on International day against homophobia and transphobia on May 17, in Sydney.

Non-Pride in Diversity members will have the opportunity to purchase an individualised feedback session with benchmarking data should they so choose.

HOW THE INDEX WILL BE MARKED

The index will cover four important areas of LGBT inclusion as well as providing organisations with an opportunity to submit work beyond the scope of this survey as it relates to LGBT inclusion. This year, an optional employee survey has also been included, worth five points out of the total 100 point allocation.

The index is weighted according to both the importance and value of work completed, taking into consideration current standards for LGBT diversity practice within Australia.

- Policy and Practice (worth 30% of total score)
- Employee networks, executive sponsorship and organisational Awareness (worth 40% of total score)
- Diversity Training (worth 10% of total score)
- Community Engagement (worth 10% of total score), and
- Additional work on LGBT inclusion (worth 5% of total score)
- Optional Employee Survey (worth 5% of the total score)

Responses to questions within each of these areas will be awarded points. There are a total of 100 points across the index. Where evidence is required, full points will only be awarded on submission of the evidence. Evidence will be matched against an extensive rubric allowing for full transparency of points awarded within feedback sessions to members (non-members can purchase a full feedback session with strategy support should they so desire). These independent strategy sessions with comparative benchmarks will allow organisations to work towards progressing their ranking in the 2012/2013 index.

The top 10 ranking organisations will be acknowledged. Those organisations ranking outside of the top 10 will not be ranked but will receive individual percentage scores (as opposed to ranking) enabling them to gauge year-by-year progress.

Scoring against the rubric will be conducted by two members of the Pride in Diversity team, each independently. Comparisons will then be made against the two score sheets. Where there is a conflict of points allocation (which due to the nature of the comprehensive rubric is highly unlikely), the two markers will then consult the rubric criteria for points against the submission for agreement.

Awards and Rankings

Only the top 10 organisations will be named and acknowledged within the Top 10 employers for LGBT employees list, 2012.

An Employer of the Year award for LGBT employees 2012 will also be announced along with the highest ranking public or private sector employer.

Top ranking LGBT employee networks will be provided with Star Performer Network Status 2012 with the LGBT employee network group of the year being awarded for the highest ranking.

A most improved award will be introduced for the first time this year.

Index Publication

A *Pride in Diversity* Australian Workplace Equality Index publication will be produced mid year. The publication will be based on the equivalent publication by Stonewall UK and will provide

- A word from the Employer of the year 2012
- Executive Summary of findings
- 2012 Australian Benchmarking Data
- A list of Australia's top 10 employers for lesbian, gay, bisexual, transgender employees
- Recognition of Employer of the Year and highest ranking public or private sector employer
- Recognition for star performer employee network groups and employee network group of the year
- Recognition of most improved employer
- Profiles of some of the year's top employers and award winning practices
- Looking ahead – 2012/2013 index.



Figure 1 Patron Michael Kirby with Guest Speaker Matthew Mitcham handing Employer of the Year award to Mark Latchford, IBM. 2011 Awards Luncheon.

The top ranking employers will be awarded with a formal 2012 recognition logo for their internal and external use.

Last years logos:



All top 10 member organisations will also be awarded commemorative Top 10 Employer lapel pins.

COMPLETING THE INDEX

SUBMISSION DETAILS

Please note the following comments in regard to the submission details section of index completion:

Organisation Details

Name of Entity to be assessed: In fairness to all organisations/departments that are submitting evidence for inclusion within the Australian Workplace Equality Index, it is important to clearly identify the entity that you are wanting assessed.

For example, if you are a large multinational organisation that has several brands, or businesses within, you will need to clearly identify which of those brands or businesses you are submitting the evidence for. It is not equitable to take best practice components from each of these businesses and obtain an award under an umbrella organisation for all. Where policies or practices may be common across all business lines, you may clearly identify and include them. However, the remainder of the questions must apply to the entity identified within the submission.

Should you seek further clarification on this, please do not hesitate to contact us.

Contact Details

Contact Details. Although there may be several people or teams involved in completing the submission, we do need one central point of contact for communication purposes. Please identify the most suitable person for us to contact should we have any questions in relation to your submission or require any clarification on its content.

SECTION 1: POLICY AND PRACTICE

Section 1.1 Strategic Approach to LGBT Diversity

The most fundamental aspect of LGBT workplace equality is the visible inclusion of LGBT employees within an organisation's policy and practices. As LGBT diversity practices are still relatively new to many organisations, the index currently provides a strong weighting to this area to emphasise its importance.

For many years, and perhaps inadvertently, policies and benefits have excluded LGBT employees. Therefore, unless LGBT employees/partners and families are specifically mentioned within related policies, LGBT employees may by default, 'read themselves out' of a policy, assuming it doesn't apply. The alternative is to literally 'out themselves' in order to ask the question. The potential uncomfortableness of this situation may cause employees to refrain from asking and as a result miss out on some of the basic workplace entitlements and benefits open to the general employee population.

Question 1.1.1 This question determines whether or not your organisation has a diversity strategy. Please note, this does not refer to an Equal Employment Opportunity statement or a broad overarching statement re: diversity being important to the organisation, but rather a strategy that contains targets or objectives in relation to specific areas of diversity such as gender, Indigenous, LGBT employees etc. A strategy shows an organisation's commitment to diversity and to creating a safe, equitable and inclusive environment for all employees, regardless of age, gender, nationality, culture, marital status, disability, *sexual orientation or gender identity*.

Questions 1.1.2 – 1.1.7 identifies any LGBT components of your diversity strategy. These questions are designed to determine the extent to which your LGBT strategy is tied into the organisation's overall diversity strategy/policy or strategic aims. These questions also identify how clearly your strategy has been communicated and any milestones and/or action plans that have been put in place to ensure its delivery.

Section 1.2 LGBT Accountability

Having a person or team with a diversity remit that includes LGBT inclusion provides accountability for strategies and policies in addition to providing a contact person for employees. It also shows the importance placed on LGBT inclusion by the organisation.

The additional provision of resources, budget and/or seniority of the person may provide us with further insight into their sphere of influence and their ability to implement change. It is therefore important to provide us with as much information as you can in relation to this when answering these questions.

For example, it may not be important that the person is not operating at a senior level or has a standalone LGBT budget if they do have the support of, and access to funding from an executive person or team.

Section 1.3 LGBT inclusive Policies and Benefits

For many LGBT employees, there is an assumption that partner and/or family benefits do not apply to them, and for many years, within many organisations, they haven't. Same sex law reforms in recent years have removed much of the discrimination against same sex couples and your organisational policies need to reflect this. For example, is it really clear that same sex couples are entitled to take carers leave when their partner is ill? Does a non-biological mother who is legally recognised as the parent of her child know she can claim parental leave (equivalent to paternal leave), even though she did not give birth to the child?

These policies and benefits need to be clear and in writing for people to fully understand the extent to which they can be utilised. The questions within this section determine whether or not your organisation has:

- Conducted an audit of policies and benefits to ensure that they are LGBT inclusive
- Used language that clearly indicates the extent to which these policies /entitlements/ benefits can be utilised by LGBT employees
- Clearly communicated that same-sex couples and their families are included in any definitions of family
- Clearly communicated that same-sex partners enjoy the equivalent benefits of married heterosexuals in relation to organisational policies and benefits.

It is important that you provide evidence to support your responses in this section.

Additional points will also be given to those organisations who have clear policies or procedures in place to assist transgender employees who are currently, or have in the past, undergone transition.

Section 1.4 Discrimination or Human Rights Complaints

This section is used to determine the extent of any formal external actions/complaints that have been made against your organisation within the last 12 months in relation to LGBT rights or discrimination.

These complaints are typically ones that have been lodged with the Australian Human Rights Commission or equivalent state anti-discrimination or equal opportunity board.

Organisations are not penalised for any complaints that were not upheld or that are currently ongoing where the validity of the complaint has not yet been determined.

Where a complaint was upheld, please provide evidence of actions taken to resolve the issue.

Section 1.5 LGBT related bullying/harassment or grievance processes

While state legislation does provide some protection against LGBT discrimination it does not specifically address the more subtle elements of homophobia, exclusion or LGBT related bullying/harassment.

We do know that within Australia:

- LGBT employees are 4 times more likely to be bullied or harassed in the workplace
- 2 in 5 LGBT employees facing discrimination plan to change careers if the discrimination continues
- 50% of LGBT employees experience homophobic remarks/jokes in the workplace
- 28% experience aggressive or unwelcome questions about their status or gender
- 22% report being 'outed' in the workplace against their will
- 17% report restricted career prospects due to their identification as LGBT
- LGBT employees reporting higher levels of discrimination are more negative in their work attitudes and receive fewer promotions

Source: Irwin, University of Sydney (2001), Same Same, The Gay Census, (2008), Ragins & Cornwell (2001)

Questions within section 1.6 are designed to determine whether or not your bullying/harassment and/or grievance procedures clearly articulate that this form of behaviour against LGBT individuals is unacceptable. This does not necessarily have to be exclusive to LGBT, but LGBT should be specifically included within your policy and reporting processes. For example, your policy may address unacceptable behaviour or grievance procedures in relation to people of different cultural backgrounds, religion, age, nationality **and** LGBT, as long as the policy includes LGBT.

There are still many people that have very strong and negative opinions about LGBT individuals and while this is not about changing people's personal values or beliefs, it is about ensuring that workplace behaviour is not harmful or destructive to any one employee, and from an organisational standpoint, does not violate organisational values around inclusion, respect and teamwork.

Policies that clearly include LGBT employees and examples of non-acceptable homophobic bullying provide a clear message of support should any employee be bullied, harassed or discriminated against as a result of their orientation or gender identity. This also makes it a lot easier for HR professionals or managers to address behaviour that is clearly documented as being against organisational policy or code of conduct.

Question 1.5.3. There are often barriers to LGBT people using formal reporting lines or procedures to address homophobic bullying or harassment. If an employee is reporting incidents directly to their line manager or having to formalise a complaint, the assumption is that they would have to 'out' themselves to do so which may in turn heighten workplace stress or fear of repercussions. Confidential LGBT contacts or numbers can provide an alternative mechanism through which people can discuss bullying or harassment and receive confidential advice and support on how to resolve any workplace issues without fear of encountering someone's conflicting beliefs.

Question 1.5.4. It is important that the people who are charged with looking after people-related issues, concerns, conflicts and/or complaints are familiar with LGBT sensitivities given the reluctance of many people to openly disclose their orientation and/or gender identity in the workplace. This question addresses whether or not people in your HR teams and/or contact officers have been recently trained in this area.

Section 1.6 Identification of LGBT/I employees

While many organisations choose not to collect data on sexual orientation or sex/gender identity in the workplace, the collection of data can provide valuable information in relation to the inclusivity of your workplace culture and the ability and willingness of people to bring their whole selves to work.

Quite often, *prefer not to respond* questions can be directly related to how safe one feels. While numbers will not accurately reflect the number of LGBT employees you have within an organisation, due to unwillingness to disclose, it will provide you with some insight as to how many people feel safe to do so and their view on important workplace issues.

This new section of the index provides information on the extent to which you seek to identify the perceptions of those employees who do identify as lesbian, gay, bisexual, transgender and/or intersex.

Note: If you are participating in the employee survey section of this index, please do not include this here. Points for the survey will be allocated under section 6. This section refers to work outside of the scope of the index survey.

Section 2: Employee Networks, Executive Sponsorship and Organisational-wide awareness

This section has been expanded on last year's questions due to the high number of employee network groups who scored 100% on the employee networks section. While many of the questions remain the same, further details are now required and greater levels of accountability requested. Executive sponsorship, closely aligned to the work of LGBT employee groups has also been moved into this section.

Section 2.1 LGBT Employee Network or Resource Groups

Organisations participating in the Stonewall Workplace Equality Index within the UK have clearly shown the positive impact of LGBT Employee Networks and organisational wide support of LGBT initiatives on employee engagement and an inclusive workplace culture. Comparatively within Australia, many networks struggle to move beyond the 'Friday night drinks' club and as a result, this section has been designed to gauge both the networks' effectiveness as a means of providing LGBT and ally social/networking opportunities *and* its impact on an organisations culture and level of inclusion.

Employee Network Groups (or Employee Resource Groups) provide a high level of camaraderie, support and inclusion for LGBT employees and can provide tremendous benefit to the organisation in terms of understanding the perceptions of LGBT individuals, policy input and guidance, resources for LGBT issues, new business development and market or product review. They also provide a safety net for new employees and a means of advice or support for those who are currently questioning the ability to bring their whole self to work without repercussions or risk of career 'suicide'.

Questions within this section of the index help us to determine the existence, visibility and effectiveness of any LGBT networks.

Questions 2.1.4-2.1.9 This section of the index looks closely at the structure of your network. For example, a dedicated budget shows the level of organisational commitment to the network. Formal leadership, network structure and the involvement of an executive sponsor along with a member or two from the HR/Diversity team shows the intent of the network to tie into organisational goals and have some accountability for progress. Communication of the network is also important. Organisational wide communication shows that the network does not operate 'underground' or without the formal support/endorsement of the organisation.

Question 2.1.10 This question determines the extent of network activity within the organisation.

Question 2.1.11 This question determines the existence of a network strategy and the extent to which the strategy is linked to wider organisational goals. It also determines the extent to which the group is held accountable for delivery against the strategy.

Section 2.2 Executive Sponsors

Executive sponsors play a vital role in the network and LGBT inclusion in general, advocating for LGBT inclusion and equality at senior levels of the organisation, showing executive support for LGBT inclusion to managers and employees and by playing a pivotal role in understanding the experiences of LGBT employees, key stakeholders, customers and clients.

This section of the index determines how actively involved your executive sponsor is in this role. It helps to determine whether or not your executive sponsor is merely a figurehead for your initiative or actively engaged in understanding and making a difference, in advocating for equality and inclusion both within the workplace and the business community (or equivalent) in general.

Section 2.3 Organisational Awareness

Sadly, many initiatives around LGBT inclusion are run 'underground' by employees and not formally endorsed by the organisation. Generally due to a fear of upsetting those who may oppose, have more conservative views or because there is a view that the organisation is not quite ready to go down the path of LGBT inclusion (even if there is a strong focus on employee engagement, an inclusive culture and diversity).

While we acknowledge that organisations do have to start somewhere, it is difficult to send a message of inclusion if it deliberately excludes a group of people from the ability to communicate their existence. The ability to openly communicate to all staff the existence of a network, any LGBT initiatives or events shows a level of transparency, acceptance and support.

Questions within this section will assist us to determine that level of transparency. Please provide as much evidence as you can to support this.

Question 2.3.3 The promotion of Pride in Diversity membership both internally and externally helps promote not only the work that you are doing to make your workplace more inclusive of LGBT employees (a very strong message of inclusion and active planning) but also promotes your organisation to the wider LGBT community as a safe place to work.

LGBT employees can have more confidence in your diversity practices where you are actively working with an external partner who focuses purely on this area.

Section 3: Diversity Training

This section covers:

- LGBT specific training
- Manager/Leader Competency

Many of us are fully aware of the business case for diversity. A diverse, inclusive culture is more innovative, productive, engaged and enables organisations to attract and retain talent from the entire talent pool. However, diversity also brings with it a world of difference. For our managers and people leaders to be truly effective, they need to be able to work well, and communicate well with **all** people, not just those who are like themselves or with whom they have much in common.

Diversity education at the core is about working with differences. For managers in particular, this skill is essential. How do we get the most out of our employees? How do we resolve diversity conflicts? How can I learn more about diverse groups so that I can ensure my team is respectful and inclusive? What if we have two employees within the team who refuse to work together due to racial, cultural or other differences (such as strong religious beliefs and sexual orientation). How can I work with our key stakeholders and clients respectfully?

The questions within this section determine the extent of any diversity training within your organisation that incorporates LGBT diversity. This does not need to be a standalone LGBT awareness program (although it may be), but we are trying to determine whether or not LGBT is specifically included within any diversity awareness or training initiatives that you may run.

Please provide as much evidence as you can in relation to your internal LGBT diversity education.

Please note: To be given points in this section, your training must be above and beyond any generic compliance EEO or discrimination training. The training must provide reasonable insight into LGBT culture, challenges faced by LGBT employees and sensitivities around language, stereotypes and destructive myths – all of which can easily seep into our perceptions and/or beliefs resulting in discriminatory behaviour and unconscious bias.

Pride in Diversity can advise on good practice in this area and provide tailored training solutions on LGBT diversity.

Section 4: Community Engagement

The questions within this section determine how active your organisation is within the LGBT community. Visibility of organisations within community events and fundraising initiatives promotes your organisation as LGBT friendly, shows both an internal and external support of the community and sends a real message of leadership to other organisations. This in turn promotes the acceptability of being inclusive, particularly in an area that many organisations still feel cautious about.

Visibility of inclusion both internally and externally promotes your brand and reputation, while showing that you are prepared to stand by your organisational values both within the operations of your business and publicly.

Companies may promote either their consumer brand or their corporate brand to the LGBT community. While consumer brands may have a more visible presence, corporate brands may have a more strategic relationship with the LGBT community. All forms of community engagement will be treated equitably within the assessment of this section.

Section 4.1 LGBT Partnerships/Sponsorships/Fundraising

This section includes questions on:

- Partnerships with LGBT professional organisations
- Community volunteering
- Financial (or kind sponsorships)
- Fundraising Initiatives
- Participation in LGBT community events
- External promotion of your organisations inclusivity

Please note, identical entries cannot be placed in multiple categories. Please select the most appropriate category for your evidence.

Question 4.1.1 determines the extent of your involvement with any professional LGBT partnerships, alliances or memberships. This may include Pride in Diversity (in which case, no evidence is required), memberships within state LGBT business groups or any ongoing agreements or contracts with any local or international LGBT speakers. Evidence will be required for this question along with a description of what this involvement entails.

Question 4.1.2 identifies any LGBT community organisations to which staff have volunteered their time within the 2011 calendar year with the support of the organisation (**individual time volunteered outside of the organisation cannot be counted here**). You will need to provide some evidence to support your entry be it photographic, letters from the community group to validate this or any documentation that supports this.

Question 4.1.3 – asks if you have provided any financial or in-kind sponsorships to any LGBT community, business or partner organisations within the last year – **over and above any membership fees**. This may include sponsorship of any LGBT related research with a university or professional body or financial sponsorship of any major events or conferences (such as state mardigras or fair days). Sponsorship may be financial or ‘in-kind’.

Question 4.1.4 – this question specifically relates to fundraising activities for LGBT charities, initiatives or community groups where this activity has been **has been fully supported by the organisation**. Support may be in terms of endorsing the fundraising, allowing the fundraising to take part on company premises or in company time or any financial contribution made by the company itself. May include selling red ribbons on World AIDS day, fundraising for charities etc.

Section 4.2 LGBT Community Events & External Promotion

This section is used to determine any employer endorsed participation in LGBT community events (such as Mardi Gras) or the extent of external promotion of an organisations LGBT inclusivity. This may include presentations on your LGBT networks at industry conferences, any marketing or advertising within gay press, any promotions, products, services particularly developed for the LGBT market.

Exposure of organisations active in these areas sends a strong leadership message and assists in the removal of societal stigma around LGBT people. It also 'gives permission' for other organisations to stand up and be counted as opposed to keeping any LGBT initiatives 'underground' for fear of community perception or negativity.

Section 5: Additional Supporting Information

There may be other work that you have done around LGBT inclusion or equality that has not been identified within any of the questions asked thus far. This section allows you to describe and provide evidence for anything else that you would like to receive recognition for within this submission.

Please ensure that you provide clear descriptions and ample evidence to support any additional initiatives that you may want to include here.

Consider:

- Demonstrable achievement of LGBT diversity outcomes
- Personal/career development opportunities specific to LGBT employees
- Handbooks that you have developed
- LGBT specific campaigns that you have participated in
- LGBT Participation in diversity days

Section 6: Optional LGBT employee Survey

This survey is a new edition to the 2011/2012 index. To participate, you will require a survey password and organisational security code. Both of which can be obtained from Pride in Diversity (email dawn.hough@prideindiversity.com.au or call 02 9206.2136)

The survey serves the following purposes:

- Shows an organisations willingness to capture data on how employees identify in relation to their sexual orientation and/or gender identity
- Shows an organisations willingness to gather confidential data directly from LGBT employees in relation to how they view the workplace, its inclusion initiatives and culture.
- Provides data for analysis in relation to willingness to be 'out' at work and the relationship between LGBT employees and their managers, colleagues.
- Provides an opportunity for LGBT identifying employees and allies to have their say and contribute to the organisations submission
- Provides a cross check for your submission.

Pride in Diversity understands that the very nature of surveys can be problematic. Generally, only those who are most dissatisfied or satisfied tend to complete a voluntary survey. Organisations also have to combat a 'survey overload' mentality. For this reason, the survey has been designated **voluntary**, and worth only 5 points out of the 100 point allocation, so will not significantly impact those organisations that choose not to participate.

However, should you choose to participate, please understand that points are gained for participation, for organisational wide communication of the survey and for a decent number of responses received. Points are not deducted for negativity within the survey. If consistently high number of alarming trends surface as a result of the survey, we will call you to discuss. Providing that there is a sufficient sample of survey responses for your organisation, Pride in Diversity can, as part of your comprehensive feedback and strategy support session, provide you with some high level trends/analysis from the survey data. However, participants are not identified within the survey so specific information will not be provided.

Promoting the survey

How you promote this survey is up to you. We recommend introductory wording along the following lines (please feel free to edit accordingly).

[Organisation] is participating in the 2011/2012 Australian Workplace Equality Index to benchmark our inclusivity of lesbian, gay, bisexual and sex/gender diverse employees. Participating in this index will not only contribute to the Australian benchmark, but will enable our organisation to obtain valuable feedback in relation to its initiatives which will directly feed into planning for the 2012 calendar year.

This survey is optional and you are in no way obligated to participate. The survey is completely confidential, you will not be asked for your name or any unique identifying information and the data collected will only be viewed by markers at Pride in Diversity for feedback into our submission, not by any members of our team.

To complete the survey, please go to:

<http://www.prideindiversity.com.au/employee-survey-2012/>

To access the survey, use the password: *pride2012* (lowercase – no spaces)

You will be asked for the name of your organisation, please enter *[Insert your organisations name here]*, and a security code. The security code for our organisation is *[insert your code here]*.

We encourage any employee, regardless of how you identify to complete the survey. Should you have any questions in regard to participation, please contact *[your teams contact details]*.

Survey Questions

For your information, survey questions have been provided below.

Thank you for volunteering to fill in this short questionnaire. We are interested in your experiences in the workplace. These questions should take no longer than five minutes to complete.

The information you provide is anonymous, completely confidential and will go to the Pride in Diversity Team, not to your employer. Providing there is a sufficient number of responses from your organisation, Pride in Diversity may provide your employer with high level trends. As no identifying information is collected, your privacy is assured and protected.

Please note that specific cases of harassment or bullying will not be fed back to your employer. If you wish to report a case to your employer, you should follow the established reporting procedures within your organisation.

Your organisation: *

Organisation Security Code: *

Age demographics

16-24	25-34	35-44	45-54	55-64	65+
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If you feel comfortable to identify your age bracket, please do so. This will enable Pride in Diversity to gauge differences in perception amongst different age groups.

SURVEY QUESTIONS ASKED ONLINE

Sexual Orientation

The first part of this survey relates to sexual orientation

Please indicate how you would best describe your sexual orientation? *

- ☐ Gay man
- ☐ Gay woman/lesbian
- ☐ Bisexual
- ☐ Heterosexual/straight
- ☐ Prefer not to say
- ☐ Other

How open are you about your sexual orientation at work? (please select all that apply)

- ☐ Yes, with colleagues
- ☐ Yes, with my manager
- ☐ Yes, with customers/clients
- ☐ Yes, but only with a few trusted work friends
- ☐ No, I am not open at all about my sexual orientation at work
- ☐ I'm heterosexual

To what extent do you agree or disagree with the following statements

The workplace culture in my organisation is inclusive of lesbian, gay, bisexual people

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree

My line manager supports me as an LGB member of staff

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree
☐ Not out at work so unsure ☐ Heterosexual - N/A

Senior management are supportive of LGB staff

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree
☐ Don't know

My straight/heterosexual colleagues are well-informed on LGB inclusion

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree
☐ Don't know

I would feel confident reporting anti-gay bullying in my workplace

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree

I would feel confident declaring my sexual orientation to my employer on a monitoring form (ie diversity surveys, questions around orientation).

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree

I feel that I am able to be myself in the workplace

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree

There are visible and open LGB role models in my organisation

- ☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree
☐ Don't know

Sex and Gender Diversity

Do you identify as a sex or gender diverse employee?

☐ Yes ☐ No

Is your gender identity the same as the gender that you were assigned at birth?

☐ Yes ☐ No

Do you identify as an Intersex person?

☐ Yes ☐ No

Do you feel that you work in a safe and inclusive work environment?

☐ Yes ☐ Mostly ☐ No

Do you feel that there needs to be more education/awareness of sex/gender diversity within the workplace?

☐ Yes ☐ No

Would you feel confident reporting bullying or harassment in your workplace in relation to your sex or gender identity?

☐ Strongly agree ☐ Agree ☐ Neither agree or disagree ☐ Disagree ☐ Strongly disagree

Do you feel you can be yourself at work?

☐ Yes ☐ Mostly ☐ No

Final Comments

Do you have any final comments that you would like to add in relation to being an LGBTI identifying employee within your workplace:

2012 INDEX TIMELINES

December 1, 2011	Applications open
Mar 30, 2012 5pm (Sydney time)	Deadline for Submissions
May 17, 2012	Press release announcing: Top 10 employers for LGBT employees 2012 Employer of the Year for LGBT employees 2012 Highest ranking Public or Private Sector organisation LGBT employee network of the year Most Improved
May 17, 2012	Annual Pride in Diversity Business Luncheon and Awards Celebration – Ivy, Sydney Individual tickets and corporate tables can be booked directly with Pride in Diversity. Presentation of awards by Patron The Hon. Michael Kirby with guest speakers, entertainment and networking. Individual tickets: \$165.00 plus GST Corporate tables: \$2100.00 plus GST (10)
June, 2012	Personalised feedback sessions with benchmarking databegin
July 2012	National benchmarking publication due
Late November 2012	Annual Pride in Practice LGBT Workplace Conference showcasing Top 10 employers, research, expert panels.

FOR MORE INFORMATION

Please call:

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THE BUSINESS CASE FOR LGBT INCLUSION

Brand and Markets

- Working with and promoting your alliance with a LGBT inclusive program such as Pride in Diversity, you can:

Promote your brand and inclusive culture

- 74% gay and 42% straight consumers are less likely to buy products from organisations holding negative views of lesbian and gay people (Harris Interactive)
- the new workforce (Gen Y and beyond) are increasingly discerning about potential employers and their diversity track record

Capture profitable niche markets – attracting the ‘pink dollar’

- Australian gay and lesbian households control an estimated annual disposal income of \$10 billion (The A to Z of the pink dollar, The Age, 2004)
- 47% of LGBT consumers (as opposed to 18% of heterosexual consumers) are more likely to make a purchasing decision based on their awareness of a company’s diversity policies (Winfield, 2005)
- LGBT consumers have high levels of brand loyalty and are increasingly focused on the ethical standards of corporations
- LGBT employee representation and inclusion can help align product and service offerings to LGBT consumers and investors providing valuable insight into the market

Workplace Productivity, Retention and Engagement

- 2 in 5 lesbian and gay staff facing discrimination will change careers if discrimination continues (Harris Interactive, US)
- 50% of LGBT employees would feel more committed and loyal to employers who introduce LGBT diversity policies and programs (Same Same : The Gay Census, 2008)
- Employees who feel that they are able to be ‘out’ in an inclusive culture tend to be more productive; this is reflected in career development and remuneration
- LGBT individuals who report higher levels of discrimination are more likely to have negative work attitudes and fewer promotions (Ragins & Cornwell, 2001)
- People perform better when able to be themselves at work - one third of gay staff conceal their sexual orientation from their employers and co-workers (Same Same, The Gay Census, 2008)

Risk Mitigation

- Minimise labour costs associated with complaint resolution, absenteeism and staff turnover [1]
 - 53% of lesbians and gay men experience workplace harassment and discrimination
 - 50% experience homophobic remarks /jokes in the workplace
 - 28% experience aggressive or unwelcome questions about their status
 - 22% report being ‘outed’ in the workplace against their will
 - 17% report having restricted career due to their homosexuality
- Minimise mental health issues within the LGBT community and your employee base due to stigma and discrimination.

PRIDE IN DIVERSITY

Pride in Diversity is Australia's first and only not-for-profit employer support program designed to assist HR, Diversity and LGBT network leaders with all aspects of LGBT workplace inclusion.

Being positive towards LGBT employees is the ultimate litmus test for an inclusive culture and takes an Australian diversity strategy to the next level by ensuring that workplaces are inclusive of *all* employees.

The *Pride in Diversity* program has been designed to assist you in strengthening your brand and reputation as an inclusive employer by providing you with the expertise and support required to implement or strengthen the LGBT component of your diversity strategy.

Benefits of the Pride in Diversity Program

As a full member of Pride in Diversity, you can enjoy the following member benefits:

- A dedicated account manager to provide ongoing organisational support in all aspects of LGBT inclusion and to ensure that you maximise the full benefits of the program
- Invitation to three good practice seminars annually to discuss topical LGBT workplace issues and to share good practice amongst PID employers, broadening your diversity network (open to all member employees)
- Invitation to LGBT Networking Events for your LGBT Network Groups and Allies
- Free high quality training session on Sexual Orientation and Gender Identity in the workplace, tailored to meet the needs of your executive, HR/Diversity team or general staff members. This session can be substituted for LGBT Network Working Groups, All Staff Presentations or Diversity Council training
- 25% discount on non-member consulting rates for special projects, LGBT Train the Trainer or organisational wide initiatives
- Free copies of Pride in Diversity yearly publication and the ability to upload to your intranet.
- Members-only website with resources, research, presentations, videos, photos, workplace guides and a quarterly e-bulletin to keep you up to date and connected
- Targeted recruitment and marketing to the LGBT community via members-only job pages on our website - ability to post jobs and organisational profile.
- Optional entry into the Australian Workplace Equality Index with a tailored feedback meeting, full benchmarking data and full program support for continuous improvement (worth over \$1,250.00)
- Exclusive use of the Pride in Diversity logo to promote your active participation in the program
- An opportunity to build your brand reputation and leadership on diversity

- An opportunity for your LGBT network group and allies to participate in the Pride in Diversity entry of the Sydney Gay and Lesbian Mardi Gras parade (no corporate branding)
- Access to Pride and Diversity speaker for company events, launches, diversity celebrations
- Nomination of an internal LGBT Network Leader contact. This person will also have access to support and advice from the Pride in Diversity program and will be our contact for co-ordination of company participation in LGBT networking events.
- Opportunity to participate in Pride in Diversity community fundraising events.
- Meetings to assist with strategy direction and input.
- Unlimited telephone/email support for key organisational contacts.

The Pride in Diversity program is committed to assisting organisations achieve best practice in LGBT inclusion and provides year long support to its members, assisting them to position themselves within the Australian Workplace Equality Index.

Non-members can also purchase assistance and strategy support, along with a detailed feedback meeting and benchmarking data on the AWEI if they so choose.