

MEDIA RELEASE – EMBARGOED UNTIL MONDAY JUNE 16, 12am EDT (Sydney time)

New national leadership survey asks: are CEOs really tackling the tough issues on gender equality?

The single most important change that enables women to succeed in organisations is real, measurable and visible commitment by CEOs to gender diversity.

The first-ever national leadership survey across the corporate, public service, academic and not-for-profit sectors will reveal what actions and behaviours by leaders make the most difference in creating successful, diverse organisations.

Chief Executive Women, Australia's pre-eminent organisation of 300 senior women leaders, is partnering with leading global business consulting firm, Bain & Company, to launch the fourth in a series of landmark studies into gender diversity. Both CEW and Bain are passionate supporters of gender parity in Australian organisations because it leads to better outcomes and business results.

They are conducting this study because committed leadership on gender diversity initiatives emerged as an acid test question for CEOs in their previous surveys. Gender diversity was the highest occurring recommendation by both men and women when asked what needed to change in their organisation.

This new survey, launched today, drills down into the role of the leader to learn what really makes a difference for increasing the number of women in leadership roles.

Christine Christian, CEW President, said: "This survey is a clear call to action to leaders across Australia. We need their help to paint an accurate picture of what they are doing to reach gender parity, and what difference this is making to their organisations. It is important to focus on where the real decisions that drive change are made. Whether a CEO knows it or not, everyone watches their every move looking for direction."

Melanie Sanders, Bain partner, said: "CEOs set the tone, define the standard of behaviour and provide role models. Their individual behaviour has a big 'ripple effect' on the organisation. Hard data is vital to understanding what actions and behaviours matter most in leading change to create more diverse organisations."

CEW and Bain hope that CEOs, their senior teams and employees at every level will take part. The survey is anonymous and takes no more than 10 minutes to complete.

The link can be found here: www.bain.com/genderparity

Note to media:

CEW's Christine Christian and Bain's Melanie Sanders are available for comment

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