

Get your company ready for a **WORK180** endorsement



Why addressing gender representation is critical for your business

In today's competitive landscape, addressing gender representation is not just a moral imperative—it's a business necessity. Organizations face a range of pressures to take meaningful action, including:

Mandatory reporting: The Australian Government's Workplace Gender Equality Agency (WGEA) requires all businesses with 100+ employees to report their gender pay gaps. This information is now publicly available, compelling companies to prioritize gender representation in senior roles in order to address their gap.

Increased pressure from state governments: State governments are intensifying demands for industries to address gender representation and pay gaps, particularly for businesses seeking government tenders and grants.

Heightened scrutiny: Customers, clients, employees and investors are increasingly evaluating companies on their efforts to close gender pay gaps and enhance gender diversity.

Despite these pressures, many organizations struggle with challenges like competitive candidate pools, a lack of buy-in from executive teams, and uncertainty about where to start or what to prioritize for meaningful change.

So where can you start?

A crucial first step in addressing gender representation in your organization is to implement and transparently communicate key employee policies and benefits that support women.

By adopting and actively promoting these policies, your organization can enhance its appeal to women candidates. This not only lays the groundwork for meeting WORK180's endorsement criteria but also positions your company as a leader in gender diversity.

Some of the key employer policies women consider before applying for a role:

69% of women consider flexible working policies essential when evaluating potential employers.

68% value a zero-tolerance policy on sexual harassment

52% are deterred by the absence of a pay transparency policy. This concern increases to 69% for women aged 18-25.

Source: [WORK180's 2024 What Women Want Report](#)

*Source: [McKinsey Diversity matters even more: The case for holistic impact report](#)

How WORK180 can help you achieve gender equity

A diverse range of organizations turn to WORK180 to enhance their employee policies and initiatives to help them hire and retain more women. Our goal is to help you build a strong foundation to meet our endorsement criteria, unlocking the full benefits of being a WORK180 Endorsed Employer.

Benchmarking and insights: Use our comprehensive DEI assessment to identify strengths and areas for improvement.

Support and resources: Benefit from expert consulting and access to a wealth of DEI policy templates and guides.

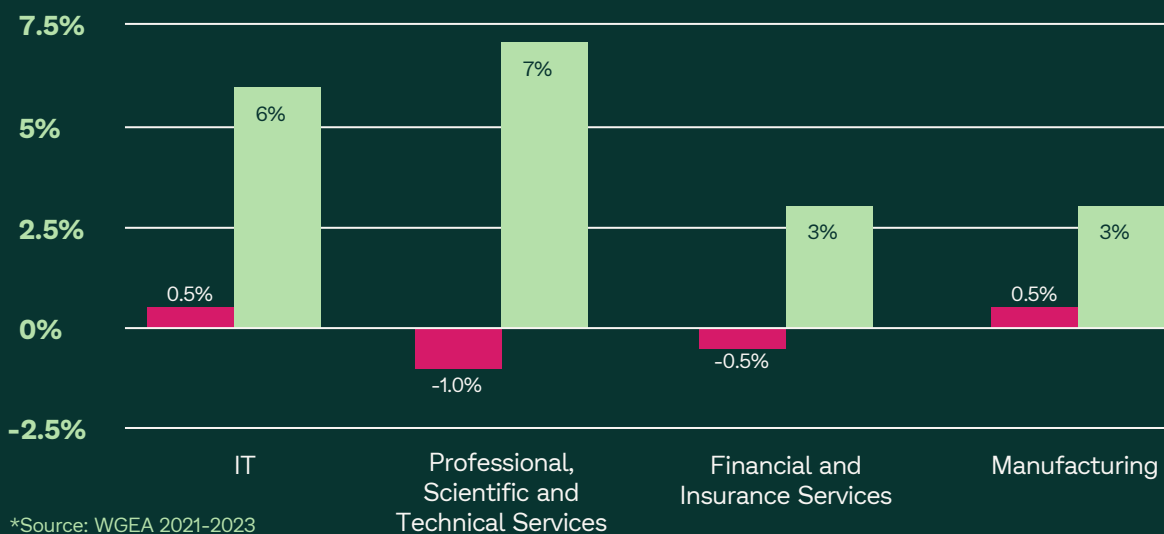
Enhanced employer brand: Stand out and claim an unfair share of the candidate pool with your WORK180 endorsement badge.

Attract top talent: Connect with our community of skilled women seeking inclusive workplaces.

Amplified recognition: Gain global visibility on the WORK180 platform.

Once endorsed, we'll continue to work with your organization to improve your approach to hiring and retaining more women. Endorsed Employers see up to **12 times faster** gender representation growth than the national average.

Endorsed Employers achieve faster growth in women employees compared to the national average



Prove and progress your company's gender equity with our trusted endorsement.

Today, customers, job candidates, investors, and employees care deeply about your company's commitment to gender diversity. Our trusted endorsement makes it clear that you care too.

Commitment over perfection

We don't expect organizations to be perfect, but we do require a genuine commitment to progress. To be endorsed, your company must meet our key criteria. This involves:

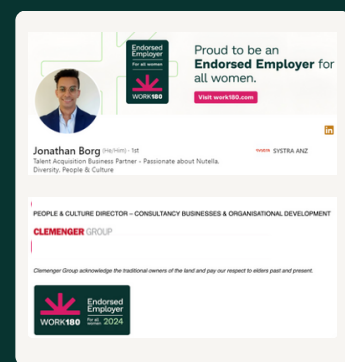
Essential Benefits: Your organization must provide a set of minimum benefits to employees. Notably, 40% of employers who apply initially do not meet these requirements.

Transparency: You must be open about your benefits, policies, and DEI initiatives and publish them on the WORK180 platform

Continuous Improvement: Commit to a journey of ongoing progress in DEI—no employer is perfect, and we understand that.

Small badge, big impact

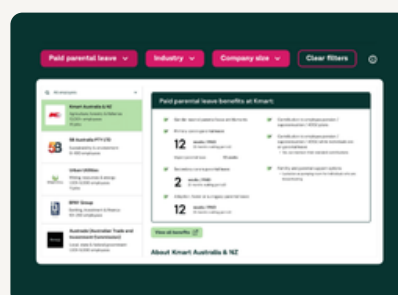
Our endorsement badge is a globally recognized seal of approval. Display it on job ads and marketing materials to show your commitment and increase candidate interest by up to 20%*.
*Results achieved by existing Endorsed Employers



What employers love about being endorsed by WORK180



Showcasing their **endorsement badge** across job ads, career pages, social platforms and staff email signatures.



Getting noticed on our **Endorsed Employer directory and job board**, accessed by more than 1.5million job seekers every year.



Utilising a **proven process** including a personalized action plan, dedicated DEI account manager and automated reporting tools to achieve their DEI goals.

Aspire Package: Strengthen your DEI foundations

For organizations that are foundational in their gender diversity journey, our Aspire Package provides the tools and support needed to build strong foundations, develop business cases, and create actionable change plans.

What's included:



Six months access to The Progress Hub - our all-in-one DEI assessment, action plan, and reporting tool



Comprehensive DEI Assessment - invaluable for identifying opportunities, supporting strategic discussions, and prioritizing focus areas



Market benchmarking and customized report



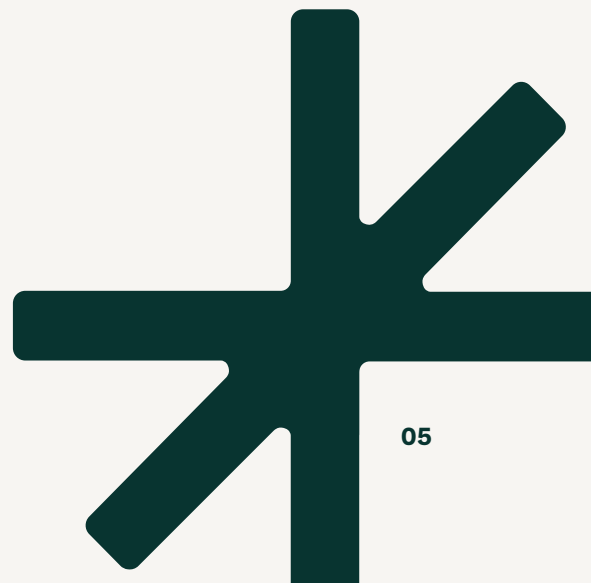
Four hours of **consulting** with DEI Advisory Services



Access to 38 **policy templates and guides**

Our Aspire Package is designed to assist employers in developing their policies and initiatives to meet our endorsement criteria. Achieving endorsement not only demonstrates your commitment to supporting women's careers but also unlocks numerous benefits, including enhanced employer branding and access to our community of women seeking inclusive workplaces.

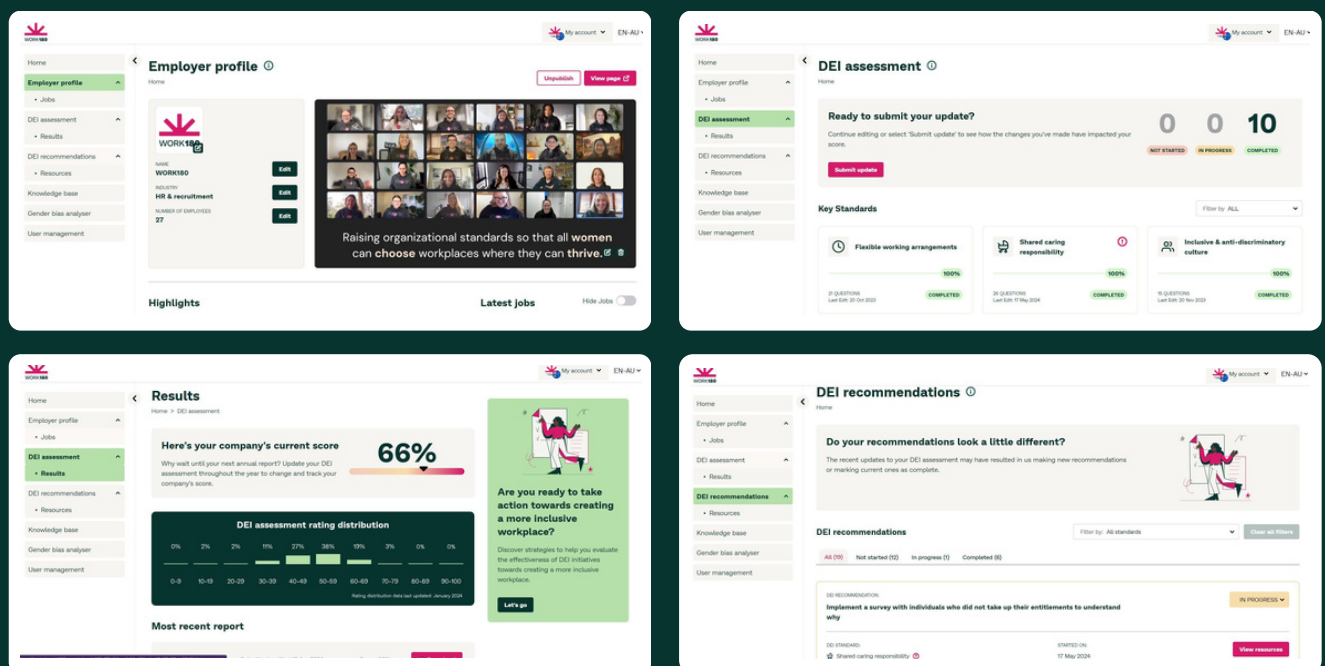
Investment: \$4,000 ex GST



It's time to make real progress (and prove it)

In an industry defined by good intentions, we drive measurable, actionable change. That's why when you purchase the Aspire Package you'll get 6 months of access to the Progress Hub, our bespoke platform designed to empower your organization's gender diversity journey.

With its comprehensive suite of resources, reporting, and benchmarking tools, The Progress Hub enables you to accurately track your DEI progress and demonstrate your results with confidence to stakeholders and the broader community.



What teams tell us they love about their Progress Hub

- ✓ Easy-to-use
- ✓ Uncomplicated data
- ✓ Comprehensive report
- ✓ “Eye-opening” insights
- ✓ Cross-team collaboration
- ✓ Expert support



Why choose WORK180?

	WORK180	DEI software services	DEI consulting services
DEI Assessment	✓	✗	✓
DEI report and benchmarking	✓	✗	✓
Resources, templates and guides	✓	✓	✗
Expert consulting support	✓	✗	✓
Tailored action plan	✓	✗	✓
Endorsement badge	✓	✗	✗
Employer branding	✓	✗	✗
Access to engaged community of women	✓	✗	✗
Jobs board	✓	✗	✗
Data on what women prioritize when researching your company	✓	✗	✗

 Included in the Aspire package

More about WORK180

Inspired by their own experiences of workplace discrimination, Gemma Lloyd and Valeria Ignatieva founded the first transparent job board for women. Almost a decade later, WORK180 is a thriving community and platform where women and marginalized groups access the information they need to make informed career decisions — and find workplaces that work for them.

The employers that WORK180 endorses openly share their workplace benefits, policies, and opportunities on the WORK180 platform, and must meet a minimum set of standards to prove their commitment to supporting women's careers. As a result, the WORK180 Endorsement Badge has become a globally trusted sign of a company committed to gender equity. Beyond endorsement, WORK180 provides employers with expert guidance, tools, and a proven process to enhance gender representation within organizations, delivering impactful results in just 12 months.

Results our clients rave about



“WORK180's approach has provided us with a framework to understand our strengths and opportunities specific to gender equity - enabling us to define our gender roadmap with confidence.”

Andrew Baker
Value Lead - Career Experiences: E2E Operation



“WORK180 has provided us with incredible support since we began our working relationship. Though we are not perfect, they have assisted us in taking great strides in achieving a workplace that we are proud of.”

Katie McCartney
People and Culture Business Partner, Betfair Pty Ltd



“WORK180 is really helping to attract the right people to our business and aids in our efforts to shape a diverse, transparent, and supportive organisation.”

Sarah Bardwell
General Manager, EXA PD

More questions about our Aspire Package?

Book a call to find out how WORK180 can help you hire and retain more women.

What to expect on the call:

Understand your business: We'll listen to your unique challenges.

Proven solutions: We'll explain how our process can address your needs.

Demo our progress hub: See our tools in action.

Success stories: Learn from relevant case studies.

 work180.com/request-a-call 



A few key numbers

1.5 Million

The number of people visiting our transparent career platform each year.

220,116

The number of women positively impacted by our work with employers in 2023.

+7%

The overall increase in the number of women employees across our Endorsed Employers in 2023.

The globally trusted choice for hundreds of leading employers

