

How will you #breakthebias?

One of the objectives of MFA Media for All is to drive awareness of key dates to celebrate diversity and inclusion throughout the year.

Today is International Women's Day, a global day celebrating the social, economic, cultural and political achievements of women.

In our media agency industry, we want to celebrate that 43% of key management positions are held by women, which continues to be higher than the Australian workforce average of women holding 32.5% of key management positions, as recorded by the Federal Government's Workplace Gender Equality Agency (WGEA). Similarly, the pay gap between men and women's average annual salary is 3%, significantly better than the Australian average of 14.2%. We will continue to measure both, to ensure equality and continued improvement.

The 2022 theme for IWD is #breakthebias. Many of our agency members are committing to this theme and building awareness.

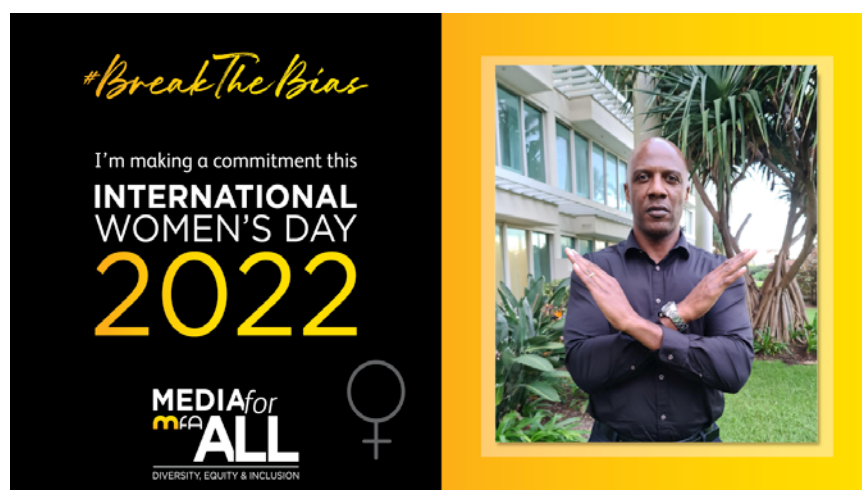
Here is how Wayne and Nisha from the MFA DE&I Advisory Council commit to #breakthebias.

WAYNE PHILBERT

Initiative Melbourne Client Partner
& MFA DE&I Advisory Council Chair

Breaking the bias women face is vitally important in my view and it's present in so much of what we see personally as well as professionally. Everyone can play their part, and to address this I'm making the following commitments:

1. Encourage and empower more assertive and confident voices and opinions from the women I work with. This will help make sure more valid and relevant points of view are heard when matters are being discussed.
2. Personally, to check what I tolerate and unwittingly allow from others in conversation by paying attention to and monitoring any micro-aggressions and countering them at the time.



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NISHA RAJAMANI

Carat Melbourne Client Director & MFA DE&I Advisory Council member

We all have inherent biases that we are unaware of. While unconscious bias training helps to recognise these, they seem to permeate our everyday – from commentary on what female leaders are wearing at press conferences, to asking celebrity women who's caring for their children while they're out, there are many examples in all areas of life.

So my pledge to #breakthebias this year is to check myself before I make a comment in all my life circles – from mums groups to gym buddies to professional colleagues.

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