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## Breaking the bias! Gender Equality is Good for Business

Today, on International Women’s Day (IWD), the business community recognizes the value their female staff bring to the company and acknowledge that gender equality is good for business.

The global theme for IWD this year “Break the Bias” resonates well with the corporate sector. Through the Business Coalition for Women (BCFW), the PNG business sector continues to create gender equality in the workplace by addressing family & sexual violence, developing women into leadership positions and generating more opportunities for women.

A recent research conducted by the Private Sector Development Initiative (PSDI) titled “Leadership Matters: Benchmarking Women in Leadership in the Pacific Women” which will be launched in April, found that women are underrepresented in all spheres globally despite the well-documented benefits, women hold.

Bias in the form of stereotyping, gender based violence, discrimination and harassment results in the lack of women in leadership roles, thus, negatively impacting company performance, productivity, profitability and constraining development and economic growth.

In PNG, gender equality is hindered by gender disparities, cultural traditions that value men’s leadership abilities, family & sexual violence and social norms that discriminate against women. This study also revealed that while the proportion of women board directors (19%) and chief executive officers (5%) in PNG sit above the global average (17% and 4% respectively), a collective effort from all sectors is needed to strengthen women’s equality in the workplace.

This year’s theme ‘break the bias’ calls for all of us to take action to make our workplaces diverse, equal and inclusive. The Business Coalition for Women (BCFW) unites with our 65 member organizations to eliminate all bias and level the playing field.

“As the corporate sector’s go to resource for gender equality, BCFW works with businesses to develop and share good practices relating to recruiting, retaining and promoting women employees. The Coalition develops gender equality solutions tailor made for PNG businesses to support women’s economic advancement because we know that gender equality is good for business” said Evonne Kennedy, Executive Director of BCFW.

While it is a moral imperative to eliminate all bias and promote gender equality, there is also real business value in making workplaces safe, equal and inclusive. Gender diverse workforces benefit businesses in the following ways;

- Better decision making and problem solving
- Improved financial performance
- Greater capacity to adapt to shifts in consumer preferences
- Enhanced branding
- Employer of choice
- Healthier team dynamics and organizational culture; and
- Greater creativity and innovation



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For more information on what BCFW does, its products and services and best workplace resources and tools please visit our website: [www.pngbcfw.org](http://www.pngbcfw.org).

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**About BCFW**

BCFW is the leading voice in Papua New Guinea advocating for gender equality within the business community. We provide a range of practical advisory services and tools based on international leading practices to help PNG businesses unlock their economic potential through gender equality initiatives. Our “made in PNG for PNG” approach results in sustainable services that are tailor made for the PNG business environment and which match the needs of our members.