

AUSTRALIAN INSTITUTE  
of COMPANY DIRECTORS

# The campaign for 30% female directors on ASX 200 boards

*Australian Institute of Company Directors and 30% Club*

**March 2019**

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## About the AICD



World's largest director institute



More than 41,000 members



International membership based in more than 75 countries



Founding member of the Global Network of Directors Institutes (GNDI)

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## 30% Club Australia

The 30% Club is a group of chairs, directors and business leaders taking action to increase gender diversity on Australian boards. Launched in May 2015 by Patricia Cross, Non-executive director.

Nicola Wakefield Evans, Non-executive director of LendLease and Macquarie Group is the current Australian Chapter Chair.



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## Our objective

To achieve 30% women on ASX 200 boards by the end of 2018.  
Gender balance on boards does achieve better outcomes.

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## Campaign activities

- Letter writing campaign to the ASX 200 Chairs
- Gender diversity quarterly report – publishing the data
- Collaboration on projects with other organisations
- Resources and reports aimed at educating, influencing and stimulating debate
- Investor action
- Connections with executive search consultants



### BARRIERS TO PROGRESSION

*The reasons Chairs and Non-Executive Directors (NEDs) use as to why they can't or won't appoint female directors to their boards.*

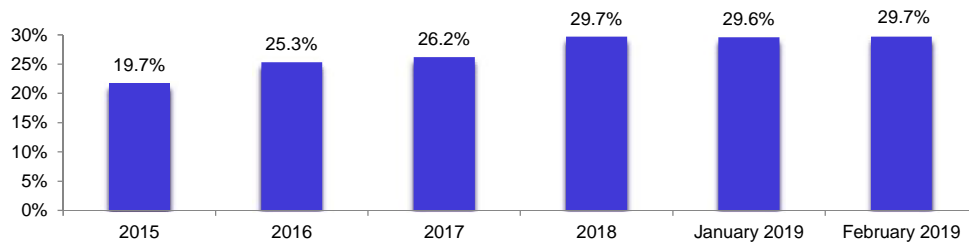
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## Important elements of the campaign

1. **Data:** collect it, analyse it and publish it.
2. It's vital to have a **target and a timeframe** that people can work towards: A national campaign and a way to effectively communicate your key message or mission is important
3. **Collaborate** and work with other organisations
4. **Media and external influencers:** Ensure all the stakeholders that have influence are involved and get the media onside throughout the process
5. **Asking for favours and help** from the key stakeholders and other organisations
6. **Finding the touchpoints that work:** Pressure is vital– the believers are already there or on their way so you often have no choice but to go to the “name and shame” approach for the laggards

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## Percentage of female directors on ASX 200 boards



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