Acknowledgement of Country

Women's Health Victoria acknowledges and pays our respects to the traditional custodians of the land on which we are working and meeting today.

As a statewide organisation, we also acknowledge the traditional custodians of the lands and waters across Victoria. We pay our respects to them, their cultures and their Elders past, present and emerging.

We recognise that sovereignty was never ceded and that we are beneficiaries of stolen land and dispossession, which began over 200 years ago and continues today.

Women's Health Victoria

Women's Health VICTORIA

sh=qual

the labia LIBRARY

COUNTER PART
Women supporting women with cancer

women's health atlas

Take a Stand
against domestic violence. It's everyone's business.

GENDER EQUITY
Knowledge • Skills • Solutions

1800 my options

We work collaboratively with women, health professionals, policy makers and community organisations to inform, influence and improve policy and service delivery for women.

Our vision is: Women living well – healthy, empowered, equal.

1800RESPECT

NATIONAL SEXUAL ASSAULT, DOMESTIC FAMILY VIOLENCE **COUNSELLING** SERVICE

https://shequal.com.au/

Why PVAW and Advertising?

Each day the advertising we produce and consume is shaping our beliefs and attitudes and influencing who and what we value.

The advertising industry is built on selling stories about who we are as individuals, who we are in society and our role in the world. For centuries these stories have been designed to either challenge or reinforce the status quo in order to influence our purchasing decisions.

But the truth is that the stories we are being told in advertising don't reflect the reality we live in.

Example of sexism in advertising: A by Adina
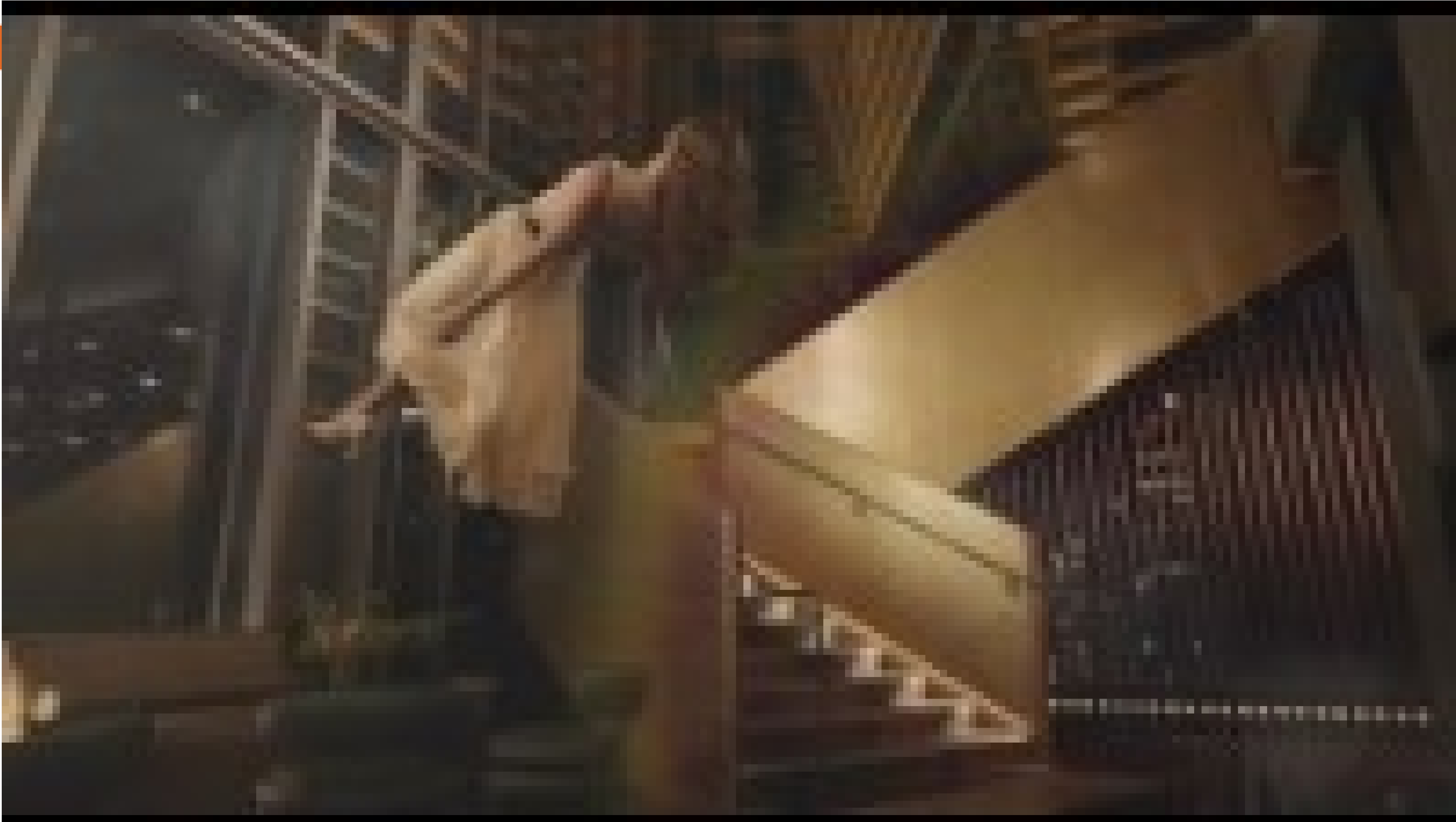
Common themes in sexist advertising

Underrepresentation: Gender and diversity of representation in advertising

Depictions of male dominance and violence against women

Gender Stereotypes: Stereotyped representations of women and men, girls and boys
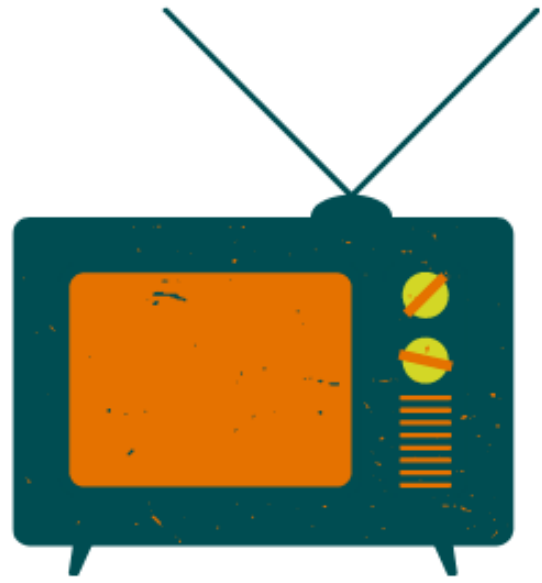
Sexualisation and objectification

Idealised body image
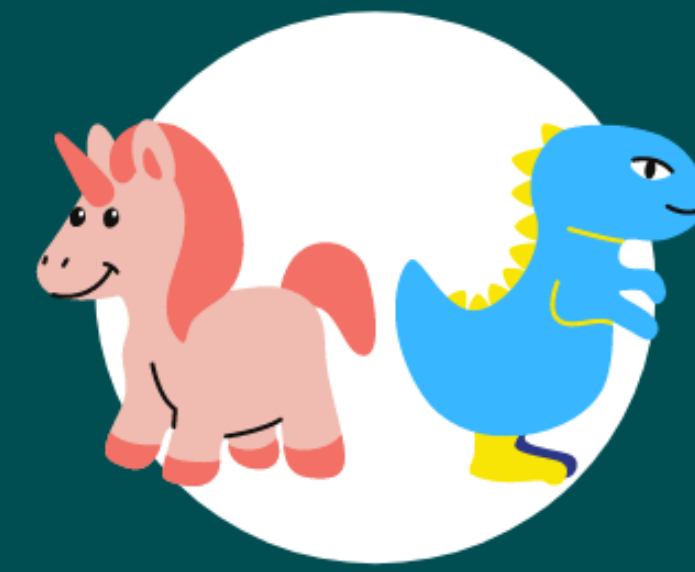
Masculine peer culture in ads targeting men

McKenzie, Bugden, Webster & Barr 2018

One study of more than 2000 TV advertisements found there were **twice as many male** characters as female characters.

Marketing has become more gender- stereotyped

Sweet 2013

Colour (predominantly pink and blue) is consistently being used as a marker for gender in advertsing children's clothes and toys

Source: McKenzie M, Bugden M, Webster A, Barr M (2018)

"Girls" Toys focus on appearance, nurturing and cooperative play

Auster & Mansbach 2012

"Boys" Toys focus on competition, dominance, independence and physical activity
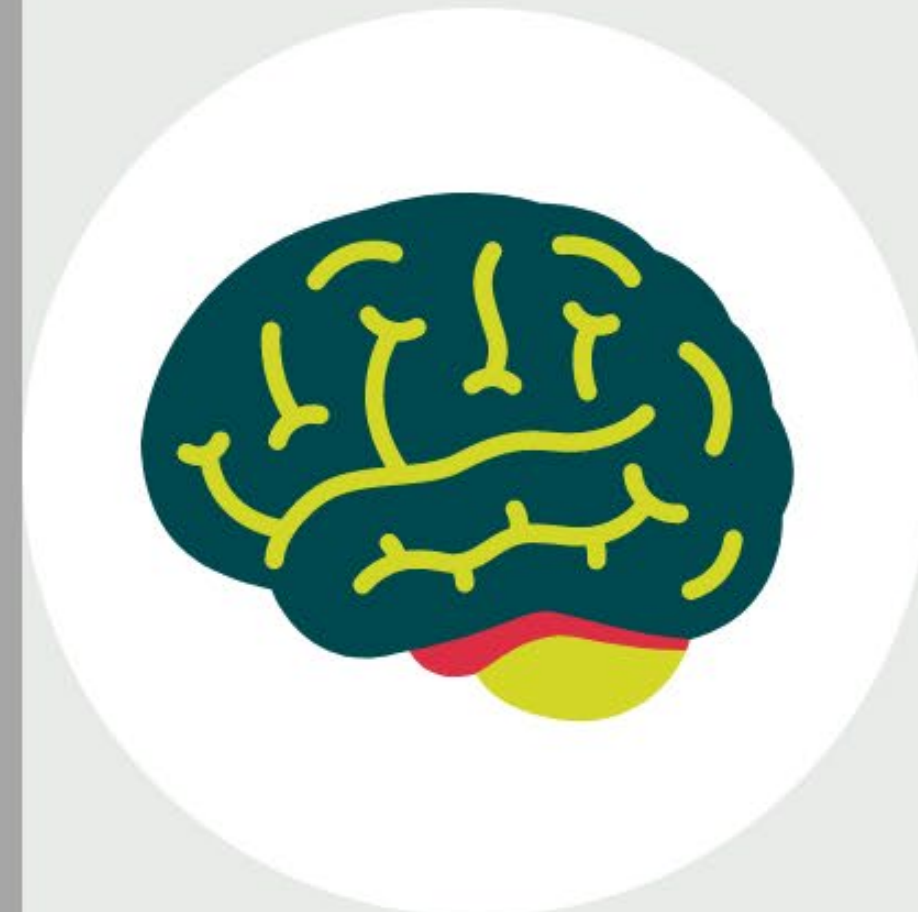
Auster & Mansbach 2012

Exposure to images which objectify and sexualsie girls and women has been shown to lead to:

Increased disordered eating

Lowered self esteem

Reduced mental health for young women

Increased dissatisfaction with their bodies

This even effects girls as young as 6 years old

While women are half the population, they make

70%

of all purchasing decisions

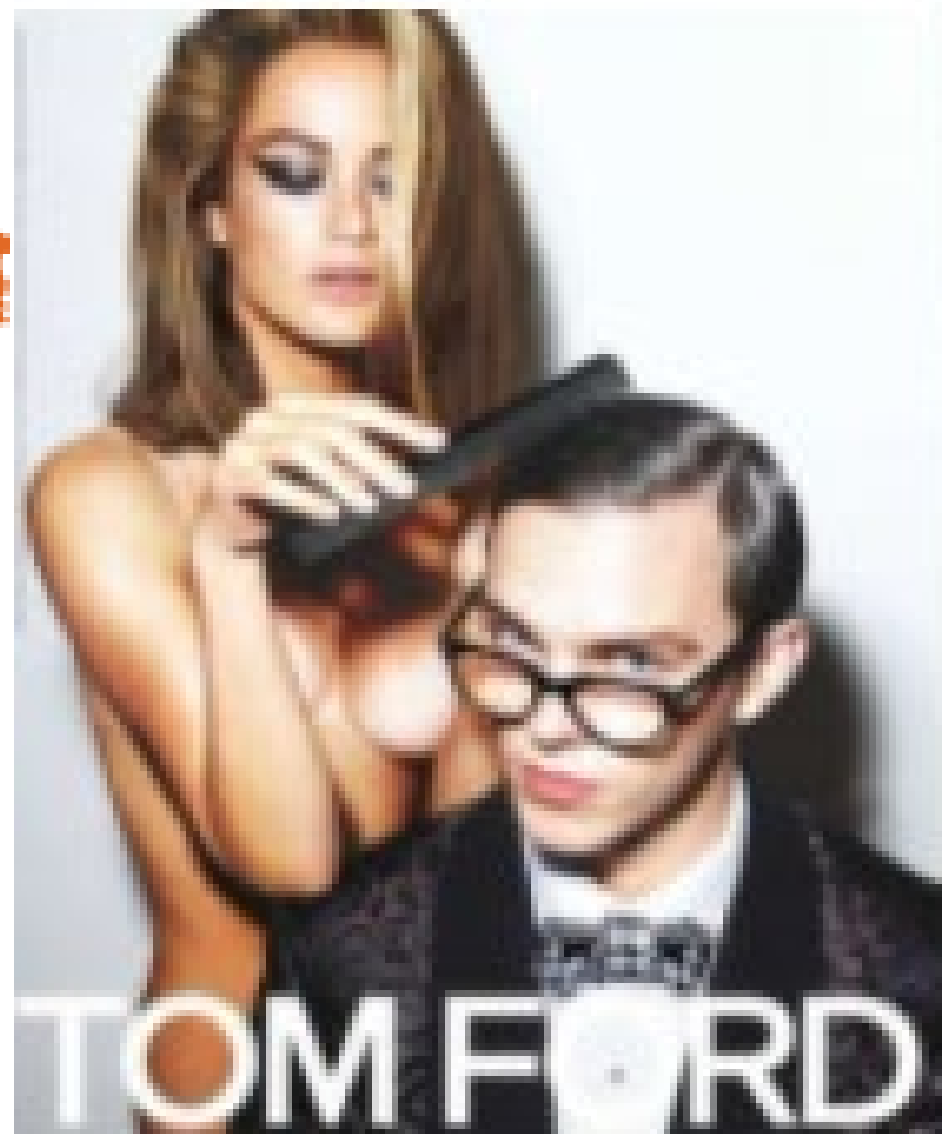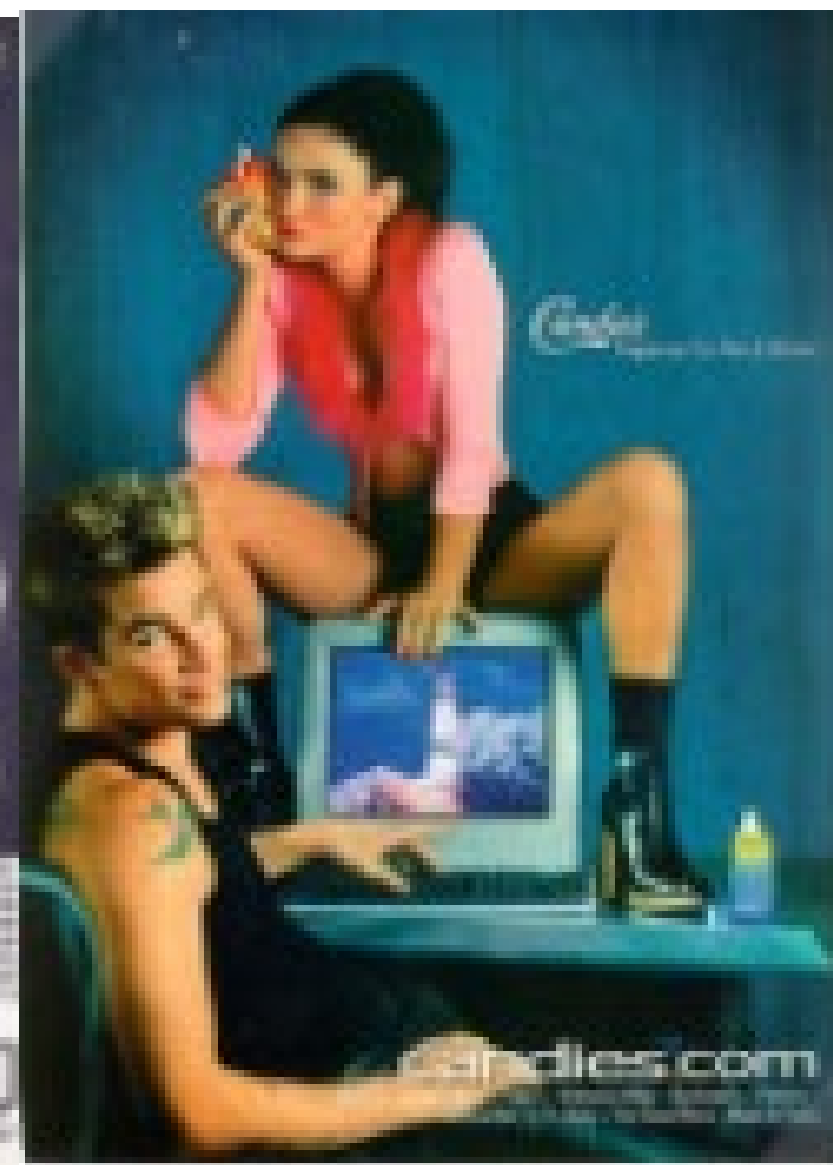Women are the world's most powerful consumers.

Femvertising
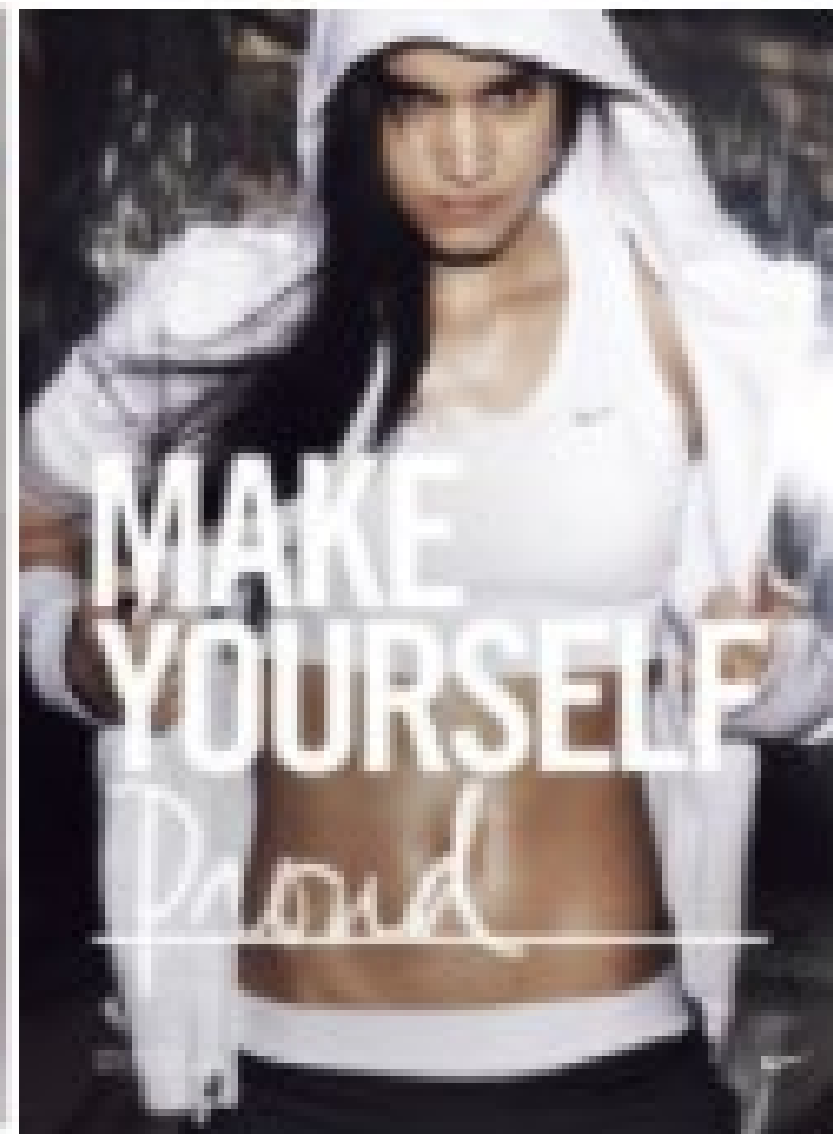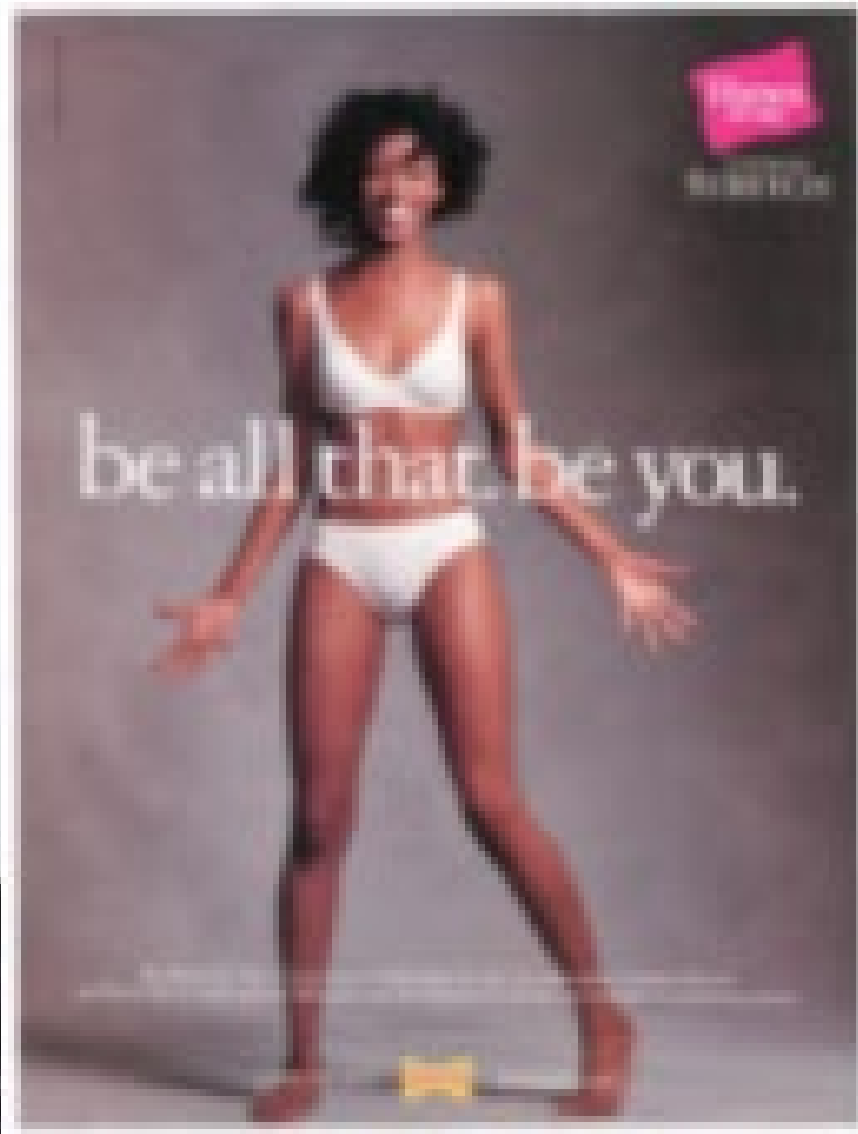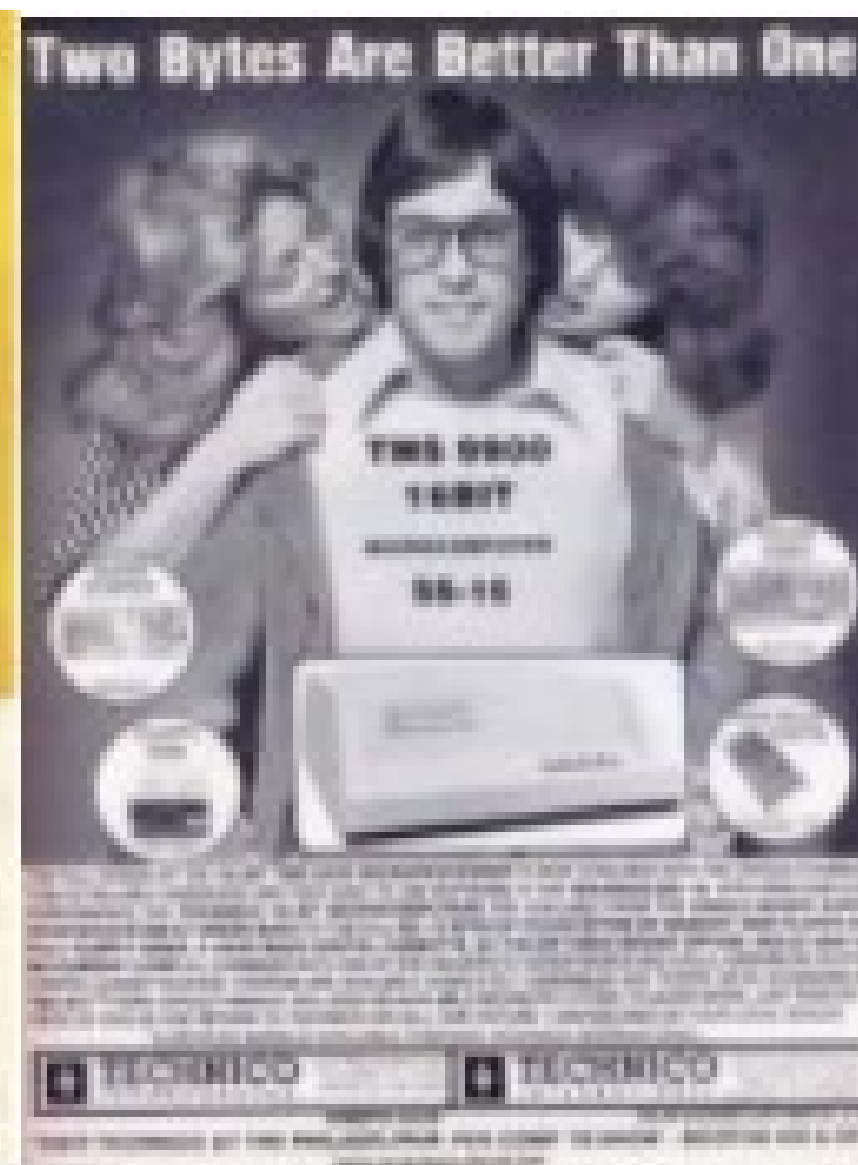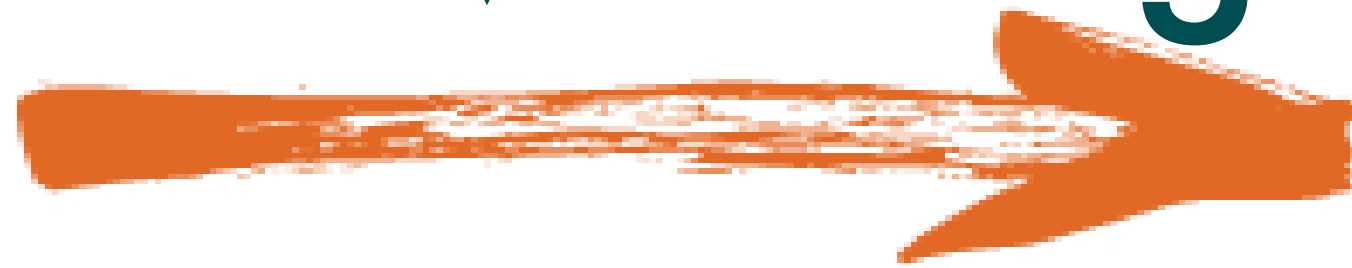
We are still fixing women

"what this usually means is shifting attention from telling women how to look, to telling them how to behave"
- Cunningham and Roberts, *Brandsplaining.*

When ads challenge gender stereotypes they are more positively received particularly by women.

When ads portray women respectfully and accurately there is an **increase in consumer's purchased intentions**- particularly among women, but also among men.

More realistic and non-stereotyped portrayals of women increased purchase intent by:

26%

among all consumers

45%

among women

Association of National Advertisers (US) 2018

Initial project research

ADVERTISING (IN)EQUALITY
THE IMPACTS OF SEXIST ADVERTISING ON WOMEN'S HEALTH AND WELLBEING
DECEMBER 2018 ISSUE 14
A Women's Health Victoria Issues Paper

COMMUNITY RESPONSES TO GENDER PORTRAYALS IN ADVERTISING
A RESEARCH PAPER
OCTOBER 2019 ISSUE 15
A Women's Health Victoria Issues Paper
in collaboration with RMIT University

ADDRESSING & PREVENTING SEXIST ADVERTISING
A SNAPSHOT OF PROMISING PRACTICE
OCTOBER 2019 ISSUE 16
A Women's Health Victoria Issues Paper
in collaboration with RMIT University

Our vision

Advertising shows all people, regardless of their gender, as authentic and multidimensional – supporting a society in which all people are viewed and treated as equal and live free from violence.

Seeing is Believing: Strategic Framework

At a glance

In sexist ads, women are

sexualised

stereotyped   excluded

shown with 'ideal' bodies

objectified   vilified

shown as victims of violence

Violence against women remains prevalent in Australian society

One in three women over 15 have experienced physical or sexual violence

Violence against women starts with gender inequality

Sexist ads fuel a culture of gender inequality that supports violence against women and girls

Gender equality presents a major market opportunity for advertisers.

Woman make 70-80% of all purchase decisions.

$$$$$
$$$$$

Realistic portrayals of women in ads increase purchase intent by:

26% All consumers

45% Women

Our vision

Advertising that shows all people, regardless of gender, as authentic and multi-dimensional – supporting a society in which all people are viewed and treated as equal and live free from violence.

What needs to change

The advertising industry must change its practices to promote gender equality in both advertising content and workplaces

Communities must be empowered to take action against sexist advertising, and for portrayals of women in ads to be more varied and authentic

Governments and regulators must strengthen interventions to prevent sexist advertising and minimise its harmful impacts

What will be achieved

The advertising industry is more supportive of women, including greater gender balance across senior roles and more inclusive workplace practices

The community is proactive in calling out sexist advertising and demanding better representation of women

Strong regulatory frameworks support the industry to eliminate sexist advertising

Industry culture change

The advertising industry understands the impetus for gender equal advertising

Gender equality is promoted within the advertising industry

Empowering community

The evidence base on sexist advertising is strengthened

Community members understand the effects of sexist advertising and can identify it in practice

Communities are empowered to take action against sexist advertising

Regulation and policy

Industry codes of practice are clear and evidence-based, and complaints processes are transparent

Gender equality considerations are embedded into industry regulatory and decision-making processes

The regulatory framework is strengthened to enable effective enforcement of advertising standards for gender portrayals

shEqual video link: https://vimeo.com/480185979
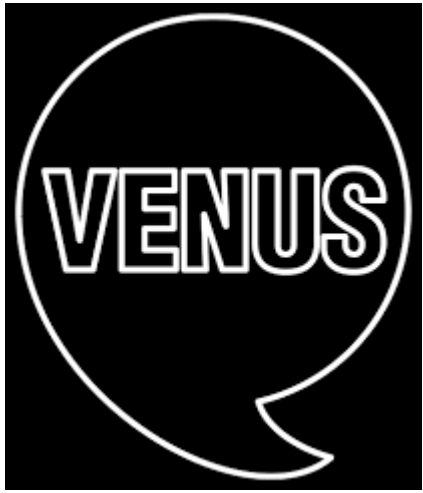
Industry Culture Change

- Pledge

- Reference Group

- Building industry connections

- The shEqual Survey

- Training

- Industry media

Work ahead:

- Business case

- Supporters/ Partners

- Research

- Stereotypes video

- Microcredentials

Empowering Communities

- Pledge

- Social media engagement

- Campaign activities

- Building media literacy – how to report a sexist ad toolkit

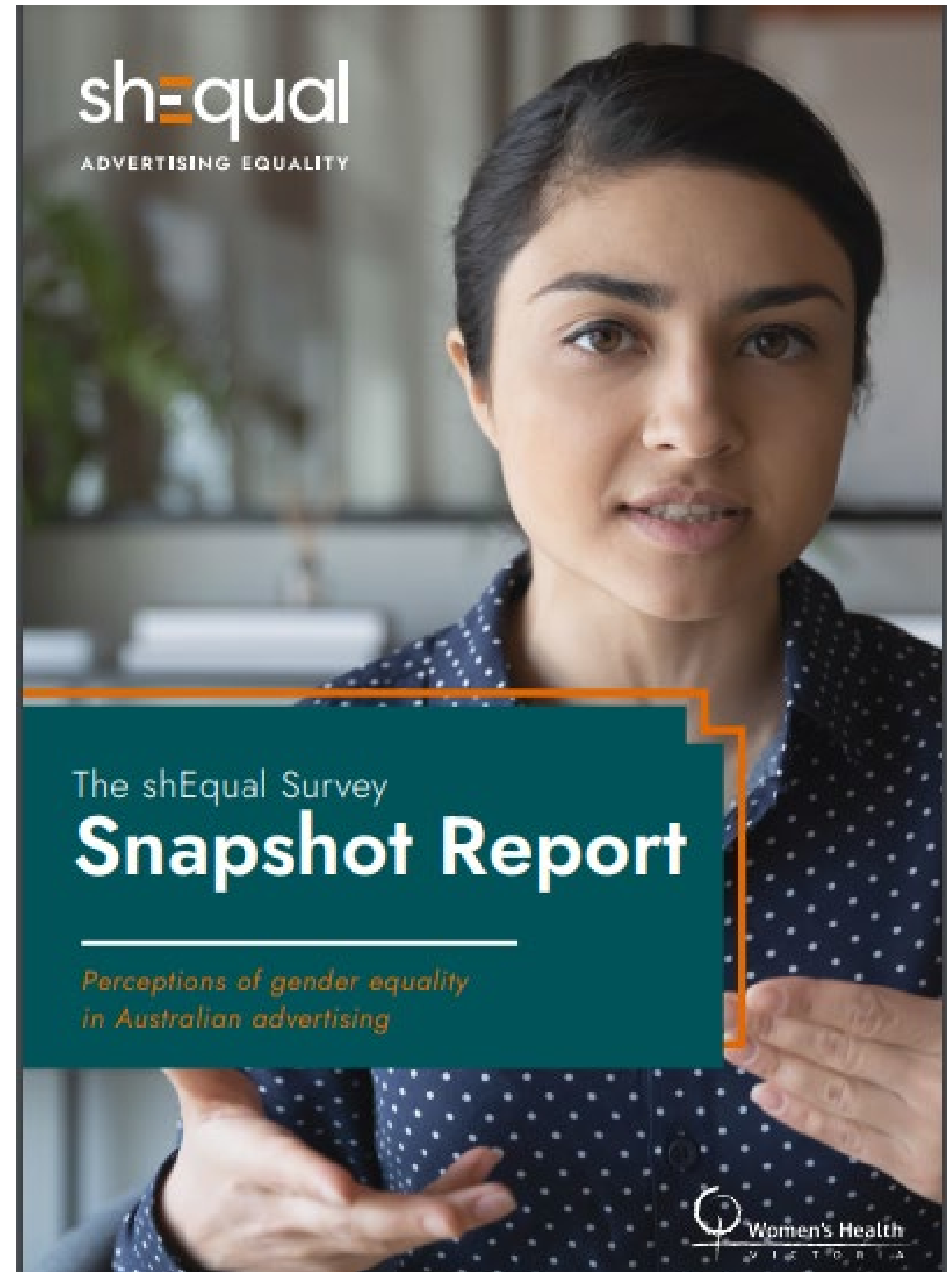- Communications Guidelines for local government

snap sexism

Regulation and Policy

- Working with a self regulated industry:

  - Australian Association of National Advertisers (AANA) Code of Ethics

  - AdStandards

- VIC Gender Equality Act 2020

- Industry Audit

- Alternative regulation models e.g. co-regulation

Understanding & Impact

Survey data

ADVERTISING CONTENT

Advertising containing gender stereotypes and other problematic portrayals of women reinforces and perpetuates beliefs, attitudes and behaviours that limit the role and value of women within the society in which it is disseminated.

92% of respondents agreed that advertising is a powerful influence on society.

ADVERTISING INDUSTRY

Advertising workplaces that are gender unequal (e.g. low representation of women in senior or creative roles) are likely to commission and create advertising that reflects that gender bias.

SOCIETY

Advertising workplaces are populated by the same members of society who are receiving and influenced by advertising containing gender stereotypes and other problematic portrayals of women.

# Key gender differences in perceptions of gender equality in advertising:

Less than a third of female respondents (29%) agreed that the Australian advertising industry prioritises gender equality as a workplace issue, compared with more than half of male respondents (54%).


Only around a third of female respondents (32%) agreed that the Australian advertising industry prioritises addressing gender equality in advertising content, compared with nearly half of male respondents (47%).

The vast majority (86%) of female respondents agreed that, in general, men are paid more than women in similar roles in the advertising industry, compared with 56% of male respondents.
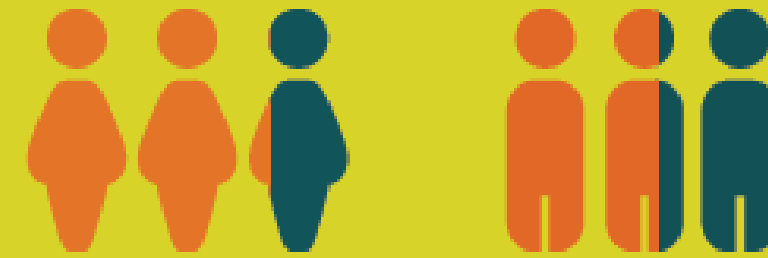
Nearly three-quarters of female respondents (72%) agreed that gender stereotypes in advertising contribute to violence against women, compared with 58% of male respondents.
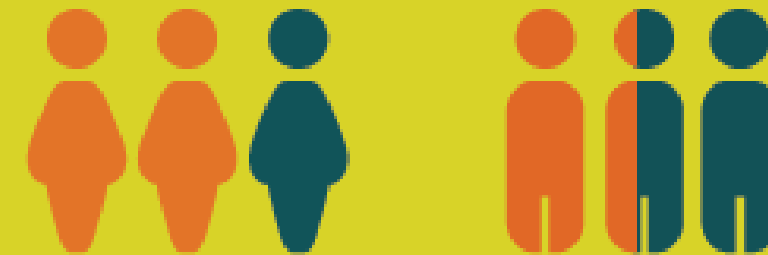

Around two-thirds of female respondents believe that agency management and industry bodies are doing less than they should to promote gender equality in advertising content (62% agency management; 66% industry bodies), compared with less than half of men (39% agency management; 44% industry bodies).

Nearly half of female respondents reported that they would have concerns about speaking up about a gender equality issue in the workplace due to fear of negative consequences (46%), compared with around one-sixth of men (17%).

IWD — a changing climate
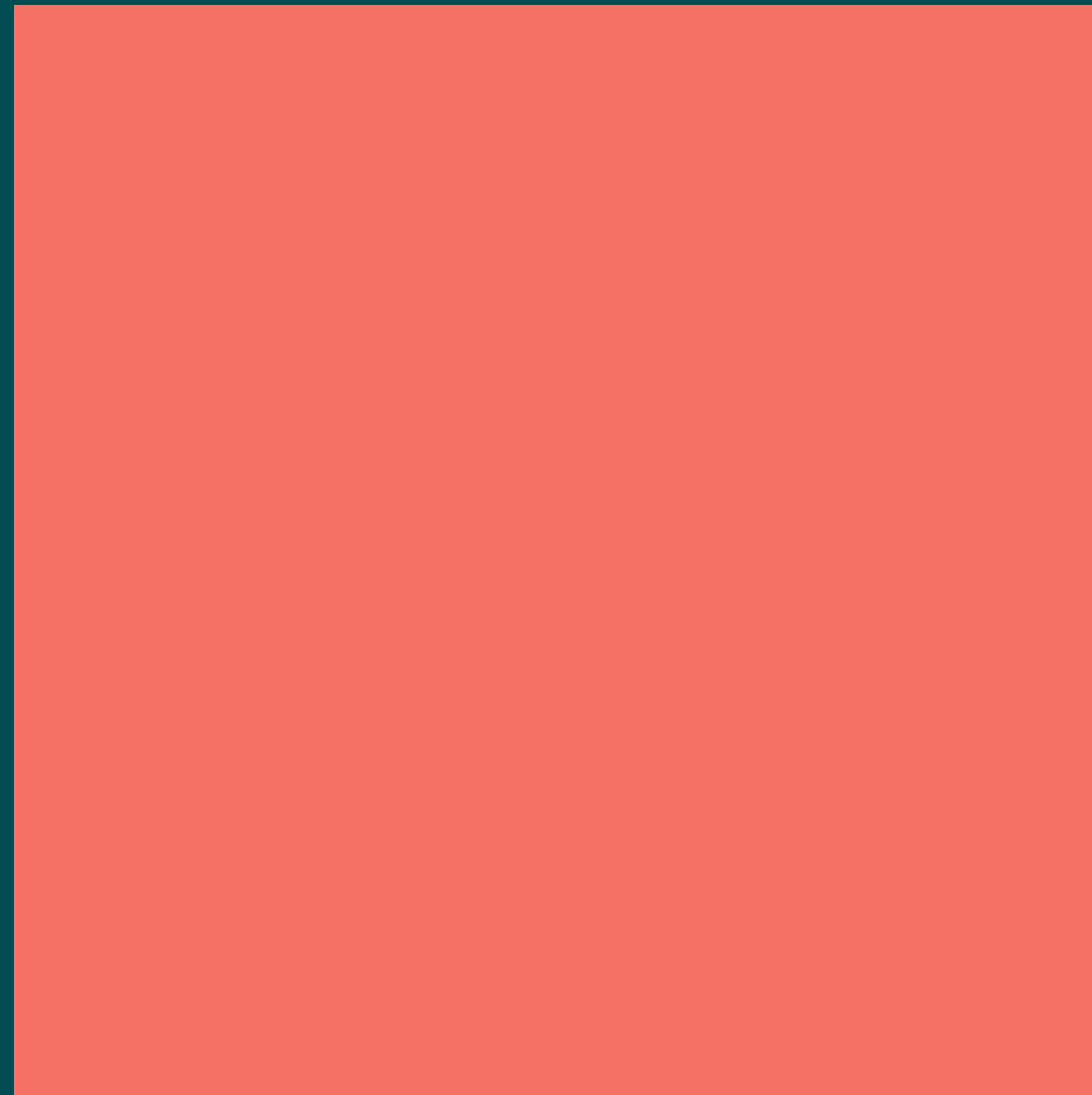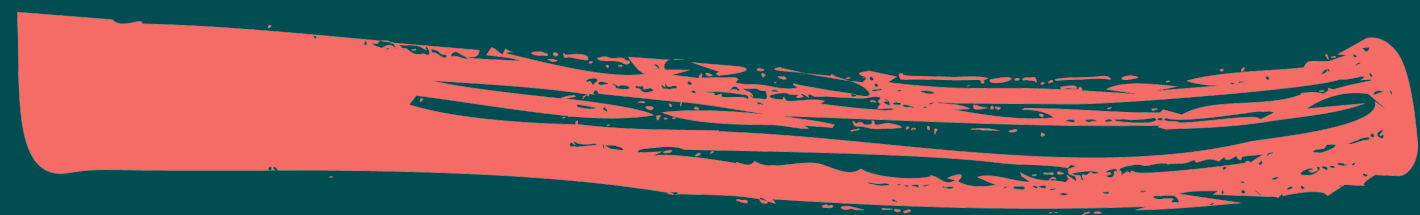
Stella insurance:
https://youtu.be/
oO0eN_A6vuk

Ad that pushes against
gender stereotypes for
women

Anytime Fitness
https://youtu.be/jEKwMRuI_d4

Example of inclusive advertising that focuses on a common experience of exclusion/ discrimination and promotes body diversity

Sharesies

https://youtu.be/Bq2Zo-u0glw
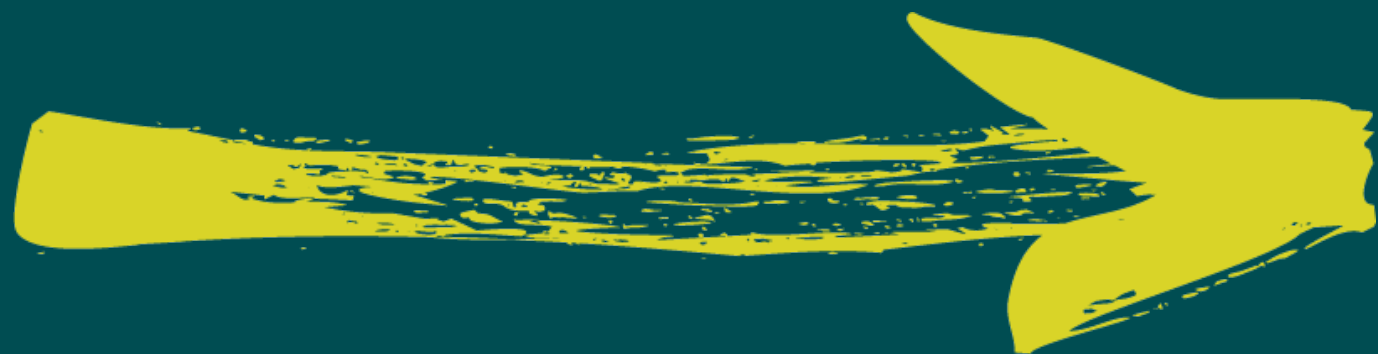
This ad's strength is its focus on an authentic moment. The story of the awkward first kiss, and the bravery to just jump in, works no matter the gender of the actors.

Consultation and Engagement

PVAW & Comms Workshops

Forum on Role of LG

Review & Feedback

Communications Guidelines

Resource
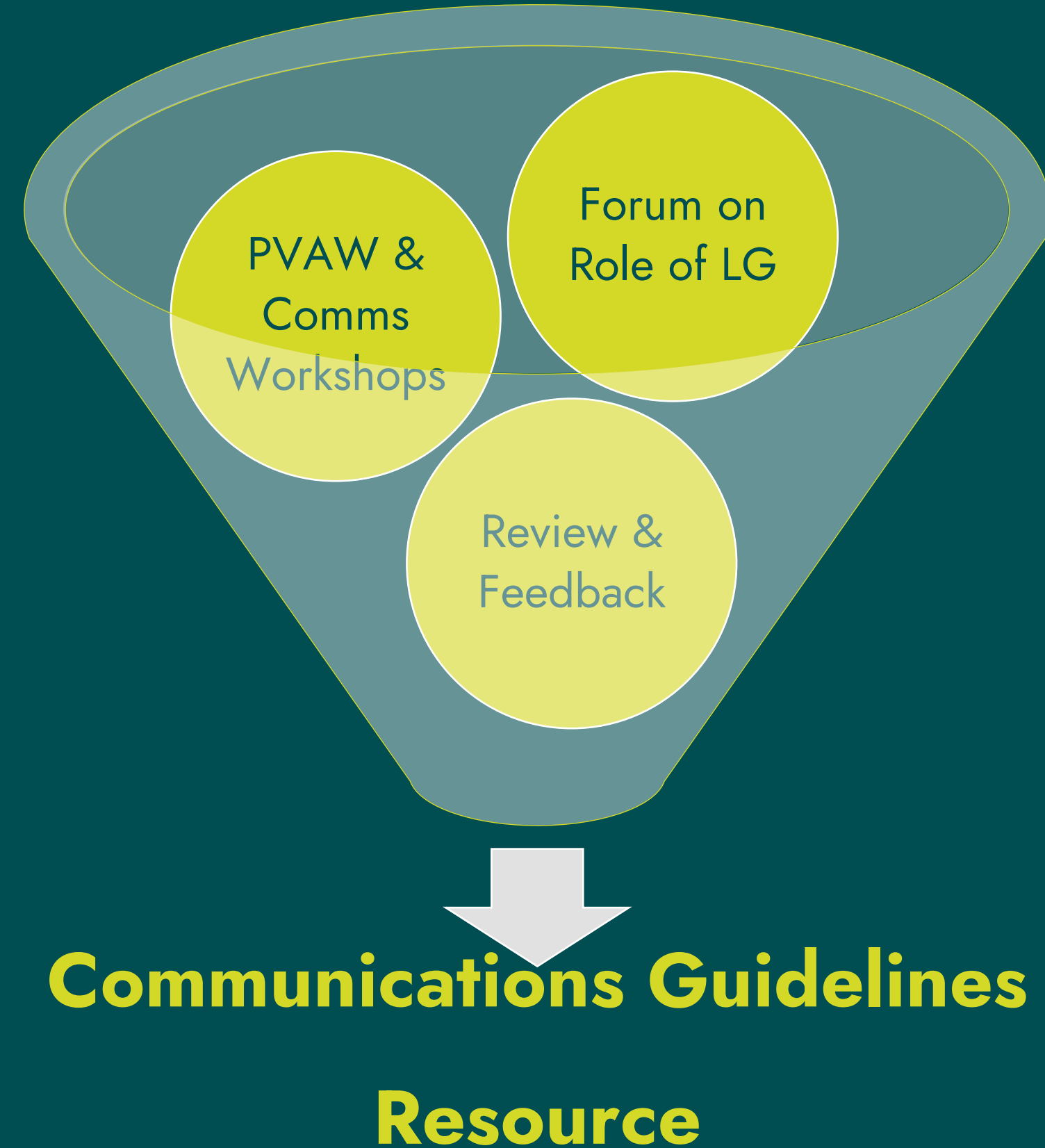
video, photography, advertising creative briefs

brand guidelines, language and corporate style guides

communications materials

guidelines to engage service providers, including graphic designers

image libraries and photo captions

social media advertising, marketing and posts
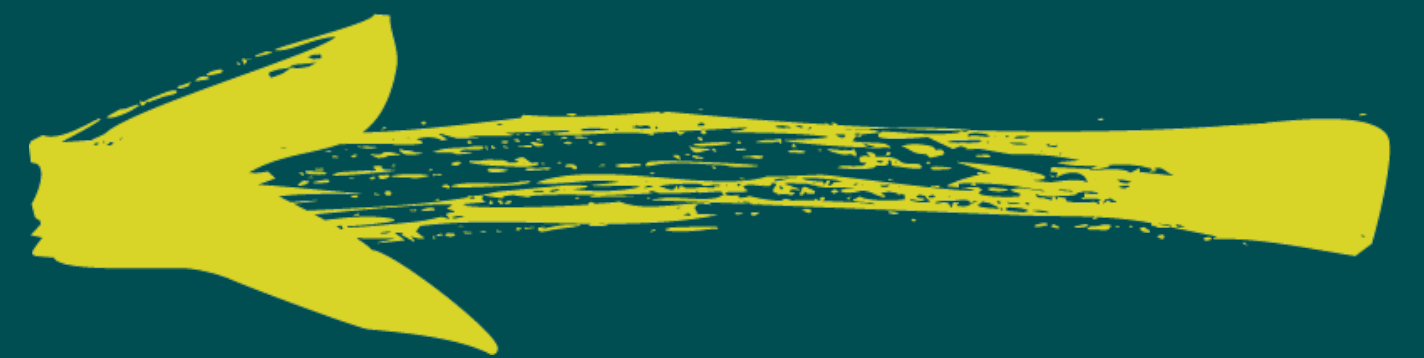
websites and blogs

marketing and advertising content and placement

promotional materials for activities, events and festivals

community engagement frameworks and online engagement platforms

Internal communications platforms.

Application

GENDER EQUALITY IN ADVERTISING & COMMUNICATIONS

Six guiding principles to achieve gender equality

Checklists for content creation

Show people of all genders with equal value, status and respect

☐ Ensure the overall impression of any communication feels natural and authentic and, where possible, promotes gender equality. Ensure that content includes women, men, trans, non-binary, gender diverse and LGBTIQ+ people.

☐ Depict diversity across ethnicities, body shapes and sizes, sexualities, ages, ability, religion, class, language, education.

☐ Ensure you accurately represent your local community in your photos/images and communications.

☐ Consider intersectionality, for example, representing a woman in a wheelchair from a culturally and linguistically diverse (CALD) background and be attentive to power dynamics not being replicated, for example, men in dominant positions.

☐ Avoid showing women as being peripheral in men's lives or portrayed as demanding and interfering with men's freedom, leisure time and relationships with male friends.

☐ Depict men in a variety of non-traditional roles and settings, such as caring/nurturing roles, doing unpaid or voluntary work, being in a supporting role.

☐ Include people of all genders at work in a variety of situations and leadership roles.

☐ Consider using illustration rather than photography in complex or sensitive instances, such as depicting violence against women. In addition, visual communications such as information graphics, signage, animation, video and process diagrams may benefit from using an illustrated approach.

☐ Use captions to explain the context of images. For example, rather than assuming that the two people in the image identify as a woman and a man, you could describe the image this way: two people sitting in a park.

Make sure your content creation teams are diverse or have had diversity training

☐ Involve women, trans, non-binary and gender diverse people at every step of the creative and production process.

☐ If you are a team of one, then consider asking others from within your organisation to review content with a diversity lens.

☐ Do your content creation team/ consultants understand how different communities like to be represented?

☐ Use language that is non-offensive and inclusive. For example, 'spokesperson' rather than 'spokesman,' 'chair' or 'chairperson' rather than 'chairman', and 'firefighter' or 'police officer' instead of 'fireman' and 'policeman'.

☐ Use inclusive pronouns unless you can ascertain pronouns. For example, use 'they, them, theirs' rather than him, him, her, hers, or her. Use gender-neutral phrases where possible. For example, when referring to a couple in a relationship, use 'partner or spouse' rather than 'husband and wife.'

☐ Consult with local population groups, including women, Aboriginal and Torres Strait Islander community members, people with disabilities, LGBTIQ+ communities and those who are culturally and linguistically diverse.

☐ Ensure the talent both in front of and behind the camera is diverse and representative of your local community.

Avoid gender stereotypes that are harmful, limit choices and perpetuate false assumptions about people

☐ Avoid stereotyped representation of gender roles. For example, the content might show family members making a mess while a woman is responsible for cleaning it up. This content suggests that cleaning up is inappropriate for boys because it is stereotypically associated with women, and men fail to undertake simple household tasks.

☐ Use portrayals that challenge gender stereotypes and traditional views of gender norms, behaviours and stereotypes. For example, a woman getting ready for work and her husband looking after the children or a male kindergarten teacher reading a book to the children.

☐ Don't use humour, artworks or historical settings to stereotype people — for example, a young mother in the kitchen baking muffins.

☐ Show diverse participation from different genders (including non-binary and gender various people), backgrounds and abilities.

☐ Do not use harmful masculine stereotypes or old ideas about masculinity that emphasise aggression, control and hyper-sexuality — for example, tall, brawny male surf lifesaver saving a young girl in a bikini from drowning.

☐ Reflect the reality of diverse family settings and working practices, including multi-generation households, single mother or father-led families, and other non-nuclear family set-ups.

☐ Normalise positive values and behaviours such as respect, kindness, bravery, toughness, shyness, expressing emotions from all genders, ages and cultures.

Avoid objectifying women and don't depict male dominance or disrespect towards women

☐ Don't use inappropriate and exploitative sexual imagery. For example, don't include hyper-sexualised representation of women or depicting women as sexually available. In addition, do not equate women's value with attractiveness.

☐ Avoid reproducing idealised bodies; diversity is important.

☐ Avoid showing women and men as objects and displaying only parts of their body such as legs, lips, buttocks, breasts, chests.

☐ Avoid violent images in advertising. Only include violence if it is an integral part of a community education campaign (for example, a campaign to reduce or address family violence). Where you use violent imagery or content, include content warnings and a helpline number.

☐ Do not include portrayals that show male peer relationships that emphasise aggression, men's control of decision-making and limits to women's independence. An example is using humour to show that men can manage female partners with lies and deception.

☐ Do not include portrayals that condone violence against women and girls and show disrespect towards women. For example, men putting women down or yelling at their children, making sexist jokes and comments, interrupting, talking over and speaking for women, or thinking or saying women' belong' in specific roles.

☐ Include men displaying healthier forms of masculinities and respect towards women. For example, men and boys calling out sexism, jokes or language that belittle women and girls, men and boys equally sharing food shopping and meal preparation responsibilities, and men and boys showing emotional vulnerability and sharing feelings of sadness, fear, shame, kindness and joy.

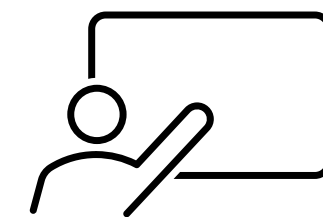# Where to find the guidelines and other shEqual resources

https://shequal.com.au/research-and-resources/
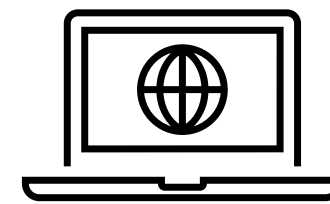
Check out the Get Involved page for:

Training on Gender Equality in Advertising

Monthly newsletter – The Round Up

Connect with shEqual

W: shequal.com.au

E: hello@shequal.com.

(Instagram) @shequal_aus

(LinkedIn) shEqual