



# FRAMING GENDER EQUALITY

## COUNCIL WORKSHOP

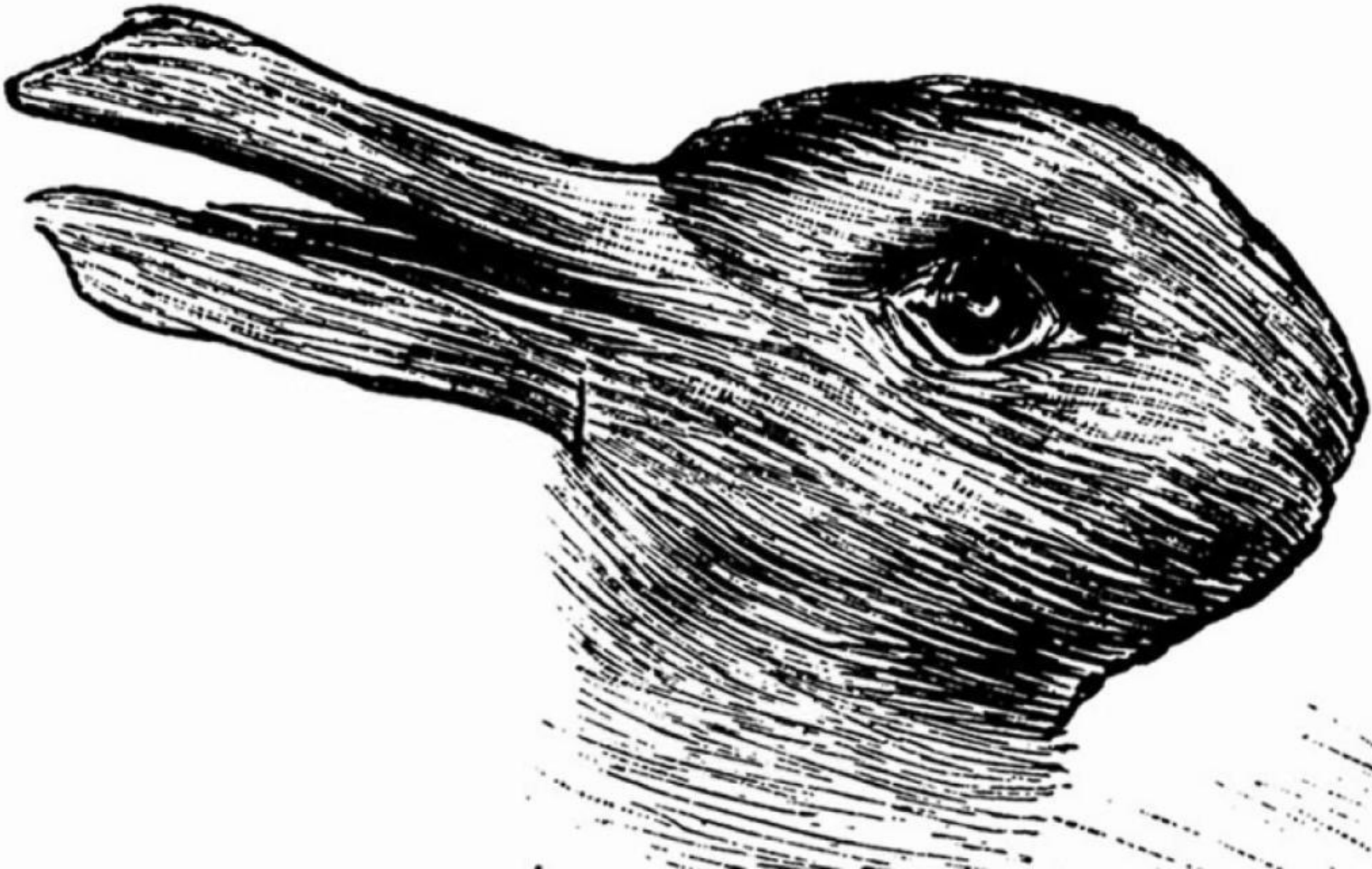
Evidence-based tips for boosting support for gender equality

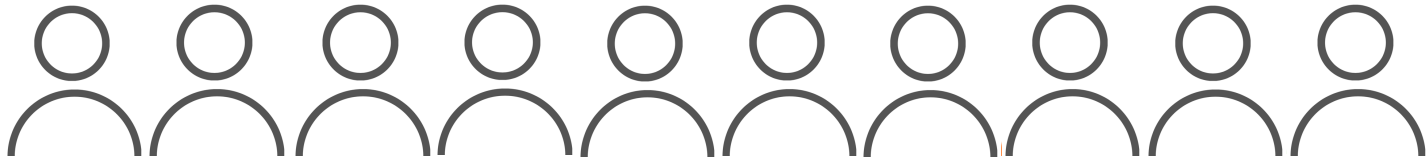
**Mark Chenery**  
July 2022



Q What are you trying to  
**motivate** people to do?







Opposition

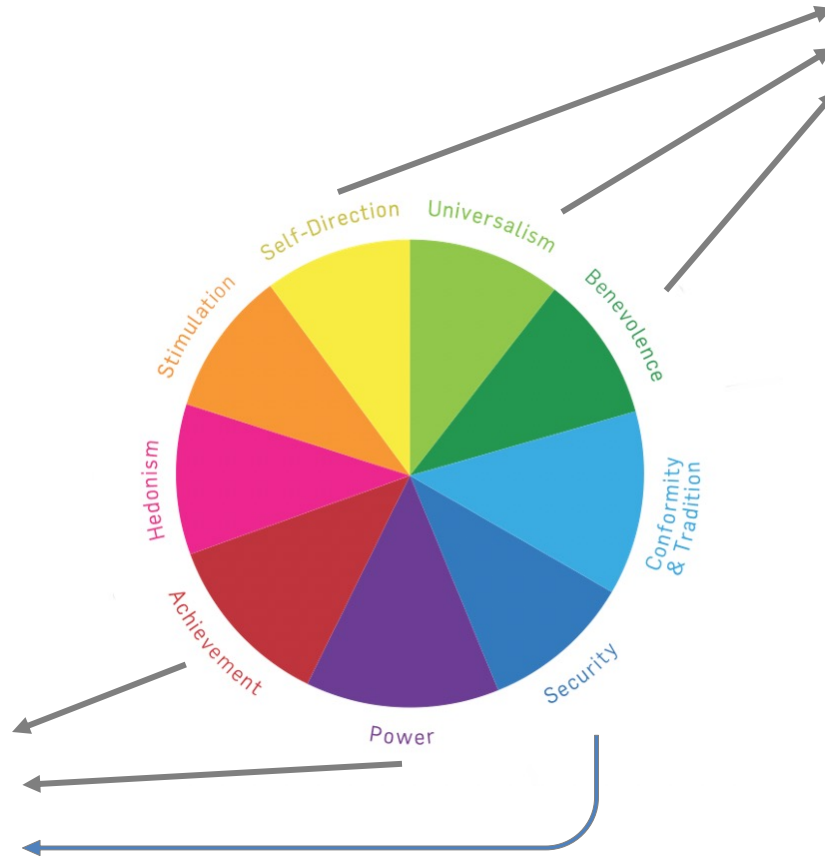
Persuadable

Supporters



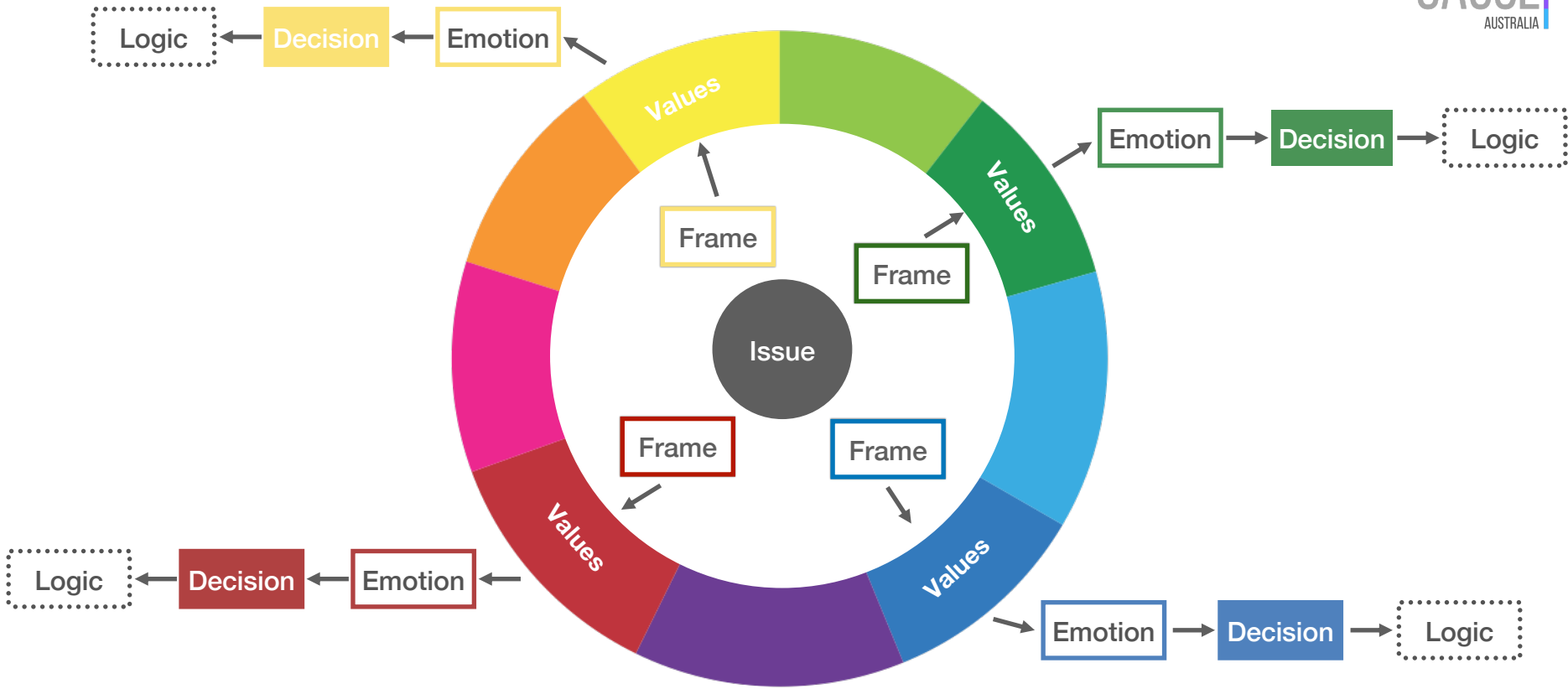
**ACHIEVEMENT + POWER + SECURITY**

- Selfish
- Competitive
- Antagonistic
- Anxiety & depression
- High environmental footprint
- Nationalism
- Homophobia
- Racism
- Anti-immigrant
- Sexism (hostile)
- Military solutions
- Social dominance orientation
- Intolerance of ambiguity



**SELF DIRECTION + UNIVERSALISM + BENEVOLENCE**

- Altruism
- Cooperation
- Environmental behaviours
- Interest in big issues
- Corporate accountability
- Politically activism
- Peacefulness
- Tolerance and acceptance
- Human rights
- Poverty
- Fair trade
- Volunteering
- Donating



THE

RESEARCH



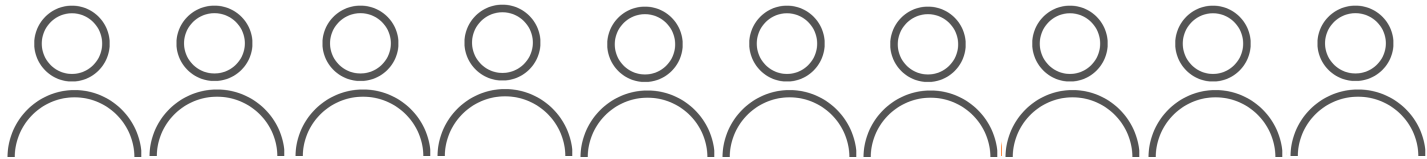
## Develop and test messages that increase support for gender equality

1. Interviews
2. Discourse analysis
3. Dial testing
4. Workshops

# Respondents

# 1817

Respondents geographically weighted to be representative of the adult Australian population.



Opposition

15%

Persuadable

60%

Supporters

25%

# Gender split

	Opponent	Persuadable	Supporter
Women	8%	59%	33%
Men	22%	62%	16%
Total	15%	60%	25%

Note: the proportion of non-binary respondents was not sufficient to present statistically significant data and is therefore not represented here.

THE

INSIGHTS

# # 1 Justify equality based on equality

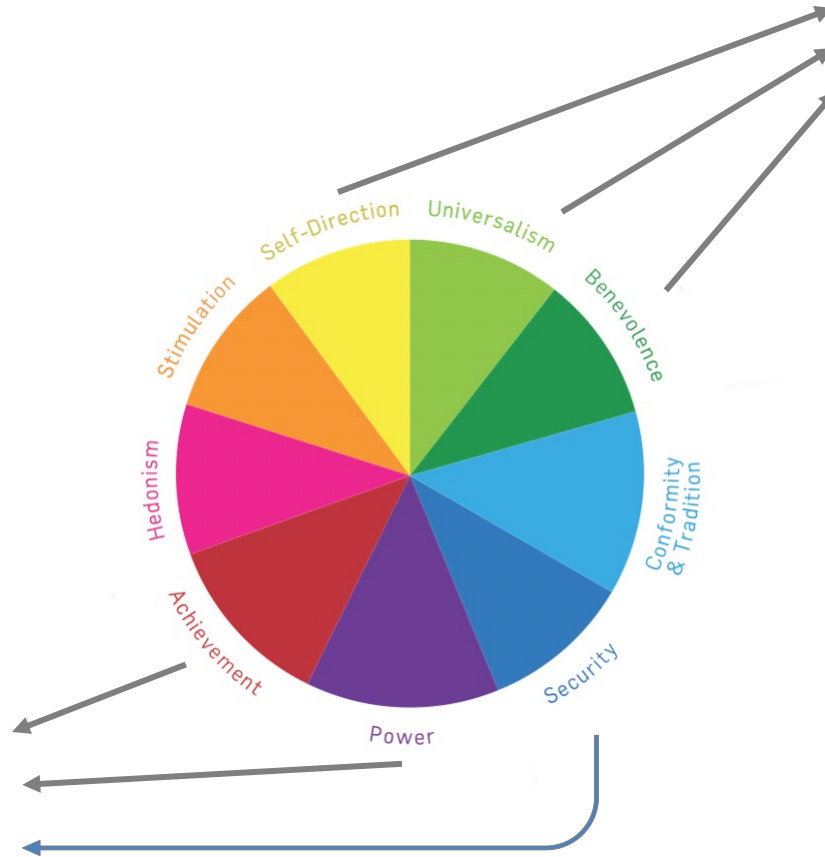
S	P	O		Total
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= % net agreement

Boys should be taught to treat women and girls as equals.	100	89	41		84
Women and men deserve the same opportunities and outcomes in life.	99	92	48		87
A person's gender should not get in the way of them leading the life they choose.	99	89	47		85
Treating women and girls differently because of their gender is wrong.	97	74	-7		68
It is wrong for businesses to pay women less than men for doing the same work.	99	89	38		84
It is wrong for women to be overlooked for promotions and pay rises they deserve.	96	88	29		81

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How strongly do you agree / disagree  
with the following statement:

A

Government should do more to address gender inequality  
because **it will benefit everyone.**

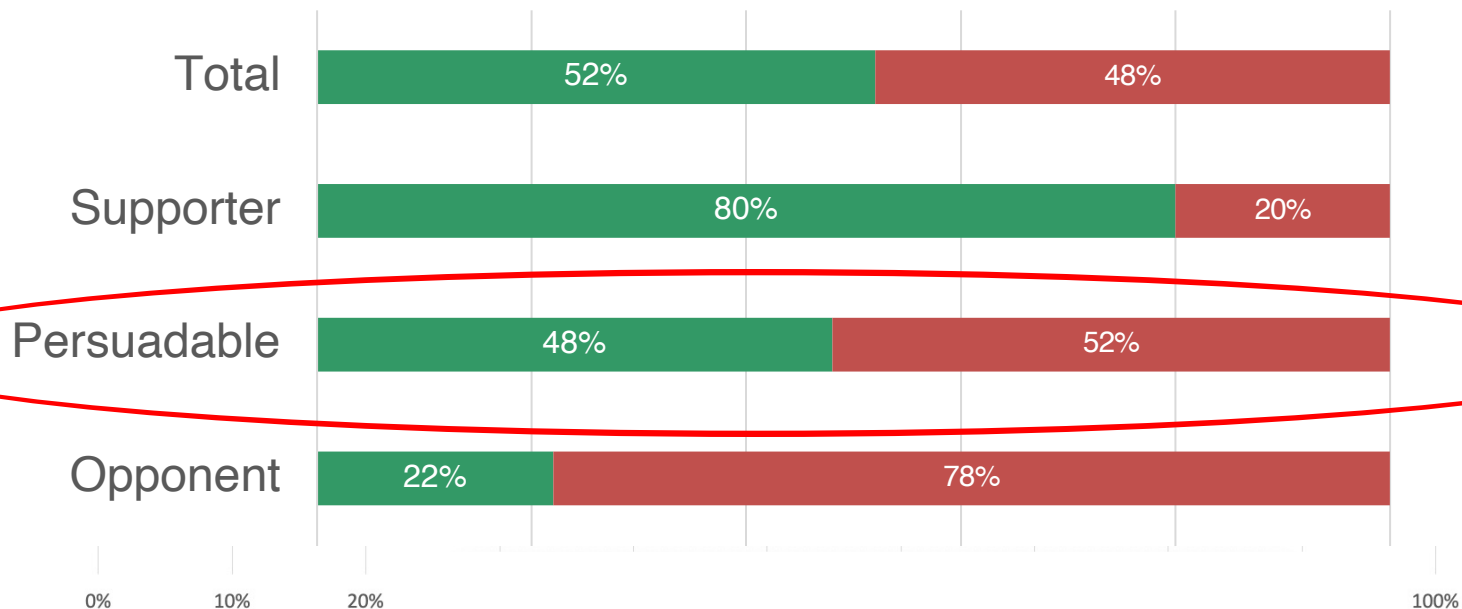
B

Government should do more to address gender inequality  
because **women and girls deserve to be treated as equals.**

#2 Talk about unequal *treatment*  
(not just unequal *outcomes*)

# Forced Choice

18. Which statement sounds most right?

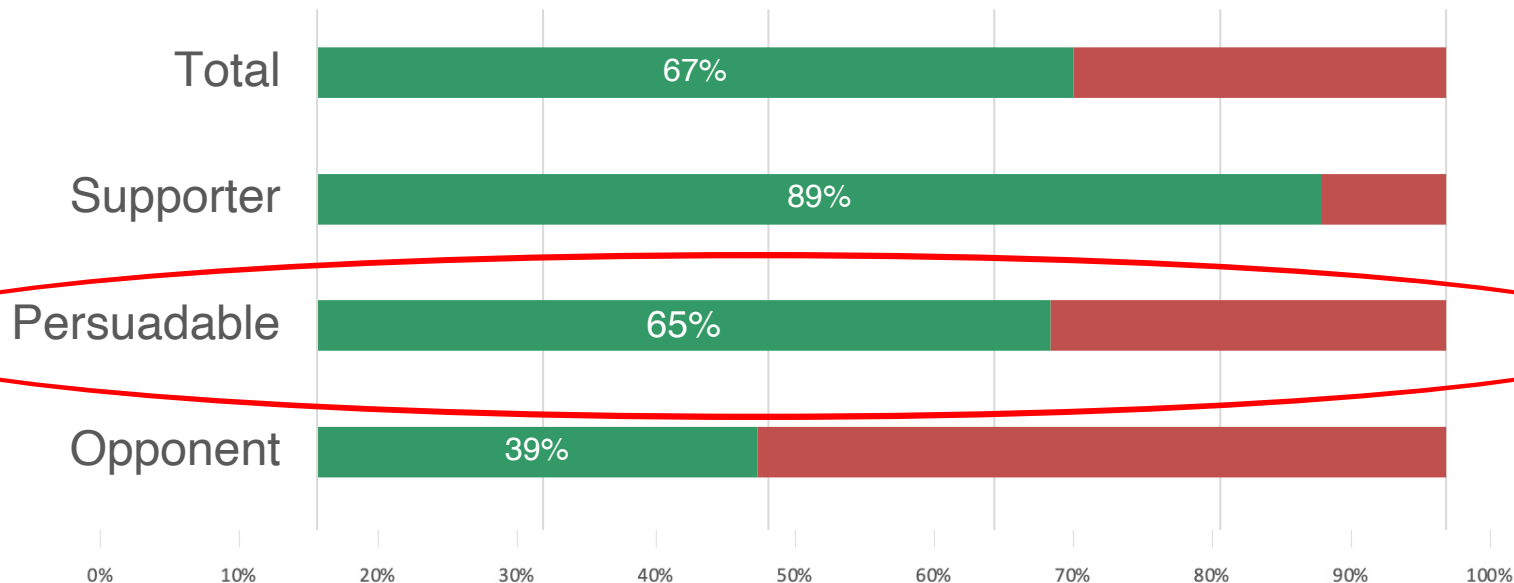


■ Men enjoy more opportunities, power and resources in life than women.

■ Women have the same opportunities as men they just choose different paths.

# Forced Choice

16. Which statement sounds most right?



■ A person's gender should not influence what we expect of them or how we treat them.

■ It's natural to expect different things from men and women and to treat them accordingly.

*Discrimination  
is wrong*



S	P	O		Total
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= % net agreement

40	75	88		63	It's natural for men and women to want different things out of life.
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We shouldn't make assumptions about people based on their gender.	97	84	34		80
Treating women and girls differently because of their gender is wrong.	97	74	-7		68
It is wrong for businesses to pay women less than men for doing the same work.	99	89	38		84
It is wrong for women to be overlooked for promotions and pay rises they deserve.	96	88	29		81
A person's gender should not get in the way of them leading the life they choose.	99	89	47		85



*Women and men  
are different*

# #3 Focus on solutions (not just problems)

## Problem

S	P	O
---	---	---

= % net agreement

These days women and girls are still discriminated against because of their gender.	97	46	-25
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There is still pressure on men and women to conform to traditional gender roles.	91	60	-3
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Discrimination against women starts with setting different expectations for boys and girls.	92	47	-28
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## Solution

S	P	O
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= % net agreement

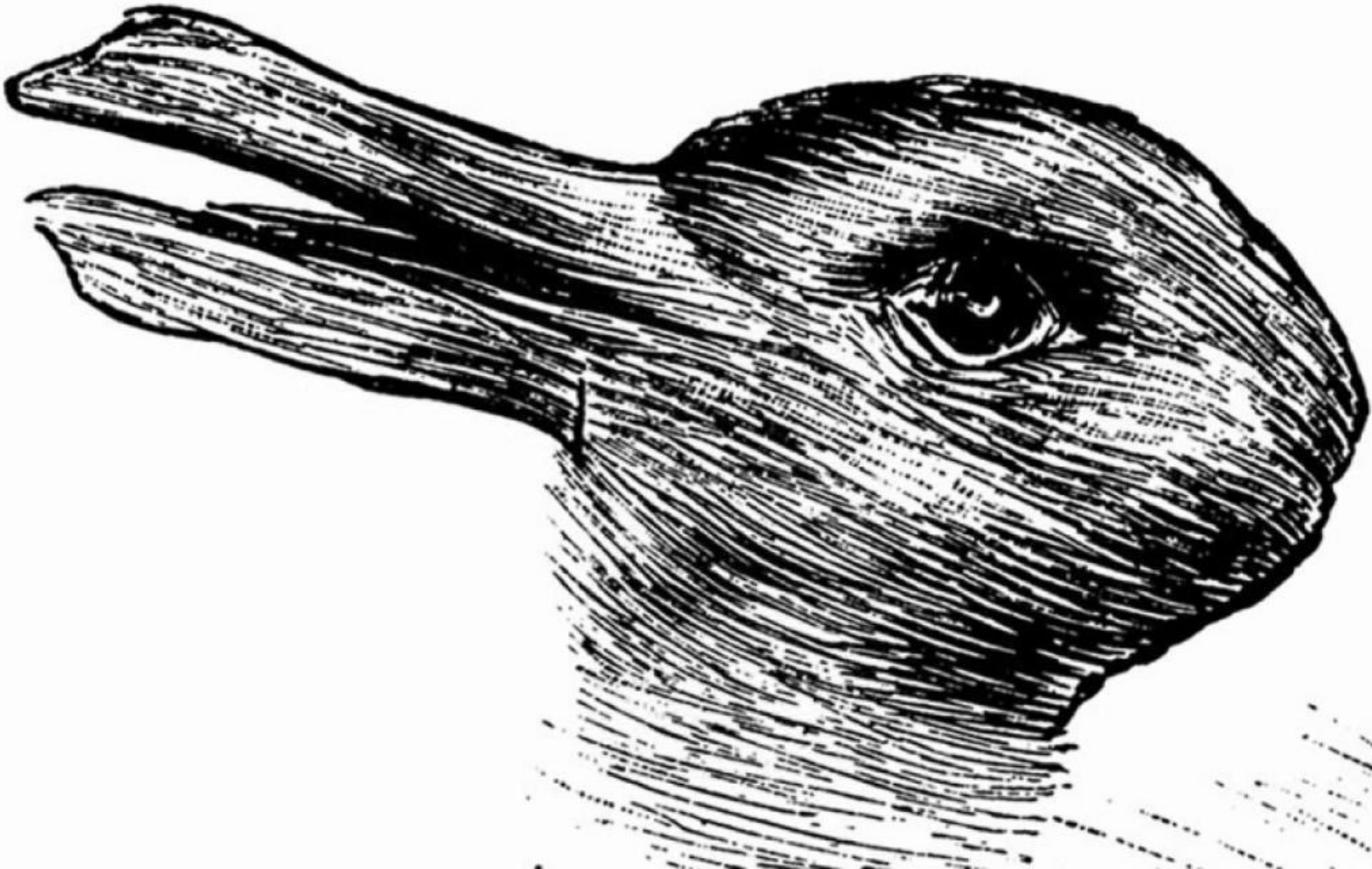
Government should do more to address gender inequality because women and girls deserve to be treated as equals.	99	69	-26
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Ending gender stereotypes will benefit women who want to focus on their careers and men who want to spend more time with their children.	98	72	-17
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Boys should be taught to treat women and girls as equals.	100	89	41
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# #4 Repeat your story (not myths)



YOUR

TURN

# Your turn

## Examples

- A. The under-representation of women in leadership roles has nothing to do with merit and a lot to do with bias among recruiters.
- B. The Gender Equality Act is important as it will benefit all Victorians.
- C. Women earn on average \$255.30 per week less than men.
- D. When men let sexist jokes slide, they normalise disrespect towards women.

## Top Tips

1. Justify equality based on equality  
(not self interest)
2. Talk about unequal treatment  
(not just unequal outcomes)
3. Focus on solutions  
(not just problems)
4. Repeat your story  
(not myths)

Your turn

BYO

examples

MESSAGE

FRAMEWORK

# Message Framework

## Vision

Describe an attractive and relatable vision your audience would value.

This is a positive *outcome* that will result if the action is taken, which engages helpful values.



## Barrier

Point to what stands in the way of that vision and explain who is responsible for it.

Make sure to focus not only on outcomes, but also causation. Keep this as brief as possible.



## Action

Tell your audiences *what* can be done to overcome the barrier and *why* it must be done now.

This explains *how* the action will address the barrier and *who* is responsible for doing it. Frame it as an opportunity rather than an obligation.





# THAT'S IT!

## Want more?

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→ [mark@commoncause.com.au](mailto:mark@commoncause.com.au)