



The charity for
girls' equality

GENDER COMPASS

RESEARCH PROJECT



GENDER EQUALITY IN AUSTRALIA



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1-in-3 young women have experienced physical or sexual violence.
Violence against girls and young women costs the Australian economy **\$22 billion** a year.



The average full-time weekly wage for a woman is **15.3% less** than a man's.
Women take home an average **\$251 less** than men each week.



1-in-2 women have experienced sexual harassment during their lifetime.
1-in-2 women have experienced workplace discrimination as a result of their pregnancy.

PROJECT RATIONALE



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We are far from gender parity in Australia. Knowing how to effectively communicate issues and shift attitudes is crucial.

In Australia, there is no quantitative research identifying how best to engage with the public's existing attitudes on gender equality to shift their attitudes.

This means that any advocacy & campaigning messaging is largely based on intuition and anecdotal experiences. While this is valuable, there is a significant gap in the evidence-base that underpins how we design campaigns for social change.



PROJECT SUMMARY



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Create a Gender Compass by conducting comprehensive research to segment the broader Australian public according to their beliefs, values, policy preferences, motivators, risk perceptions and behaviours in relation to gender equity.

This will form the evidentiary basis for our recommendations on how to communicate with each group to shift their attitudes and/or mobilise them to take action in relation to gender equity.

This project will:

1. Identify up to 6 audience segments of the broader Australian population with relation to their attitudes around gender equality.
2. Collect evidence on how to target gender equity messaging - which particular groups we should be talking to about gender equality, what we should talk to them about and how we should deliver information to them
3. Compile insights into beliefs, risk perceptions, behaviours, policy preferences of each segment to create recommendations around how to communicate with them

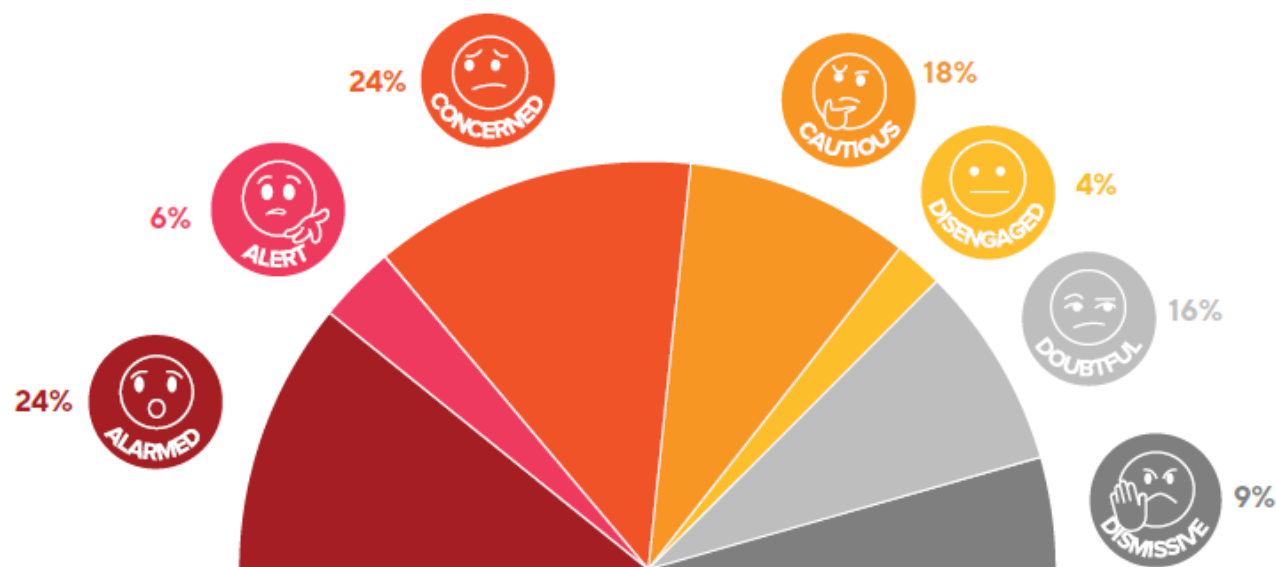
PROJECT SUMMARY



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The idea for the Gender Compass is based on the groundbreaking **Climate Compass** (pictured, right) which segmented public into 6 groups based on their beliefs, values and risk perceptions in relation to climate change.

Over time, it has helped to monitor the changes in attitudes and effectiveness of advocacy efforts around climate change. ([Source](#))



PROJECT SUMMARY

To ensure that this is a foundational piece of research with useful application across the gender equity sector, we are grounding the research questions in 5 frames:

PUBLIC PARTICIPATION

EDUCATION

ECONOMIC

HEALTH

PHYSICAL INTEGRITY



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PHASE 1

PROJECT SCOPING

- Literature review of existing messaging evidence base
- Sector wide consultation by Plan International Australia to identify the specific needs of our sector in shifting the public narrative.
- Determine scale of the project
- Scope potential research, sector partners, and funding partners

PHASE 2

RESEARCH DESIGN & IMPLEMENTATION

- Engage research and sector partners
- Develop research objectives with partners
- Research design and timeline
- Data collection and analysis
- Final report and socialisation of findings

PHASE 3

SOCIALISATION OF FINDINGS

- Training sessions
- Events to promote findings
- Developing resources for public use

BUDGET



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Items	Cost
Project ideation & management	\$ 3,520
Questionnaire drafting	\$ 7,040
Data collection costs	\$ 26,170
Data analysis	\$ 8,680
Comprehensive reporting	\$ 13,760
Presentation of findings	\$ 3,520
External consultant fees	\$ 10,000
TOTAL RESEARCH COST	\$ 72,690
Training Sessions	\$ 10,000
Socialisation Events	\$ 10,000
Resource Development	\$ 10,000
TOTAL PROJECT COST	<u>\$ 102,690</u>

STEERING COMMITTEE



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IWDA INTERNATIONAL
WOMEN'S
DEVELOPMENT
AGENCY



OXFAM
Australia

act:onaid

Women with
disabilities
victoria

FAIR

AGENDA



Equality Rights Alliance
Women's Voices for Gender Equality

TEAM



[Sawsan Alfayadh](#)

Campaigns & Digital Manager
Plan International Australia



[Rebecca Huntley](#)

Lead Researcher
89 Degrees East



[Kylie Whittard](#)

Associate Director, Marketing
& Communications
Plan International Australia



[Steffi Chang CFRE](#)

Philanthropy Lead
Plan International Australia