

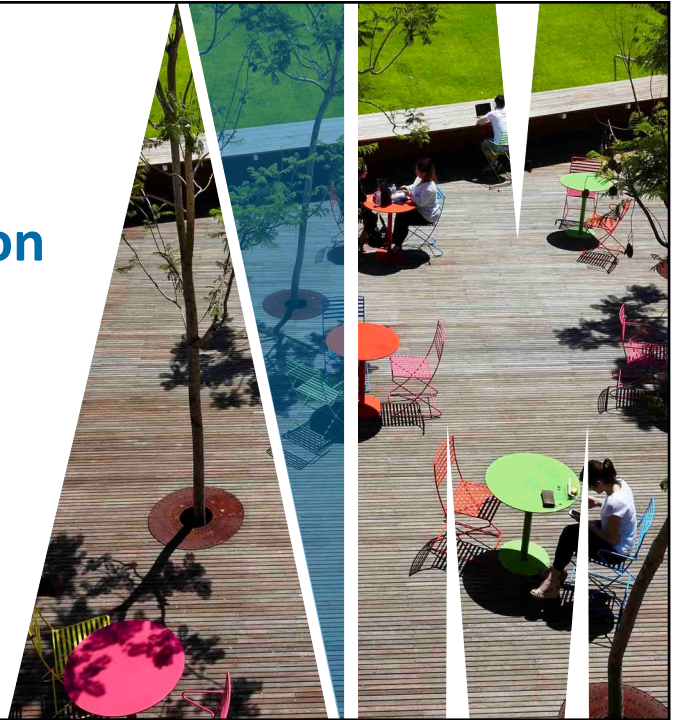


## Research Impact session

4<sup>th</sup> July, 2021

Carly Moulang

Monash Business School



### Project with Alessandro Ghio:

#### Practices that help women Flourish, our impact journey...

##### Aspects we focused on:

- 1) identifying the problems women accountants faced in their workplaces
- 2) comparisons of psychological resources (wellbeing and resilience) differences between women in Big 4 vs Non Big 4
- 3) the prevalence and utilisation of formal and informal supporting practices in organisations and Big 4 vs non-Big 4
- 4) the impact of these processes on the well-being and resilience of women
- 5) the 'so what?' factor

##### Questions and Opportunities

- How can we communicate our work in a way that is practical and of relevance to organisations?
- Are there opportunities available to us? eg. International Women's day Impact article and press release, article for Thrive Global, Masterclass



≡ THRIVE GLOBAL



How workplaces can  
help women flourish for  
free

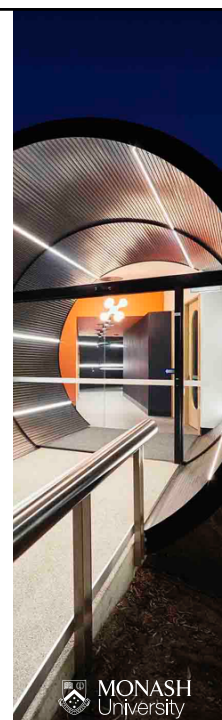
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## IMPACT

*Shaping the future of business*

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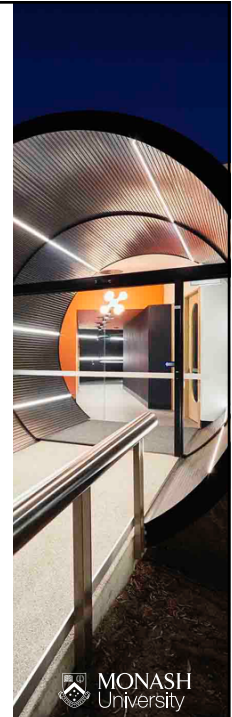
# Effective paths to engagement

## Masterclass

- Development of a proposal
- Time consuming – ‘Ted Talk’ Style
- Opportunity to invite research participants and connect with stakeholders eg funding bodies
- Question and answer session
- Permanent record of Masterclass

## Website

- Summarises study's findings
- Shows our engagement activities
- Shows links to further projects
- Provides contact details of researchers
- Can be used as a reference point



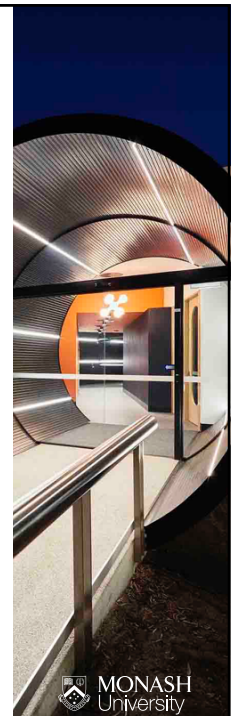
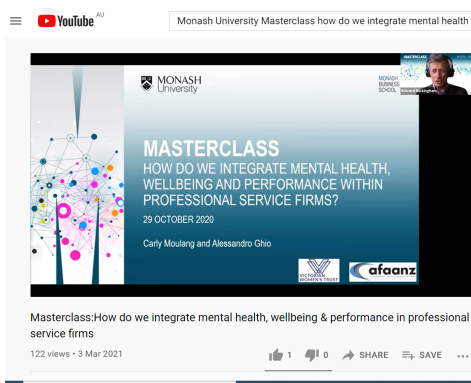
[Home](#) | [Events](#) | Masterclass: How Do We Integrate Mental Health, Wellbeing And Performance Within Professional Service Firms?

## Masterclass: How Do We Integrate Mental Health, Wellbeing And Performance Within Professional Service Firms?

### Event Details

Date: 29 October 2020 at 12:30 pm – 1:30 pm  
Venue: Online (Melbourne time)

Add to



[www.workingwomenandwellbeing.com](http://www.workingwomenandwellbeing.com)

Home Key Research Media Resources Research Team Contact

**Wellbeing and performance: what women really want in the workplace**

The disconnect between policy, culture, health and wellbeing in professional service firms.

SOURCE: Impact Monash Business School

[Read the article](#)

**Why women in the accounting profession are failing to thrive**

Dr Moulang Radio Interview with 4LG Radio with Andrew Watts on why women in the accounting profession are failing to thrive.

SOURCE: 4LG Radio

[Listen to interview](#)

**How workplaces can help women flourish for free**

How psychological safety helps women thrive in the workplace.

SOURCE: Thrive-Global Asia Pacific

[Read the article](#)


Home Key Research Media Resources Research Team Contact

## KEY FINDINGS

### 1. Practices Supporting Women

#### EFFICACY PRACTICES SUPPORTING WOMEN

- **Flexible Working Arrangements** emerged the most often cited practices that support women.  
Flexible working arrangements are the most highly adopted practice from our survey and most utilized by women, followed by taking carer's leave; in our study carers leave leads to more trust in the organization and resilience.
- It is important that working flexibly is not seen as a "women's arrangement"  
It greatly helps women balance their family and work life, it helps them even more if these arrangements are just seen as normal



Group	Percentage
women CPA	49%
women partners	14%

Fig.1 Percentage of women CPA

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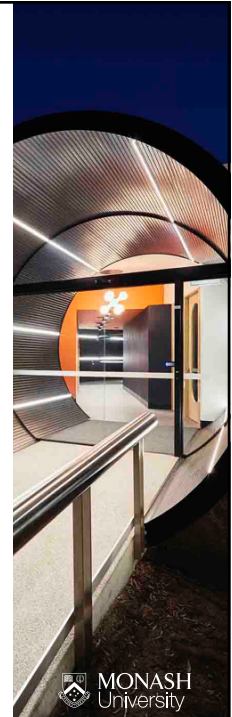
## What challenges will you/did you face in identifying/recording the project's impact.

### Weighting up opportunities and cost

- Move onto next project or continue through to impact
- Deciding what to say yes to, eg podcast, presentations at Industry events, engagement with practitioner-based conferences such as Accounting Business Expo
- Deciding on applying for impact grant
- Deciding on conducting round table with Big 4 stakeholders

### Website

- Can track engagement statistics
- Can potentially lead to consulting work – but do we want to do this (??)
- Could lead to case site for further research



## Media releases & Media training

Wednesday 17<sup>th</sup> April 2019

### SUPER GAP HITS WOMEN'S HIP POCKET

Women could have more than \$80,000 less in their superannuation accounts compared to men by the end of their working lives, according to new Australian research that examines the impact of gender differences and labour market forces on retirement income.

Research by Dr Carly Moulang (Monash University), Professor Paul Gerrans (University of Western Australia) and Professor Noel Whiteside (University of Warwick, UK) has identified fresh evidence of how the 'gender pay gap' begins from the first days of employment – a deficit that women fail to recoup during their careers.

Dr Moulang from Monash Business School's Department of Accounting says the results provide an explanation of why women persistently fall behind men when it comes to superannuation savings and therefore rely heavily on the age pension in retirement.

"Gender-based differences in labour force participation, the presence of dependent children, and other caring responsibilities impact on women's ability to access waged work more than men. Women are also more likely to be employed part-time and work fewer hours," Dr Moulang said.

This study used administrative data from Mercer Australia to examine superannuation accumulation trends across a 10-year period from 2002-2012. This allowed them to track specific people during this period to estimate the cumulative effects on their individual retirement savings. The age cohorts tracked were early career (24-26), mid-career (34-36) and late career (44-46).

"In 2002, comparing the retirement balance of men and women, the youngest cohort had an average gender gap of \$11,421 in 2002 while the oldest group had \$21,889," Dr Moulang said.

"When measured again in 2011-12, this gap had widened to \$18,608 and \$81,769 respectively – figures that are most alarming.

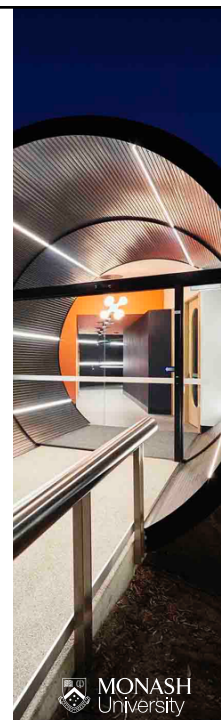
"We found that the young cohorts experienced more gaps in their contributions as they are more likely to be establishing their family around this time, where the more stable 44-46 year olds did not have as many gaps.



# Outcomes from media release:

Outcomes from Media Release:

- SBS World News** 6.30 News coverage and interview, Wednesday 17<sup>th</sup> April 2019.  
[www.sbs.com.au/news](http://www.sbs.com.au/news). Video clip available up on request.
- ABC Radio interview**, Thursday 18<sup>th</sup> April 2019. ABC North Coast Drive radio interview with Bruce McKenzie <https://www.abc.net.au/news/abc-local/bruce-mackenzie/7661738>
- 2CC Canberra Radio interview**, Friday 19<sup>th</sup> April 2019. 2CC Canberra with Chris Mac <https://www.2cc.net.au/>
- The Financial Standard**: Superannuation Gender gap hits women early  
<https://www.financialstandard.com.au/news/superannuation-gender-gap-hits-women-early-135502632>
- The Sector**: The gender pay gap impacts women's superannuation too: is the gap closing?  
<https://thesector.com.au/2019/04/17/the-gender-pay-gap-impacts-womens-superannuation-too-is-the-gap-closing/>
- Money Management**: Gender super gap starts in women's 20s  
<https://www.moneymanagement.com.au/news/financial-planning/gender-super-gap-starts-women%E2%80%99s-20s>
- Australian Business Deans Council**: Gender pay gap and superannuation  
<https://www.linkedin.com/feed/update/urn:li:activity:6524449066481393664/>
- Medianet**: Gender gap hits women's super early <https://www.medianet.com.au/releases/174567/>
- Mirage News**: Gender gap hits women's super early <https://www.miragenews.com/gender-gap-hits-women-s-super-early/>
- Self-Managed Super**: Ongoing contributions best for closing super gender gap  
<https://smsmagazine.com.au/news/2019/04/17/ongoing-contributions-best-for-closing-super-gender-gap/>
- Australian Nursing and Midwifery Journal**: Women face \$80,000 deficit in retirement.  
<https://anmj.org.au/women-face-80000-deficit-in-retirement-savings/>
- Radio Interview**: Money Segment ABC: Mornings with Nick Rheinberger, 15<sup>th</sup> May 2019.  
<https://www.abc.net.au/radio/ilawarra/programs/mornings/>
- Super Review**: Gender super gap starts in women's 20s  
<https://www.superreview.com.au/news/financial-advice/gender-super-gap-starts-women%E2%80%99s-20s>
- A Different Lens Documentary Series**: The Challenges of Facing an Ageing Population.  
<https://lens.monash.edu/@a-different-lens/2019/09/12/1376222/the-ageing-population>



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## MAPPING MEDIA INTERVIEWS

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### DEVELOP YOUR NARRATIVE

STORY ELEMENTS	Macro narrative & essential content	Build out topic one	Build out topic two	Build out topic three
<b>A. SAY IT</b> Clearly state your key point.				
<b>B. BACK IT UP</b> Build them with facts, examples and memorable anecdotes.	Identify 3 proof point topics			
<b>C. WRAP IT UP</b> Stay audience-focused and encapsulate the 'so what' factor.				

### START STRONG - Take control and connect with audience

Write the ideal opening to your interview?

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### BRIDGING FORMULA AND PHRASES

The real issue is...  
Let me first share...  
It is important to emphasise...  
Another question I've often asked is...  
That deals with one aspect of a larger issue...  
It's too early to talk to you about that, but what I do know is...  
People have that misconception, but the reality is...

**Q = R + E**

QUESTION + RESPOND + EXTRA

S

B

W



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## Final notes on engagement/impact advice...

- Project design
- Media training
- Engagement leads to more opportunities for engagement

### #WHNPodcast

What Happens Next?, a podcast by Monash University, hosted by Dr Susan Carland, explores the biggest challenges facing the world today.

WHAT HAPPENS NEXT? PODCAST

[Read more](#)



Discussion / Questions?