

Taking Action on Gender pay Gaps **An Industry Approach**

Australian Retailers Association
[Date: 20 March 2025]

Acknowledgment of Country

In the spirit of reconciliation, the Workplace Gender Equality Agency acknowledges the Traditional Custodians of the country throughout Australia and their connections to the land, sea and community. We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

What you walk away with...

1

An overview of the state of gender equality in Australia

2

Trends and data within the retail industry

3

Paths to take as an industry to make further progress

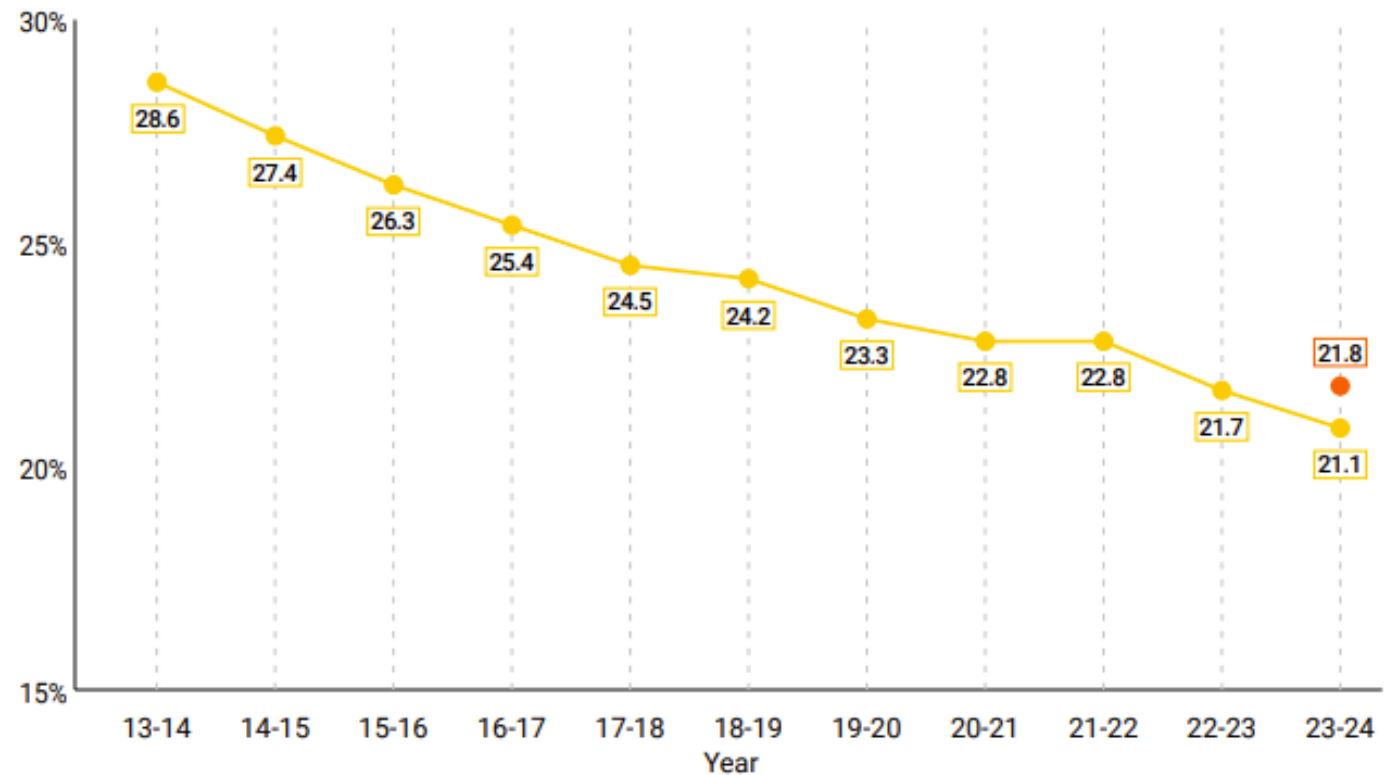
Australia's gender pay gap

The gender pay gap is the difference in average earnings between women and men in the workforce.

It is not the same as equal pay

WGEA gender pay gap is 21.1% based on WGEA's annual Employer Census (total remuneration – salary, super, overtime, bonuses – and annualised part-time and casual workers' earnings)

National gender pay gap is 11.9% ABS data, using base salary average weekly earnings for full-time workers only



Note: WGEA calculated two gender pay gap results for 2023–24, one with CEO, HOB and Casual Manager remuneration included (orange dot) and one with it excluded, which is comparable to previous years (yellow line).

Industry gender pay gaps

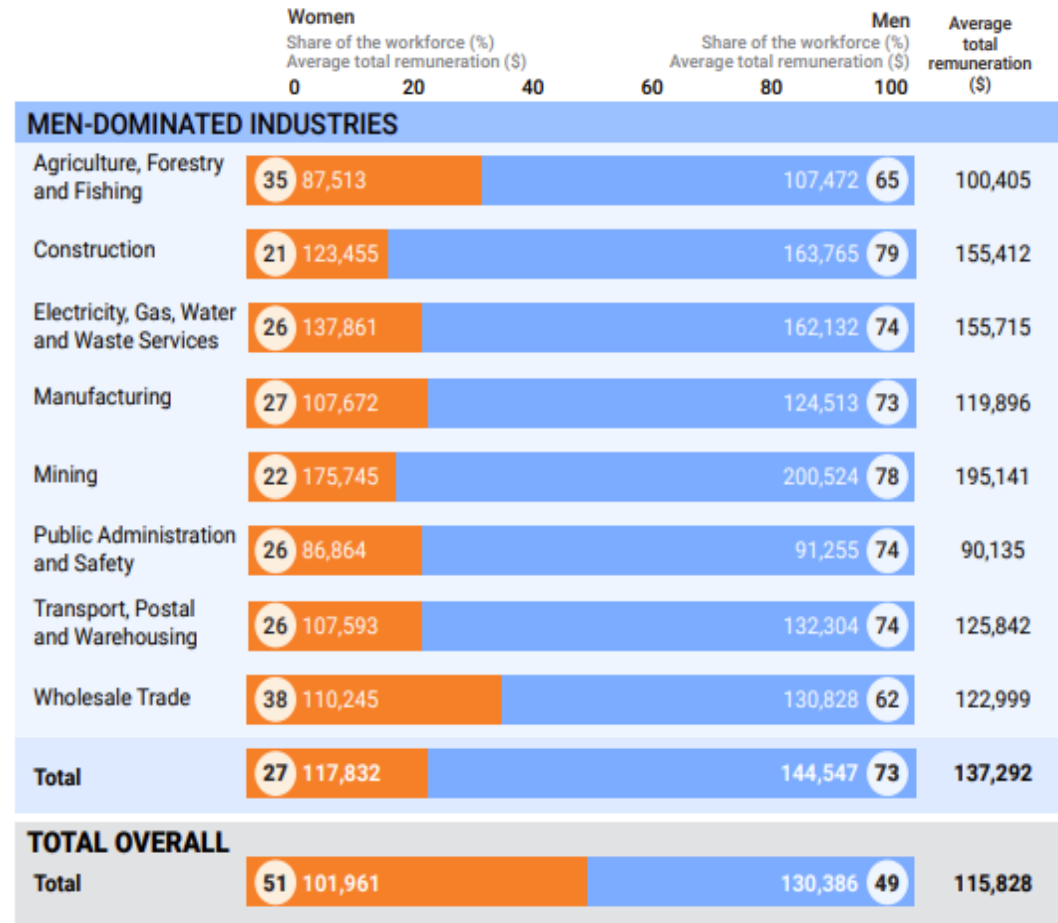
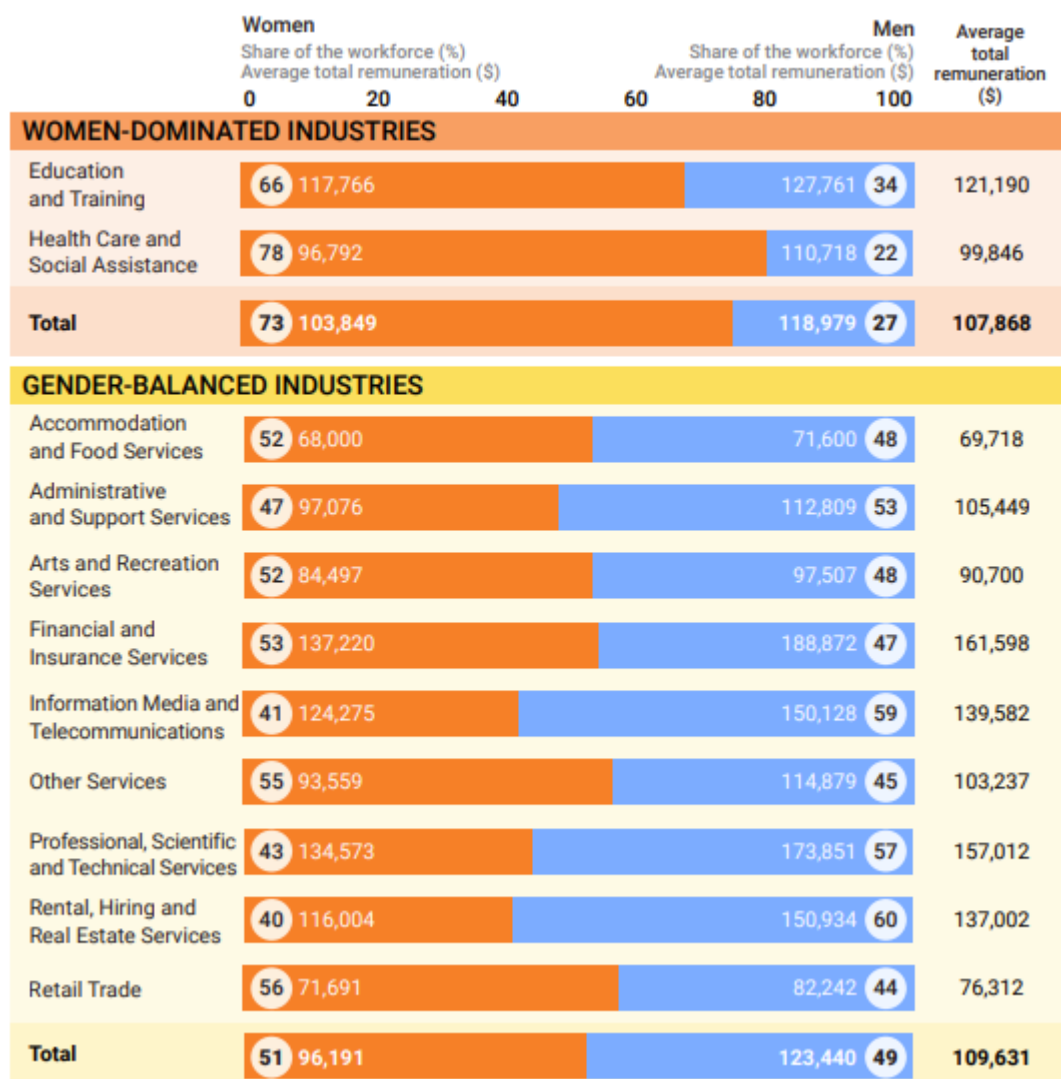
Median base salary and total remuneration for women and men and the GPG by industry

			Mid-point industry total remuneration gender pay gaps		Change mid-point median gender pay gaps 22–23 to 23–24 (pp)
	Employers (No. of)	Gender pay gap above 12.1% (% of employers)	Average	Median	
Industry			% of employers		
WOMEN-DOMINATED INDUSTRIES					
Education and Training	641	23	7.6	6.0	-0.6
Healthcare and Social Assistance	1,059	25	3.7	1.1	-0.4
TOTAL (Women-dominated industries)	1,700	25	5.5	2.4	-0.5
GENDER-BALANCED INDUSTRIES					
Accommodation and Food Services	365	25	7.2	1.6	0.0
Administrative and Support Services	472	37	7.2	4.3	-0.1
Arts and Recreation Services	143	30	7.2	2.8	+0.8
Financial and Insurance Services	374	85	22.2	22.2	-0.1
Information Media and Telecommunications	168	50	12.1	10.6	-2.3
Other Services	235	46	10.6	8.4	+2.5
Professional, Scientific and Technical Services	906	69	17.3	15.4	-0.7
Rental, Hiring and Real Estate Services	119	70	21.2	16.2	-2.3
Retail Trade	489	46	10.6	3.7	-1.4
TOTAL (Gender-balanced industries)	3,271	53	13.2	9.1	-0.9



Industry	Employers (No. of)	Gender pay gap above 12.1% (% of employers)	Mid-point industry total remuneration gender pay gaps		Change mid-point median gender pay gaps 22–23 to 23–24 (pp)
			Average	Median	
			% of employers		
MEN-DOMINATED INDUSTRIES					
Agriculture, Forestry and Fishing	77	55	12.9	8.5	+0.8
Construction	363	81	25.3	26.3	+0.5
Electricity, Gas, Water and Waste Services	88	75	17.1	20.4	-3.0
Manufacturing	804	58	14.2	11.1	-0.6
Mining	248	75	19.8	19.9	-1.6
Public Administration and Safety	68	15	1.9	0.7	-3.6
Transport, Postal and Warehousing	336	55	13.6	11.9	-0.1
Wholesale Trade	459	65	16.4	11.6	-2.4
TOTAL (Men-dominated industries)	2,443	63	16.1	13.9	-1.3
TOTAL OVERALL	7,414	50	12.1	8.9	-0.2

Industry gender pay gaps



Retail Trade

Australian average: **21.1%**

Retail Trade industry: **10.6%**

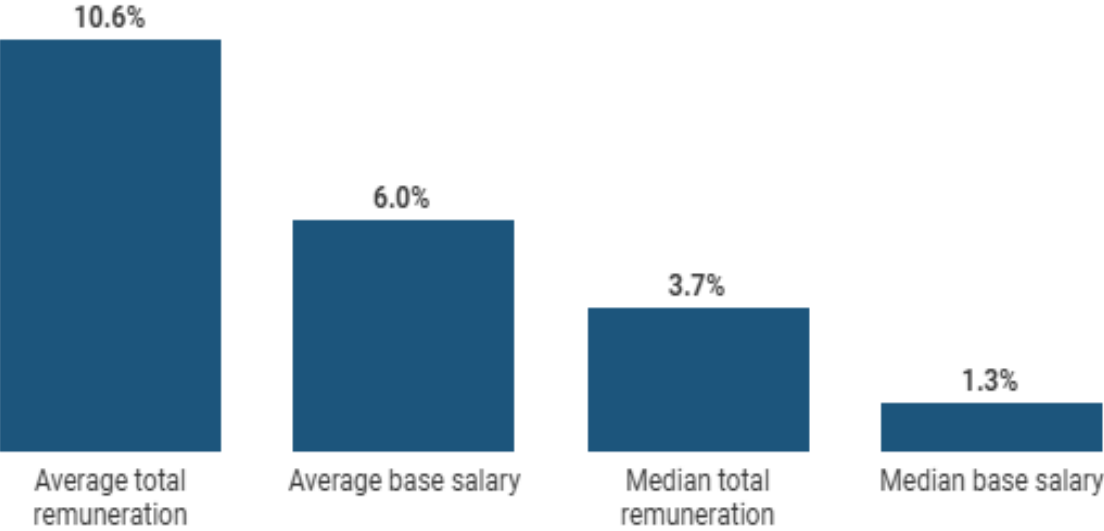
Accommodation and Food Services industry: **7.2%**

Other Services industry: **10.6%**



Gender Equality Indicator 3:
Equal remuneration and gender pay gap

Industry mid-point gender pay gap



Gender composition by pay quartile

Women | Men

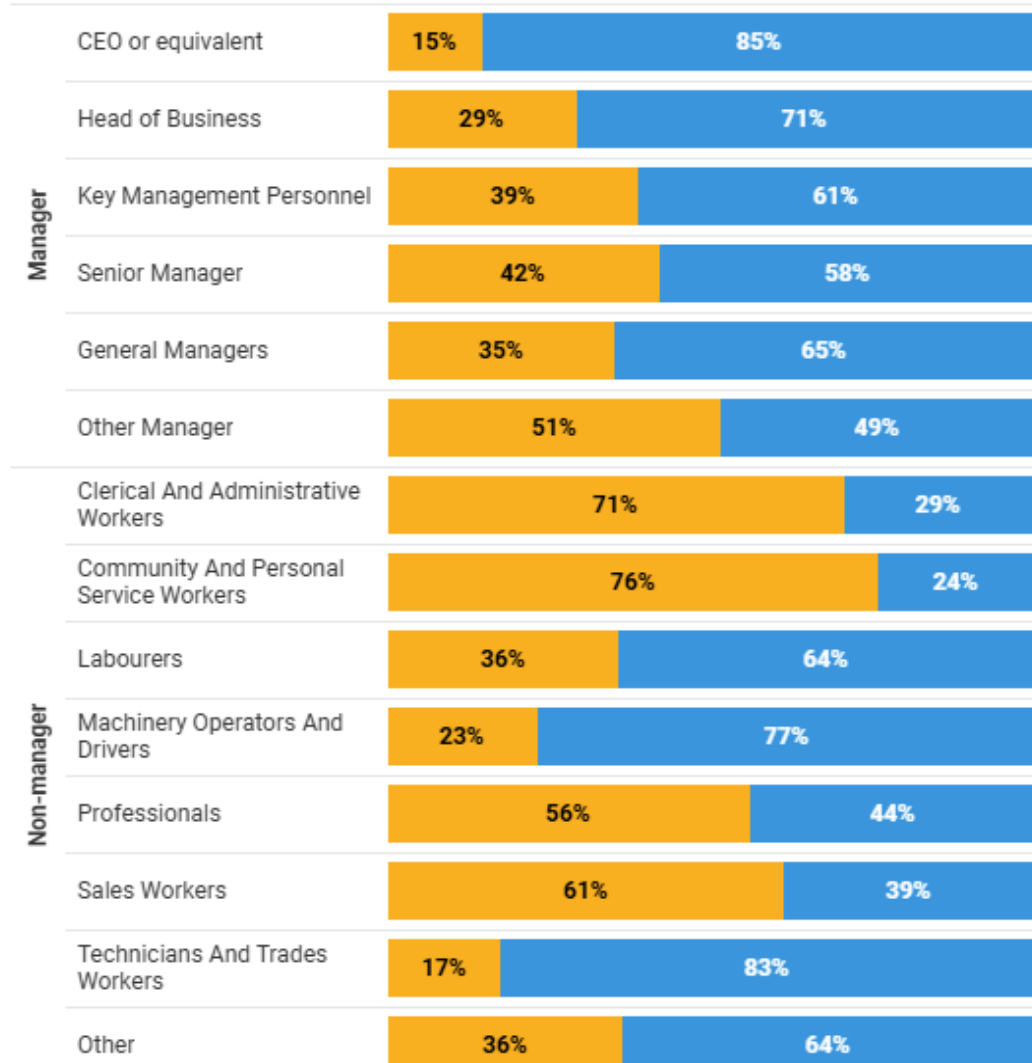
Quartile			Average total remuneration
Total workforce	56.0%	44.0%	\$76,000
Upper quartile	43.0%	57.0%	\$121,000
Upper-middle quartile	57.0%	43.0%	\$73,000
Lower-middle quartile	64.0%	36.0%	\$64,000
Lower quartile	61.0%	39.0%	\$47,000

Gender pay gaps and quartile analysis for industries with less than 5 employers are currently withheld to address privacy before employer gender pay gaps are released in 2025

Gender split by occupation

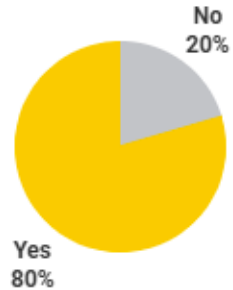
Workforce composition by occupation

Women | Men



Flexible work and parental leave

Formal policy/strategy on flexible working arrangements



Formal flexible working options offered in the workplace

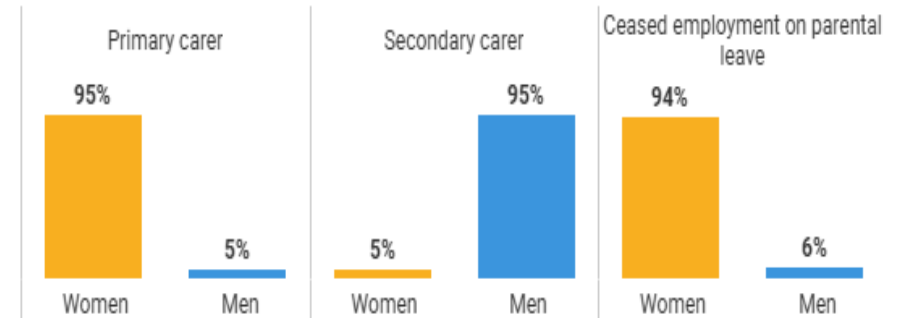
	Manager	Non-manager
Part-time work	80%	86%
Unpaid leave	78%	77%
Flexible hours of work	64%	66%
Remote working/working from home	63%	61%
Time-in-lieu	60%	59%
Job sharing	35%	40%
Compressed working weeks	33%	37%
Purchased leave	24%	23%

Provides employer-funded paid parental leave

Yes, we offer employer funded parental leave using the primary/secondary carer definition	39%
Yes, we offer employer funded parental leave to all genders without using the primary/secondary carer definition	8%
No	53%

Parental leave taken within reporting year

No distinction on employer-paid and government funded parental leave



The following responses are based on the proportion of employers who answered 'yes' to providing employer-funded paid parental leave

Provides employer-funded paid parental leave for carers in addition to the government-funded parental leave scheme:

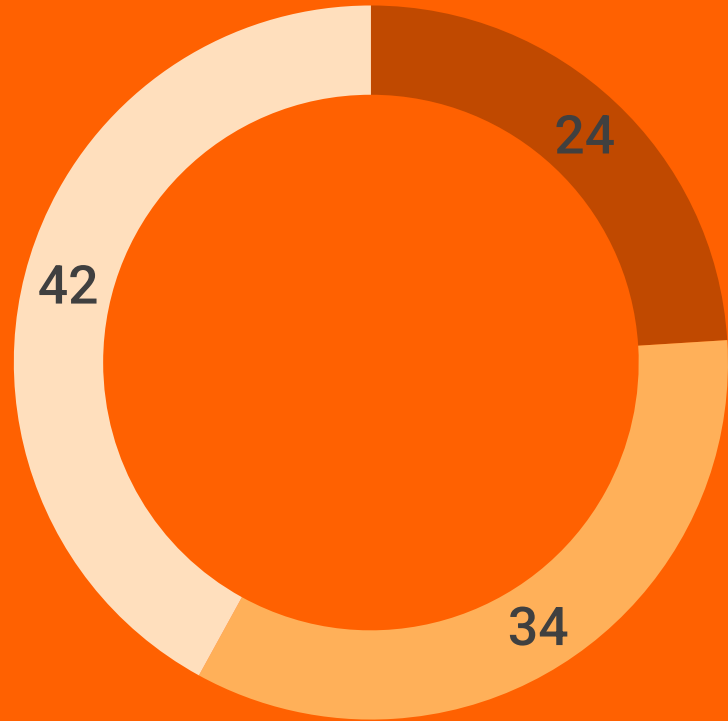
	Yes	No
Primary Carer	98%	2%
Secondary Carer	66%	34%

Average weeks paid parental leave provided

Universal	10.7
Primary Carer	10.8
Secondary Carer	2.7

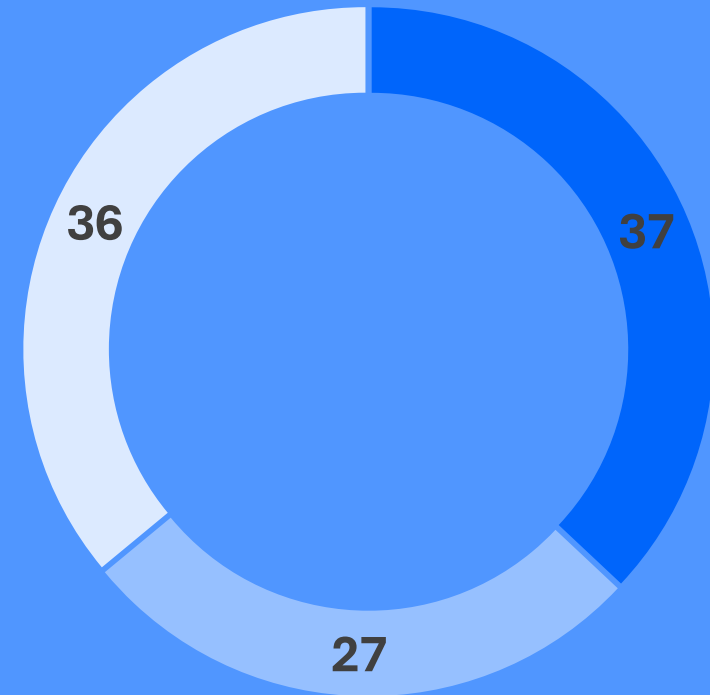
Gender Composition by Employment Status

Women



■ Full-time (%) ■ Part-time (%) ■ Casual (%)

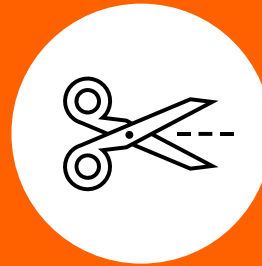
Men



■ Full-time (%) ■ Part-time (%) ■ Casual (%)

Building Momentum

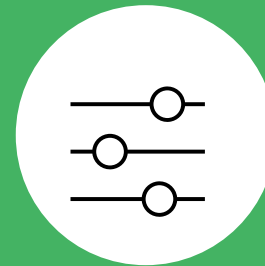
Median GPG (total remuneration) has been halved to 3.7%



Lowest pay quartile moving toward gender balance (from 63% women to 61%)



More women in Key Management Personnel (from 35% to 39%)



47% of employers now offering paid parental leave, up from 38% last year



Where to now ?



Review impact of existing interventions

The New Norms Areas of Focus

- 1 Develop and deploy awareness campaigns, education events and forums to address sector-specific sexual discrimination and harassment issues, in line with Recommendation 47 for key industry groups outlined in the Respect@Work Report
- 2 Identify opportunities to strengthen policies in relation to workplace sexual discrimination and harassment
- 3 Adopt a 40:40:20 gender mix in boards and executive teams, with an aspirational target that 50% of director and leadership positions should be filled by women by 2030, in line with the UN Sustainable Development Goals
- 4 Take actions to address the gender pay gap and remove barriers to financial security for women in retail, through their working life and at retirement
- 5 Remove barriers that hinder women in retail realising their full potential, through improved flexibility, career pathways and return-to-work options for working parents
- 6 Advocate for more cost-effective childcare and increased flexibility in childcare arrangements
- 7 Offer equal access to parental leave and address the stigma of men taking on caring responsibilities
- 8 Support community efforts to address violence towards women and establish leave provisions to support victims of domestic and family violence
- 9 Remove rigid gendered stereotypes in advertising, product ranging and pricing, signage and visual displays



Consider industry level challenges

- 1 Lower average remuneration
- 2 Nature of retail work limits flexibility options
- 3 Workforce profile variability within industry and across Groups
- 4 Unique challenges presented by sexual harassment

Gender pay gap analysis

Gender composition across occupation levels, pay, total remuneration and patterns of hours

Additional drivers that reflect and reinforce gendered experiences – exit data, return from PPL, depth of candidate pools

Employee experience metrics

Target action



**Differences
across Industry
Sub-Division
& Industry
Groups**

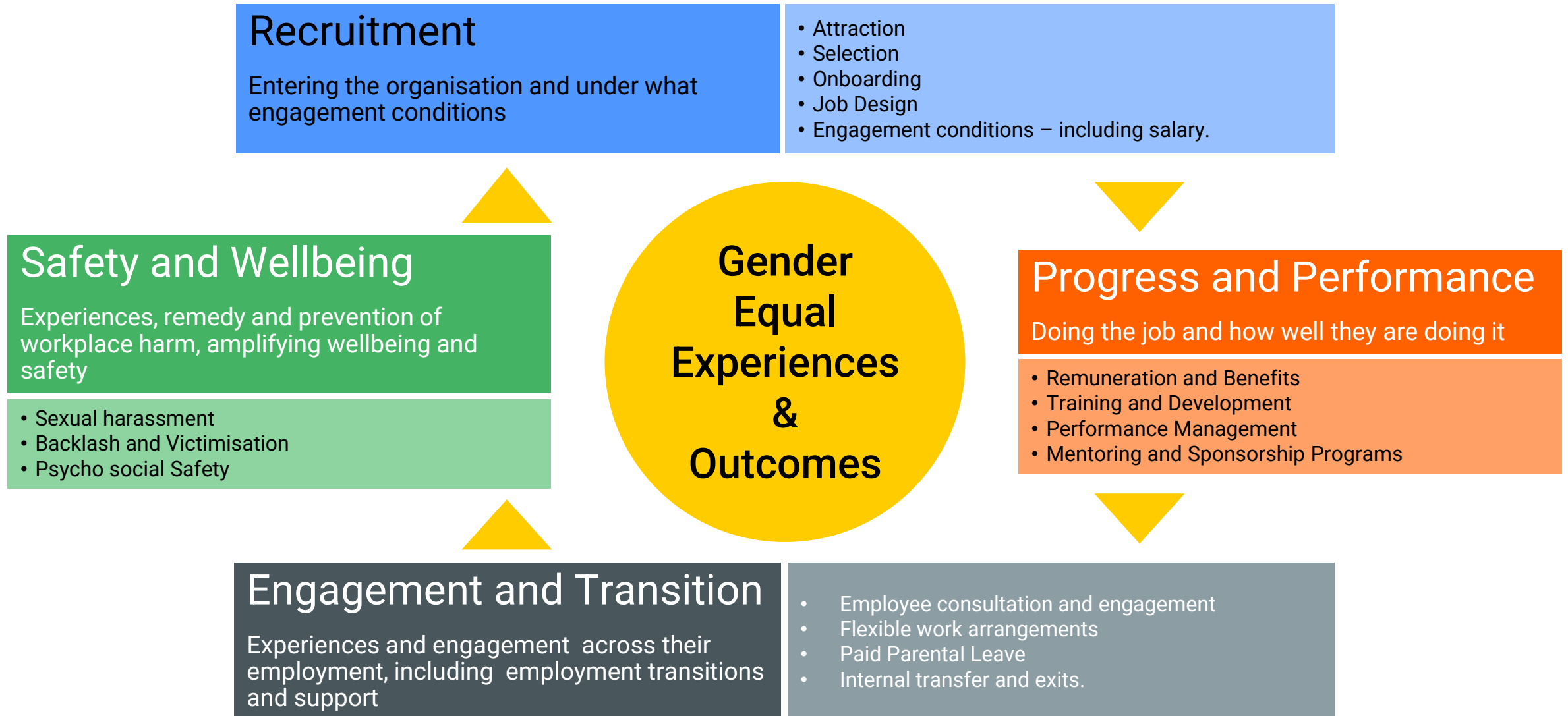


**Employer Value
Proposition
&
across brand**



**Skills
Age
Attrition
Attraction
Profiles**

Build capability



Gender Equal Experience



my immediate supervisor/manager demonstrates support for gender equality in the workplace



my immediate supervisor/manager supports employees with family or other caring responsibilities, regardless of gender



I have the flexibility I need to manage my work and other commitments



using flexible work arrangements is not a barrier to achieving my career objectives in my organisation



my organisation takes steps to eliminate sexual harassment and gender-based harassment

WGEA points of assistance

Other Masterclasses



Gender Pay Gap Analysis



Gender Equality Action Planning



Expanding Diversity Through Part-Time

Complementary Modules



Gender Equality Action Planning



Gender pay gap analysis



What you need to know about your organisation's gender pay gap

Direct Advisory



WGEA Direct Advisory - Intake Form

WGEA is offering half-hour sessions with our experienced staff through our Direct Advisory service, providing personalised advice to organisations who need support related to identifying and closing their gender pay gaps (GPGs).

Sessions will be attended by a gender equality expert from the WGEA Capacity Building team via Microsoft Teams. The timing of your session will be confirmed via email after this intake form is completed.

Action Planning Tool



Welcome to the WGEA Action Planning Tool

The Workplace Gender Equality Agency (WGEA) has partnered with the Behavioural Economics Team of the Australian Government (BETA) to create an action planning tool to assist employers to develop and implement their gender equality action plan.





Questions
