

# Benefits of Non-Discriminatory Job Advertisements

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Any program aimed at promoting equal opportunity for women in employment, should pay particular attention to the way in which job vacancies are advertised.

Non-discriminatory job advertisements provide definite advantages for both employers and prospective employees.

Employers will have:

- a wider range of applicants to choose from;
- a better opportunity of obtaining the best person for the job;
- an opportunity to improve the standards of skill of their labour force;
- a greater chance to increase productivity and profits, with the best available person in **every** job.

Prospective employees will have:

- a wider and better range of jobs to choose from;
- a greater opportunity to obtain exactly the job they want;
- a better chance to use their qualifications and skills and to improve their standard of living;
- the opportunity to achieve job satisfaction in work of their own choice.

"PROGRAMA UNIVERSITARIO DE ESTUDIOS DE GENERO" - U. N. A. M.

## But Women Don't Apply

Employers often say that they would welcome women in their workplace but that women don't apply.

A closer look at some advertisements which have appeared in newspaper job columns may provide at least one answer to this question.

Some advertisements, while not explicitly excluding women, imply that the employer is expecting a man to apply for the job. Other advertisements carry a non-discriminatory headline but the text, usually in smaller print, is sometimes discriminatory. Such advertisements discourage women from applying.

For example

**SHEARS**  
Sales Representative  
Shears—Wagga

Shears, a leading lawnmower company, has a vacancy for an experienced Sales Representative in its Wagga Commercial Division. We are seeking a person with communicative skills, and the ability to acquire an understanding of the technical advantages of our products. He must be mechanically minded and capable of demonstrating our equipment. If you have self motivation and feel you have the necessary qualifications, then apply in writing to:

The Sales Manager  
Shears Ltd  
PO Box 3 WAGGA NSW 2614

Yes

Yes

No

No

**CENTRAL PACKSWORTH  
GOLD CORP. LTD**  
has a vacancy for a:  
**SPARE WINDER DRIVER**

Applicants must possess WA Certificate of Competency or equivalent.

ACCOMMODATION: There are fully serviced units available at a subsidised rental for single men. Married applicants may discuss accommodation needs with us.

APPLICATIONS: Please state details of previous employment, and include copies of relevant certificates. Address to:

The Resident Manager  
Central Packsworth Gold Corporation Ltd  
Packsworth WA 6431

ENQUIRIES: Contact Employment Officer,  
Phone: Packsworth 432 reverse charges.

**JOURNALISTS — 'B' GRADE  
BCD RADIO NETWORK**

Excellent career opportunity for the successful applicant. Competency in writing and on-air presentation is essential. He/she will be required to set up and run a one-man news service. As this position is likely to be a provincial appointment, the successful applicant will be required to set up stringers. Apply in writing to:

The Network Manager  
BCD Radio Network  
PO Box 1463  
SYDNEY NSW 2001

No

# Why EEO?

The objective of promoting equal opportunity in the workplace is to ensure selection and promotion of staff on the basis of **merit**. This goal is desirable for several reasons:

## **Economic Efficiency**

Equal opportunity in employment promotes better use of human resources by increasing access to valuable skills. Employing the most suitable person, be they male or female, develops efficiency in business.

## **Responsiveness of Business**

By employing only men in a business, management will have access to the views of only half of the community. By employing equal proportions of men and women, employers will achieve a better understanding of the diversity of viewpoints and needs represented in the whole community.

A business that has access to, and an appreciation of, a wide range of human needs will be more responsive than one that has access to the needs of only half of the population.

This responsiveness can lead to better business practices. Decisions about product lines, packaging or advertising promotions will be more in keeping with a wide range of needs.

## **Freedom of Choice**

People have the right to choose their occupation and to compete on an equal footing with others for the job they want, subject only to possessing appropriate qualifications and having their ability to perform the job fairly assessed.

# General Guidelines

Advertisements should be worded so that they do not, openly or by implication, discourage any person from applying because of characteristics not related to their capacity to do the job.

## For example

- use words without gender, i.e. person, applicant, operator, process worker, sales representative, tradesperson, office assistant;

### **SAMUELL'S SOUPS (AUST) PTY LIMITED SALES REPRESENTATIVE**

A sales representative is required for Melbourne and Metropolitan areas, for sales of SAMUELL's soups throughout grocery outlets.

It is envisaged that the successful applicant will have the following capabilities and attributes:

- Capacity to work hard
- Willingness to learn
- Initiative, creativity
- Communication skills

Selling experience would be an advantage. The job offers a competitive salary, company car, superannuation (after qualifying period) and comprehensive training. Please send applications with education and work history, to: Personnel Manager, Samuell's Soups (Aust.) Pty. Ltd., 6th Floor, 566 King Street, Melbourne, Vic 3016.

Yes

### **MEN AND WOMEN**

### **ADVERTISING/MEDIA SALESPERSON CHANNEL 2BU SUPPORTED PROMOTION**

Person experienced in visual medium required for sales. Must be self-motivated and have a car. Can expect to earn above average salary.

Phone: (013) 659 83421 1.00pm-3.00pm.

*Channel 2BU is an equal opportunity employer.*

Yes

- avoid using masculine terminology when referring to positions or occupations. Instead use expressions like foreman/woman, draughtsman/woman, salesman/woman; or foreperson, draughtsperson, salesperson.

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### ELECTRICAL FOREMAN/WOMAN

Frewries Ltd., one of Australia's leading brewing companies, has a vacancy for an electrical foreman/woman, at its Ridgeway Brewery.

Applicants must have an Electricians Licence or equivalent. Previous supervisory experience would be an advantage, but is not necessary.

Duties will mainly involve supervising a maintenance team, and subsequently becoming involved with circuit design.

Following an orientation period, the Electrical Foreman/Woman will be required to work either a permanent night shift, or two-shift system.

Benefits include an above average salary, annual leave loading, Christmas bonus, immediate super-annuation and nine-day fortnight.

Yes

Yes

### BUILDING FOREPERSON (Male—Female)

P.B. Scheils Pty. Ltd. requires the services of a foreperson capable of commercial project construction organisation of value up to \$1 m. It is required that the applicant has good communication skills and has a trade background, preferably carpentry.

Apply in writing with full details to: The Building Operations Manager, P.B. Scheils Pty. Ltd., P.O. Box 14, Woodsville N.S.W. 2135.

*P.B. Scheils is an equal opportunity employer and applications are invited regardless of sex, marital status, race, colour, nationality or ethnic origin.*

Yes

### NEW CAR SALES PERSON

Yes

Are you a person with selling ability? Do you enjoy working flexible hours, and earning more than the average? If you fit this description, then phone Brian James today, on 567 9381. It could be the best thing you have ever done.

ACME CAR COMPANY  
35 Riversplace  
Hurtsville, NSW.

### DRAFTSMAN/DRAFTSWOMAN ROAD MAINTENANCE COMPANY

The Road Maintenance Company has a vacancy for a draftsman/draftswoman in its Traffic Engineering Division.

The successful applicant should have completed year 11, and have an appropriate Certificate of Technology.

Salary \$15,000-\$16,500 dependant upon experience.

Apply in writing to: Personnel Officer, P.O. Box 36, Carsford, Vic, 3016.

- avoid using specific pronouns such as 'he' or 'she'. Instead use plural pronouns such as 'they or them' or combine pronouns, e.g. she or he, she/he, or s/he.

## **HARRIS INSURANCE OFFICE**

### **ASSISTANT CLAIMS OFFICER**

\$17,500-\$18,640

The Harris Insurance Company has a vacancy for a highly motivated and suitably qualified claims officer.

She/he will investigate and negotiate and/or make recommendations regarding the settlement of claims.

Further information concerning this position may be acquired from F. Lewis (03) 653 9871. Written applications stating relevant experience should be sent to: Personnel Manager, Harris Insurance Office, 6th Level, Collins Building, Flued St, Melbourne, Vic, 3000.

*Harris Insurance Office is an equal opportunity employer.*

Yes

## **ABACA BUSINESS SYSTEMS**

### **Analyst/Programmer**

We are a major printing company and need a person able to meet the challenges associated with the installation of a state-of-the-art manufacturer's software package.

She or he will need to be self-motivated, and capable of liaising directly with user departments.

Please contact Ms Ogg for further information on (07) 248 3192.

Yes

Where it may not be clear that a job vacancy is open to everybody with appropriate qualifications, it may be necessary to spell out that women are welcome to apply.

**For example**

**WATER RESOURCES COMMISSION**

Equality of Employment Opportunity is the policy of the Water Resources Commission. Applications are invited regardless of sex, race, marital status, colour, nationality, ethnic origin or sexual preference.

**ECONOMIST GRADE II  
(3 Positions)**

South Brisbane  
Position No. 638513  
Salary: \$16,800-\$17,500

Duties: Evaluation of water management options and demands in the South Brisbane area. Oversee all project recommendations and assess project development.

Qualifications: Economics degree or equivalent. Inquiries and applications to Mr J. Gregg, 62 High St., South Brisbane, Qld. Ph. (079) 633 879 by COB 16 June 1983.

*Yes*

**STANLEY COUNCIL**

The Stanley Council is an equal opportunity employer.

**PERSONNEL MANAGER  
\$26,500-\$27,800**

The duties of this position include the direction of work of the Personnel Section, developing policies and procedures, and overseeing of all staff matters. Applicants should preferably have qualifications in personnel management, and an understanding of personnel procedures. Apply to Personnel Officer, Stanley Council, PO Box 20, Stanley, Tas. 7639.

*Yes*

Advertisements should avoid preferences or exclusions that are not based on the inherent requirements of the job and should include only qualifications necessary for the performance of the work involved.

**For example**

### SALES ENGINEER

We seek the services of an additional Sales Engineer, in the Albury area, who must possess a proven background in sales engineering (mechanical).

The successful applicant should be between 25–45 years of age, married, outgoing and socially amicable as considerable emphasis is placed on DEVELOPING FRIENDS and the full ongoing background of your family is essential.

Please write in the first instance to:

SALES ENGINEER, P.O. Box 63, Albury,  
NSW 2036

No

### DETAIL DRAUGHTSPERSON PAPUA NEW GUINEA

Applications are invited from qualified Detail Draughtsmen for a position in the steel industry.

This position involves travel between Port Moresby and Lae, and a single man therefore is preferred. Interviews can be arranged in Brisbane.

Apply in writing detailing qualifications and previous work experience, to:

Recruitment Officer  
S & J Trading Company Ltd.,  
P.O. Box 635,  
Brisbane, 5609

No

- avoid over-emphasising requirements which would be likely to discourage women as a group;

### KOREAN TOUR CO-ORDINATOR AGE 25-35 YEARS

Our travel agency is seeking the services of a professional tour co-ordinator, to assist our Korean Manager.

Hours will often involve late night and weekend work, and may not be suitable for someone with family commitments.

The ability to read, write and speak in both Korean and English is essential.

Interested persons should write to: Kate Smith,  
16 Bound Street, Sydney, NSW 2000.

No



- avoid placing advertisements in newspaper columns headed 'men and boys', 'women and girls';

**MEN AND BOYS**

*No*

**APPRENTICE CHEF**

Apprentice Chef required for busy city restaurant. Send copies of references and particulars to: Box HPK 301, Hughes.

**WOMEN AND GIRLS**

*No*

**CARPET CLEANER**

Carpet cleaning employee wanted for Carpet Cleaning Business. Experience not needed. Ph. 53 9786.

- avoid stereotyped pictures; i.e. only male, only female.

**CIVIL ENGINEER**

*No*



Johnston Bros seek a qualified Civil Engineer, with at least 3 years' experience in road construction. The initial appointment will be in Sydney, but promotion to other locations is likely.

Interested applicants should apply in writing to: Johnston Bros, 2 Mund St, Sydney NSW 2000.

**TRAINEE MANAGERS**

*No*



with the top Promotions Company in Australia. \$16-25,000 p.a. salary, plus company benefits.

You will get full training in all aspects of the company's operations. If you have a genuine desire to work hard, and to get ahead with good pay and promotional opportunities, ring Mr J.C. Williams now on 271 9212.

# Other Issues

## Employment Application Forms

Information sought on employment application forms and at interviews should be confined to that which the employer needs to assess the applicant's capacity to perform the work sought.

Irrelevant and unnecessary questions may give the appearance of discrimination.

The language used in application forms and at interviews should not be in any way discriminatory; all applicants should be asked the same questions and generally be treated in the same way.

## Recruitment Activities

- Advise employment referral agencies that women are welcome to apply;
- When conducting recruitment activities at educational institutions be sure to include female students.

## Selection Tests

Any selection tests used should be checked to make sure there are no discriminatory aspects.

## Short Listing

All applicants should be short listed according to the selection criteria for the job and not on false assumptions about women's work patterns.

Such considerations as lack of facilities should not be used to avoid short listing women for interview.

## Interviewing Women Applicants

As a general principle women and men applicants should be interviewed in the same way using the same objective criteria.

Some interviewers may need to revise their own assumptions about the working patterns and lifestyle of women because these may not be in fact correct.

The NLCC booklet Guidelines for Employers on EEO for Women provides excellent guidelines on interviewing women applicants.

## Careers Material

Careers material should

- be such that it does not discourage women from seeing themselves employed in the organisation.
- be worded so that it does not openly, or by implication, discourage any person from pursuing a career because of characteristics not related to their capacity to do the job.
- be aimed at both males and females and include both male and female role models.
- avoid preferences or exclusions that are not based on the inherent requirements of the job and should include only qualifications necessary for the performance of the work involved.

Where it may not be clear that a career option is open to everybody with appropriate qualifications, it may be necessary to spell out that women are welcome.

In general the same guidelines should be used in careers material as in those applying to advertising.

## Non-Traditional Areas of Employment

Girls and women are now entering a greater range of training and employment such as traineeships and apprenticeships in technical and trade occupations where previously only men were employed. It is likely that the number of applications from women interested in training for these positions will increase in the future. Staff responsible for recruitment and supervision in technical work areas where women have not been traditionally employed may need to review current systems and practice to ensure that the policy of equal employment opportunity operates within these work areas and in women's access to these jobs.

# Legislation

## Commonwealth

The Sex Discrimination Act 1984 proscribes discrimination on the grounds of sex, marital status and pregnancy in employment, education, accommodation, provision of goods, facilities and services, disposal of lands, activities of clubs, administration of Commonwealth laws and programs, and application forms.

In regard to employment the Act makes it unlawful to discriminate against employees, applicants for jobs, contract workers or people who work on a commission basis. Part II Division 1 of the legislation refers specifically to discrimination in employment and Sections 14 (1) (a) and 15 (1) (a) refer in particular to discrimination in the arrangements made for determining who should be employed.

Section 86 (1) of the Act makes it an offence if a person or body corporate is involved directly or indirectly in the publication or display of an advertisement or notice which indicates an intention to contravene the Act.

Further information may be obtained from the Human Rights Commission, GPO Box 629, Canberra ACT 2601.  
Phone (062) 43 4122.

## State

At present there is anti sex discrimination legislation which makes it unlawful to discriminate on the grounds of sex or marital status in the areas of employment, education, provision of goods and services and accommodation in three States. They are:

Sex Discrimination Act 1975 (SA)  
Anti-Discrimination Act 1977 (NSW)  
Equal Opportunity Act 1984 (VIC)

Further information may be obtained from:

- Office of the Commissioner for Equal Opportunity, Adelaide, SA  
Phone (08) 227 0944
- Anti-Discrimination Board, Sydney, NSW  
Phone (02) 231 0922.
- Commissioner for Equal Opportunity, Melbourne Vic.  
Phone (03) 602 3222.

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