



# INVESTING IN WOMEN

AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



**INVESTING IN WOMEN**  
SMART ECONOMICS  
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# WHY INVEST IN WOMEN?

- Advancing women's economic quality could **increase GDP in the Asia-Pacific by USD 4.5 trillion** (12% above business-as-usual), by 2025 (McKinsey Global Institute, 2018).
- Closing the gender finance gap in emerging markets, including SEA, would result in a **12% increase**, on average, in **annual incomes** by 2030 (IFC, 2022).
- Shifting deep-rooted social norms and gender stereotypes can **address persistent gender disparity in incomes** (UNDP, 2023).
- Closing existing care policy gaps and expanding care services with decent care work could **create almost 300 million jobs worldwide by 2035** (ILO as cited in UN Women, 2024).



# WOMEN'S ECONOMIC EQUALITY IN EAST ASIA AND THE PACIFIC

## 7

### GENERATIONS TO ACHIEVE PARITY

(2024 GLOBAL GENDER GAP REPORT)



#### Workplace Gender Equality

67% women's labour force participation (World Bank, 2022)

71.8% parity in economic participation and opportunity (WEF, 2024)



#### Care Economy

Women undertake >2x more unpaid care work (UN Women and ASEAN, 2024)



#### Gendered Beliefs

43% of people worldwide believe men make better business leaders (UNDP, 2023)

In countries with higher bias in gender norms, women undertake up to 6x more care work (UNDP, 2023)



#### Gender Lens Investing Considerations

7x increase in GLI capital from 2017-19 to 2020-22 in Southeast Asia (IW, 2023)

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# INVESTING IN WOMEN

**Our Goal:** Gender equality is demonstrated through support for women to thrive in the workplace and to succeed in business.

**How we work:** IW **partners** with business leaders, capital providers, entrepreneurs and advocates to reduce or **remove structural barriers** to women's economic participation.

**Where we work:** IW operates in **Indonesia, the Philippines, Vietnam and Myanmar.**

**IW advances women's economic empowerment through:**



Workplace Gender Equality



Enabling Policy Reform



Campaigns and Communities of Practice



Gender Lens Investing

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# WORKPLACE GENDER EQUALITY



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# WORKING WITH THE PRIVATE SECTOR

- Supporting businesses to **transform WGE** in their workplace
- **Workplace Gender Equality Assessments and Strategies (GEARS)**
- **Supporting businesses to address**
  - Workplace sexual harassment
  - Gender equal HR policies
  - Family friendly workplaces
  - Flexible working environments



# IMPACT TO DATE

**Broad private sector reach** across four countries. Industries represented include banking, utilities, real estate, professional services and retail.

Between 2016 and 2023 BCs :

- Engaged **>173 firms**, representing **~997,981 employees**.
- Delivered **528 WGE services** including assessments, trainings, and policy consultations.

**Improved WGE in Client firms**, linked to the activities of IW-supported Business Coalitions.

## **Case study: PT Vale Indonesia** (Mining, Indonesia)

*Following WGE assessments & technical support from IBCWE, PT Vale Indonesia developed a gender action plan to meet their goal of increasing women in leadership positions.*

*One element was the corporate process of sponsorship, where potential candidates were supported by a senior and influential leaders, who provides mentorship and advocated for candidates to progress into leadership roles.*

*PT Vale Indonesia's current President Director and CEO, Ms. Febriana Eddy, was appointed in 2021 after participating in the sponsorship process. She previously served as Deputy CEO and CFO of the company.*



*Photo c/o PT Vale*



# ENABLING POLICY REFORM



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# TARGETING THE CARE ECONOMY

- Growing recognition in ASEAN of the importance of growing the **care economy**.
- **A multi-stakeholder challenge:** government, community, private sector, development partners can all play a role.
- IW is building the evidence base **to inform and influence care-related policy settings**.
- Focus on **private sector** perspectives and experience.

**Regional**  
**Future Demand for Care** research study *(forthcoming)*

**Indonesia**  
Trialling **employer-supported care** with leading private sector companies

**The Philippines**  
Policy-relevant research on **part time** and **flexible work arrangements**

**Vietnam**  
Exploring **gender responsive at-home aged care** intervention



# CAMPAIGNS AND COMMUNITIES OF PRACTICE



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# SHIFTING GENDER NORMS

- Locally driven **campaigns that highlight examples of gender equality** to strengthen public support for women's economic participation.
- A community of **advocates that will continuously build evidence** that supports the broader adoption of progressive attitudes and behaviours.

## Indonesia



## Philippines



## Vietnam



# IMPACT TO DATE

Between 2016 and 2023:

Over 350M urban millennials were exposed to campaigns promoting gender equality, leading to **positive shifts in attitudes and behaviour.**

**Partners delivered 20 advocacy campaigns**, with **107.9M social media** reach and **242.6M traditional media** reach across three countries.

**Generational shifts** towards more gender equal attitudes, but:

- Many urban **millennials believe most households practice traditional behaviours**, even though these are becoming less common.
- Progressive portrayals of gender in **media can shape behaviour.**

(Social Norms, Attitudes and Practices Survey, 2022)

## **Case study: Nhà Nhiều Cột**

*("House Of Many Pillars" online community with over 50k followers, Vietnam)*

*Leveraged trending social issues to provide hard-hitting gender analysis to challenge gendered norms surrounding care and economic roles.*

*Audiences surveyed at the end of the IW-supported campaign reported:*

- *84% Nha Nieu Cot had influenced their views on gender roles at home.*
- *69% More willing to demonstrate gender equality despite possible social sanctions.*
- *56% More ready to speak out against gender inequality.*





# GENDER LENS INVESTING



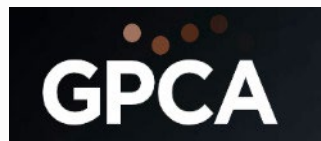
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# THREE STREAMS TO DRIVE IMPACT

## Market Building

Working with 3 partners to increase investor appetite for GLI



## Innovation Window

Testing innovative financial solutions for WSBs that fall through the financing gap



## IW Fund

15.4M AUD invested through ADI  
Technical assistance from Sarona



# IMPACT TO DATE

Between 2016 and 2023 IW **increased the flow of capital** to WSMEs and played a catalytic role in normalising and expanding the Gender Lens Investing ecosystem:

- **10** investing partners.
- **82** investments in WSMEs in Indonesia, the Philippines and Vietnam.
- **15.4M** AUD capital invested.
- **291.4M** AUD co-investments catalysed.

**Case study: Foundation for a Sustainable Society Inc.** (social investment organisation, Philippines)

*With 1.4M AUD investment capital and technical assistance from IW, FSSI implemented a Gender Action Plan and established a Gender Committee to ensure sustainable gender-focused efforts.*

*As of December 2023, FSSI invested in 17 WSBs under the IW partnership, 11 of which leveraged additional private investments from two FSSI member organisations (FSSI, 2024).*

*Photo: Prime Innov8 Mfg. Co., a WSB investee of FSSI. Prime Innov8 is a manufacturer of household, institutional and industrial cleaning and conditioning chemicals.*



# IMPACT TO DATE

The IW investment portfolio has generated a **beneficial social impact**:

- Reached over **25,000 smallholder farmers** and almost **3,500 agri-distributors** (63% women).
- Provided access to educational content to over **150,000 learners**, trained **557 teachers**, and provided over **16,000 students** with educational loans.
- Provided over **1400 microloans** (70% to women) and over 125,000 people with access to savings accounts.
- Attended to over **137,000 hospital patients**, supported **450 pharmacies**, and supplied over 4000 different medications.

# INVESTING IN WOMEN

## Advancing Women's Economic Equality in SEA

- Tackling **structural constraints** for more inclusive and sustainable economic growth in the region.
- Demonstrating **Australia's commitment** to a more stable and prosperous region in line with the **SEA Economic Engagement strategy**.
- Unlocking **economic dividends** for SEA AMICs by increasing women's economic participation.
- Building and strengthening **private sector relationships**.
- Delivering on Australia's Development Policy priority of **gender equality** and commitment to locally-led development.



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