

# Culturally Diverse Women Masterclass 2021

An opportunity to advocate for  
culturally and linguistically diverse  
women in your organisation



# A call to action – together, let's address the problem

We have much to celebrate in the work to date moving the needle for women's equality in the workplace; we have made efforts to normalise the conversation of gender diversity at work, we are regularly reporting on our progress and more and more companies are evaluating their own work in the space.

However, this equality is not progressing in the same way for all women – ***we need to start talking about gender equity when it comes culturally and linguistically diverse (CALD) women*** Why? Because the conversation for these culturally and linguistically diverse.

## Solving for social change

It can be confronting to understand, reflect on or to learn that you have women in your organisation that have either knowingly or unknowingly come up against these barriers at work. However, at this moment, there is a movement gaining traction globally; The Black Lives Matters Movement have introduced the terms 'anti-racism' and 'ally' firmly into our vocabularies and Kamala Harris has won a US Vice President appointment as the world looked on. You and your team are no doubt wondering how you can lead and lean into supporting the CALD women in your business at this moment, too.

**{ 20% of all women** experience being an "only" in the room compared with 46% of women of colour who experience this

<Women in the Workplace, 2020 Report, McKinsey US>

**{ Only 1.9% of ASX leadership are culturally and linguistically diverse women**

<Diversity Council Australia, 2017>



# Move your understanding to action with the Culturally Diverse Women Masterclass

Culturally Diverse Women (CDW) is a joint venture between award-winning diversity and inclusion consultancy, MindTribes, and women's leadership development Advancing Women in Business and Sport. Our organisations came together in 2017 with the sole purpose to address the significant under-representation of culturally diverse women in senior leadership roles in Australia.

Our flagship program, Culturally Diverse Women Masterclass, is attended by (up to 30) nominees (CALD women) from within your organisation where through our co-designed 12-month program we support their ability to navigate the personal, leadership and organisational barriers they experience as a result of the gender and culture bias that exists.

## The Problems we exist to solve

- ✓ Lack of any other program in the market to cater to CALD female navigation of the barriers in Australian organisations
- ✓ Gaps in CALD female ability to select and influence a senior advocate and ally to support advancement
- ✓ Capability building with an ally and advocate group to have authentic, respectful and inclusive conversations with CALD women
- ✓ The lack of CALD role-models available to CALD women (every session has an executive CALD key note)
- ✓ The lack of a community, that fosters cultural and psychological safety, where allies and advocates are introduced with care into the conversation



**84% of Australian respondents** in the Social Cohesion Report 2021 **agreed multiculturalism has been good for Australia, however:**

**49%** of respondents said they held 'very negative' or 'somewhat negative' feelings towards people of Iraqi and Sudanese backgrounds

**47%** had negative feelings towards Chinese Australians

**37%** of respondents held a negative attitude to Muslims

**49%** of respondents born in an Asian country thought racism was 'a very big problem' or 'fairly big problem' in Australia and

**39%** of the above respondents said they had experienced discrimination

# Say yes to to 20-30 Culturally Diverse Women in your network and let us help you with next steps.

- ✓ We have **supported over 360 women from 25 cultural heritages** across a range of industries
- ✓ We offer a **unique program and development journey for CALD women** where existing Diversity & Inclusion programs cannot lead with this lived experience - at this time, occasional speaker slots and incidental events won't work. At this juncture in time, occasional speaker slots and incidental events won't work
- ✓ Our ground-breaking research in partnership with University of Melbourne **"Levelling the Playing Field"**, released in 2018 has **helped leaders across sectors better understand the unique challenges that culturally and linguistically diverse women face in the workplace**
- ✓ We have coached and mentored leaders in large corporates around **how to advocate and activate for greater strategic focus on cultural diversity** at an organizational level.
- ✓ **We have worked with some of the largest public and private sector Women of Colour and CALD Networks** shaping them to be strong grassroots movements with active executive sponsorship
- ✓ We have the **data science** (both quantitative and qualitative) **on intersectional gender opportunities and barriers that leads systemic change**
- ✓ We are **key providers to the Gender Equity Commission, Victoria on Gender Impact Assessments** with a specialist focus on intersectionality



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**“This year, between International Women’s Day (8th March) and International Day for the Elimination of Race Discrimination (21st March), we #choosetochallenge allies and advocates of women of colour, women of migrant heritages, women who are racially, culturally and linguistically diverse and Indigenous women – to act for change. Identify and sponsor these women into our Masterclass sessions.”**

**- Div Pillay, Co-Founder CDW**

# Beyond the box tick: How this process will flow

## The Cost:

**\$1,400 + GST per nominee, paid for by the nominating organisation**

## When:

**The Masterclass commences in June 2021**

**Deadline for a commitment to sponsor up to 30 women:  
31st March 2021**

*\*Please note minimum participant numbers are 20 to run the Masterclass*

**The Masterclass is created and delivered with a cohort of women from within your organisation and becomes an 'in-house' initiative. We work with you to nominate and select women – here's what this looks like:**

*\*\*A note on inclusivity of First Nation Women: At CDW, we pay our respect to Aboriginal and Torres Strait Islander people of Australia. Representing the oldest living culture in the world, First Nations people have been the traditional custodians of this land for more than 65000 years. Australia is the only commonwealth country that does not have a signed treaty (a formal agreement with the government and Indigenous people). We at CDW are committed to ensuring that we are inclusive of First Nation Women – we have and always will sponsor these women into our Masterclass at no charge, if their organisation is unable to.*



**We inspire organisations to go deeper, to want more positive change in the lives of their people, especially those who have experienced historic inequity.**

**- Michelle Redfern,  
CDW Co-Founder**

**April – May**

**June 2021  
– 2022**

- **Consultation with you and your team** to understand the organisational context and any existing data on gender, culture and age
- **Data collection:** Organisational values, behaviours, leadership frameworks
- **Co-creation of criteria for participants** (e.g. does your organisation have a particular concentration of CALD women in specialist roles and not in people leader roles?)
- **Co-creation of comms** - an internal campaign for expressions of interest
- **Supported selection and mini interviews** to assess potential nominee motivation
- **Tailoring of content to suit the lived experience** of culturally diverse women and the organisation's values and business purpose
- **Prework by participants** sent and done

**Masterclass roll out (with 2-month breaks in between sessions): 4 sessions aimed at individual change:**

- **Masterclass 1:** Identify Cultural Heritage: Strengths and Opportunities
- **Masterclass 2:** Goal Setting with the Complexity of being a Culturally Diverse Women
- **Masterclass 3:** Developing Your Online and Offline Brand
- **Masterclass 4:** Creating Advocacy Inside your organisation; leveraging your brand and activating allies and advocates
- **Plus** a co-designed bonus allies and advocates workshop between Masterclass 3 & 4 to ensure these leaders have the right language and behaviours

# Out there, advocating for themselves

**What the Culturally Diverse Women Masterclass attendees have to say:**

"I've learned to advocate for people, for myself, we can't just stand around and watch the world go by and say this is not right. This has opened my eyes to say, hang on, we need to shine a spotlight on culturally diverse women and step up and do something. Enough talk let's see the actions. The connections I've made here have been incredible, this is just the beginning of a movement."

**Head of Procurement, Large Global Food Retail**

"For me, the Masterclass is about making sure that you stand up for you and that you're authentic to yourself and you create the right environment around you that will take you to where you're supposed to be. Div and Michelle have really supported me through this masterclass with giving me the tools for ways of having the conversations and influencing people."

**Head of Technology & Systems, Top Tier Management Consultancy**

"I joined CDW because of the diversity of program facilitators, participants, presenters and learning. Masterclasses are focused on what really matters to progress, everything is carefully prepared and targeted to make the best impact. Knowing how to avoid sabotaging ourselves is so valuable. I explored many programs to see what inclusion and belonging looks and feels like and here is where I found it."

**Senior Consultant Lead, Enterprise Digitisation Large Four Bank**



# Meet the CDW Innovators for Inclusion



**Div Pillay** is one of the 100 Women of Influence, 2018, named by AFR and Qantas in the Diversity and Inclusion category. She is CEO of MindTribes focussing on cultural inclusion and capability with large corporates to extract business benefit. She brings this expertise to CDW. She is on the Board of STREAT focussing on youth homelessness, is a Plan International Ambassador supporting girl's empowerment globally and is the National Chair, Diversity and Inclusion, American Chamber of Commerce.



**Michelle Redfern** is also one of the 100 Women of Influence, 2018, named by AFR and Qantas in the Diversity and Inclusion category. She is the Founder and Director of Advancing Women in Business and Sport, advising boards and senior executives, teaching women and speaking to influence change for gender balance. She brings this gender lens to CDW to focus on intersectionality and inclusion. She is also Non-Executive Director of Good Shepherd Microfinance, and Williamstown Football Club; Chair of Women's Footy and Founder of Women Who Get It, a network of more than 3000 women.



**Vick Pillay** is the MD of MindTribes and had the original idea for CDWomen. Under his leadership, both brands have had award winning success, being recognised as one of Westpac's Businesses of Tomorrow, 2018 and Telstra Business Award Finalists, 2016. His focus is on business operations, growth pathways and financial strategy. He brings this expertise and his global leadership experience having worked across Europe, America, Africa, Asia and Australia. He is also a Plan International Ambassador, on the Board of the Australian Philippine Business Council and advisor to the Breast Cancer Network, Australia.

Only **15** of all **1,482 CEOs**,  
**44** of all **2,437 senior execs**,  
**188** of all **7,491 directors** and  
**55** of all **1,350 CFOs** are  
**culturally diverse women**

<Diversity Council Australia 2017>



**{ 3 of 4 Australian men support gender equality, but most don't advance it**

<Chief Executive Women & Bain, 2019, Better Together: Increasing Male Engagement in Gender Equality Efforts in Australia>

**And please, talk to us if you are thinking of the culturally diverse men within your organisation – we are currently co-designing a program tailor made for CALD men that integrates these journeys.**

**Together, we can create a culture of inclusivity that is equitable for all women.**

**We look forward to hearing from you and discussing any further questions you may have.**

**Please contact:**

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