



FINANCIAL
SERVICES
INSTITUTE
of Australasia

DAUGHTERS IN THE WORKPLACE BRING FLEXIBILITY, EQUALITY

Now in its third year, Bring Our Daughters to Work Day has attracted increasing support from leading financial and professional services firms and is supported by Finsia, Australasia's peak financial services body.

The program has been designed to encourage the next generation of women to consider the opportunities available to them in finance — Australia's largest industry.

Participating companies will home in on this message and run a range of activities designed for children aged from 5 to 22. The activities will encourage the older participants to approach their future and their career prospects creatively, while younger participants will benefit from seeing women in a range of different roles in the workplace.

The initiative is part of Finsia's Diversity Dividend campaign, aiming to bridge the gender gap in financial services, where women are underrepresented significantly across all levels of employment.

Linda Maniaci, chair of Women in Finsia said, "This is a powerful initiative because it asks employers and employees to think about their workplaces and how to make them more inclusive and diverse. We know that women now make up half of all finance graduates, and we want to see this next generation of women be represented equally at senior executive levels of industry."

Bring Our Daughters to Work Day encourages participants, parents and carers to think imaginatively about their family, work and community lives.

Participants

- > ANZ
- > Commonwealth Bank
- > Deloitte
- > First State Super
- > HSBC
- > J.P. Morgan
- > Macquarie
- > Perpetual
- > PwC

Details

WHAT: Bring Our Daughters to Work Day

WHEN: Friday, 25 September

WHERE: Bring Our Daughters to Work Day will take place on site at finance companies in Sydney and Melbourne.

For more information, visit www.finsia.com/bodtw

-End-

finsia.com

Level 18
1 Bligh Street
Sydney NSW 2000
Australia

T 61 2 9275 7900
T 1300 346 742
F 61 2 9275 7999
membership@finsia.com

PO Box H99
Australia Square
NSW 1215
Australia

ABN 96066027389

About Finsia

Finsia — the Financial Services Institute of Australasia — is Australasia’s premier membership organisation for the financial services industry.

Finsia advances our members’ careers by building their capability and professional standing — and by connecting them to leading content, insights and influential networks.

Media contact

Caroline Falshaw
Head of Corporate Affairs and Policy
+ 61 2 9275 7984