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# ABC International Development

Women Media Leaders as Drivers for Change

PNG Update 2023

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*Women Leaders as Drivers for Change*

# ABC International Development

*The Australian Broadcasting Corporation (ABC) is the largest independent, public sector media organisation in the Pacific region. It takes Australia's voice to the world and provides a voice for the people of our region. ABC International Development (ABCID), the media development arm of the ABC, works with Pacific media practitioners and partners in building regional media capacity to be professional, inclusive and resilient.*

*This research was part of the Media for Development Initiative (MDI), which is ABCID's flagship media development program in PNG and is part of the Building Community Engagement in PNG (BCEP) program.*

For more information on ABCID's programs, current and past research please visit: <https://www.abc.net.au/abc-international-development>



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# Rationale

## Women in Media

### Why Focus on Women Media Leaders?

- Media leaders are key drivers of institutional and cultural change.
- Lack of advocacy and reduced bargaining power for women in the workplace when there are less women in positions of power compared to male media leaders.
- Opportunity to build on previous research that identifies systematic barriers to the career progression of women in the media.

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# Research Methodology

**a/.** Desk Review of PNG Women in Media 2018 study.

**b/.** 15 semi-structured interviews (5 female, 10 male) and surveys with PNG media leaders on leadership capacity and gender policy implementation.

**c/.** 3 regional consultation sessions with 39 women in media.



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# **2018 Women in Media Study**

## **Key Findings**

1. Women in leadership positions does not necessarily mean equitable progress.
2. Only 22 percent of media organisations have a gender equality or related policy in place.
4. Gender is often a determining factor in how management make decisions.
4. Few mentoring opportunities are available to women in the media. Mentoring is viewed as a privilege predominantly afforded to male colleagues.



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# **State of Gender Policy Formulation**

**In PNG Media Sector  
2023**

- Collective sentiment amongst media leaders of the importance of inclusive organisational policies.
- 73% of media leaders reported having some form of gender inclusive policy in place.
- However, majority of media leaders have not cited these policies, and remain unfamiliar with their guidelines.



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# **State of Gender-Policy Implementation**

In PNG Media Sector  
2023

- Findings indicated a lack of cohesive approaches to address gender-based harassment and discrimination at the operational level.
- Varied understanding amongst media leaders of how policies should be implemented.

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# **Gender Inclusive Blind Spots**

At Policy  
Implementation Level

- Strong need for adaptive strategies that confront gender discrimination.
- Differentiation between support and mitigation strategies.





# **Media Leaders**

## **As Agents of Change**

- Mainstreaming discussion on gender-based discrimination in workplace.
- Role of male media leader advocates.
- Reinforcing the need for collective accountability in addressing gender-based discrimination.



# – Role of the Women in Media (WiM) in PNG Chapter

- A dedicated forum to discuss, advocate, access and input.
- Grow network, identify training, mentors and coaches.
- Contribute to broader efforts to strengthen media content quality, standards and practice by taking a gender approach.



WiM Meeting in Lae, Morobe Province 2023.



# **Future Research Opportunities**

- Understanding the definition(s) of career progression.
- Unpacking the definition(s) of a 'safe workplace'.
- Exploring the utility of forums for honest discussions on the effectiveness of gender-inclusive policies.

