



The ReCap

Volume 2 | Issue 4

Dear ladies,

Welcome to the Christmas edition of The Recap! As you're all busy last-minute Christmas shopping, internship-ping or gallivanting around the world, we've kept this edition short and sweet.

It has recently been brought to our attention that there is some misconception about why Capital W exists. Contrary to popular belief, Capital W does not intend to start the next feminist movement, nor does it aim to give female students an unfair advantage over our male counterparts when it comes to internship or graduate opportunities. But more importantly, Capital W is not trying to address sex discrimination in the workforce. It seems that a lot of students are of the belief that Capital W exists because female students are somehow disadvantaged. This is definitely *not* the case at the graduate level!

So why does Capital W exist? There are many areas within the industry in which females are underrepresented – investment banking is one of them, HR is not. Whilst greater equality is obviously ideal, our mission is not to force this. Rather, our aim is to increase your awareness of areas where greater female representation is desirable, hopefully demystify why they have been traditionally male-dominated and shed light on what companies are doing to make them more women- friendly.

In doing this, we hope to inspire you to discover new opportunities in the industry and hopefully this will help you make a more informed career decision rather than simply dismissing a career path because you heard a rumour that only males do or thrive in such a job.

Ultimately, our sponsor companies want to see greater diversity in their workplaces, starting at the graduate level. However, this will never be achieved if companies don't get out and connect with the female student population, and Capital W is essentially one way through which companies hope to attract more females. At a recent sponsor meeting, I was told that the number of applications from females for a certain program that the company hosts was 'dismal' relative to the number of applications received from males. We are not entirely sure why this is the case but these are exactly the kind of issues that Capital W hopes to address.

Having said all that, companies will not simply hire more female graduates to beef up their female headcount – you still need to be good enough to be hired! We get excited every time we hear that the number of male and female hires for internship and graduate positions is equal (or roughly equal). Unfortunately, we don't hear this as often as we'd like to and I imagine that Capital W will exist as long as this issue persists. The role of Capital W is becoming increasingly important as the 'diversity' issue gathers momentum in the corporate sector. Speaking of which, I would encourage you to take a look at some interesting facts we've collated about the representation of women in the business sector (see page two).

On another note, having heard some *atrocious* stories of fashion faux pas at work functions (e.g. corsets and knee highs!), we've dedicated a good portion of this newsletter to tips on what is generally considered to be 'appropriate' attire for work functions.

Happy reading and have a wonderful Christmas and New Year!

Priyanka
Vice-President 2010

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Our Vision

To form a business-related women's club with a reputation for attracting talented female students and equipping them with the skills and networks to become future business leaders.

Our Mission

To advance the career development of women in business through a network of undergraduates, professionals and faculty.

Our Sponsors



As we wrap up 2010, Capital W would like to thank our very special volunteers for all their contribution this year. We look forward to a bigger and brighter 2011!



Business Fashion 101 Colour Inspirations

December. A festive month of celebrations and parties. Time to let your hair down? Some forget that the Christmas office party is more about 'office' than 'party'. Keeping this in mind, it is a work function and any image you project of yourself will be remembered. Inappropriate dress at an office party draws attention, but the wrong kind.

Many discussions about what to wear are most often shared among us women. Though, we must not get too carried away by the excitement. At all other times of the year, very revealing clothes are a big 'no no' in the office, and your end of the year work function is no different. However, this doesn't have to translate into wearing what-I-normally-wear-to-work to your Christmas party.

As the office tends to be more formal, it is okay to be less formal at the Christmas party and have some fun! The Christmas party is your chance to add more personality to your outfit. It's about injecting a little fun into your outfit while still maintaining the professional and sophisticated look! Add some touches of glam or colour to your outfit, such as red heels, a bold necklace, mistletoe to your lapel, or even a Santa's hat!

If your work Christmas party has a theme, the dress-fun-but-stay-conservative-look should still be applied. After all, they are still your co-workers. Don't use this opportunity to bare all. Keep the very short skirts and dresses for your weekends or time off. At the end of the year, the last impression you want to leave is falling into the category CPFV (Christmas Party Fashion Victim).

But above all, make sure your outfit is practical – you may be expected to dance a little!

Women in Numbers Number Crunch

Recent changes to the ASX Corporate Governance Principles and Recommendations requiring disclosure of board and company-wide diversity initiatives has resulted in quite a buzz around the notion of 'diversity'. When non-compliance with the Recommendations could potentially result in the company breaching the ASX Listing Rules, 2011 promises to be a year where 'diversity' will be a hot topic.

Whilst the move may be radical to some, the numbers leave a lot to be desired:

- Women make up 8.4% of directors of ASX200 companies and 8% of executive key management positions;
- Australia lags well behind the rest of the world in terms of female directors. A whopping 40.3% of Norway directors and 15.2% of American directors are women;
- London, Hong Kong and Sydney all lag behind China which has a much higher proportion of women in finance and executive-level corporate jobs;
- Despite high levels of educational achievement for women and female graduates outnumbering male graduates in most faculties, this is not reflected in women's overall workforce participation (even at the graduate level). As at June, female workforce participation was 58.7%, compared to 72.1% for men;
- 40 female directors were appointed this year, compared to ten last year. Six boards are now chaired by females and seven of the ASX200 companies have female CEOs.

With the new Recommendations formally commencing on 1 January 2011, hopefully this time next year, the statistical landscape will have changed somewhat.

After all, in the words of Constance Baker Motley, the first black woman in the US to become a Federal Judge, 'something which we think is impossible now is not impossible in another decade.'

Thoughts? We would love to know why you think women are well under-represented in senior executive positions. Drop us an email at capitalw.team@gmail.com

