

# **Papua New Guinea**

## **Women in the Media: Research Report**

**Media for Development Initiative 2018**

# Executive summary

The purpose of this report is to provide background information and analysis which can be used by the media industry to make recommendations in overcoming barriers to women being in decision making positions and to progress professionally within their organisations and the media sector overall.

## Sector overview – Key findings

### Decision-making personnel – gender diversity

- At an industry level, women make up just over a third (37%) of decision-making personnel.

### Governing body – gender diversity

- 82 percent of governing body members were male, meaning that women hold only a small percentage of board positions (18%).

### Policies, practices, and opportunities

- Only 22 percent of media organisations have a gender equality or related policy in place, and only 56 percent have health and safety, and workplace discrimination policies.
- A policy on sexual harassment in the workplace is present in 67 percent of organisations.
- None of the organisations in the study, with the exception of NBC, have practices in place relating to gender sensitisation; gender-based violence; or diversity departments or gender officers.
- Eleven percent of organisations undertake equality monitoring.

### Organisational divisions – gender diversity

- Women make up only 37 percent of content makers across the sector, 37 percent of human resource, administration and finance personnel, 33 percent of sales and marketing staff, a quarter (25%) of maintenance and security staff and only 9 percent of the engineering, technical services, and information technology staff.

## Workplace culture in the media sector

- Respondents have significant concerns with the current workplace environments and working cultures across the industry.
- Safety concerns, lack of managerial and organisational support for effective safety practices and extensive accounts of harassment and sexual harassment dominate the experiences of women working in the media sector.
- Reported cases of sexual harassment were not responded to effectively by management and there was a belief that this behaviour was inherent in the sector.
- Many organisations are failing to adopt, implement, and enforce policies and practices to better support women in the workplace.

## Barriers to women's progression in the workplace

- In discussing the barriers to women's progression in the media, six recurring barriers dominated the discussions. Some of these barriers are more prominent on a societal level while others are more specific to the media industry.

## Gender inequality

- Many respondents reported that gender is often a determining factor in how management make decisions and how roles, responsibilities and career development opportunities are decided.
- Gender inequality also extends to how people are selected for career development opportunities
- Female respondents who are in management positions reported the challenges of having male staff reporting to them. Those respondents described how male staff often ignore instructions and managerial directions and undermine their authority as a manager because of their gender.

## **Family commitments**

- Respondents felt that there was little understanding or support provided by their respective organisations of the commitments women are dealing with daily and the effect this has on their ability to progress professionally. Likewise, while women were challenged with unsupportive organisations or management (predominantly male), there was also little support being provided at home. This combination makes it difficult to progress professionally within an organisation.

## **Support from partners**

- Not receiving support from a partner or husband is a considerable barrier to women's progression in the media industry. Some respondents described that the only way to progress professionally in the media is to remain single.
- Challenges for women also arose when they were perceived to hold a higher position than their partner or husband, causing tension in the relationship and affecting the ability of women to function effectively in their role.

## **Domestic violence**

- Numerous respondents in the study discussed dealing with domestic violence and the challenges of having to maintain a high pressure and demanding job.

- Many respondents made it clear that media organisations can do more to support women in the workplace who are facing family violence.

## **Mentoring and support**

- Few mentoring opportunities are available to women in the media. Mentoring is viewed as a privilege predominantly afforded to male colleagues.
- Respondents viewed mentoring as a positive function and something that would support their professional development and improve their ability to progress within their organisation.

## **Lack of confidence**

- Many of the women interviewed cited a lack of confidence as being a considerable barrier to their progression within their organisation.

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# Introduction

This report provides an overview of the profile of women in the Papua New Guinea media sector, focussing on major or significant media outlets in the capital, Port Moresby. The purpose of this report is to provide background information and analysis needed to make recommendations to overcome barriers to women being in decision making positions and to progress professionally within their organisations and the media sector overall.

The first part of the study provides a sector overview of gender diversity at the decision-making level and the number of policies, practices, and opportunities available to support women in the workplace. In total, 13 media organisations across, radio, TV, print and online participated in the study, they were:

- GoPNG (National Broadcasting Corporation)
- PNG FM (Nau FM, Yumi FM, Legend FM)
- Kalang Advertising Ltd (FM100 & Hot FM)
- PNG Christian Broadcasting Network (Wantok Radio Light)
- Media Niugini Ltd (EMTV)
- Digicel PNG (TVWAN & Loop PNG)
- South Pacific Post Ltd (Post Courier)
- Pacific Star Ltd (The National)
- Word Publishing Company (Wantok)

The second part of the study analyses interviews from female and male media sector personnel with experience ranging from 3 months to 25 years. 14 interviews were conducted in total. Participants were selected from the organisations covered in Section 1 of the report. Interviews covered the current state of workplace culture and environment, barriers to women's career development and recommendations for reducing barriers to women's career progression in the media industry.

## Methodology

The study used a mixed methods approach. The first approach was an organisational survey that looks at the gender diversity of decision-making personnel, governing bodies, and the policies, practices, and opportunities available to women in the workplace. The second was in-depth interviews with representatives from the media organisations that participated in the organisational review. This focussed on current workplace cultures and barriers to women's career development in the media sector.

For operational reasons, only organisations based in Port Moresby were included in this study. Given the scope and purpose of this study, gender diversity refers to an equitable ratio of men and women, and does not include non-binary gender categories.

**A note on data collection and sources of information:** information included in the study is accurate at the time of data collection. For each organisation dates have been documented and detail when the information was gathered and through what source e.g. interview with organisation's human resource department, 20 November 2017 or organisation structure document, last updated December 2015 etc. This information can be made available upon request.

## Sector overview

### Decision-making personnel – gender diversity

‘Decision-making’ can mean different things in different organisations. For this report, decision-making personnel denotes senior strategic management (e.g. CEO, President, Managing Director, governing board), and operational management, (e.g. Executive Directors, Heads of Divisions, Chief of Staff, etc.).

At an industry level, women make up just over a third (37%) of decision-making personnel. Table 1 (below) illustrates the gender diversity across all combined decision-making levels at the media organisations surveyed in the study. In only two organisations did women form most of the decision-making personnel. Across the sector, women formed the minority of decision-making staff.

Table 1: Decision-making personnel – gender diversity

| Female | Male | Total       |
|--------|------|-------------|
| 37%    | 63%  | 100% (n=68) |

### Governing body – gender diversity

A governing body is a group of people given the authority to form the policy and practices of and influence the strategic direction of an organisation. Members of the governing body can be elected through voting or nomination. <sup>1</sup>Typically, the role of the governing body is to ‘represent, plan strategic direction, set the organisation’s goals, lead the organisation, make the policies, oversee financial direction and accountability, supervise and evaluate management.’<sup>2</sup>

Each media organisation selected for the study has a governing body with majority male members. Table 2 shows that (82%) of governing body members were male, meaning that women hold only a small percentage of board positions (18%).

Table 2: Governing body – gender diversity

| Female | Male | Total       |
|--------|------|-------------|
| 18%    | 82%  | 100% (n=55) |

### Policies, practices, and opportunities

Organisations were asked to provide a list of relevant policies, practices, and opportunities they have in place at their organisation. Each policy, practice and opportunity covers an area that represents best practice for supporting women in the workplace.

Table 3 (on the following page) shows considerable gaps in key policy areas. Only 22 percent of organisations surveyed have a gender equality or related policy in place, and only 56 percent have health and safety, and workplace discrimination policies. A policy on sexual harassment in the workplace was present in 67 percent of organisations. All organisations (100%) have a maternity leave policy in place, however, policies ranged significantly in structure, with some offering only short periods of unpaid leave and little job security.

Many organisational practices relating to gender equality are non-existent within the media sector. None of the organisations in the study have practises relating to gender sensitisation; gender-based violence; or diversity departments or gender officer roles in place. Furthermore, only 11 percent of organisations undertake equality monitoring.

Opportunities provided for women to progress within the workplace are also low across the industry. Most organisations (78%) do not provide trainee positions specifically for women or provide leadership/ management training for women. Please note that this does not mean that women do not receive training from their employer, it means that there was no dedicated training solely for women.

<sup>1</sup> Indigenous Governance Toolkit. (n.d.). Roles, responsibilities, and rights of a governing body. Retrieved from Indigenous Governance Toolkit: <http://toolkit.aigi.com.au/toolkit/5-1-roles-responsibilities-and-rights-of-a-governing-body>

<sup>2</sup> Ibid.

**Table 3: Policies, practices, and opportunities**

| <b>Policies</b>  | <b>% Yes</b> | <b>% No</b> |
|--|--------------|-------------|
| Workplace Code of Conduct  | 78%          | 22%         |
| Gender Equality Policy   | 22%          | 78%         |
| Workplace Health & Safety Policy   | 56%          | 44%         |
| Workplace Discrimination (race, ethnicity, disability, HIV/AIDS, gender) | 56%          | 44%         |
| Education & Training Policy  | 78%          | 22%         |
| Sexual Harassment in the Workplace                                       | 67%          | 33%         |
| Maternity Leave Policy   | 100%         | 0%          |
| Paternity Leave Policy   | 0%           | 100%        |
| Child Protection Policy  | 0%           | 100%        |

| <b>Practices</b>  | <b>% Yes</b> | <b>% No</b> |
|---|--------------|-------------|
| Gender sensitisation workshops  | 0%           | 100%        |
| Gender-based violence awareness activities                              | 0%           | 100%        |
| Disciplinary committee  | 33%          | 67%         |
| Equalities department/ gender officer                                   | 0%           | 100%        |
| Equality monitoring   | 11%          | 89%         |
| Social inclusion awareness activities (disability, PLWHA, gender, etc.) | 11%          | 89%         |
| Equality monitoring   | 11%          | 89%         |

| <b>Opportunities</b>                     | <b>% Yes</b> | <b>% No</b> |
|--|--------------|-------------|
| Trainee positions specifically for women | 22%          | 78%         |
| Leadership/management training for women | 22%          | 78%         |
| Equality awareness training for staff    | 0%           | 100%        |

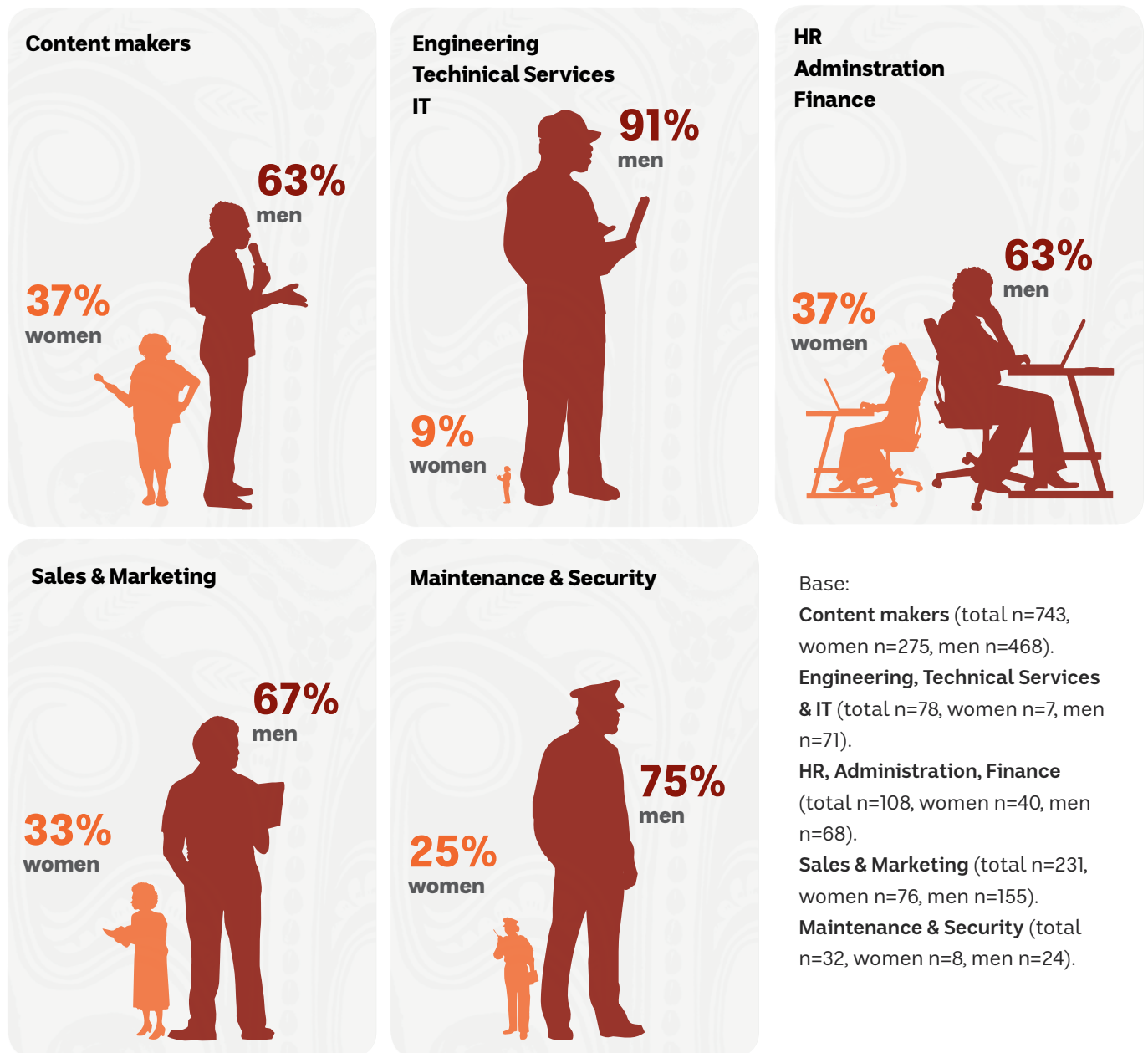


## Organisational divisions – gender diversity

The media sector in Papua New Guinea is still heavily dominated by males. Chart 1 (below) provides a combined overview of the gender diversity between common media organisational divisions for the surveyed organisations.

Women make up only 37 percent of content makers across the sector, 37 percent of human resource, administration and finance personnel, 33 percent of sales and marketing staff, a quarter of maintenance (25%) and security staff and only 9 percent of the engineering, technical services, and information technology staff. The organisations surveyed also showed that males dominate the industry, from high level decision-making positions, to daily management, and general staff.

Chart 1: Organisational divisions – gender diversity





# Workplace culture in the media sector

Women face significant barriers to career development in the Papua New Guinea media industry. Interviews showed that there are significant concerns with current workplace environments and working cultures across the industry. Safety concerns, lack of managerial and organisational support for effective safety practices and extensive accounts of harassment and sexual harassment dominate the experiences of women working in the sector. Many women interviewed, reported that cases of harassment and sexual harassment were not responded to effectively by management and there was a belief that this behaviour was inherent in the sector. While some organisations appear more committed to responding to and preventing sexual harassment and improving workplace culture, many organisations are failing to adopt, implement, and enforce policies and practices to better support women in the workplace. Interviews showed that there is an awareness that gender and discrimination play a role in many women's experience working in the industry. Respondents reported four main areas that describe the challenges facing women in the workplace and media sector. These are sexual harassment, gender discrimination, harassment, and safety concerns.

## Sexual harassment

*"Because I was the only female... and I guess having a lot of males around, I was covering [an event] and of course, I received a bit of sexual harassment from one of the [representatives] who was there. ... Unfortunately, the management did not take it on board... the management, they've got to really step up and really assist officers when such issues arise. ... There's a lot of issues that we raise but we sort of get disappointed and disheartened when they are not [dealt with]." – Female*

*"We had one of the drunkards... It was an early morning shift, so one of our female colleagues in the newsroom was dropped off. So, as she walked in, the colleague drove the vehicle, parked there and then just touched her on her bottom." – Male*

*"Yes, we have [had sexual harassment incidents] and that prompted us to come up with a sexual harassment policy that we deserve. It's a must that when you sign a contract we go through it with every employee. You know everything that is covered under the sexual harassment [policy] and we also have a way dealing with it" – Female*

## Gender discrimination

*"... it's not too easy for females to be asking those hard questions to politicians. I don't know, I think it's a male thing here... so they'd (decision makers) be more comfortable talking to male counterparts than to female counterparts." – Female*

*"Both female and male decision makers respond quicker to male journalists' request for comment and interviews." – Female*

*"At one point I was harassed by somebody in the organization. And the minute I was harassed I let the CEO know. – Female*

*"...workplace harassment, it's a bit difficult because sometimes the victim then becomes a bit hesitant about bringing the issue upward." – Female*

## Safety concerns

*"Safety is not the highest priority [for the organisation]" – Female*

*"I've been through one [incident] and I thought I was never going to come back (alive) to Port Moresby ... I was thinking to myself, if I was going to lose my job today they would easily replace me tomorrow." – Female*

# Barriers to women's progression in the workplace

In addition to exploring the current situation of workplace cultures for women working in the media, respondents were asked to provide their perspectives on the current barriers to women's progression in the workplace. For the organisations covered in this study, women held only 37 percent of decision-making positions and less than 20 percent (18%) of board positions. Women made up 37 percent of content makers and human resource, administration and finance staff, 33 percent of sales and marketing, 25 percent of maintenance and security and only 9 percent of the engineering, and technical services staff. The organisations surveyed showed that males dominate the industry, from high level decision making positions, daily management, and general staff. In discussing the barriers to women's progression in the media, six recurring barriers dominated the discussions. Some of these barriers are more prominent on a societal level while others are more specific to the media industry. These barriers are:

- Gender inequality
- Family commitments
- Support from partners
- Domestic violence
- Mentoring and support
- Lack of confidence

## Gender inequality

<sup>4</sup> Gender is a significant barrier to women's career development in the Papua New Guinea media sector. Many respondents reported that gender is often a determining factor in how management make decisions and how roles, responsibilities and career development opportunities are decided. Respondents gave examples of how they have been discriminated against because of their gender.

This includes selecting and assigning stories, assigning who interviews high profile decisions makers, and access to available equipment and resources. Gender inequality also extends to how people are selected for career development opportunities. Female respondents who are in management positions reported the challenges of having male staff reporting to them. Those respondents described how male staff often ignore instructions and managerial directions and undermine their authority as a manager because of their gender. Gender inequality was viewed as a significant barrier to the career development of women in the media. In some circumstances, women's treatment in the industry can be described as overt gender discrimination, however, in other cases, gender plays an underlying role in how women are treated in the workplace, as exemplified in the following sections.

*"From where I come from, if I propose a story, someone says you can't do this because you are a girl. And sometimes when I ask for different people/different equipment, I can't have it. But if somebody else asks, then they (males) get it. I may have different ideas but if I bring it up, somebody is going to look at my gender or skin colour." – Female*

*"I think the main barrier would be people's mindset. There is this mindset that women aren't capable of doing this and that so that's the main barrier. So many good things won't happen to women because people have this barrier." – Female*

*"[There was] an issue where someone said I don't want to work under you ... someone said that to me, just because I was a woman, I didn't let that get to me..." – Female*

*"It's a huge task. It's challenging being a female, very challenging especially when you've got to work with male officers who have to report to you, sometimes it can be a bit difficult but it's about maintaining your standard..." – Female*

<sup>4</sup>In this study, 'gender' and 'gender inequality' refer to an equitable ratio of men and women, and does not include non-binary gender categories.

## Family commitments

Many respondents recognised that they work in a demanding, high pressure industry that requires a considerable dedication outside of standard workplace hours. However, respondents felt that there was little understanding or support provided by their respective organisations of the commitments women are dealing with daily and the effect this has on their ability to progress professionally. Likewise, while women were challenged with unsupportive organisations or managers (predominantly male), there was also little support being provided at home. This combination makes it difficult to progress professionally within an organisation.

*“I think that family obligations are a huge part. We have staff in our office, not just the newsroom but in general, staff who have had to leave work because of family obligations like, spending too much time in the office and having suspicious partners. The kind of person you build your life with should also be supportive of the type of career that you’re choosing.” – Female*

*“Especially in the media industry, I’d say that the biggest barrier is when they are married, sometimes when they have kids and are on call to be on duty...” – Female*

*“It’s very challenging because children need their mother even though the father is there. But because of my duties and as a sole provider I have to carry out my duties to provide for them. To myself, I feel that I’ve neglected my role as a mother but then on the other hand I have to work to provide, and by providing – that’s showing my love to children. – Female*

*“You find that in the newsroom, there’s a lot of single moms. This is one of the main reasons, because you’re expected to do so much at work, they do not have enough time with their families, this all leads to marital issues and all of that.” – Female*

## Support from partners

Women who do not receive support from a partner or husband found this to be a considerable barrier

to their progression in the media industry. Some respondents discussed how the only way to progress professionally in the media is to remain single – without a partner or husband. Challenges for women also arose when they were perceived to hold a higher position than their partner or husband, causing tension in the relationship and affecting the ability of women to function effectively in their role. While media organisations are not necessarily responsible for creating this barrier, there remains a lack of managerial and organisational understanding and support given to female employees facing these challenges and risks. Some respondents put this down to the Melanesian culture while others thought that unpredictable and long work hours contributed to a lack of support from partners and husbands.

*“I think stay single while you’re in this job. I don’t know why but I’ve realised that a lot of our female staff in the country who have been successful are either single or single mothers and I don’t know why that’s the case.” – Female*

*“One thing I’ve seen over the years is, having a very understanding partner, someone that understands not just the wife or partner but also the job that they do. The media industry is a pretty tough industry if you are a female. You juggle a lot of things and if you can have the support of your husband or partner, that would help.” – Male*

*“Family issues is a very big thing, especially when it comes to females. If the man is a manager that’s fine. In Papua New Guinea we’re Melanesians. You’ve got to submit to your husband, you can’t say anything, basically your husband is the breadwinner. But when it’s the opposite way around and the wife is a manager and a husband has a normal job and the woman looks like she is the major breadwinner... I would say the man just doesn’t accept it and the husband starts creating all sorts of issues and then it affects your job... and although you can progress, you [face your] husband and I’m speaking from experience the domestic violence issues that I faced here basically hindered my progress.” – Female*

## Domestic violence

More than two thirds of women in Papua New Guinea have experienced family violence. It is unsurprising that family violence in the home permeates into women's professional lives. Numerous respondents in the study discussed dealing with domestic violence and the challenges of having to perform in a high pressure and demanding job. Many respondents made it clear that media organisations can do more to support women in the workplace who are facing family violence.

*"We've had about four of my colleagues also approach me for similar situations [domestic violence]." – Female*

*"I think that [company name removed] doesn't really do enough right now to help us. I had a staff member who kept undergoing domestic violence issues. And she was a very good reporter, one that I'd invested more than a year in training and she had to leave because she wasn't getting the support that she needed." – Female*

*"I had a colleague ..., she was, [in a] domestic violence [situation] so she called me while I was at work to go help her, so I called some friends, we had to go rescue her." – Male*

## Mentoring and support

Many of the women interviewed mentioned the importance of receiving mentoring from a senior staff member or those in a decision-making position. Respondents view mentoring as a positive function and something that would support their professional development and improve their ability to progress within their organisation. Currently, there are limited mentoring opportunities available to women working in the media. Mentoring is viewed as a privilege predominantly afforded to male colleagues. Respondents also saw mentoring as closely linked to the provision of training and support within the organisation which again is an area where their ability to participate is limited.

*"What's also important is showing more support towards females raising concerns." – Female*

*"Well I think here, we lack training and mentoring roles. There are senior people here, but you tend to find that professionally they do not mentor females..." – Male*

*"...Lack of mentoring. I've never experienced any kind of mentoring" – Female*

*"I think that mentoring is something that we need a lot more of, especially for women because, we can say that we've come a long way now and doing more jobs than before. And doing more jobs in industries that were predominantly, before, male orientated." – Female*

## Lack of confidence

Many of the women interviewed cited a lack of confidence as being a considerable barrier to their progression within their organisation. While some respondents did not see themselves as lacking confidence, it was a trait seen as affecting other women's ability to perform and progress in their careers.

*"It's lack of confidence. I've worked with female colleagues. They are capable to progress to the next level but don't because they feel shy or they feel that they're not capable for that position. They just don't have the confidence in themselves. ... They don't see that they've got the potential... and they don't believe in themselves." – Female*

*"It's nice to be given that pat on the shoulder from time to time to motivate and encourage. I believe that's something that can encourage us in gaining more confidence, once you're sure of the role that you have and the position that you can play. I believe that we can overcome that lack of confidence." – Female*

# Recommendations for reducing barriers

## Improved policies and practices

Media organisations in Papua New Guinea have varying policies and practices in place to support equality in the workplace and reduce the barriers to women's career development. To better support women in the workplace, improvements in the adoption, implementation, and enforcement of policies and practices supporting equality and improving higher standards in workplace environments is critical. To successfully improve equality in the workplace and reduce barriers to women's career development every media organisation needs to not only implement policies but support and enforce these policies and practices. Given the current nature of the media sector, improving standards will likely take considerable investment and support at organisational, sectoral and governmental levels. Each recommendation provided below serves as a discussion point and will need additional research and analysis to be successfully implemented, given the size and complexity of the sector and the associated issues.

### It is recommended:

- **Workplace Code of Conduct** – that there needs to be universal adoption of a Code of Conduct that is understood by staff and enforced effectively by management. All codes of conduct need to include sections on gender equality, sexual harassment, sexual assault, discrimination, and workplace health and safety. A clear commitment from media organisations needs to focus on the adoption, implementation, and enforcement of these policies to provide a framework for improving practices and opportunities for women within the industry. Additionally, all staff need to be trained on the Code of Conduct, the required standards of behaviour expected within the organisation and the disciplinary actions that will be taken if these standards are breached.
- **Workplace gender targets and quotas** – that gender diversity targets and quotas are implemented to improve gender equality in leadership and general staff levels. Specific, time bound measurable objectives should be set in place to increase gender equality in the media. Targets or quotas should be implemented with realistic and attainable objectives and supported by additional policies that support women in the workplace.
- **Maternity Leave** – that paid maternity leave is introduced to all media organisations and that all current policies are reviewed and strengthened to provide greater job security for women. Despite all participating media organisations in the study having a maternity leave policy in place, most do not provide paid maternity leave. There is a significant body of evidence outlining the benefits of paid maternity leave to the health of the mother and child, the benefit it provides to employees' sense of value in their organisation and the boost it can provide to female labour force participation and economic growth.<sup>5</sup> Given the initial financial investment associated with implementing a paid maternity leave policy, it will likely need to be a gradual policy change.
- **Fair pay conditions** – that entry level pay conditions are reviewed and are in line with the cost of living and allow women to remain in the industry. Low entry level pay conditions in the media industry make it difficult for women, particularly those with children, to support themselves and their family. Respondents reported that low pay conditions coupled with barriers to career progression have caused some women to leave the industry in search of better pay conditions. It is worth noting that all working mums with children under the age of 3 have an extra allowance (either by government or employer) to afford proper child-minding services.

<sup>5</sup> Hodgson, H. (2016, October 25). Paid parental leave plan ignores economics of well-functioning families. Retrieved from The Conversation: <https://theconversation.com/paid-parental-leave-plan-ignores-economics-of-well-functioning-families-67549>



- **Hours of work and overtime** – that clear guidelines are set and upheld for the number of hours expected for a ‘normal day of work’, in line with the Employment Act 1978<sup>6</sup>. If an employee is required to work outside of these hours, the employer should pay overtime for the additional work completed. Respondents reported that, currently, there is an expectation to continue working outside of standard work hours and undertake regular unpaid overtime – currently some respondents believe that unpaid overtime is inherent condition in the industry.
- **Support for victims of violence** – that organisations establish clear policies and procedures that provide support to impacted employees. Respondents reported that some women would still be working in the industry if their employer provided support and counselling services when needed.  
  
Services could include:
  - Flexible working arrangements
  - Relocation (if available)
  - Special domestic violence leave
  - A safe and confidential space to discuss issues
  - Information on the external support services available
  - Education and training staff on the impacts of domestic violence
- **Leadership training for women** – that media organisations provide management training for women. Training should include characteristics of successful leadership styles; identify and address self-limiting beliefs and attributes; confidence building to better manage work-life balance; effective communication techniques; coaching skills; leading a team, and mentoring staff.
- **Mentoring programs** –that a mentoring program for women is established. The mentoring program could operate across the industry and would be designed to support the mentoree to develop skills and knowledge, provide exposure to new ideas and ways of thinking, offer advice and guidance on professional development, discuss strategies for overcoming challenges and barriers faced in the workplace.
- **Improve human resource policies, practices and procedures** – that human resource policies and practices are evaluated, and that policies and strategies are updated, where needed, and applied across the organisation. Human resources should have the intent of creating a positive work environment, with performance indicators that include quality of work relationships, staff welfare and safety, and diversity.
- **Increase media coverage of gender** – that media organisations increase the breadth and depth of content and coverage of gender inequality issues, increase women’s representation in the media and provide greater space for discussion and debate on gender issues within society.
- **Media Council Advocacy** – that the Media Council is supported so it can continue to develop and maintain standards that constitute good media practice and allow it to update overarching media policies, particularly those that support gender equality in the industry. Participants also discussed the need of the Council to be more proactive in advocating on behalf of the industry in Papua New Guinea. It is recommended that the Council be resourced, so it can advocate the importance of the industry to increase its credibility and be viewed as a communication tool for both the public and governments/ industries to communicate information.

<sup>6</sup> Independent State of Papua New Guinea. (1978). Employment Act 1978. Independent State of Papua New Guinea.

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## Acknowledgements

ABCID would like to acknowledge Media Development Initiative for their hard work and dedication delivering this research study. Thank you to the research team, Joys Eggins, Olivia Peni and Sam Freeman who worked closely together on the design, implementation and delivery of this research study. Importantly, ABCID and Media Development Initiative would like to thank representatives from all the PNG media organisations that participated in this research and volunteered to share their insights and time. This report was prepared with funding from Australian Department of Foreign Affairs and Trade. Any views expressed in this report do not necessarily represent those of the Australian Broadcasting Corporation or the Australian Government.