

Promotion of Gender Equality at ECU - A Gender Bias Busting Checklist * Reference List

ECU's participation in Australia's Athena SWAN Charter is about breaking down barriers faced by women and gender diverse groups in the workplace. A part of this is about being aware of the decisions we make every day. While bias in decision making can be based on many varied forms of bias (e.g. age, culture, religion), this is a gender-bias-specific resource, a 'checklist', which can support you in counterprogramming the day to day biases and mental short cuts we all do. When marketing, consider your audience and imagine what you may feel like in a marginalised or stereotyped group.

* The focus of the checklist is gender bias however we acknowledge that bias in decision making can be based on many varied forms of bias.

The full reference list for this Checklist can be found here and we will update as appropriate.

For more information on how you can play a role in the Athena SWAN Charter initiative at ECU, [visit the website](#) or contact us at athenaswan@ecu.edu.au if you would like to consult on future marketing materials.

- <http://www.catalyst.org/zing/can-you-spot-gender-bias-job-description>
- <http://www.cio.com.au/article/609478/5-ways-reduce-bias-your-hiring-practices/>
- <http://www.rogensi.com/images/Managing%20Unconscious%20Bias%20to%20Strengthen%20Corporate%20Culture%20Whitepaper.pdf>
- <http://www.researchchrockstar.com/market-research-challenge-analysis-bias/>
- <https://moz.com/blog/ways-to-proactively-welcome-women-into-online-marketing>
- <http://www.adweek.com/news/advertising-branding/qa-unilevers-global-marketing-chief-busting-gender-stereotypes-advertising-174242>
- <https://www.adb.org/sites/default/files/publication/28724/gender-checklist-education.pdf>
- http://oasis.col.org/bitstream/handle/11599/702/Checklist_Addressing_Gender.pdf?sequence=1&isAllowed=y
- <https://www.av.se/en/work-environment-work-and-inspections/work-with-the-work-environment/gender-equality-in-the-work-environment/>
- <http://www.scientificjournals.org/journals2007/articles/1035.htm>
- <https://www.etuc.org/press/toolkit-gender-equality-practice-100-best-practices-gender-equality-work>
- https://www.wgea.gov.au/sites/default/files/Gender_Strategy_Toolkit-V2.pdf
- <https://www.science.org.au/files/userfiles/events/documents/gender-equity-emcr-forum.pdf>
- <http://unesdoc.unesco.org/images/0011/001149/114950mo.pdf>
- http://www.ifj.org/fileadmin/images/Gender/Gender_documents/Gender_Equality_Best_Practices_Handbook_-_English_version.pdf
- http://www.nato.int/issues/women_nato/2008-11-gender_balance.pdf
- <http://www.workinfo.com/free/Downloads/genderlink.htm>
- <http://www.ascb.org/newsletter/september-2016-newsletter/september-2016-nl-gender-bias-how-to-break-the-habit/>