

**abz\*australia**

kompetent für frauen und wirtschaft

Association for the promotion of  
employment, training and future of  
women

## Who we are?

- Non-Profit-Organisation
- Founded in 1992 – largest independent Austrian women´s organisation
- Turntable between women, private enterprises and public policy makers
- Model enterprise for family friendly working-time solutions

## What we offer?

- Qualification, job orientation and counselling for women seeking employment or career change
- Consulting and training in the field of reconciliation, gender equality, age and diversity management for companies and organisations
- Development of innovative approaches in the field of labour market policy

## How we work?

- Around 80 female employees work in a number of project based teams
- We work on the target group level as well as on the structural level
- We use the dual approach of Gender Mainstreaming and promotion of women

## Most pressing issues

- Age-Management
- Reconciliation of work and private life
- Equal Pay
- Quality of Gender Mainstreaming and other equality strategies

## Age-Management

- Learning to Learn Training for Women 45+
- Workshops for personnel managers and councillors
- Consulting on Age-Management for companies

## Reconciliation

- Equal Development Partnership „Parental Leave and Career“
- Development of a Competence Center on Parental Leave and Career in Vienna
- Consulting services for companies on parental part time and „leave management“

## Vienna Competence Center for Parental Leave and Career:

### Solutions for reconciliation of family and work – about the background

- Women often do not find re-entry into job market after parental leave
- Very few fathers take parental leave – there are not enough offers for fathers
- Parental part-time – companies face difficulties in a constructive application of this law
- The issue of reconciliation has to do with quality of work places
- The issue needs active companies and active public policy

## Vienna Competence Center for Parental Leave and Career: **an overview over the offers**

- **Employees and self-employed people** get individual support around the topics of parental leave, other types of leave (e.g. educational leave, sabbaticals) and return to the job
- **Viennes enterprises** get know-how in the field of „leave management“ and work out successful strategies for personnel management and CSR
- **City districts** support reconciliation through improvement in the field of access to information, policy of time, barriers...
- In addition **Lobbying, Public Relations Work as well as Action Research** are being carried out.

# Competence Center for Parental Leave and Career (CCPLC)

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## Enterprises

Executive directors /personnel managers/works council/internal contact persons/employees

## Parents / Employees

(future) parents/ people with child care duties

## Existing services

Councillors/ Experts  
(e.g.: employment office, chamber of labour, mother-child centers, etc.)

## Politics/ Public

Political actors/public administration

## Districts

Policy Makers/  
Local initiatives and groups

## CCPLC

Turntable for new solutions for reconciliation

Systems

Target Groups

# Competence Center for Parental Leave and Career

## Enterprises

Executive directors/  
personnel managers

Agenda Setting, systematic „LeaveManagement“, development workshops, exchange forums, strategy consulting, counselling for employees

## CCPLC

Turntable for new reconciliation solutions

## Parents/ Employees/Self Employed

Individual counselling for women and men, Competence Coaching; Communication and Exchange Forums, Counselling on Parental part-time; parental leave, financial issues

## Politics/Public

Agenda Setting (Information brochures, campaigns, information services, events, roundtables with experts, newsletter); policy counselling; Action Research and development

## BeraterInnen / ExpertInnen

Infomaterialien, Beratung und Weiterbildung (Seminare, Workshops etc.)

Systems/Target groups

Offers

Districts

Improvements concerning time management; barriers; access to information, lack of services for parents and children, strategy development

## Companies supporting the competence center

- The following companies have already submitted declarations of support  
Siemens, Microsoft Austria GmbH, Infineon, Austrian Postal Services, Austrian Economic Service
- The companies will let us have declarations of support:  
Baxter, ORF Enterprise, IDS Sheer, FTW Telekommunikation

## Offers for self-employed

### Individual counselling on

- LeaveManagement
- Work organisation / possibilities of support

### Workshop on different topics

- How to obtain child care support payments
- Topics like: „How to stay in business despite parental leave?“
- Communication, information and exchange forums

## Action research and development

- **Development of expert opinions** and recommendations
- Collection, documetation and systematisation of national and international **good practice-examples**
- Cooperative development of **innovative products**
- Working out concepts for **pilot projects** on „leave management“
- Development of **quality criteria**
- **Turntabel function**: Cooperation with different actors

## Offers for companies (selection)

- **Strategy counselling** and organisational development in the field of „LeaveManagement“
- Introduction of systematic **LeaveManagement** in companies and of specific offers for employees
- **Work time models** and **parental leave**: Development of win-win solutions for enterprises and employees
- **Development Workshops for** SMEs to develop tailor-made personnel management approaches

## Offers for Employees (selection)

- **Active planning** of parental leave and the return to work
- **Work time models, organisation of work**
- **Parental part time:** Initial information, implementation of projects, referral to legal advisors (Chamber of Labour and Trade Unions)
- Information on offers for **people receiving child care support**
- **CompetenceManagement:** Reflexion and definition of personal competencies

## Special offers – Parental leave for fathers

- **Individual counselling** for men, who want to be active fathers
- **Communication- and exchange forums** for fathers
- **Strategy consulting** for enterprises to increase the number of male employees taking parental leave

## Lobbying and Public Relations

- The **importance and the usefulness** of „LeaveManagement“ as an important investment into the future should be made visible through public relations measures
- **Information and Service-Offers, Newsletter**
- **Events, Discussion Groups, Round Tables** on current topics
- Creation of **Incentives** for companies: Publication / Award for special examples

## Equal Pay

- A campaign pointing out the **gender pay gap**
- Pay gap often to be seen **in connection with parental leave**
- Women often **do not achieve equal levels of payment** as before leaving the job
- Advice for women on how to **avoid financial draw-backs** when returning to work

## Success factors for effective equality measures

- **Restereotyping** must be **avoided**
- **Diversity in homogeneous target groups** needs to be considered
- Equality measures need to be part of a **systematic management process** – not a collection of individual, random activities
- The implementation of equality measures **requires specific skills** (knowledge on gender, skills of organisational development, knowledge about organisations)
- **Equality objectives** need to be discussed in a transparent way and a **commitment** has to be achieved.

## Conditions for further development

- There need to be **quality criteria and reference points** for successful equality management – how do I know that I have been successful?
- **Ready made tools** seem practical but usually **do not guarantee sustainable change**
- **The different levels of organisations (deep and surface structure)** have to be considered
- **Promotion of women and Gender Mainstreaming** have to be treated as different strategies and have to be applied after careful consideration