

# Case study: Striving for gender equity

**By Perpetual Sustainability**

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We believe that gender equity leads to better business performance and an enhanced employee experience. We are proud to have been recognised by WGEA as an Employer of Choice for Gender Equality since 2018. We know that there is more work to do to increase the representation of women in our business and our sector.

Perpetual has a target to increase the representation of women in senior leadership roles to 40% by the end of FY24. Currently, 34% of our senior leader cohort are women across all our global businesses. This is down from 36% in the previous year and reflects a highly competitive labour market.

We are actively seeking to increase the representation of women in traditionally male-dominated business areas – such as investment management and financial advice.

At a graduate level, we aim to achieve gender parity in our graduate recruitment to support a gender-balanced talent pipeline. We are also encouraging women early in their careers to pursue roles in finance through Perpetual's ongoing collaboration with Future IM/Pact, aimed at attracting more diverse talent into asset management, and a new partnership with F3 – Future Females in Finance. With the support of mentors from Perpetual Corporate Trust and Perpetual Private, in FY22 10 university students completed the six-week F3 work experience program.