

# PACIFIC TRADE INVEST AUSTRALIA

## GENDER EQUALITY, DISABILITY AND SOCIAL INCLUSION

Export Survey 2024

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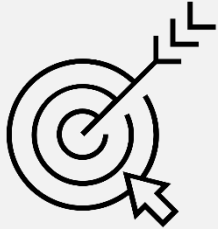
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# Objectives & Methodology



### KEY RESEARCH OBJECTIVE:



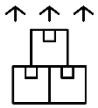
The main objective of this project is to track the confidence and activity of exporting businesses in the Pacific Islands.

This research is used by various regional forums and national governments to address economic growth and development.

### THE SPECIFIC RESEARCH OBJECTIVES OF THIS STUDY ARE:



- Quantify business confidence
- Identify key export target markets within the Pacific Islands and in other geographic areas
- Understand opportunities and pain points regarding exporting from the Pacific Islands
- Understand the use of online channels in generating export revenue and assistance required to grow online revenue
- Assess how difficult it is for businesses to obtain finance
- Ascertain considerations of business sale
- Understand how climate change and extreme weather patterns have impacted businesses
- Understand familiarity and engagement with gender equality, disability and social inclusion (GEDSI) policies and practices



### WHO DID WE SPEAK TO?

**252** KEY INFLUENCERS OR  
DECISION MAKERS IN  
THEIR BUSINESS

ALL BUSINESSES GENERATE REVENUE  
THROUGH EXPORTING



### HOW DID WE SPEAK WITH THEM?

**15** QUANTITATIVE  
ONLINE  
**MIN** SURVEY

SURVEY INVITATIONS WERE SENT  
OUT AND DISTRIBUTED BY  
PACIFIC TRADE INVEST AUSTRALIA



### WHEN DID WE SPEAK WITH THEM?

**FEB-APRIL**  
**2024**

ONLINE RESPONSES WERE  
COLLECTED BETWEEN 12<sup>TH</sup> FEB –  
7<sup>TH</sup> APRIL 2024

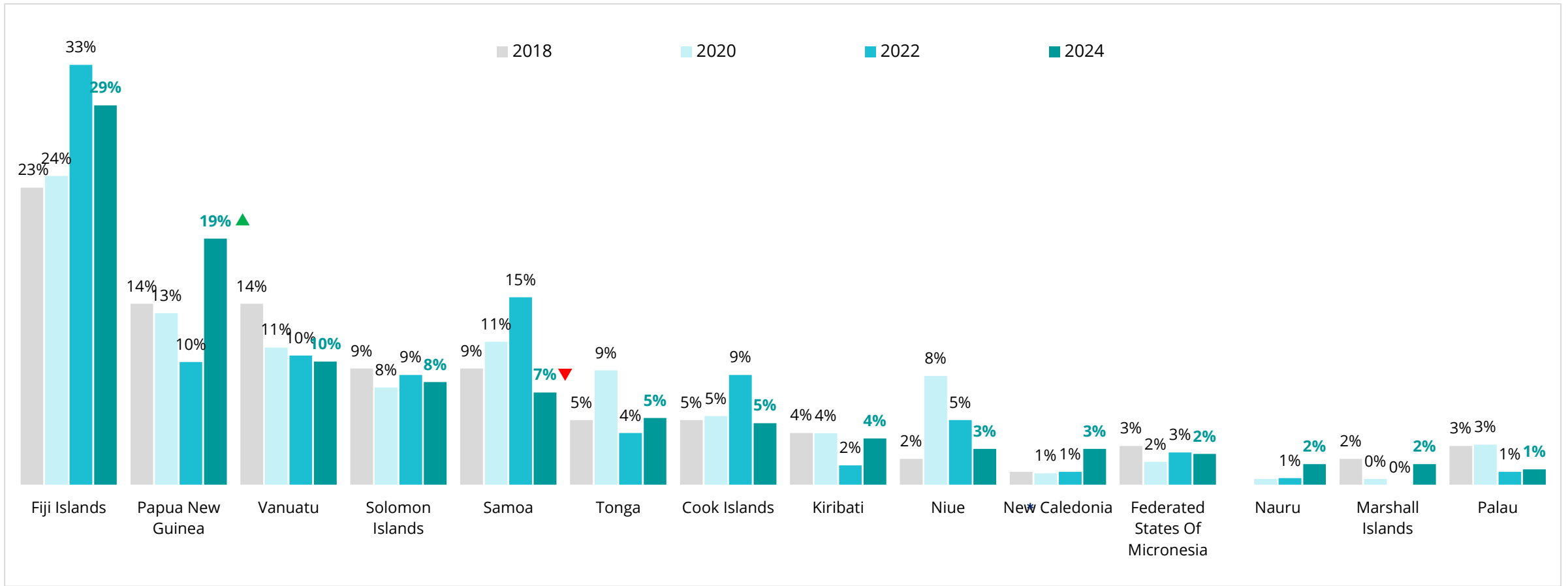
# Sample Profile



# Location of main base of operations

Our sample includes exporting businesses across the Pacific Islands; distribution of respondents generally in line with previous waves with the exception of the Papua New Guinea where the response rate was higher in 2024.

In which Pacific Island country is your main base of operations?

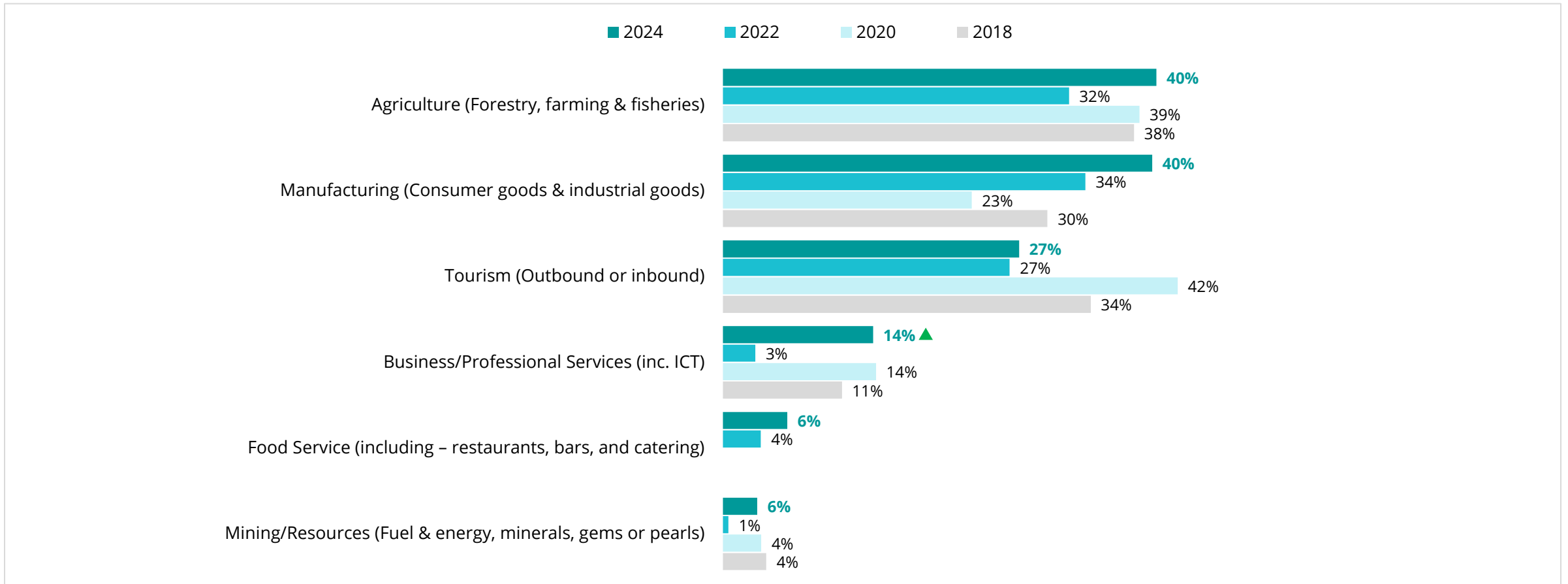


▲ ▼ Sig. higher/lower than 2022 (95% CI)

# main export activity

As per previous waves, the survey has been completed by a range of respondents across various export activities.

What is the main export activity of your organisation?

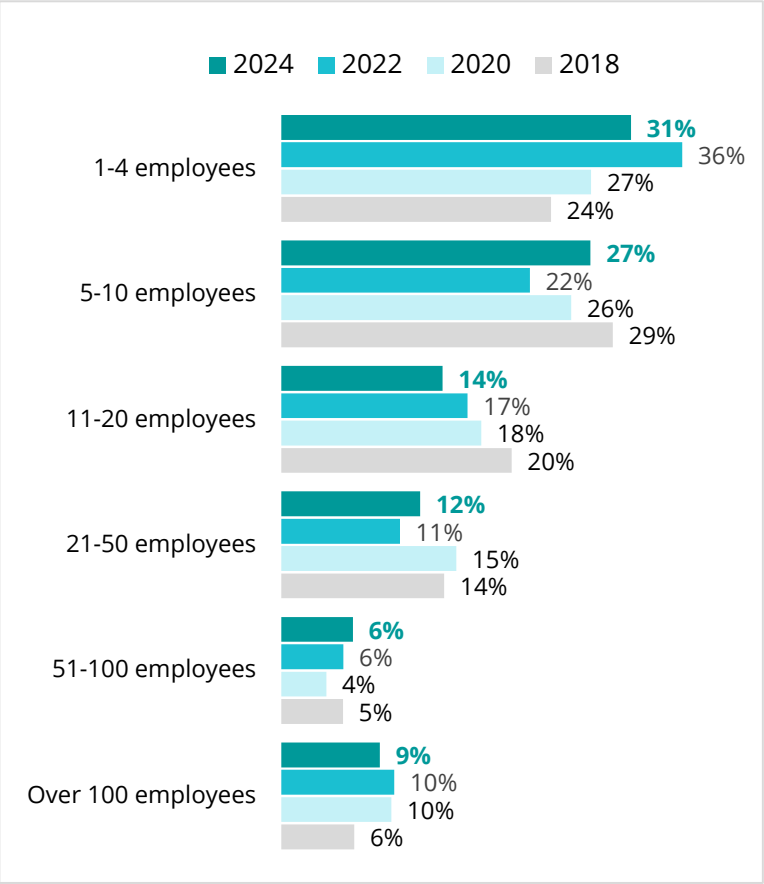


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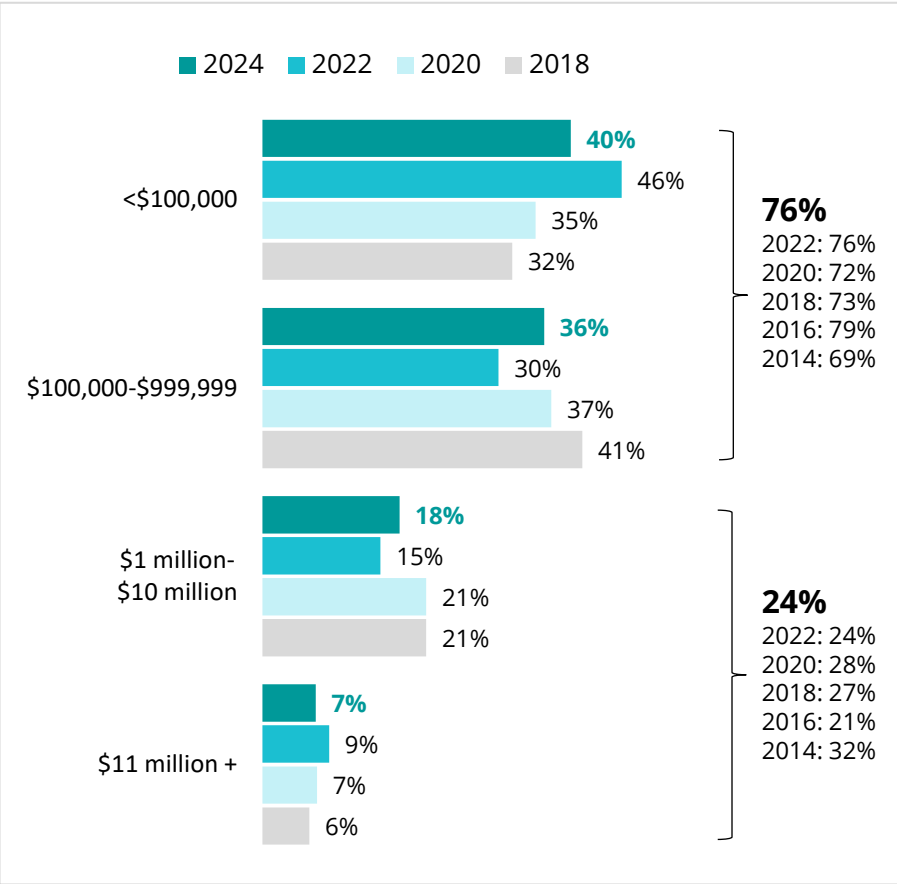


Similarly, there is a good spread of respondents in terms of business size, revenue and ownership structure.

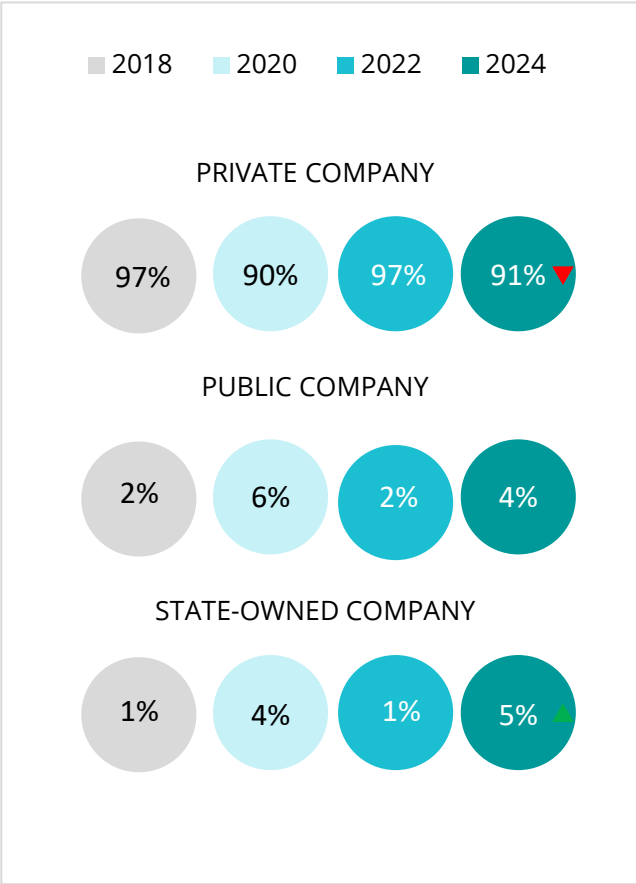
Number of Employees



Annual Revenue



Ownership Structure



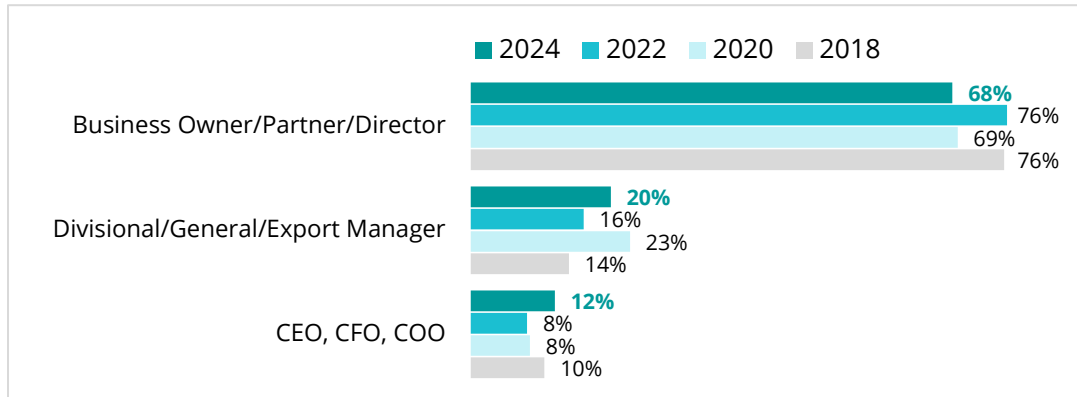
▲▼ Sig. higher/lower than 2022 (95% CI)

Base: All respondents (2024 n=252) (2022 n=200) (2020 n=226) (2018 n=201)  
 Q4. Including yourself, how many employees in your main base of operations does your company directly employ? Q28. Approx. what is the annual revenue of your organisation? S2. Please indicate which of the following best describes the ownership structure of your business?

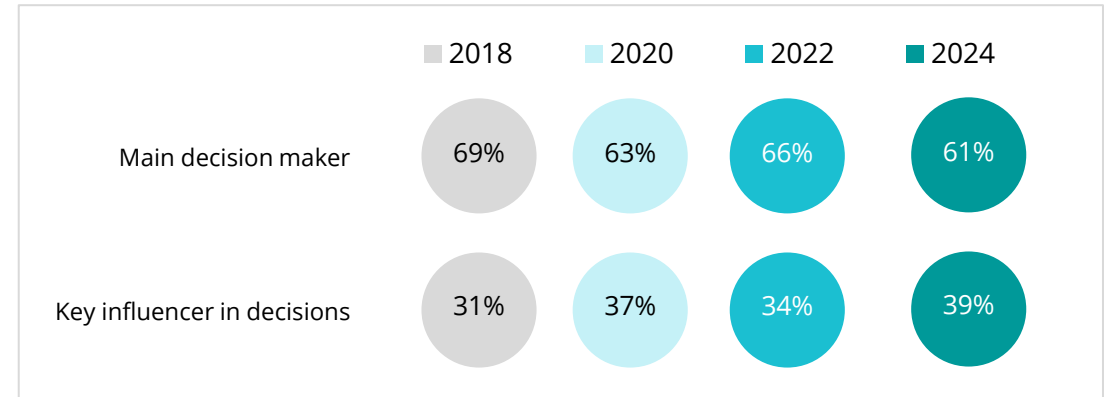
# respondent & employee profile

Gender representation at all employee levels is similar to 2022, although when looking at the longer-term trend, the proportion of female proprietors and executives has been steadily rising.

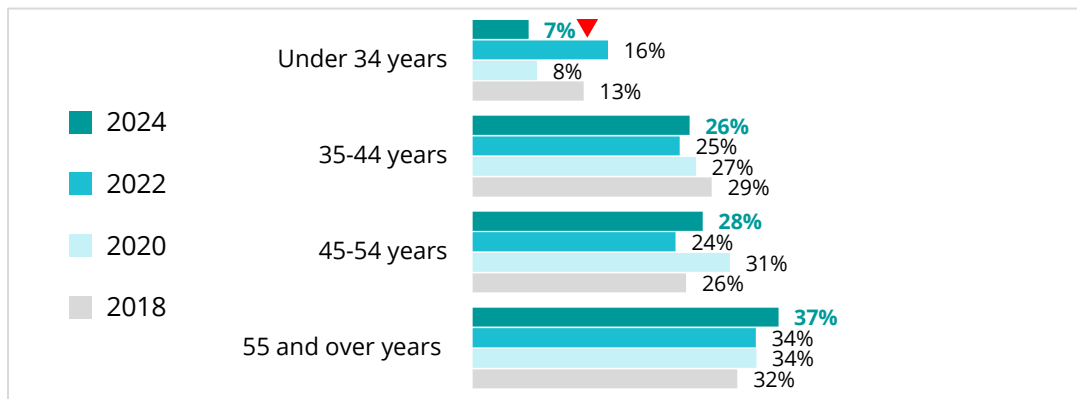
## What is your job title?



## Level of decision-making



## Age of Proprietor/CEO/MD



## Gender of employees

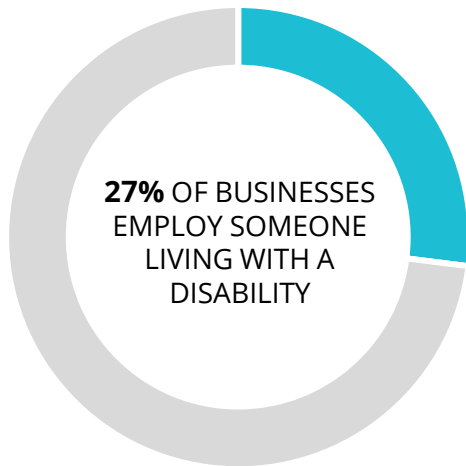
	FEMALE	MALE
CEO/Proprietor/MD	<b>40%</b> (2022: 39%) (2020: 39%) (2018: 32%)	<b>60%</b> (2022: 61%) (2020: 61%) (2018: 68%)
Executives	<b>44%</b> (2022: 43%) (2020: 43%) (2018: 41%)	<b>56%</b> (2022: 57%) (2020: 57%) (2018: 59%)
Employees	<b>50%</b> (2022: 51%) (2020: 50%) (2018: 49%)	<b>50%</b> (2022: 49%) (2020: 50%) (2018: 51%)

▲ ▼ Sig. higher/lower than 2022 (95% CI)

# businesses employing individuals with a disability

More than a quarter of businesses employ at least one person living with a disability. This increases within agriculture and tourism businesses, female-led businesses and larger businesses.

## Is anyone currently employed by your business living with a disability?



OVERALL	INDUSTRY				LEADERSHIP		BUSINESS SIZE		
	AGRICULTURE	MANUFACTURING	TOURISM	SERVICES (INC. ICT)	MALE-LED	FEMALE-LED	1-4 EMPLOYEES	5-20 EMPLOYEES	MORE THAN 20 EMPLOYEES
<i>n=252</i>	<i>n=101</i>	<i>n=100</i>	<i>n=69</i>	<i>n=35</i>	<i>n=178</i>	<i>n=74</i>	<i>n=78</i>	<i>n=105</i>	<i>n=69</i>
27%	35%	24%	35%	14% ▼	23%	38%	14% ▼	30%	38%

▲ ▼ Sig. higher/lower than total (95% CI)

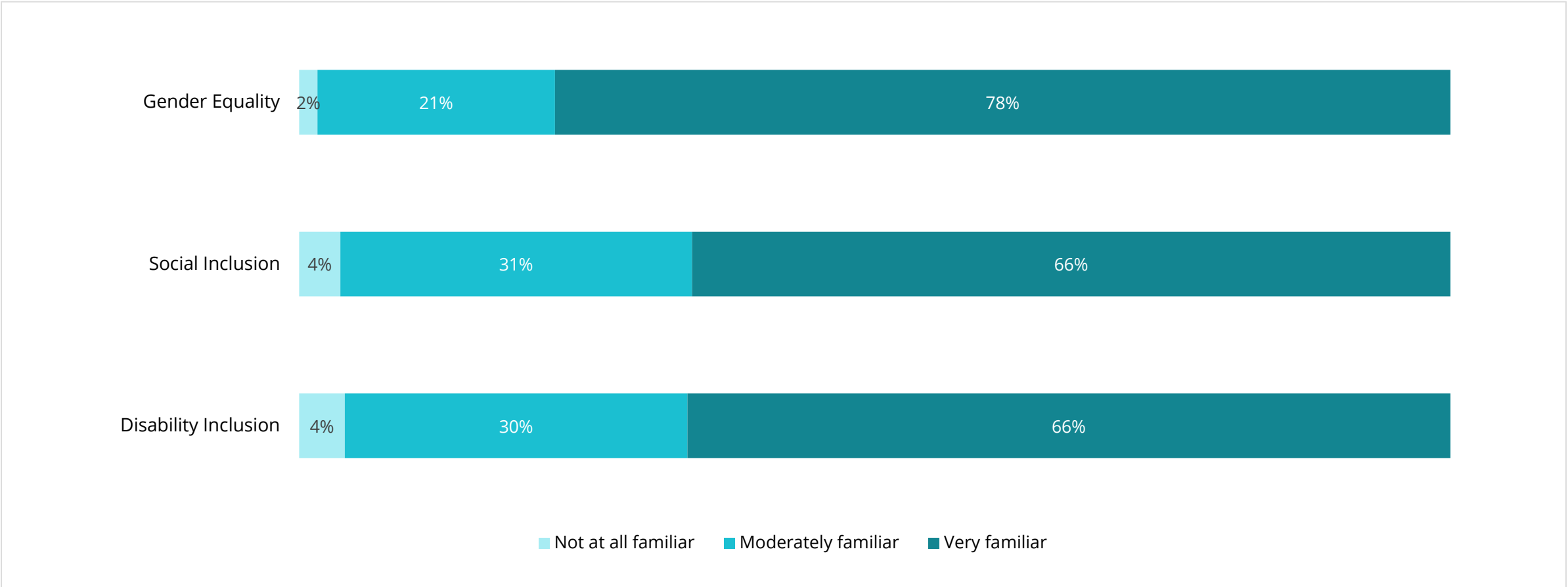
Familiarity with GEDSI concepts



# familiarity with GEDSI concepts

Nearly all businesses have a level of familiarity with gender equality, social and disability inclusion, although gender equality is the most familiar concept of the three.

How familiar are you with the concepts of...?



## familiarity with GEDSI concepts

Other than small businesses, where familiarity is lower, there is a solid level of familiarity of the GEDSI concepts across male and female-led businesses and businesses which do and do not employ individuals with a disability.

### How familiar are you with the concepts of...?

(% Very familiar)

INITIATIVE	OVERALL	BUSINESS SIZE			LEADERSHIP		EMPLOY SOMEONE WITH A DISABILITY?	
		1-4 EMPLOYEES	5-20 EMPLOYEES	MORE THAN 20 EMPLOYEES	MALE-LED	FEMALE-LED	YES	NO
<i>Base n=</i>	<i>n=252</i>	<i>n=78</i>	<i>n=105</i>	<i>n=69</i>	<i>n=178</i>	<i>n=74</i>	<i>n=69</i>	<i>n=166</i>
Gender equality	78%	67%	85%	80%	76%	82%	81%	77%
Social inclusion	66%	58%	72%	65%	66%	66%	65%	67%
Disability inclusion	66%	62%	72%	62%	66%	68%	67%	66%

No significant differences (95% CI)

# familiarity with GEDSI concepts

When it comes to industry, level of familiarity of the three GEDSI concepts is similar across industry sectors.

## How familiar are you with the concepts of...?

(% Very familiar)

INITIATIVE	OVERALL	EXPORT AREA			
		AGRICULTURE	MANUFACTURING	TOURISM	SERVICES (INC. ICT)
<i>Base n=</i>	<i>n=252</i>	<i>n=101</i>	<i>n=100</i>	<i>n=69</i>	<i>n=35</i>
Gender equality	78%	81%	76%	81%	83%
Social inclusion	66%	70%	63%	67%	74%
Disability inclusion	66%	69%	64%	71%	74%

No significant differences (95% CI)

# Implementation of GEDSI policies and practices

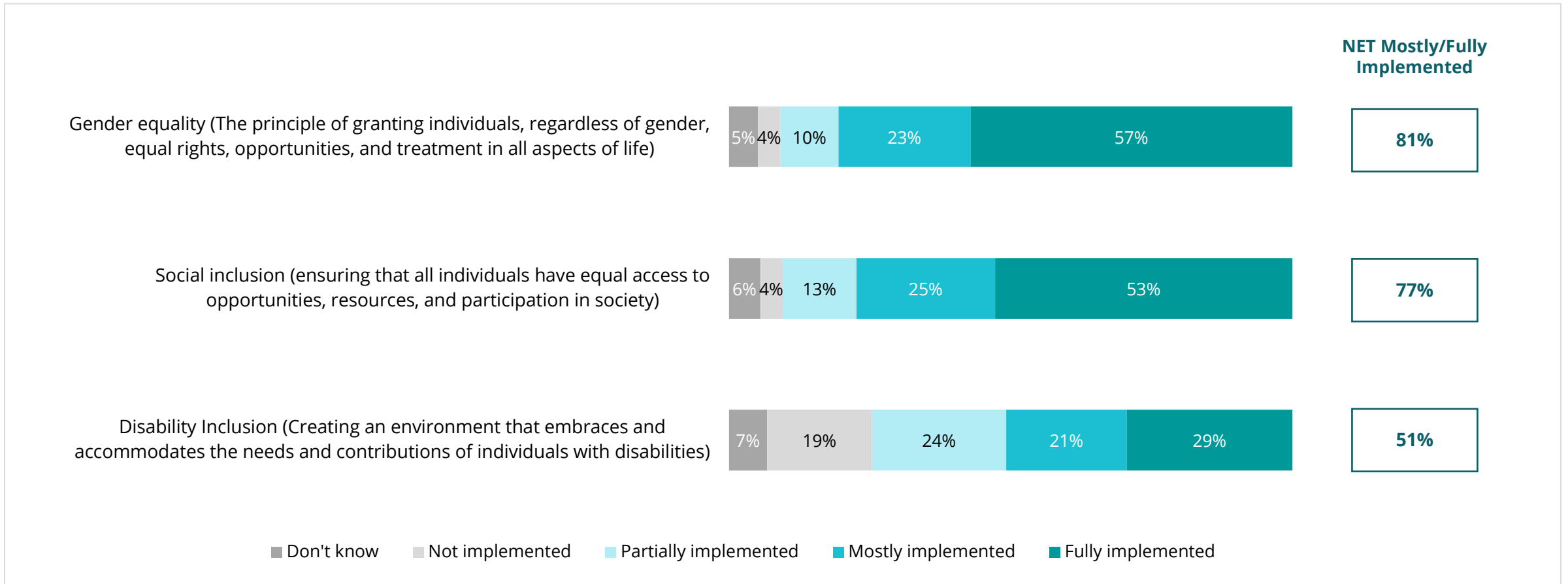




# implementation of GEDSI policies and practices

Around 4-in-5 businesses have either mostly or fully implemented gender equality and social inclusion policies and practices. However, when it comes to disability inclusion, this drops to only half of businesses.

## To what extent have policies and practices been implemented that actively promote and support...?



# implementation of GEDSI policies and practices

Female-led businesses and businesses employing individuals with a disability are much more likely to have implemented GEDSI policies and practices.

## To what extent have policies and practices been implemented that actively promote and support...?

(% Mostly/Fully Implemented)

INITIATIVE	OVERALL	BUSINESS SIZE			LEADERSHIP		EMPLOY SOMEONE WITH A DISABILITY?	
		1-4 EMPLOYEES	5-20 EMPLOYEES	MORE THAN 20 EMPLOYEES	MALE-LED	FEMALE-LED	YES	NO
<i>Base n=</i>	<i>n=252</i>	<i>n=78</i>	<i>n=105</i>	<i>n=69</i>	<i>n=178</i>	<i>n=74</i>	<i>n=69</i>	<i>n=166</i>
Gender equality	81%	69% ▼	85%	87%	77%	89% ▲	91% ▲	77%
Social inclusion	77%	68%	82%	81%	74%	86% ▲	87% ▲	75%
Disability inclusion	51%	45%	54%	52%	48%	58%	65% ▲	46%

▲▼ Sig. higher/lower than total (95% CI)

▲▼ Sig. higher/lower than male-led (95% CI)

▲▼ Sig. higher/lower than no individuals with a disability (95% CI)

# implementation of GEDSI policies and practices

While the extent to which GEDSI policies and practices have been implemented is similar across industry sectors.

## To what extent have policies and practices been implemented that actively promote and support...?

(% Mostly/Fully Implemented)

INITIATIVE	OVERALL	EXPORT AREA			
		AGRICULTURE	MANUFACTURING	TOURISM	SERVICES (INC. ICT)
<i>Base n=</i>	<i>n=252</i>	<i>n=101</i>	<i>n=100</i>	<i>n=69</i>	<i>n=35</i>
Gender equality	81%	86%	84%	81%	86%
Social inclusion	77%	79%	83%	80%	77%
Disability inclusion	51%	55%	53%	55%	54%

No significant differences (95% CI)

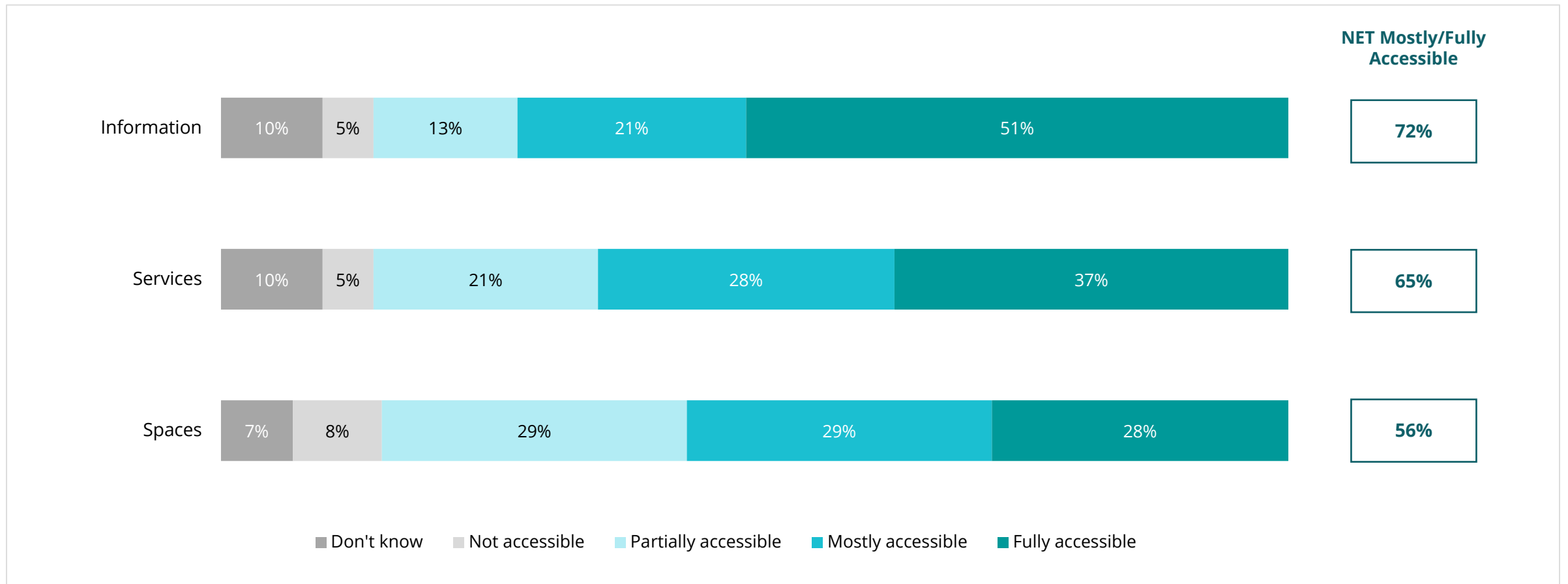
# Accessibility for individuals with disabilities



# accessibility for individuals with disabilities

Seven-in-ten businesses cite that people with disabilities in their business have access to information. This drops to 65% when it comes to services, and 55% for spaces.

To what extent do you believe the following are accessible to individuals with disabilities in your business?



# accessibility for individuals with disabilities

As seen with policies and practices, accessibility of information, services and spaces for individuals with disabilities is higher within female-led businesses and businesses employing individuals living with a disability.

To what extent do you believe the following are accessible to individuals with disabilities in your business?

(% NET Mostly/Fully Accessible)

INITIATIVE	OVERALL	BUSINESS SIZE			LEADERSHIP		EMPLOY SOMEONE WITH A DISABILITY?	
		1-4 EMPLOYEES	5-20 EMPLOYEES	MORE THAN 20 EMPLOYEES	MALE-LED	FEMALE-LED	YES	NO
Base n=	n=252	n=78	n=105	n=69	n=178	n=74	n=69	n=166
Information	72%	71%	70%	77%	71%	74%	84% ▲	70%
Services	65%	67%	64%	64%	62%	72%	74%	63%
Spaces	56%	53%	62%	52%	56%	57%	64%	55%

No significant differences vs. total (95% CI)

No significant differences vs. male-led (95% CI)

▲ ▼ Sig. higher/lower than no individuals with a disability (95% CI)

# accessibility for individuals with disabilities

From an industry standpoint, the manufacturing and services sectors are slightly ahead when it comes to having information, services and spaces available for individuals with disabilities.

To what extent do you believe the following are accessible to individuals with disabilities in your business?

(% NET Mostly/Fully Accessible)

INITIATIVE	OVERALL	EXPORT AREA			
		AGRICULTURE	MANUFACTURING	TOURISM	SERVICES (INC. ICT)
Base n=	n=252	n=101	n=100	n=69	n=35
Information	72%	73%	78%	72%	74%
Services	65%	65%	72%	61%	69%
Spaces	56%	55%	62%	49%	57%

No significant differences (95% CI)

# Key Insights





1



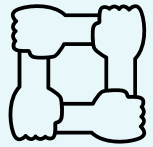
More than a quarter of businesses employ at least one person living with a disability.

2



Nearly all businesses are familiar with gender equality, social inclusion, and disability inclusion, with gender equality being the most recognised concept.

3



Around 4-in-5 businesses have mostly or completely adopted policies and practices for gender equality and social inclusion. However, only half have implemented similar measures for disability inclusion.

4



Female-led businesses and businesses employing individuals with a disability are much more likely to have implemented GEDSI policies and practices.

5



Seven-in-ten businesses report information is accessible for people living with disabilities. This figure falls to 65% for services, and 55% for access to spaces.

6



As observed with policies and practices, the accessibility of information, services, and spaces for individuals with disabilities is greater in female-led businesses and those employing individuals with disabilities.



# Thank you

**Caleb Jarvis**

Trade and Investment Commissioner

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