



LaSentine
Pour devancer demain

***GENDER EQUALITY
AREFF SALAUROO
CATEGORY: MEDIA COE***

MAURITIUS SADC GENDER PROTOCOL SUMMIT

DATE : 26th March 2013

VENUE : Hennessy Park Hotel

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF LA SENTINELLE LTD.

- La Sentinelle Ltd is situated in Tombeau Bay, Pamplemousses, Mauritius (Urban)
- Type: Print & Digital
- Population of women sources: 40%
- Population: 172 female & 285 men (38% Female)
- La Sentinelle Group forms part of the COE process since October 2008



KEY GENDER CHALLENGES IN THE MEDIA HOUSE

- Balanced views
- Balanced sources
- Balanced Employment
- Equal Opportunities
- Equal Treatment



GENDER CHAMPIONS

- Yes, we have gender champions in the media house
- Marie Annick Savripene (Features Editor)
- Areff Salauroo (Group Human Resource Manager)
- Denis Ithier (General Manager)



GENDER CHAMPIONS

- They work actively with the Board, management and employees to promote the aspects of SADC protocol as put forward by Gender Links
- Totally committed to the cause of Gender Equality



HOW HAS THE COE PROCESS CONTRIBUTED TO ADDRESSING THE CHALLENGES?

- Getting all involved
- Policy interventions
- Best practices in conditions of employment
- Communication campaigns
- Innovative ideas
- Training and Education
- Board Support



HOW HAS THE COE PROCESS CONTRIBUTED TO ADDRESSING THE CHALLENGES?

- Solidarité: A special feature
- Essentielle: A magazine for women
- Employment practices: Selection and recruitment procedures to encourage women to apply for posts in which they are under-represented .
- Work place practices:
 - a) Feature gender on the agenda of the weekly editorial review and planning meeting and planning for the coverage of key events and features.
 - b) Working with AAA to ensure gender criteria in all advertisements



HOW HAS THE COE PROCESS CONTRIBUTED TO ADDRESSING THE CHALLENGES?

- Example: a) 5 Plus articles such as “Portrait”; “Mode”; “Coups de Coeur” b) Essentielle articles
- 40% of Yearly Budget
- Constant monitoring and evaluation
- Self monitoring process
-Progress Achieved



HOW IS THE MEDIA HOUSE CONTRIBUTING TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC PROTOCOL?

PROTOCOL TARGET	COUNCIL ACTIONS
Promoting equality of opportunity for all persons	Communicate the policy to employees, job applicants and relevant others
Promoting a good and harmonious working environment in which all persons are treated with respect	Incorporate specific and appropriate duties in respect of implementing the equal opportunities policy into job descriptions and work objectives of all staff
Preventing occurrences of unlawful direct discrimination, indirect discrimination, harassment and victimization	Ensure that those who are involved in assessing candidates for recruitment or promotion will be trained in non-discriminatory selection techniques

HOW IS THE MEDIA HOUSE CONTRIBUTING TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC PROTOCOL?

PROTOCOL TARGET	COUNCIL ACTIONS
Fulfilling all our legal obligations under the equality legislation	Ensure that adequate resources are made available to fulfill the objectives of the policy
Complying with our own equal opportunities policy and associated policies, such as HIV-AIDS Policy, Gender Policy, Health and Safety Policy, etc.	Provide equality training and guidance as appropriate, including training on induction and management courses
Regarding all breaches of equal opportunities policy as misconduct which could lead to disciplinary proceedings	Ensure that those who are involved in assessing candidates for recruitment or promotion will be trained in non-discriminatory selection techniques

IMPACT

- More opportunities for women
- Better treat of women in articles
- Empowerment of women
- All initiatives are acclaimed by NGO's



CHANGING LIVES

- The leading weekly 5Plus Magazine is under the leadership of a female employee who has been fairly promoted through the COE process.
- Management Committee now has 30% female participation.



CHALLENGES TO GENDER MAINSTREAMING

- Sessions held regularly on specific topics for example: Promotion of gender neutral language.
- Quarterly review of the Policy with all stakeholders present.
- Self-monitoring.
- Champions push for more pro-activeness
- Education of readers.

