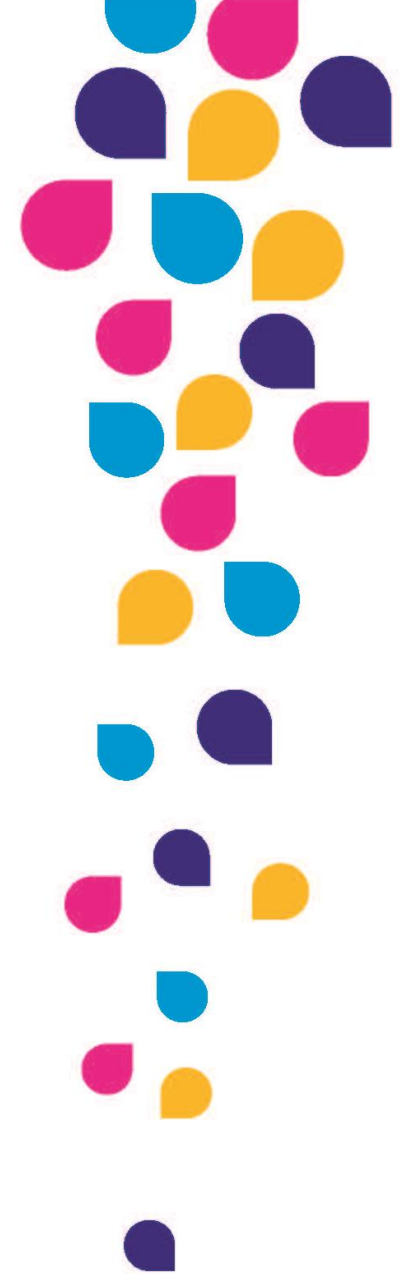




Culture, Values and Attitudes  
Webinar Series

# Gender Roles



Multicultural  
Aged Care

Vicki Kanakaris  
Partners in Culturally Appropriate Care (PICAC) SA

## **Kurna Acknowledgement**

Adelaide and its surrounds are nestled within the lands traditionally owned and protected by the Kurna people and their forebears for many thousands of years.

Throughout the Adelaide Plains, the Kurna people have performed age-old ceremonies of celebration, initiation and renewal.

In convening this meeting, we take the opportunity to acknowledge and honour the Kurna people's traditional ownership of this land, their living culture and the unique role they have played in the life of this region.

# Objectives

- Anticipate the CALD concepts and meanings of culturally appropriate services
- Acquire CALD understandings about culturally appropriate care
- Apply evidence- and resource-based strategies to improve better practice CALD models of culturally appropriate care planning and provision
- Improve awareness and understandings of CQ, cultural competency, culturally appropriate care
- Develop processes and better practice processes for culturally appropriate care delivery





# Outcomes

- Improved capacity to deliver culturally appropriate care targeting CALD specific needs, expectations and understandings of aged care
- Improved access to information and resources on CQ, cultural competency, culturally appropriate care and CALD perspectives



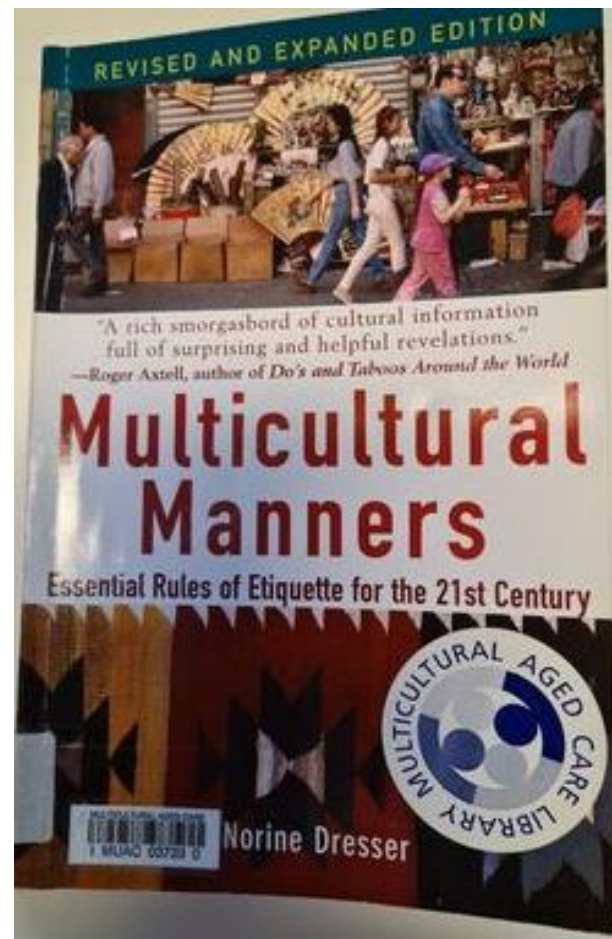
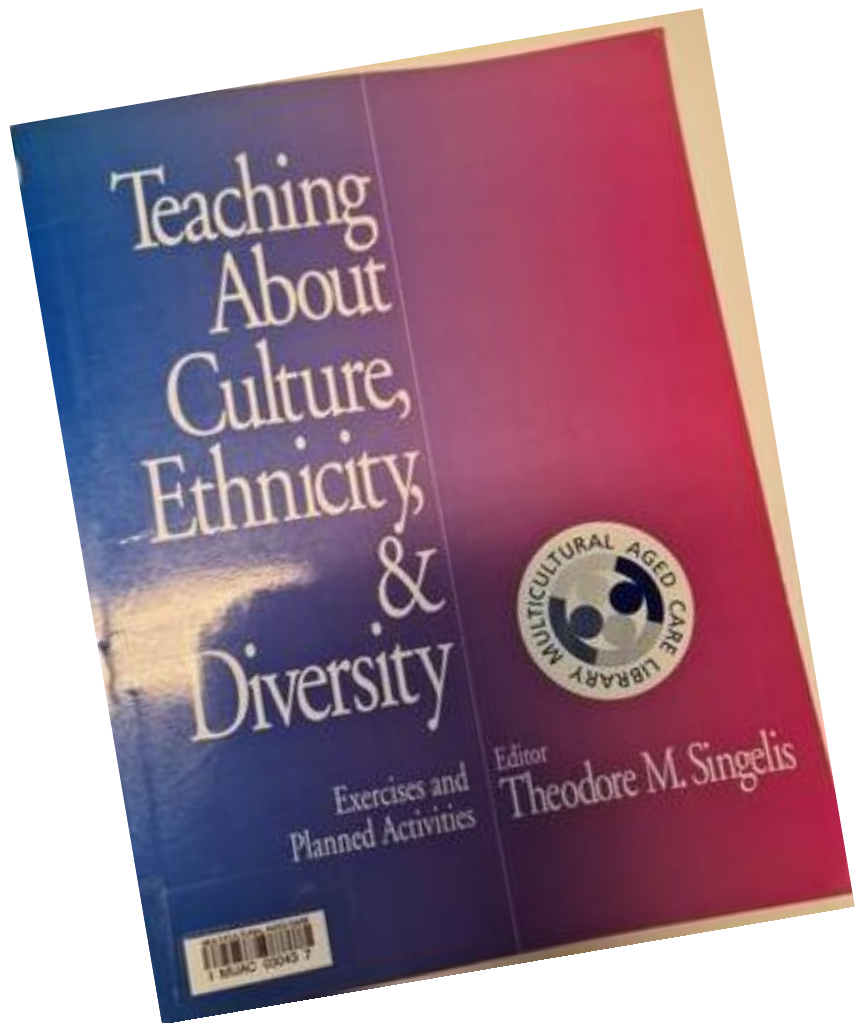
Best practice  
Quality of life

How?

Cultural Intelligence (CQ)

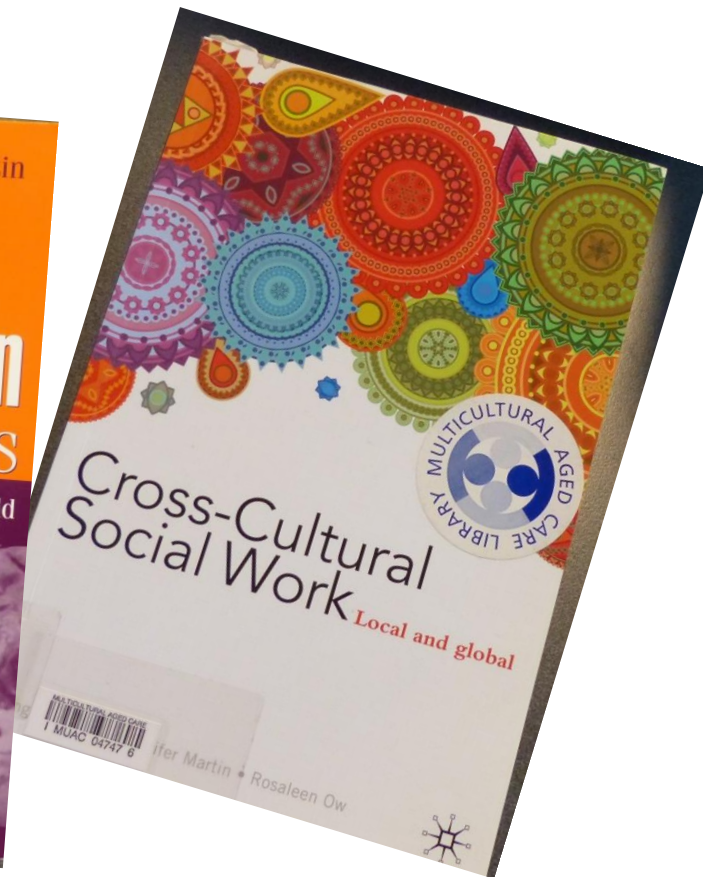
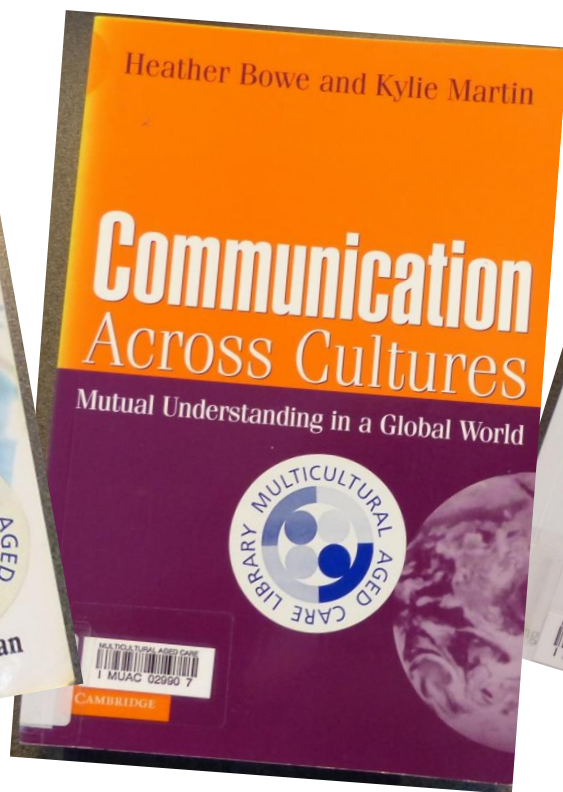
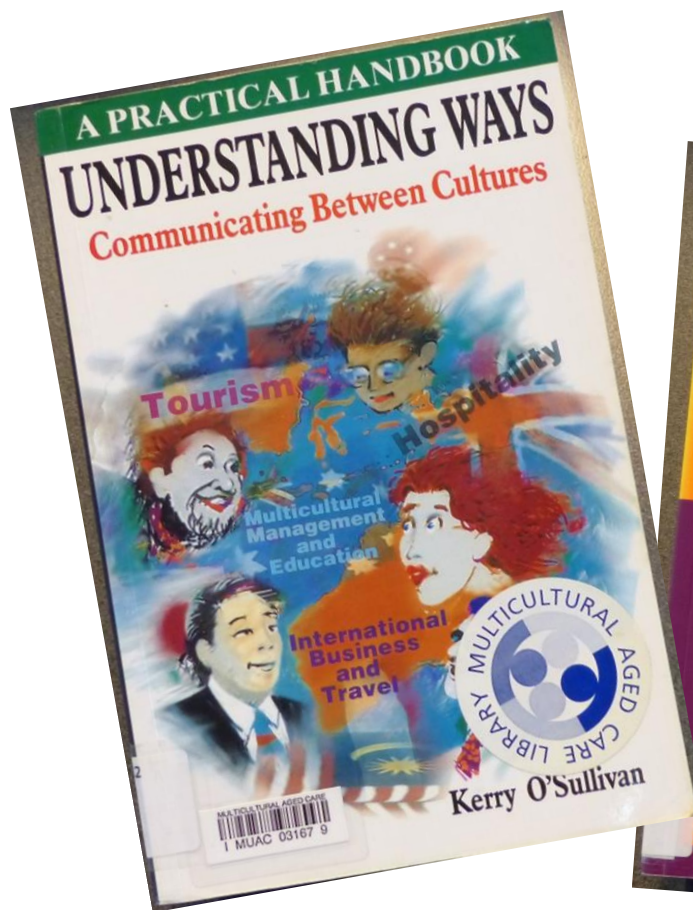


# Culture, Values and Attitudes



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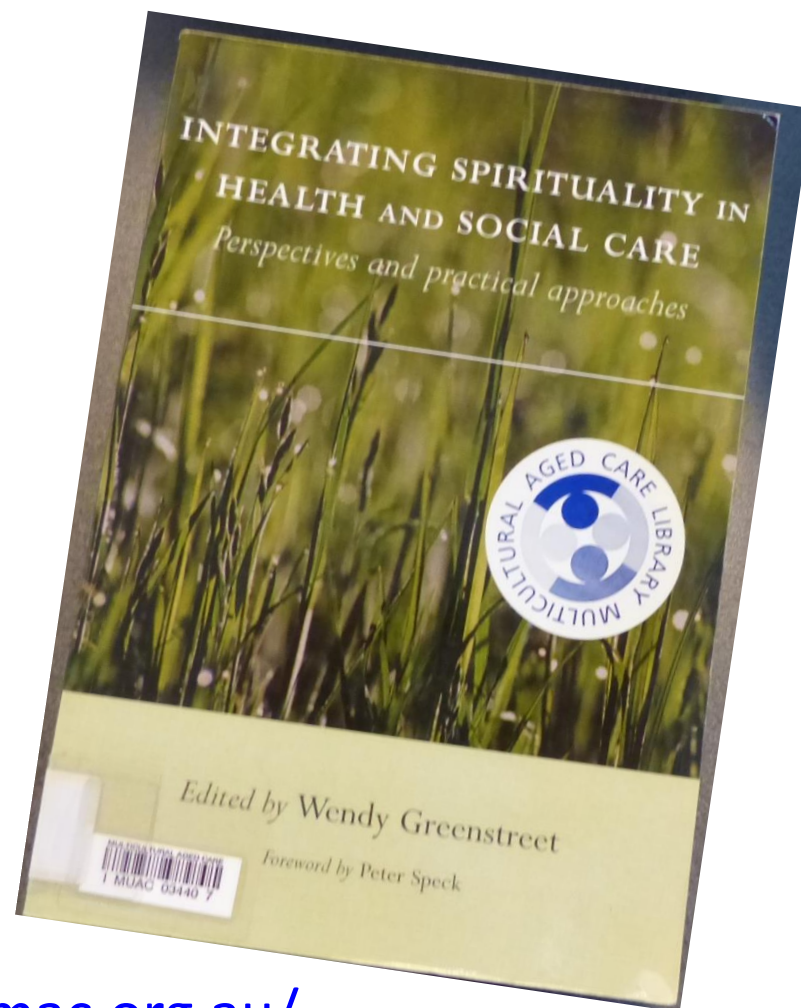
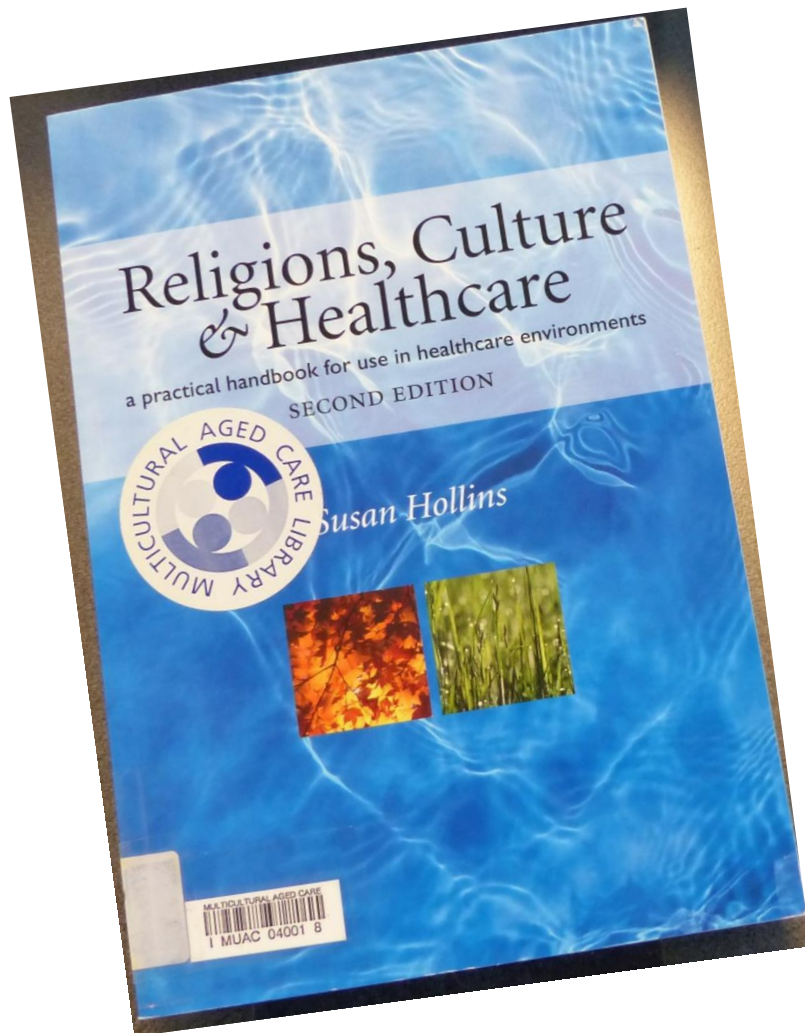
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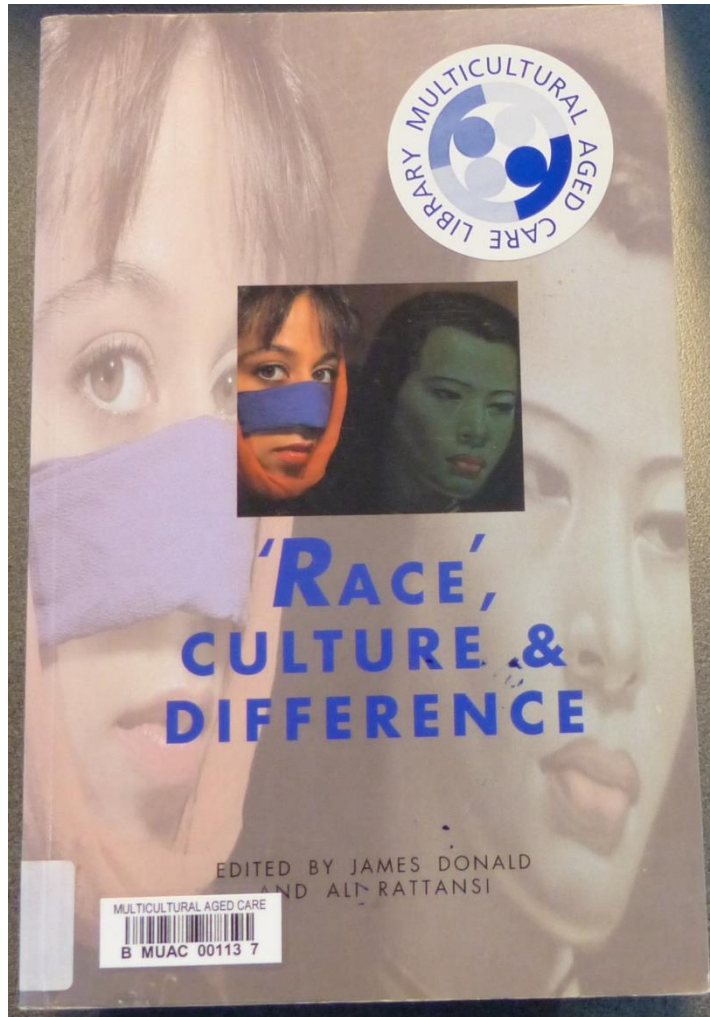
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Culture, Values and Attitudes  
Webinar Series

Gender Roles

# Culture

... determines us  
**outwardly**  
(our behaviours,  
reactions, responses  
and adaptations)

... shapes and influences us **inwardly**  
(our values, beliefs, attitudes, perceptions)

# Values form the core of culture

- Values are social principles, goals or standards accepted by persons in that culture.
- What is proper and improper, what is normal and abnormal behaviour is determined by one's culture.

(Thiederman, 1991)



# Gender

**Gender** refers to an individual's anatomical sex, (sexual assignment), and the cultural and social aspects of being male or female.

# What is gender identity?

Our gender identity is our psychological sense of self.

It's who we feel ourselves to be.

Some people describe themselves differently.

Everyone's gender identity is unique to them and should be respected.



# Gender Roles

Oxford Reference:

*“The role or behaviour learned by a person as appropriate to their gender, determined by the prevailing cultural norms”*







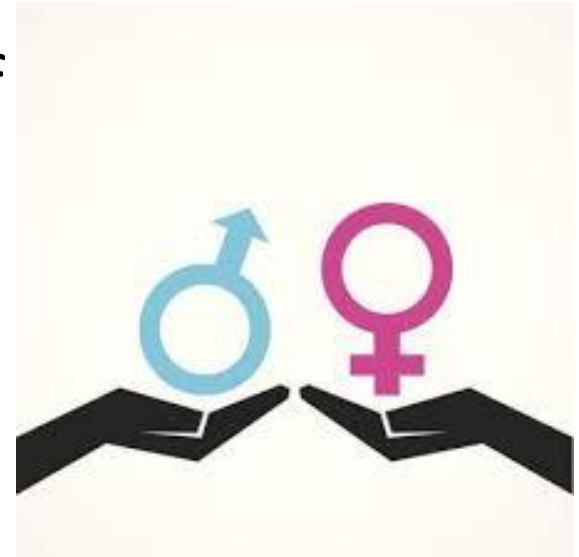
# There are 4 basic kinds of gender stereotypes:

- 1. Personality traits** e.g. women are often expected to be accommodating and emotional, while men are usually expected to be self-confident and aggressive.
- 2. Domestic behaviours** e.g. some people expect that women will take care of the children, cook, and clean the home, while men take care of finances, work on the car, and do the home repairs.
- 3. Occupations** — Some people are quick to assume that teachers and nurses are women, and that pilots, doctors, and engineers are men.
- 4. Physical appearance** e.g. women are expected to be thin and graceful, while men are expected to be tall and muscular. Men and women are also expected to dress and groom in ways that are stereotypical to their gender (men wearing pants and short hairstyles, women wearing dresses and make-up).



# Gender impacts...

- **self esteem** - in general there seems to be a greater sense of self esteem among males than that of females. Especially in the areas of academics, math. Sports and physical appearance.
- Females are likely to express greater **confidence** in their social competence. Traits that are considered female traits



# Gender impacts...



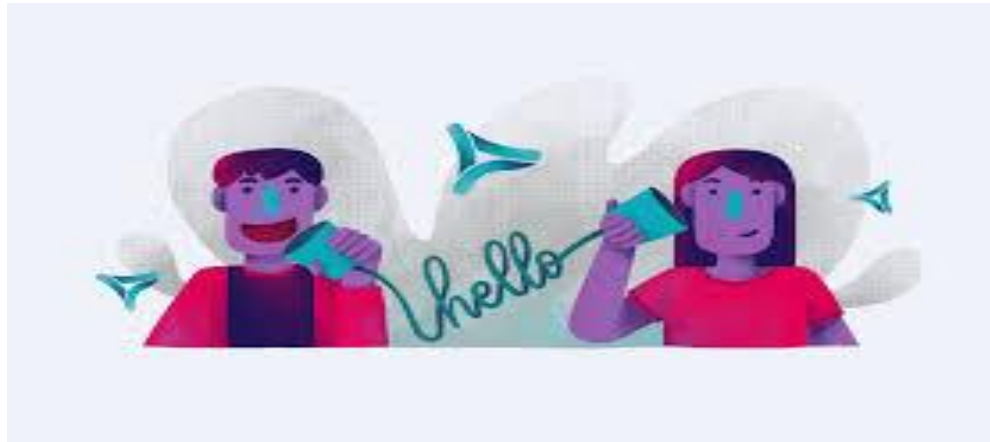
- **Peer relations** – including hierarchical order within a group

- **Empathy** - behaviour considered more predominant among females  
women are generally seen as more emotionally responsive to the needs and emotions of others.



# Gender impacts...

- **Communication** – speech serves more egotistic functions amongst men and more socially binding functions among women.
  - Women are considered to be more polite; agree with each other, pause to give another woman a chance to speak.
  - Men – command, boast of authority, tell jokes, compete



- **Females** in the workforce were found to exhibit higher levels of self esteem than those not working.

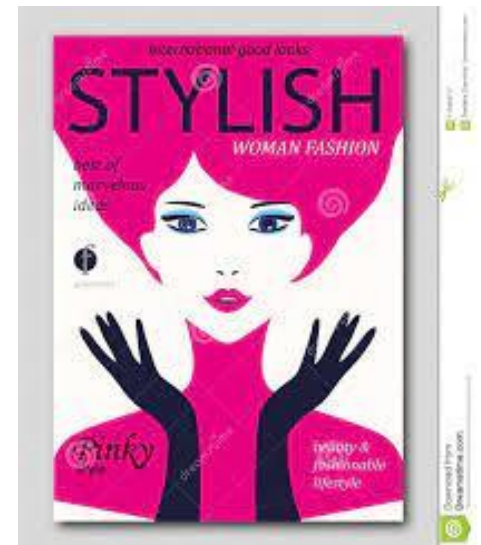
# Gender impacts...

- **Child rearing and family issues** – although rules associated with one's sex role may vary by race, ethnicity, social class, religion, and even by geographical region, primary socialisation and learning in this realm typically occur within family through intimate relationships with parents, older adult relatives, siblings and friends.



# Gender impacts...

- **Media influences** – especially TV both programming and commercials represent another socialising aspect. They project ideas associated with gender roles.
  - Often we see the ‘importance’ of looks for girls. Fashion, food and social events in women's magazines.
  - Magazines are directed at predominantly male or female audiences and serve to perpetuate stereotypes.



# Relationship between gender and culture

‘Social construct’



Gender is intrinsically linked to culture.

The socially constructed roles of women and men are culturally determined, and differ in time and place.

Gender is a cultural and social construction, defined by the power relations between women and men, and the norms and values regarding

‘masculine’ and ‘feminine’ roles and behaviour



# Countries that Masculine vs Feminine

Masculine	Feminine
<p>Slovakia, Japan, Austria, Venezuela, china, Mexico, Philippines, Jamaica, Poland, S Africa, Germany, Switzerland, Ireland, <b>Italy</b>, Great Britain, United States, Hong Kong, <b>Greece</b>, Arab ctrs, India, Czech Republic, New Zealand, <b>Australia</b></p>	<p>Sweden, Norway, Latvia, the Netherlands, Denmark, Slovenia, Costa Rica, Finland, Chile, Thailand, Portugal, S Korea, Bulgaria, Uruguay, Russia, Estonia, Vietnam, Turkey, Africa, Iran, Spain, France, Belgium</p>



# Masculine vs Feminine



Masculinity	Femininity
<b>Earnings:</b> have an opportunity for high earnings	<b>Manager:</b> have a good working relationship with your direct superior
Recognition: get the recognition you deserve when you do a good job	<b>Cooperation:</b> work with people who work well with each other
<b>Advancement:</b> have an opportunity for advancement to higher level jobs	Living area: live in an area desirable to you and your family
Challenge: having challenging work to do- work from which you can get a personal sense of accomplishment	Employment security: have the security that you will be able to work fir your company along as you want.



# Masculine vs Feminine

There are ways to challenge these stereotypes and help people feel equal and valued:

1. Address it
2. Be a living example
3. Speak up
4. Give it a try





# Women's roles in society

Education has made women independent and they are no longer dependent on men to lead their lives.

Business laws have changed to allow more women in the workplace and giving them a comfortable environment to work in.





# Gender roles within the workplace

## WGGEA

The Workplace Gender Equality Agency is an Australian Government statutory agency created by the *Workplace Gender Equality Act 2012*.



The Agency is charged with promoting and improving gender equality in Australian workplaces.

[wgea.gov.au](http://wgea.gov.au)





# These are some of the current statistics in Australia today on workplace gender equality.

- **22.8%** is the current Gender Pay Gap
- **19.4%** of CEO's in Australia are women
- **12%** of primary carer's leave was used by men
- **38.7%** of full-time workers are female
- **56%** employers took action on identified pay gaps
- **78.6%** of employers support flexible work



# Why does workplace gender equality matter?

Achieving gender equality is important for workplaces not only because it is 'fair' and 'the right thing to do,' but because it is also linked to a country's overall economic performance.

Workplace gender equality is associated with:

- Improved national productivity and economic growth
- Increased organisational performance
- Enhanced ability of companies to attract talent and retain employees
- Enhanced organisational reputation



# How can it achieved?

- Workplaces to provide equal pay for work of equal or comparable value
- Removal of barriers to the full and equal participation of women in the workforce
- Access to all occupations and industries, including leadership roles, regardless of gender; and
- Elimination of discrimination on the basis of gender, particularly in relation to family and caring responsibilities.



# What does this mean for you?

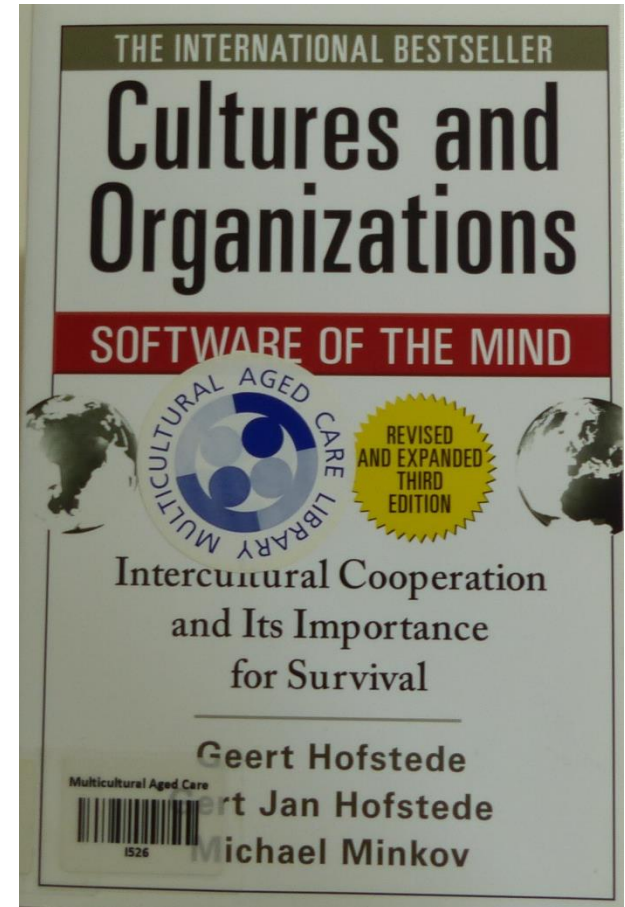
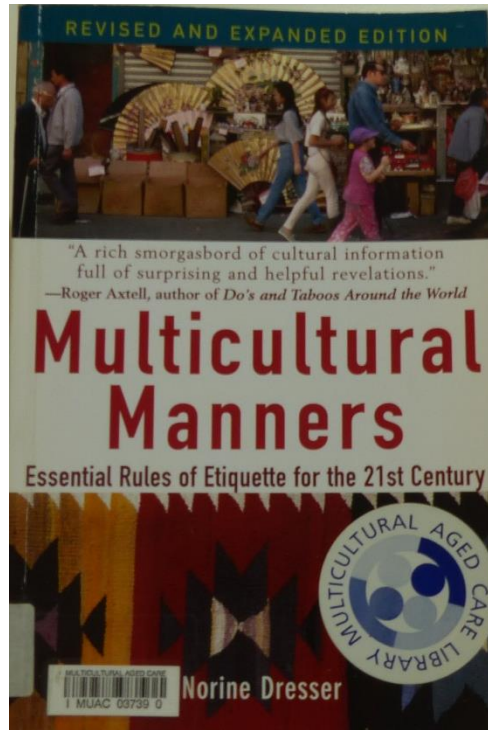
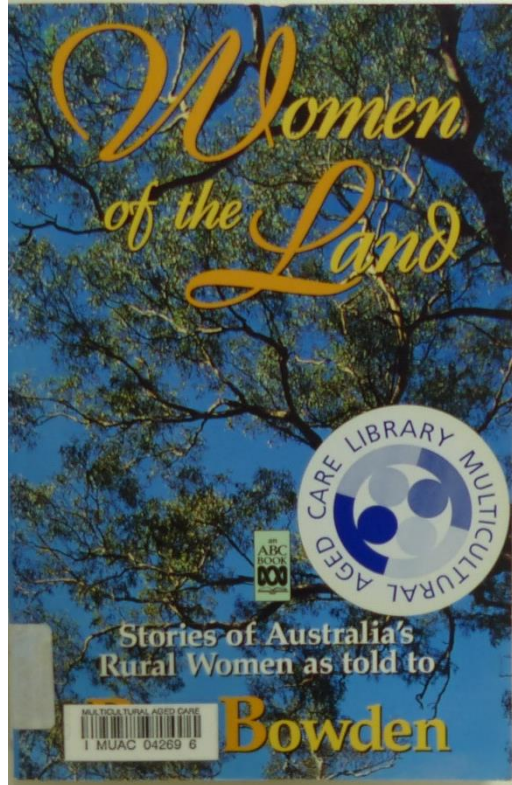
- What beliefs or values are important to you and your family about how you should act, regardless of gender?
- What assumptions do I have about what men and women like to do, wear, or talk about? Where do those assumptions come from? How does that affect my work practices?
- What gender roles am I modelling?
- What kinds of messages are we getting from TV, friends, and our community?

# What can we do?

- Engaging in healthy conversations about gender
- Notice which activities or topics of conversations are shared more with one gender or another
- Seeking out resources to help start these conversations, such as other peers, websites, and various written material



# Gender Role library resources

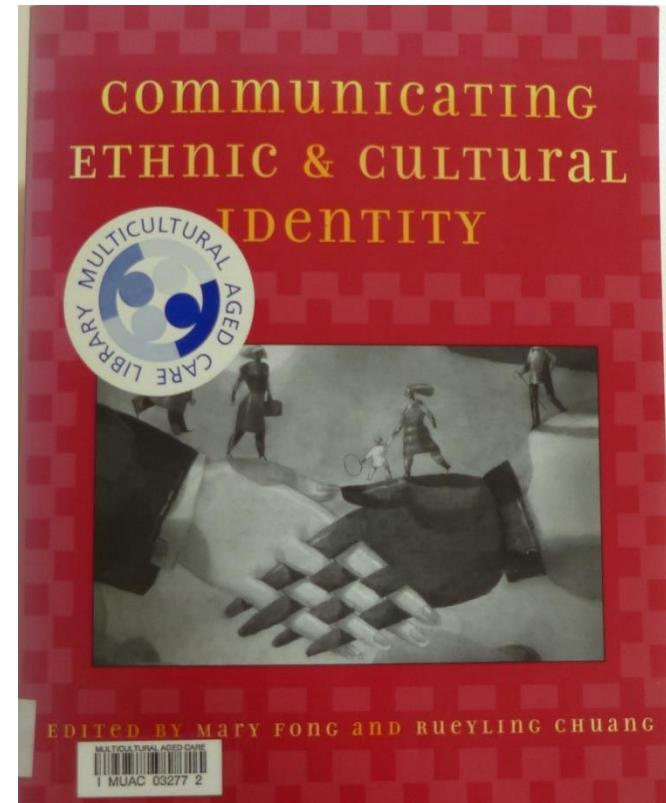
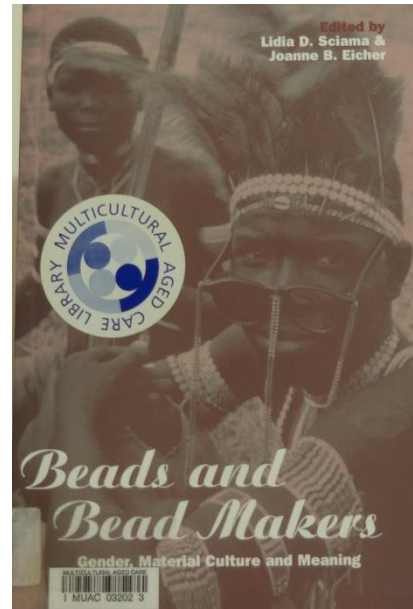
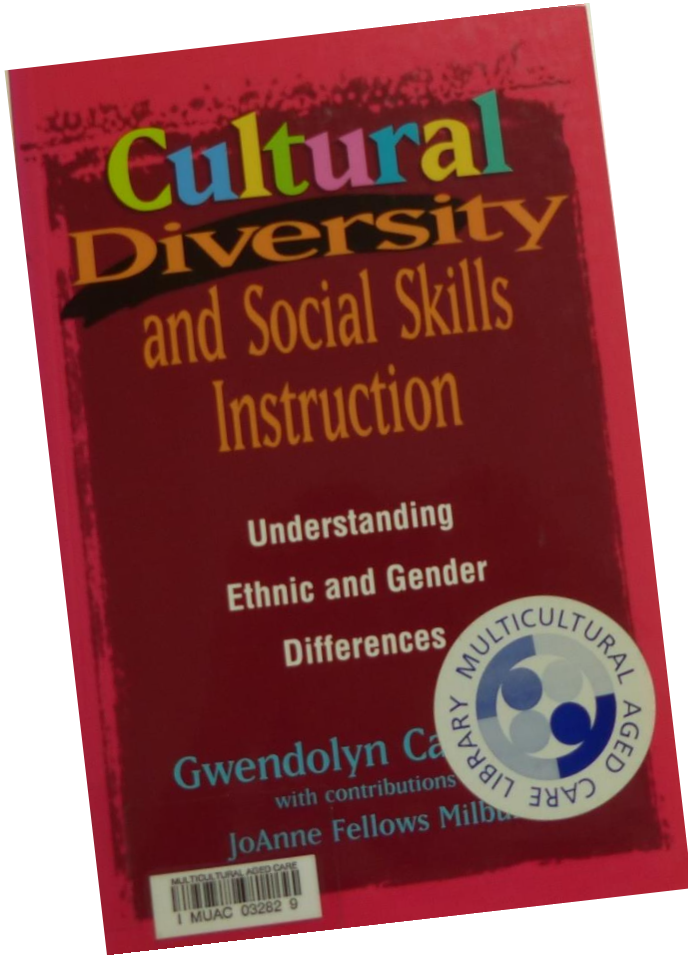




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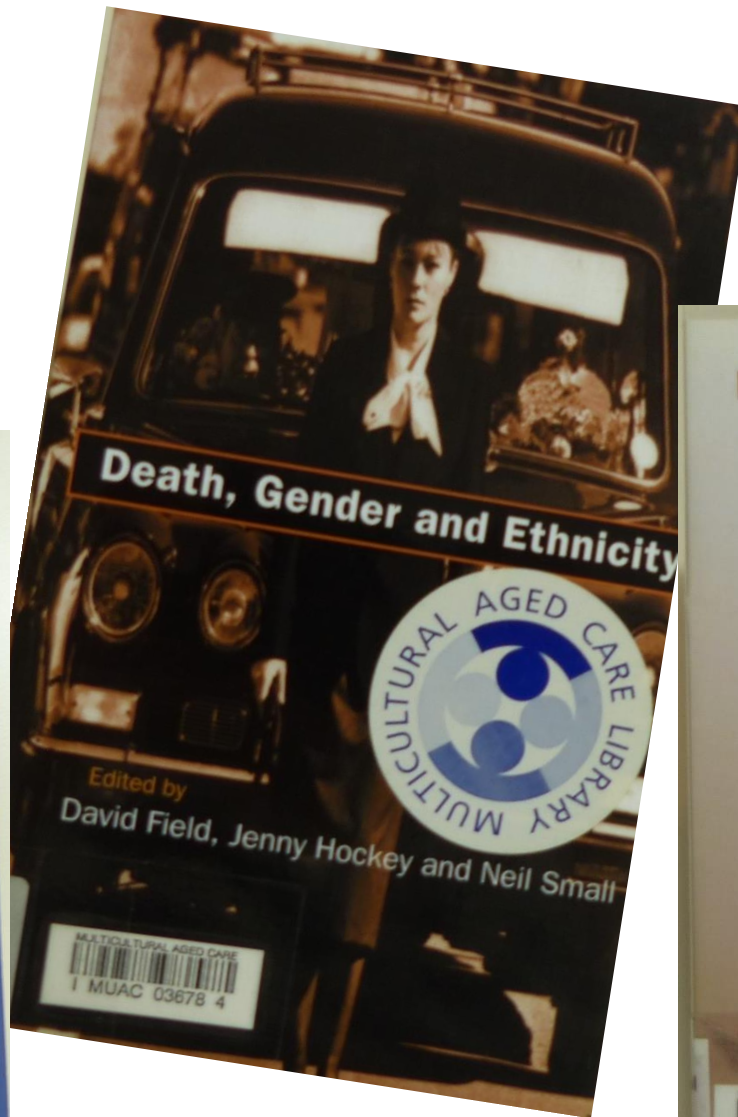
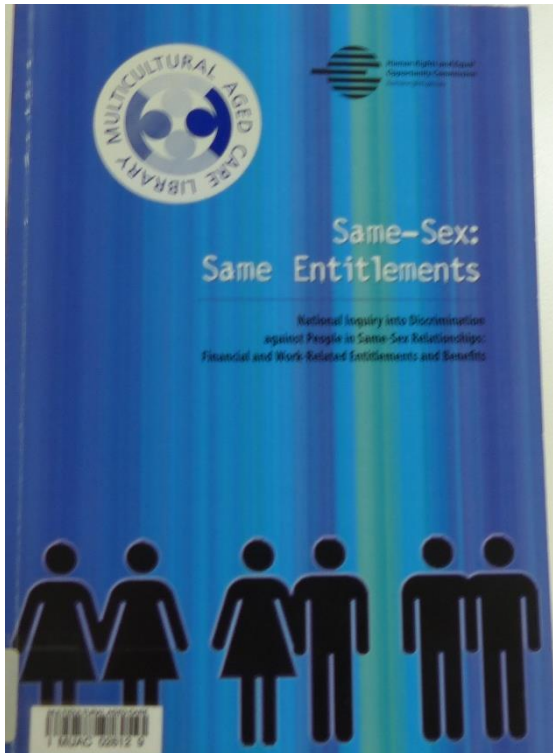
Gender Roles

# Gender Role library resources



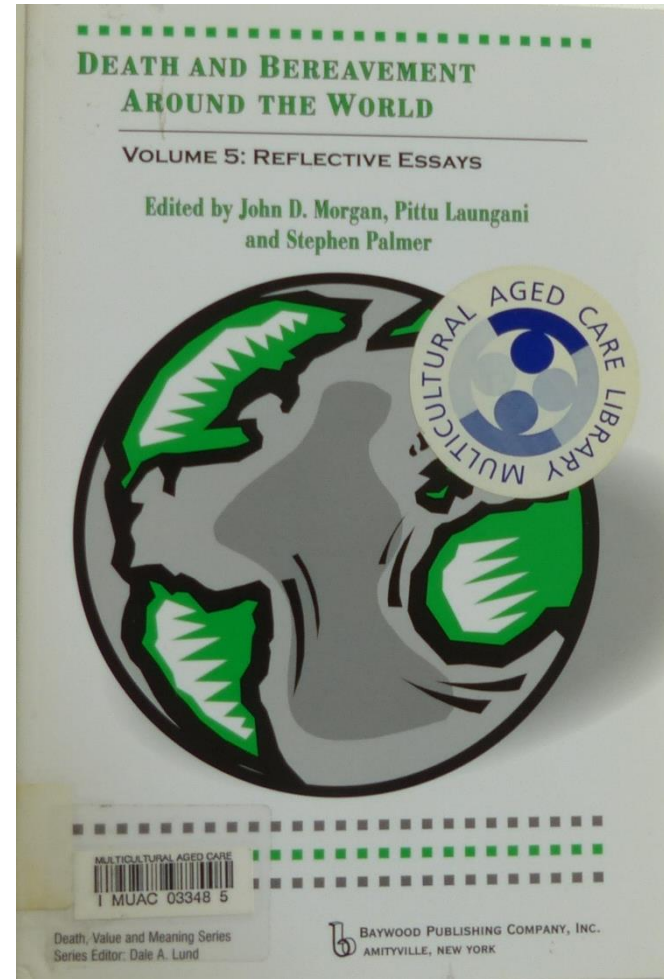
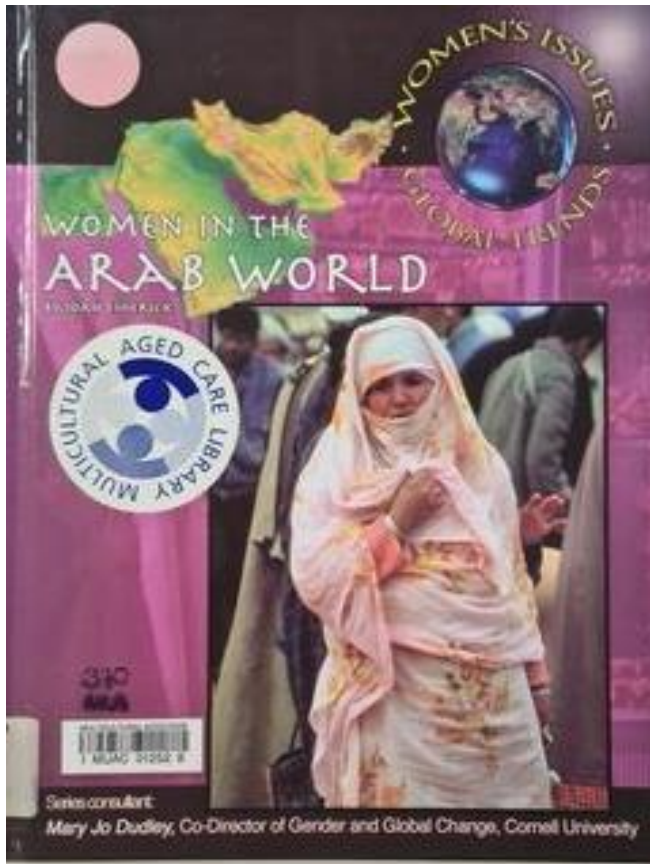


# Gender Role library resources



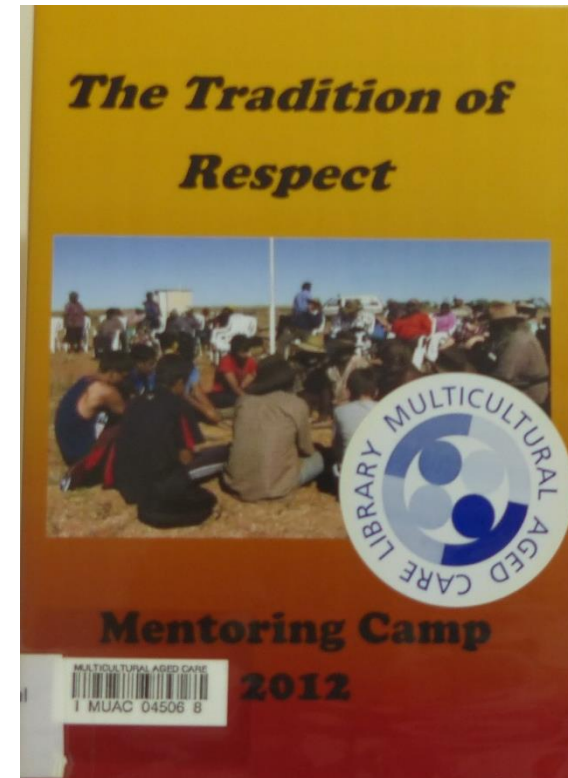
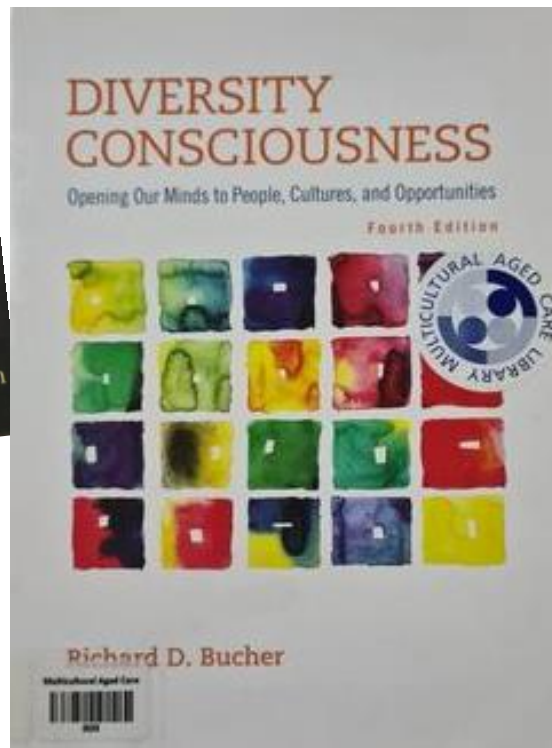
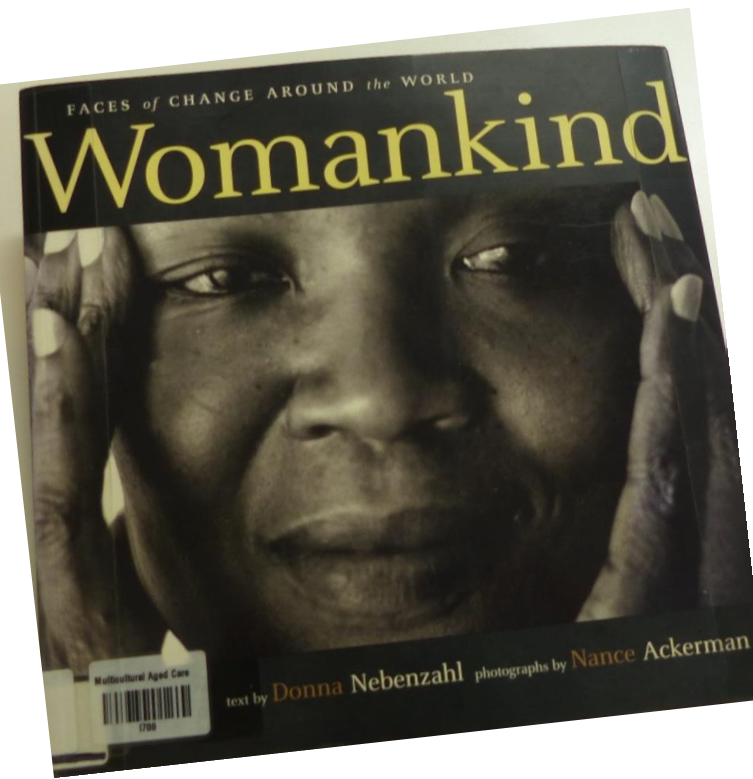


# Gender Role library resources





# Gender Role library resources





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**Personal**  
space and time

Thank you for attending  
Let us keep in touch

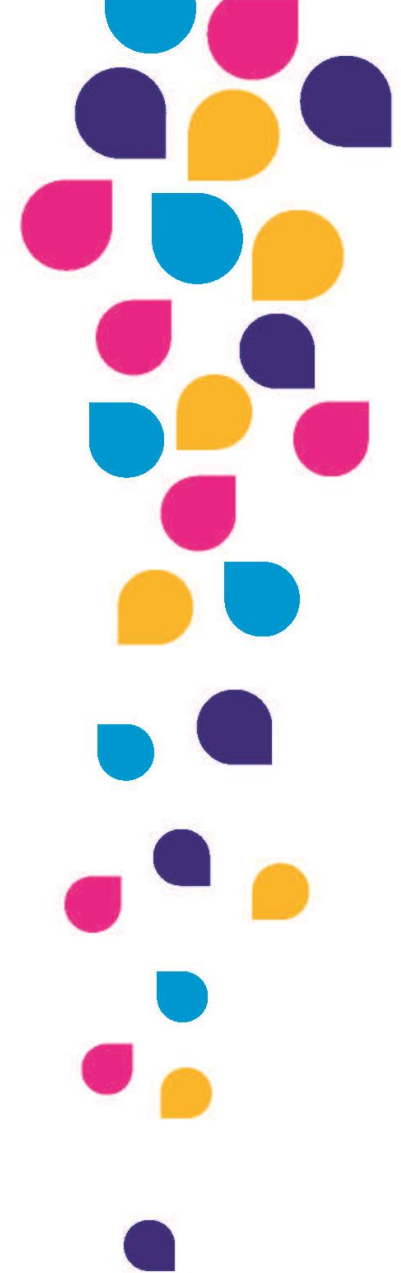
Come back for more

<https://www.mac.org.au/contact-us/>



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