

About Gender Lens Australia

Gender Lens Australia is a **specialist, social-impact consulting service** supporting organisations and individuals to transform for equality.

Through the application of **special measures** proven to work in gender equality design, we support leaders to make lasting, gender equal change.

Whether you're in government and the public sector or business, industry and trades we can help you reap the workforce, economic and ethical governance **benefits of equality**.

As a trusted source of support for gender equality practitioners in the the community and non-profit sector, we're also the CFO's (**Chief Feminist Officers**) you never knew you needed.

Equality Delivers – everywhere

Gender Lens Australia is committed to **sharing Australia's gender equality success** and challenges with the rest of the world, particularly the Asia-Pacific region.

We work with global women's organisations to share strategies that have helped lift Australia into the Top 20 gender equal countries in the world.

We love meeting with delegations visiting Australia, helping design and build informative, collaborative and joyful experiences of **mutual exchange**.

Our hybrid office means **we can meet anywhere in the world** online to deliver equality. But we also love to travel, too, and will come to your hometown anywhere in the world.

Ask us about our giving

Our business has been structured for giving.

We invest 10% of what we earn in projects for women, gender equality and violence prevention close to our heart.

We also amplify **women's businesses** by purchasing local, women-made goods and services, showcasing our favourite brands at our events, in "swag bags" and to our digital community.

Get in touch if you have a product or service that benefits women for more opportunities to partner.

For more information contact

***Tanja Kovac or Dr Maree Overall,
Founders and Co-CEOs***



W: genderlensaustralia.com.au

E: genderlensaus@gmail.com

A: The Commons QV,
3 Albert Coates Lane,
Melbourne VIC 3000, Australia



We're Making Equality Easy

genderlensaustralia.com.au

Who we are

Tanja Kovac – Co-CEO & Founder GLA

Tanja has over thirty years as a gender equity change specialist, bringing together disciplines of law and justice, campaigning & influencing, behavioural change techniques & data visualisation for equality and social change.

She has helped apply a gender lens to hundreds of organisations of all shapes and sizes – from global firms to small business; Local, State and Federal Governments to NGOs in the community sector

A trained lawyer, specialising in public interest & human rights litigation, Tanja is a former CEO of Gender Equity Victoria and served as Chief of Staff to Australia's first Family Violence Prevention Minister. She also spent 10 years as Director and National-Convenor of EMILY's List Australia, (where she met Maree) and was instrumental in developing gender-based campaign strategies, establishing the Julia Gillard Next Generation Internship and advocating for an affirmative action target for women MP's – 50/50 by 2025 – achieved ahead of schedule.

She is a writer and poet, who co-authored [Measure for Measure: Gender Equality in Australia](#). She is currently working on a book exploring how to achieve gender equality in political parties and a series of children's books about women leaders.



Check out Tanja's writing on gender equity & women's leadership:

- [Five things the Jobs Summit must do for gender equity, Women's Agenda, 2022](#)
- [Women unite in anger to march on Parliament and across the nation, Sydney Morning Herald, 2021](#)
- [First female PM a job with no guidelines, Sydney Morning Herald, 2013](#)

Our Services

- **Transformative Gender Equality Advice:**
 - Preparing Gender Equality Action Plans;
 - Undertaking Gender Audits & Impact Assessments
 - Closing Gender Pay Gaps;
 - Gender-based Workplace Training;
 - Setting & Achieving Gender Targets and Quotas
- **Gender-based campaigning & communication**
 - Gender lens on advocacy
 - Gender Data Visualisations
 - Hands-on project design & management
- **Gender-based financing, monitoring & evaluation**
 - Gender-based Budget Bids and Business Cases
 - Advice & training on Gender Responsive Budgeting
 - Tenders, pitches and funding applications
 - Data, project and organisational impact analysis
- **Gender-Violence Prevention Support**
 - Digital & Tech Safety
 - Safety and wellbeing of women in politics
 - Primary Prevention programs
- **Feminist-Executive Coaching & Mentoring –**
 - CEO's & senior executives
 - Board Chairs, Office bearers and General Members
 - Emerging women leaders
- **Feminist Emergency support:**
 - Gender equality executive back-filling
 - Board-CEO crisis management

Events

Gender Lens Australia also hosts gender equality events.

- Annual Gender\$ Training (March & August)
- Guru Purnima: an intersectional celebration of women mentors & guides (July)
- Feministmas: an event nurturing the gender equality & violence prevention workforce during #16Days of Activism (December)

Who we are

Dr Maree Overall – CEO & Founder GLA



Maree's life has been dedicated to women's health and gender equality.

With a research career that has spanned infection and immunity, developmental biology, reproduction and fertility, Maree applies quantitative and qualitative evidence and analysis to bring about gender equal outcomes.

She has a 20-year career in public and political advocacy, beginning in the medical field supporting women in STEM, before pivoting to politics.

As a former CEO of EMILY's List Australia (where she met Tanja) she was critically involved in national campaigns to decriminalise abortion after being hooked into reproductive rights and political advocacy by Victoria's first female Premier Joan Kirn in 1997. Maree's determination to create positive change for women has been a focus ever since.

Maree has developed state-wide strategies for the Prevention of Family and All Forms of Violence Against Women, undertaken strategic advocacy to support the decriminalisation of sex-work and helped lift the representation of indigenous women in Parliaments across the country

She is passionate about the use of targets and quotas and has the evidence to prove they work.

Check out Maree's Gender Impact Analysis research

[Impact Analysis: Legislative & Policy Achievements of EMILY's List Australia women in Power, Andrews Labor Government, 2014 – 2018](#)