

PAY TRANSPARENCY, PAY NEGOTIATIONS AND GETTING RID OF THE TABOO AROUND DISCUSSING MONEY! WE ALL NEED TO CHANGE

Closing the gender pay gap in the audiovisual sector will require a range of actions:

- Supporting gender equality at work and offering safe workplaces;
- Promoting women in leadership and in senior roles;
- Embedding equal pay for work of equal value across all occupations;
- Combatting discrimination against workers with caring duties and encouraging the fairer distribution of those duties between women and men;
- Normalising gender pay reporting, to support fair remuneration for all.

Those efforts need to be made across the board of all audiovisual companies, institutions, and organisations. However, individual action is also needed to raise awareness on the existence of the gender pay gap, on the reasons behind it, on the inequality it creates and on the great economic impact it has on the lives of women.

The project-based nature of the audiovisual sector reinforces the need to mobilise all forces, so that change can benefit all professionals including the large self-employed workforce that makes our sector thrive.

Act for **equality** in the
audiovisual industry

UAI global
union
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EUROPEAN WOMEN'S
AUDIOVISUAL NETWORK

LET'S CHANGE THE NARRATIVE AROUND PAY

Change doesn't only come from the top down – you can also make a difference.

We will achieve pay equality and fair rates for our work only if everyone becomes conscious of the challenge and agrees to seriously address the issue.

Here are a few simple actions you can take, when you are negotiating your wages or pay rates; when you organise your working time, and even when you just speak informally with colleagues.

BETTER NEGOTIATE YOUR PAY

KNOWLEDGE IS POWER - GET INFORMATION ABOUT PAY LEVELS AND RATES

Your pay negotiations will be a lot easier if you know the pay scale (range) for your role in your organisation/ the organisation for whom you will be working, or for similar roles or tasks in the industry.

Sometimes information is already available on pay rates (when collective agreements exist or when rates cards have been established for freelancers, such as in the UK¹). Sometimes it is not, and it is up to you to find the information. Talk with colleagues, approach formal and informal networks of professionals, and don't hesitate to openly address the topic of pay rates in conversations with colleagues.

DON'T DISCLOSE YOUR PAY HISTORY

With the implementation of the new EU Pay Transparency Directive, employers will be forbidden to ask about your pay history. This will help to challenge the reproduction of pay discrimination from one job to another; a discrimination that, due to engrained gender inequality, most often negatively impacts women.

1. In the United Kingdom the sector union BECTU has created, after consultation of their relevant freelance branches, rate cards covering film and independent production, that present 'recommended going rates'. WGGB, the UK Writers' Union also has rate cards and guidelines.

DON'T BE AFRAID TO NEGOTIATE

It has been proven that when an employer clearly states that employees can negotiate their salaries, the gender gap closes, both in job applications and negotiations for the successful candidate².

GET RID OF THE TABOO AROUND DISCUSSING MONEY

START SPEAKING ABOUT PAY MORE OPENLY

Don't feel embarrassed or awkward discussing money – with your immediate colleagues, younger colleagues, friends, family and with your kids – only then will we help ourselves and the next generation to obtain fairer and more equal pay!

DON'T UNDERSSELL YOURSELF

You should value all your competences and experience. List your credits, achievements, awards, additional skills/ training and spell out the added value that you offer your employer.

SUPPORT PAY TRANSPARENCY

Approach your employer(s) and ask them to make their pay scales/ ranges available to all workers if they have not already done so, or create a forum for you and your fellow professionals to get and share this information.

Don't be afraid to raise the issue with your elected representatives at local, national and EU level. Let them know that as a voter, citizen and taxpayer, equal pay for equal work and closing the gender pay gap is something you care about.

STOP WORKING FOR FREE

Are you charging overtime when you work additional hours? Do you charge for preparation work and wrap-up? If not, why not?

2. Do Women Avoid Salary Negotiations? Evidence from a Large Scale Natural Field Experiment, Harvard Kennedy School, Women and Public Policy Program, 2014

EXPLORE WHAT COLLECTIVE ACTION CAN DO FOR YOU

Fair remuneration, pay transparency and gender pay equality will be achieved more quickly if we join forces and act at all relevant levels at once: when negotiating as individuals, when managing a team and working on a specific production, and more collectively, in dialogue with companies, audiovisual institutions and policymakers.

Through collective bargaining, unions and employers' organisations have agreed minimum rates in a number of EU countries. Those rates are sometimes also used by self-employed as indicative bargaining information. In Belgium, for example, collective agreements exist, and all the relevant information is available on the website of the sector organisation mediarte.be

Efforts to ensure fair remuneration for all workers in the audiovisual sector, including self-employed/freelancers, are also on the rise across Europe. In the Netherlands, for example, the union FNV and the public broadcasters NPO and RPO have adopted a '[Fair Practice Code](#)' aimed at both broadcasting commissioners and contractors. It looks at ensuring fair practice and fair pay. It presents minimum rates, as well as advice on how to negotiate your rates.

Let's continue to discuss and act for fair and equal pay. Both individual and collective action is needed to shift the dial, and make sure that all professionals are paid fairly and equally in the audiovisual sector in the years to come.

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WHAT CAN YOU DO ABOUT THE **GENDER PAY GAP** TODAY?



PROMOTE PAY TRANSPARENCY

- Say what you're paid! Break the taboo on talking about money!
- Announce the starting pay range in advertised positions
- Don't ask candidates about their pay history
- Refuse pay-secrecy clauses



FIGHT DISCRIMINATION

- Formalise recruitment processes
- Publish gender-neutral job notices
- Establish objective criteria for pay and career progression



TAKE ACTION FOR GENDER EQUALITY

- Ensure safe workplaces and fight violence and harassment
- Proactively support women's careers and women in leadership
- Combat discrimination against workers with caring duties



ADVOCATE FOR FAIR PAY

- Acknowledge 'gendered occupations' undervalued in terms of pay
- Promote equal pay for work of equal value across all jobs
- Stop working for free!



MONITOR THE GENDER PAY GAP

- Demand/publish regular gender pay reports
- Include freelancers in your reports
- Adopt action plans and monitor progress