



## INVESTING IN WOMEN INITIATIVE

### Background

While some progress has been made to close gender gaps in labour market outcomes in East Asia, substantial challenges remain. Women are much less likely to work full-time than men, earn less on average and bear the burden of more unpaid work. Women-owned businesses could be a large source of job creation for women, stimulating innovation and change in production and marketing, but face systemic barriers to their growth including that they are unserved or underserved by financial institutions. Addressing these gender gaps is good for business, and for growth.

Investing in Women is a long term, multi-country initiative to improve women's economic participation, build markets for women, and influence the private and public sector environment to promote women's economic empowerment and thereby contribute to inclusive economic growth in the region. This will be achieved by working with businesses to improve their approach to employing women, encourage impact investors to increase investment in women small-medium enterprises, support government partnerships that improve the regulatory environment for women in business and in the workforce and advocating regionally for the economic empowerment of women.

### Expected Results

- More businesses achieve gender equity in their workplaces.
- Increase in Impact Investment in women small-medium enterprises.
- National policy makers and regulators remove barriers to women's economic empowerment.
- Public attitudes are more supportive of women's economic empowerment.

### Fast Facts

Australian Aid, an economic partnership. Delivering aid innovatively to build prosperity and tackle poverty.

### Funding

AUD 4 million

### Duration

2016 – 2020

### Partners

- Government of Vietnam, Ministry of Planning and Investment

### Project sites

- Nation wide

