

Decipher
Bureau

Diverse By Design

Women in STEM Decadal Plan Champion

February 2022

Cyber security specialists are in high demand. Keeping companies safe from technological threats, they reduce the risk of disruptive attacks and help lead profitable, secure innovation. Yet it is estimated only 24% of the industry is female.

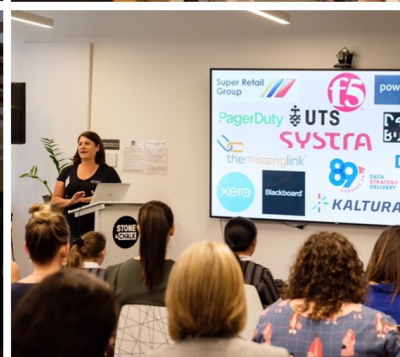
Decipher Bureau is a cyber security recruitment company, proactively assisting the industry with diverse and strategic hiring practises.

With one of the most extensive networks of cyber security and risk professionals in the industry, our clients are as diverse as they are influential; they can be boutique tech companies, global corporations or start-ups. However, when it comes to candidates, there is a distinct lack of diversity. As such, we see this as an opportunity to play a key role in assisting the industry to achieve greater diverse workforce for tomorrow.

We are a proud and active member of the Australian cyber security industry, hosting and sponsoring events, promoting diversity and equal opportunities through our recruitment practises and engage with the diverse professionals who make up the cyber security community.

We are committed to championing gender equity in the cyber security sector by providing diverse by design strategies to our clients and the broader community, and aligning with the ***Women in STEM Decadal Plan***.

“I am focused on communicating that diversity isn't a dirty word, and that *Diverse by Design* should go hand in hand in an industry that promotes *Secure by Design*”
- Kate Broughton



Opportunity One

Leadership

Our engagement with girls in STEM goes from grassroots organisations, mentorship in schools, all the way to the boardroom. Since 2019, Kate Broughton has been a Board Member of the Tech Girls Movement Foundation. Techgirls take a holistic and evidence-based approach to targeting normative gender stereotypes through complementary programs. These programs provide girls aged 7-17 with STEM skills, mentoring and positive role-modelling, whilst including the community through industry partnerships, school and parent collaboration.

In the coming year we plan to:

- ❖ Provide additional DEI services to our clients, through our signature Diverse By Design Strategic Consulting Services with the leadership teams of our clients

Opportunity Two

Evaluation

- ✓ Through our partnership with Techgirls Movement Foundation we can draw on yearly results through the Techgirls Comp Evaluation Report Summary
- ✓ As a small business, we want the time and money we invest to be impactful, and through the evaluation led program we can see the difference year on year to the girls technical knowledge and confidence. It is an example of how organisations, especially SMEs can collaborate to make an impact.
- ❖ In the coming year we will look to measure female centric responses to employment advertisements, and placement statistics in more detail

Opportunity Three

Workplace Culture

- ✓ Whilst the recruitment industry is seeing an increasingly challenging market, we pride ourselves on creating an inclusive workplace and one where all employees have equitable access to meaningful and impactful work
 - ✓ Employees have equitable opportunities to contribute to strategic team meetings and projects
 - ✓ Flexibility for work from home days and hours which suit all circumstances
 - ✓ Volunteer days to support the community and/or industry, through education and innovation
 - ✓ Access to conferences and industry events
 - ✓ Sponsor prizes for the Techgirls Comp and other industry events
 - ✓ Celebratory lunches and dinners with employees, clients and stakeholders
 - ✓ Yearly strategic team off-sites (covid permitting)
 - ✓ COVID-19 response – provide mental health days off, hampers and gift cards
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- ❖ In the coming year we will look to incorporate pay equity reviews; inclusive leadership training and equitable access to training and equal representation of women at all levels of the business

“The need for talent mapping and succession plans are instrumental in long term gender diverse strategies, certainly in the world of cyber and technology in general”

Kate Broughton



Opportunity Four

Visibility

✓ Webinars

Hosted two webinars in 2021.

The first was directed to those entering the cyber security industry - both graduates and career changers.

Consultants discussed the various entry points into cyber and technology roles.

The second was on Risk and People - where Kate Broughton was the moderator for a panel of 3 industry professionals and the Little Butterflies (Techgirls Alumni), who were discussing their app HackR - an app made by kids, for kids - on cyber security awareness.

✓ Public Speaking

Kate Broughton was invited to speak at the AWSN IWD 2021 event in March and the BrisSec security conference in Brisbane in May 2021.

Discussing cyber skills required today and, in the future, hiring best practices and the challenge that is lack of both diversity and supply of skilled workers.

✓ Blogs

Our team also provides engaging content through blogs written for our social media and website.

✓ Mentoring and Judging

Kate Broughton has been a mentor and judge for the Techgirls Competition over several years.

This program combines problem-solving through a social and business lens, producing high-quality business plans, pitch videos and working app prototypes from girls as young as 7 to 17.

Through highlighting pathways and role models and connecting teams with female mentors, the competition encourages girls to build skills, which in turn helps to build confidence.

❖ The team is dedicated to continue with the above activities.

Opportunity Five

Education

- ✓ Our partnership with the Tech Girls Movement Foundation allows us to engage directly with the next generation of talent and provide an additional pathway for students to collaborate directly with industry.
- ✓ Supporting TGMF aligns with our values and we share Techgirls vision of “Creating a society in which girls confidently lead in STEM entrepreneurship and contribute to their community and the economy.”
- ❖ We would like to broaden our partnerships with universities and other cyber education pathways, to assist the cyber student to cyber professional transition.

Opportunity Six

Industry Action

- ✓ We are proud members and supporters of the Australian Women in Security Network
- ✓ Kate Broughton is on the board of Techgirls Movement Foundation, whose aim is to inspire and support girls in STEM and build an increased pipeline of talent to address the skills shortage in our industry
- ✓ We are dedicated to advising our clients on the current best practices to create diverse recruitment strategies. To do this, we commit time to participate in the research, discussions and events to engage with the community
- ✓ We provide the only dedicated cyber security salary guide to the Australian cyber security industry on a yearly basis, which assists organizations to close the gender pay gap.
- ❖ As a WiSDP Champion, we will provide guidance to clients on how best to create 'Diverse by Design' team/s. We will do this by assisting them to create a Plan and to become a WiSDP Champion.
- ❖ Would like to focus on highlighting female talent and accomplishments to the industry

*“This is the first time
we have felt that our
ideas have been heard by
real industry experts
and they then discussed
how to use our ideas in
the real world today.”*

Little Butterflies -
HackR, 2021



Additional Questions

Which decadal plan recommendations are you committing to?

- ✓ Leadership
- ✓ Evaluation
- ✓ Workplace Culture
- ✓ Visibility
- ✓ Education
- ✓ Industry Action

Are there any constraints taking your gender equity strategies forward?

As a partner to industry, our ability to effect lasting change can be limited. Therefore, aligning to clients who share our values and commitment to diversity and inclusion is paramount.

Do you have any specific gender equity goals or targets you are working towards over the next 12 months?

- Reaching 50:50 at all levels of our business
- Provide additional services to industry to facilitate the creation and retention of diverse teams
- Create stronger evaluation methods
- Formalise team volunteer days
- Revisiting and updating the WiSDP yearly
- Become more active members of the AWSN
- Strive for greater leadership in the DEI space

How can individuals / organisations best be supported to advance gender equity?

Create an opportunity to measure both individuals and organisations

Towards Gender Equity in STEM

We aim to achieve success through long term, strategic, and impactful initiatives.

Holding a strong social purpose, we are committed to the following UN Sustainable Development Goals:

4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;

5: Achieve gender equality and empower all women and girls;

8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Aligning to these goals and being a WiSTD Champion allows us to embed our social purpose to all we do.

We believe we are in a unique position to assist our clients and the broader cyber security industry with more than just their recruitment needs for today. We are striving to achieve gender equity in education and employment for future generations.

As a WiSDP champion, this Plan provides a unique opportunity to address systemic barriers faced by women in cyber security and beyond.

We look forward to continuing our work on this Plan and measuring our success on a yearly basis.

The *Decipher Bureau* is a cyber security recruitment firm committed to creating a safer world through championing gender equity in education and employment by designing diverse teams and aligning with the Women in STEM Decadal Plan.