Our Changing Times

Chaired by Eimear McDonagh
(Namoi Cotton Alliance)
Women in ICA

ICA Board members, Ordinary & Associate

- Men: 20
- Women: 0

24 board members, all male

ICA Committees - 7 in total

- Men: 103 committee positions
- Women: 3 committee positions

103 committee positions, 3 women
Female ICA Individual Members

6% (2010) → 9% (2019)
Female Complete Cotton delegates

13% (2011) → 23% (2019)
Female ICA trade event delegates

13% (2011) → 14% (2019)
## Women in Cotton Organisations

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Board Positions</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACSA (Australian Cotton Shippers Assoc.)</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>ACSA (American Cotton Shippers Assoc.)</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>ABRABA (Brazilian Cotton Growers’ Assoc.)</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>ANEA (Brazilian Exporters of Cotton Assoc.)</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>AFCOT (French Cotton Assoc.)</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>BCA (Bangladesh Cotton Assoc.)</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>CCA (China Cotton Assoc.)</td>
<td>139</td>
<td>9</td>
</tr>
<tr>
<td>CCI (Cotton Corporation of India)</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>CICCA (Committee for International Cooperation between Cotton Assoc.)</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>257</strong></td>
<td><strong>17</strong></td>
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</tbody>
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Liverpool cotton traders around the bull ring in the 1950s

Delegates of the ICA’s Hong Kong 2018 trade event
Women as a market

- Spend 3 times more on clothing than men
- Globally women control US$20 trillion in consumer spending, or 91% of household purchases
- As a market women represent a bigger opportunity than China and India combined
Women’s purchasing power
Women changing Bangladesh
Long-run perspective on female labour force participation rates

Proportion of the female population ages 15 and over that is economically active. Data is available for OECD member countries, as well as for non-member countries publishing statistics in OECD stats.
Proportion of Female Hires by Industry, 2007-2017
Common biases that impact decision making

**Affinity bias** is a tendency to favour people who are like us, resulting in homogenous teams and group think.

**Confirmation bias** happens when we seek to confirm our beliefs, preferences or judgements, ignoring contradictory evidence.

**Halo effect** occurs when we like someone and therefore are biased to think everything about that person is good.

**Social and group think bias** is the propensity to agree with the majority or someone more senior to us to maintain harmony.
The business case for gender diversity in IT

An organisation with up to 30% female leaders can add up to 6 percentage points to its net margin.
Summary

• Women are present, but not as decision makers

• Social and economic benefits

• Better informed decisions

• Better risk management

• More engaged employees

• Strengthens and secures our future
Cotton Champions for Change

We need men to stand beside us to champion the change for greater women’s involvement in our industry…
“I pledge daily to respect women & encourage them into positions of influence in my business, I commit to identifying opportunities for three women within my organisation to advance their career paths, to add to diversity & create positive change.”
Voting Results
Share your support and actions you have taken with:

#Change4cotton

#WomeninCotton
Join us

Women in Cotton Lunch – open to all
Thank you

Any questions?