



DELL MENTORING PROGRAM WINS EOWA AWARD FOR OUTSTANDING INITIATIVE FOR ADVANCEMENT OF WOMEN

- Dell Australia's Women in IT Executive Mentoring (WITEM™) program recognised for advancement of women in the ICT sector and profession
- The Hon Tanya Plibersek, Minister for Housing and Minister for the Status of Women, and the EOWA congratulate Dell for creating better balance in the ICT sector

MELBOURNE, Australia, Nov. 19, 2008 – Dell today announced it has received the Equal Opportunity for Women in the Workplace Agency (EOWA) Business Achievement Award for an Outstanding Initiative and Result for the Advancement of Women.

Dell's WITEM (Women in IT Executive Mentoring) program won the category of "Outstanding Initiative/Result for the Advancement of Women". WITEM was recognised for its results driven approach and creating a greater awareness and understanding of the barriers to women's advancement within the ICT sector and profession.

This is the first time Dell Australia has entered the EOWA Business Achievement Awards.

WITEM is centred on creating corporate environments that attract and retain women. It influences organisational culture through the sharing of ideas, information, expertise, experience and insight from some of Australia's most influential technology and business leaders.

The WITEM program is set apart from other mentoring programs through its cross organisational and collaborative learning structure. Mentors are CEOs, CIOs and CTOs from amongst Australia's leading commercial companies, educational institutions, state and federal government departments. Organisations committed to the program span industries such as finance, distribution, professional services, education, manufacturing and ICT.

"On behalf of all participating mentors and mentees, I am delighted WITEM has received this award," said Joe Kremer, vice president and managing director of Dell Australia. "We feel that WITEM drives action. It is about outcomes. It focuses on defining career paths, encouraging flexibility and influencing middle management to demonstrate and support diversity."

All participants in WITEM work closely with Orijen, a mentoring specialist consultancy group, who facilitate the program to ensure maximum benefit is derived by both mentors and mentees.

Anna McPhee, EOWA Director, said offering specialised mentoring in the ICT field was an excellent way to help women progress in the technology industry.

“The mentees in Dell Australia’s Women in IT Executive Mentoring program are regularly surveyed and continue to report increased self confidence and self esteem; increased access and visibility to senior executives; accelerated career development with numerous mentees in each program receiving promotions,” said Anna McPhee.

By the end of 2008, WITEM programs across Australia and into New Zealand will have impacted over 100 mentors and mentees.

“This momentum is extremely encouraging,” said Mr Kremer.

Women in IT and Management Statistics

Of the 348,200 ICT workers in 2005-06, 85 per cent (295,000) were men. The number of male ICT workers increased by 6 per cent between 2004-05 and 2005-06. In contrast, the number of female ICT workers fell by 8 per cent between 2004-05 and 2005-06 to 53,300. In 2005-06 male ICT workers represented 5 per cent of all employed men, while female ICT workers represented 1 per cent of all employed women.¹ Of Australia’s top 200 ASX Company CEOs, only 2 per cent are women. At board director level there are more than 10 men to every one woman and at CEO level there are 49 male CEOs for every female CEO in the ASX200².

About WITEM

The WITEM program was founded by Dell in 2005, in response to a call-to-action from the then Minister for Communications, Information Technology and the Arts. Its aim is to accelerate the development of leadership skills of women within the IT industry and IT profession. It was created because female representation within the Australian IT industry continues to decline.

- **Phase 1: Sydney** - WITEM Phase I, a 12 month pilot launched in December 2005, involved managing directors from Dell, Altiris, Cisco, EMC, Ingram Micro, Intel, LAN Systems and Lexmark, each mentoring a female executive from across marketing, sales, legal counsel and channel management functions from an alternate company.
- **Phase 2: Sydney** - Phase II of WITEM involves senior technology leaders – CIO, CTO or IT General Managers - mentoring female technology professionals from Centrelink, Deloitte, Department of Finance and Administration, Ernst & Young, NSW Department of Education and Training, Westpac and Woolworths. The program launched following the success of WITEM Phase I and represented a move from the IT industry to the wider IT profession, encompassing public and private sectors.
- **Phase 3: Canberra** - Phase III of WITEM launched in August 2007 and involves 10 Canberra-based, senior technology executives from government and private industry. WITEM III mentors hold titles such as CIO, CTO, Deputy CEO IT, Head of IT and are from

the Australian Bureau Statistics, Department Finance and Administration, Australian Taxation Office, Australian National University, Centrelink, Department of Defence, Department of Education, Science and Training, IP Australia and University of Canberra.

- **Phase 4: Adelaide** – Phase IV launched in June 2008 and is the first time the initiative has extended to public and private organisations outside NSW and Canberra. It involves senior technology leaders mentoring women IT professionals from the Department for Families and Communities, Department for Education and Children Services, Department of Justice Department of Health, Department for Transport, Energy and Infrastructure, Flinders University and the University of South Australia.
- **Phase 5 and 6: Canberra** – Two new Canberra based programs due for launch Dec 2008 and March 2009.
- **Phases 7 – 11:** Planning and recruitment underway for programs in Melbourne, Brisbane, Sydney and Auckland.

For more information about WITEM, please contact Nicole Gemmell on nicole_gemmell@dellteam.com or 0416 071 900.

About EOWA and EOWA's Business Achievement Awards

The EOWA is a statutory authority located within the portfolio of the Australian Commonwealth Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA). EOWA's role is to administer the [Equal Opportunity for Women in the Workplace Act 1999 \(Commonwealth\)](#) and through education, assist organisations to achieve equal opportunity for women.

EOWA's Business Achievement Awards are a critical event in the EOWA calendar as a way of focusing attention on working women, and putting Equal Employment Opportunity (EEO) on the national agenda. The Business Achievement Awards are in recognition of non-government organisations which are at the forefront of driving change for a more equitable workplace. For more information about the EOWA's Business Achievement Awards, visit http://www.eowa.gov.au/Business_Achievement_Awards.asp

About Orijen

Orijen is a specialist consultancy in mentoring and coaching services. Orijen draws on extensive human resource management and consulting experience to help organisations address the needs of the diverse and changing workforce. Orijen helps organisations develop strategies to retain and motivate all their best and most talented people, from the retiring older workers to the emerging next generation of leaders. Structured, measurable mentoring programs are a key to achieving this. For more information on Orijen visit www.orijen.com.au.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they trust and value. Uniquely enabled by its direct business model, Dell is a leading global systems and services company and No. 34 on the Fortune 500. For more information, visit www.dell.com, or to communicate directly with Dell via a variety of online channels, go to www.dell.com/conversations. To get Dell news direct, visit www.dell.com/RSS.

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¹ Australian Bureau of Statistics, 6105.0 - Australian Labour Market Statistics, Apr 2006:

<http://www.abs.gov.au/ausstats/abs@.nsf/Previousproducts/6105.0Feature%20Article2Oct%202006?opendocument&tabname=Summary&prodno=6105.0&issue=Oct%202006&num=&view=>

² EOWA 2008: EOWA Australian Census of Women in Leadership.

http://www.eowa.gov.au/Australian_Women_In_Leadership_Census/2008_Australian_Women_In_Leadership_Census/Media_Kit/EOWA_Census_Women's_glacial_progress_melts_away.doc