



Count Limited  
**Workplace Gender Equity Agency  
(WGEA) Employer Statement**

2023/24





## Our commitment

Count Group is committed to providing an inclusive and diverse workplace. We acknowledge that gender and cultural diversity can support the creation of a high-performance environment by fostering innovation, improving decision-making processes, enhancing engagement, improving financial performance and attracting and retaining talent.

Our employer statement complements the gender pay gap data published by the Workplace Gender Equality Agency (**WGEA**), providing additional context on our commitment to workplace equality.



## Our business

Count Group is a diversified financial services provider operating in three segments: Equity Partnerships, Wealth and Services. We invest in small and medium businesses (**Equity Partners**) with our ownership varying between 20% and 100%. Count Group's leadership team oversees and supports these firms.



**63 %**  
of employees are  
women



**60 %**  
of Non-Executive  
Directors are  
women



**57 %**  
of Group Executives  
are women



**88 %**  
of respondents feel  
supported to work  
flexibly

According to our 2024 employee survey, 88% of respondents feel supported to work flexibly and to take time out from work when needed, leading to a healthy work-life balance. This flexibility is essential for promoting gender diversity, empowering all employees, especially women, to balance their careers and personal responsibilities.



## Our Workforce Composition

Count Group comprises all subsidiaries of the parent company, Count Limited.

Our workforce composition by role:

	Key Management Personnel*		Group Executives		Managers		Non-Manager	
	Women	Men	Women	Men	Women	Men	Women	Men
<b>2023-24</b>	0%	100%	57%	43%	45%	55%	72%	28%

Our corporate group workforce composition by employment status:

	Full-time	Part-Time	Casual
<b>Women Managers</b>	73%	27%	0%
<b>Men Managers</b>	93%	7%	0%
<b>Women Non-Managers</b>	62%	35%	3%
<b>Men Non-Managers</b>	83%	13%	4%

\*Key Management Personnel are the Chief Executive Officer and Chief Financial Officer of Count Limited





## Fair Pay

Count Group is committed to achieving gender pay parity for people who are in the same or similar role and performing the same or similar work.

For the year ended 31 March 2024, Count Group had a total average gender remuneration pay gap for all employees of 33.2%, and a median total remuneration of gender pay gap of 39.5%. Count Group recognises that these gaps are likely to be above the industry and national benchmarks.

### What's driving this gap?

The gender pay gap is particularly accentuated in our Equity Partners, driven primarily by:

1. **The impact of part time and casual work** – 22% of females are in part-time or casual positions, compared to only 4.4% of males.
2. **The proportion of administrative roles** – a large portion of our workforce is in administrative type roles, typically filled by females which tend to attract comparatively lower salaries.
3. **Fewer women in managerial positions** – the higher proportion of females in the workforce, combined with their underrepresentation in managerial positions, lowers the average earnings of females.
4. **Historical resourcing patterns** – historically, the accounting and financial planning professions were male-dominated fields, perpetuating gender biases and potentially deterring women's entry. The profession still suffers from significant disparity in the recruitment of female new starters in the finance and accounting sector. This imbalance can further exacerbate the gender pay gap, as fewer women entering the profession means fewer opportunities for them to advance into higher paying roles. We recognise that more needs to be done to change the legacy demographics of these established professions.





## How we're helping to close the gap

### **Leading by example**

At our most senior levels of the enterprise, Count Group leads by example. The majority - 60% (three out of five) of our Non-Executive Directors and 57% (four out of seven) Group Executives are female.

### **People development**

Count Group continues to implement leadership development plans, succession planning and coaching to support women to move into leadership and board positions.

### **Flexible working arrangements**

Count Group provide flexible work arrangements to all employees to enable greater work-life balance.

### **Networking opportunities**

Count Group is a diverse community that fosters networking opportunities across the corporate structure. We provide exposure to industry experts and facilitate peer interactions ensuring everyone has the opportunity to learn, grow and succeed together.

### **Employee engagement**

An annual engagement survey called 'Your Voice' and a more focused mid-year 'pulse' survey provides an opportunity for our employees to provide considered and continuous feedback. These surveys include questions on gender equality, and the results are analysed to identify focus areas and implement targeted action plans.

### **Internal relativities and gender pay equity**

End of year remuneration reviews focus on ensuring that employees performing the same work or work of equal or comparable value are compensated equally. Remuneration data is analysed to ensure we continually make adjustments to achieve pay parity. This includes addressing any gender pay disparities as a priority.

### **Diversity, equity and inclusion (DEI) initiatives**

Count Group will deliver training across all entities focused on removing unconscious bias for leaders. This program helps leaders recognise and address their biases, fostering a more inclusive and equitable workplace.