# People matter survey for gender equality reporting 2025

# How to promote your survey

**The** **People matter survey for gender equality reporting** **is a safe and anonymous way for employees to give feedback to their organisation about their experience in the workplace.**

**Public sector organisations use the survey to find out what they’re doing well and where they need to focus on making improvements.**

**Use this guide to help your organisation get the most out of the** **survey.**

Who this guide is for

This guide is designed for survey coordinators in organisations participating in the survey.

The resources and tips we’ve provided can be personalised to suit your organisation.

Why promotion is important  
Promoting the survey tells employees that their voice matters and that your organisation is committed to improving gender equality in your workplace.

It fosters strong engagement, as it encourages your employees to participate, giving you richer data and insights that reveal how employees view different aspects of their workplace experience of gender equality, diversity and inclusion.

Along with this guide, there are other resources available for download from the website of the Commission for Gender Equality in the Public Sector.

**Resources include:**

* FAQs
* key messages
* speaking notes
* sample news article
* workstation splash screens
* email signature banners
* promotional images.

# Tips to encourage participation

It’s important to keep the survey front of mind during the survey period. To help, we’ve put together a list of ideas that have worked for other organisations.

Ways to encourage participation:

1. Schedule a time to do the survey as a team or business area.
2. Organise an information session to answer survey queries.
3. Share outcomes from previous surveys.
4. Ask a senior leader to launch the survey with an official email.
5. Ask managers and senior leaders to encourage participation in team meetings and one-on-ones.
6. Ask people to share stories of positive organisational change.
7. Identify survey champions at all levels in your organisation to help promote your survey.
8. Promote the survey on your intranet and internal e-newsletter using key messages and images from the resources we’ve provided.
9. Send reminder emails.
10. Use the virtual splash screens and email signature banners provided, selecting the images that best represent your organisation.

**Encouraging participation for non-desk-based staff**

1. Display the provided People matter survey for gender equality reporting posters in walkways, elevators, bathrooms, and other communal areas.
2. Generate a QR code for your survey link to display on provided posters and remind people that the survey can be completed on a mobile phone.
3. Ensure managers and supervisors include time in shifts to complete the survey.
4. Set up a dedicated workstation(s) so staff can complete the survey at a computer.

# Survey promotion timeline

| When | What |
| --- | --- |
| 3 weeks out | **Plan your campaign**   * Identify your target audience and draft key messages * Brainstorm ideas to promote participation * Create a campaign plan and schedule   **Share with senior leaders and managers**   * Share your campaign plan with senior leaders and managers * Draft promotional materials for senior leaders * Supply messaging for managers |
| 2 weeks out | **Build awareness**   * Draft invitation emails and messages, articles, etc., so they’re ready to go * Cascade across your organisation |
| 1 week out | **Reinforce your campaign**   * Ask your leaders and survey champions to actively promote the survey * Add People matter survey for gender equality reporting email signature banners to emails |
| Survey opens | **Open the survey**   * Remind employees of the survey opening and closing dates * Display splash screens at workstations |
| Survey closes | **Close the survey**   * Thank staff for their participation * Tell your teams when they can expect to see results * Share the results when they are available |

# Step-by-step guide: 3 weeks out

## 3 weeks before your survey

**Start planning your campaign**

1. **Target audience**

Identify your target audience and how you plan to reach them. Depending on your organisation, you may not be able to reach all employees in the same way.

1. **Brainstorm campaign ideas**

Schedule a brainstorming session with the team to come up with campaign ideas.

Get started with questions like:

* How will you reach your target audience(s)?
* What are the key messages?
* What channels will you use (emails, meetings, intranet etc.)?
* What resources will you need? Resources have been sent to you to use.
  + What employees or teams could help spread the message? Who will be your ‘survey champions’?
  + What activities could you do to encourage participation? (see our participation tips).

1. **Create a campaign plan and activities schedule**

Once you’ve decided on your campaign activities, create a plan and schedule. You don’t want to release your activities at once. Instead, aim to build momentum and remain flexible.

1. **Start drafting materials**

Draft the promotional materials you’ll need to deliver your campaign. We’ve created key messages, templates, a sample article and more that you can personalise.

**Share your plan with senior leaders**  
Tell senior leaders and managers about the survey and why it is important. Share your campaign plan and delegate tasks based on your planned activities.

Make special note of the:

* survey open and close dates
* activities schedule and tasks
* key messages
* anonymity protections and [Data collection statement](https://vpsc.vic.gov.au/privacy/)

# Step-by-step guide: 2 weeks out

**Build awareness**

Start rolling out your campaign to build awareness about the survey, why it’s important and how the results will be used.

You could:

* have a senior leader send out an all-staff email
* send calendar invites
* mobilise your survey champions
* talk about outcomes from previous surveys
* reinforce that the survey is anonymous.

# Step-by-step guide: 1 week out

**Step it up**

Roll out campaign activities and aim to increase the frequency of your messaging using different channels of communications.

You could:

* share participation tips with leaders in your organisation
* provide key messages for managers and survey champions to share in meetings
* ask managers and survey champions to install the People matter survey for gender equality reporting email signature.

# Step-by-step guide: Survey opens

**Launch the survey**

Have a senior leader launch the survey with an all-staff email supported by any other campaign activities you have planned.

**Keep the survey front of mind**

Continue to promote the survey using your communication channels.

For example:

* promote the survey on your intranet
* post a link to the survey in slack or yammer
* mobilise survey champions
* update leaders on daily participation rates
* reinforce the importance of the survey
* send a reminder email before the survey closes.

# Step-by-step guide: Survey closes

**Thank your employees**

Send an all-staff email thanking everyone for participating in the survey and advising that it has closed. You should also include key messages about what the next steps will be.

**Share the results and action plan**

Let your employees know when they will receive the survey results and what meaningful actions your organisation will take in response.

## Where can I get more information?

If you have further questions about the survey, please contact the Commission for Gender Equality in the Public Sector on [enquiries@genderequalitycommission.vic.gov.au](mailto:enquiries@genderequalitycommission.vic.gov.au).