

Gender Pay Gap Employer Statement 2025



**healthdirect**
Australia

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Healthdirect Australia acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to the Traditional Owners and to Elders both past and present.

Overall approach

At Healthdirect, we continue to prioritise an inclusive and equitable workplace where diversity is valued and all employees are empowered to achieve their full potential. We recognise that gender equity is essential not only as a social responsibility, but also as a driver of innovation, creativity, and organisational success.

This commitment is reflected in our ongoing efforts to promote transparency and accountability, including implementing policies, programs, and initiatives to address gender-based disparities through the Diversity, Equity, and Inclusion dimension of our Wellbeing@Work program.

We also recognise that societal patterns of gender segregation in the workforce influence our organisation. With a significant proportion of employees in industries and roles traditionally dominated by one gender, such as Information and Communication Technology within the Health Care and Social Assistance sector – these trends are reflected in our gender pay gap. Healthdirect remains committed to monitoring, addressing, and mitigating these disparities.



Actions and strategies

Our total remuneration gender pay gap (GPG) has decreased from 21.3% to 17.2% (mean) and from 27.7% to 26.3% (median) this reporting period. This positive movement is largely driven by the hiring of five female employees into senior roles. The primary contributing factor to Healthdirect's GPG continues to be the higher proportion of men in senior technology and leadership positions, and a larger proportion of women in operational and administrative roles.

Our remuneration practices are designed to support equitable and consistent decision-making, while fostering a supportive workplace environment that promotes retention across our workforce. Like many organisations, we have seen significant progress in reducing our gender pay gap through these measures. The remaining gap is now primarily influenced by broader societal factors that extend beyond organisational policies.

As a virtual health company, Healthdirect draws its workforce primarily from the technology and health sectors. We continue to experience challenges in attracting women to senior technology roles, which typically command higher salaries than roles within the health sector. As a result, our gender pay gap reflects both the gender composition commonly seen in these industries and the different market rates between them.

As an organization of 285 employees, Healthdirect has limited capacity to directly address the broader societal factors that contribute to the under-representation of women in STEM fields. We therefore focus our efforts where we can make the greatest impact: strengthening the attraction, progression, and retention of women in technology and senior leadership roles.



Actions and strategies (continued)



We provide 14 weeks of paid parental leave to all parents, supporting equitable caregiving responsibilities and workforce continuity. Through comprehensive parental leave resources and dedicated manager support, employees can maintain connections to professional development opportunities during their leave and experience a seamless transition back to work.



Equitable remuneration practices including completing twice yearly whole of company gender pay gap reviews and individual reviews at all stages of recruitment and promotional decisions. Calibration of performance reviews ratings was introduced to reduce disparity in ratings to avoid inequity in annual remuneration decision making.



We partner with recruitment agencies to proactively identify and attract women candidates for technology and leadership positions where representation gaps are most significant. To ensure equity from the outset, all starting salaries are benchmarked against internal peers in similar roles, preventing pay disparities at entry level.



We provide comprehensive flexible work arrangements that support women's workforce participation and career advancement, including flexible hours, remote work options, part-time and job-share arrangements, and purchased leave. Available to all employees regardless of role or seniority level, these arrangements are designed to ensure that flexible schedules do not limit access to development opportunities, promotions, or leadership pathways.



We provide targeted development programs for high-potential employees through our talent and succession planning process, ensuring equitable access to career advancement opportunities and pathways to senior leadership roles.



We support women's holistic wellbeing through targeted policies and programs, including women's health initiatives and financial wellbeing workshops with ongoing consultation to address emerging needs.



We advance gender equity awareness through strategic initiatives including women's health education sessions, International Women's Day programming, nominations for digital health industry awards, and engagement in women's entrepreneurship forums.



We deliver targeted leadership development programs that build critical career advancement skills, including negotiation, promotion advocacy, interview effectiveness, and professional networking.

Gender equity indicators

The GPG in Australia is a result of a combination of social and economic factors that reduce women's earning capacity over their careers and limits their earning ability, including biases in progression and promotion opportunities¹. The six WGEA Gender Equity Indicators are designed to assess the effectiveness of an organisations approach to reducing the GPG. Below is an outline on the actions being taken by Healthdirect to meet these indicators.



01 Workforce composition

Healthdirect has policies and/or strategies in place to support gender equity as it relates to remuneration and recruitment which includes promotions. We continue to actively focus on female candidates in recruitment activities and in our leadership pipeline.



02 Governing bodies

The Board has an even gender balance with a female chair.



03 Equal remuneration

Healthdirect has well defined remuneration practices with two GPG reviews conducted per year. Impacts on the GPG are taken into consideration when doing remuneration benchmarking for hiring and promotions.



04 Flexible work

Healthdirect provides equal access to flexible work options and parental leave with appropriate policies and procedures in place.



05 Consultation

Healthdirect has a continuous feedback approach to engagement through the Diversity, Equity, and Inclusion working group as part of the Wellbeing@Work program and conducts the following activities each year which include elements on gender:

- Engagement Survey
- Exit Survey
- Psychosocial Safety Audit
- Sex Discrimination Audit



06 Sexual harassment/discrimination

Healthdirect has aligned their practices to the Australian Human Rights Commission Standards and relevant legislation, along with anonymous reporting options and employee consultation.

1. Fact Sheet_The Gender Pay Gap_201123 (wgea.gov.au)

Further data

The table below details the GPG for Healthdirect over the prior four reporting periods in comparison to the current national results².

| All employees | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2024-25 National |
|--|---------|---------|---------|---------|------------------|
| Average (mean) total remuneration | 17.8% | 18.2% | 21.3% | 17.2% | 21.1% |
| Median total remuneration | 22.6% | 24.2% | 27.7% | 26.3% | 16.4% |
| Average (mean) base salary | 17.0% | 18.1% | 20.7% | 16.6% | 15.7% |
| Median base salary | 22.6% | 24.2% | 27.6% | 26.3% | 11.9% |

2. <https://www.wgea.gov.au/Data-Explorer/National>

Definitions

Submission requirements

Under the *Workplace Gender Equality Act 2012* companies with more than 100 employees in Australia are required to submit a report annually to the Workplace Gender Equality Agency (WGEA) containing information related to various gender equality indicators. The report includes all permanent, fixed term, and casual employees of Healthdirect Australia, and covers information on workforce numbers, gender composition, remuneration, policies and strategies.

Gender Pay Gap

The Gender Pay Gap (GPG) is derived as the difference between women's and men's average weekly full-time equivalent earnings, expressed as a percentage of men's earnings. The data set uses total remuneration, including superannuation, overtime, bonuses, and other additional payments.^{3,4}

Mean and Median

The mean refers to the average gender pay gap which is calculated by adding up the wages of all employees and dividing that number by the number of employees. The median is the number that falls into the middle when everyone's wages are lined up from smallest to largest.⁴

[3. What is the gender pay gap? | WGEA](#)

[4. How to calculate a gender pay gap | WGEA](#)





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