

# Building *bloody* Change

## Ensuring menstrual equity in the workplace

### What the data tells us

Menstrual health is not a niche issue. It is a workplace issue.

Share the Dignity's 2024 Bloody Big Survey found that:

- **\$9.6 billion** is lost each year in missed workdays due to periods
- **56%** of respondents missed work due to their period
- **64%** of menstruators have struggled to afford period products
- Cost, access and stigma continue to limit who can fully participate at work

When workplaces do not support menstrual health, the impacts are felt in wellbeing, participation and retention.

### Why menstrual equity in the workplace matters

Menstrual equity means people can participate in work safely, comfortably and with dignity, no matter their role, income, industry or workplace size.

Workplaces that support menstrual equity:

- Improve participation and retention
- Support wellbeing and psychosocial safety
- Demonstrate genuine commitment to equity and inclusion
- Align with WHS, wellbeing and ESG responsibilities

### What menstrual equity looks like at work

Menstrual equity does not require complex policies or significant cost. It starts with practical, visible actions.

We are asking all workplaces to Build Bloody Change by providing **free period products** so no one has to miss a workday because they cannot afford period products.

Workplaces should also aim for:

- ✓ **Sanitary bins in every toilet, that are serviced and emptied regularly**
- ✓ **A workplace culture where menstrual health is not treated as taboo**
- ✓ **Providing period and menopause leave**

### Case studies

*"When I was in a dv situation period products were a luxury. I often had to use other things like toilet paper, or I would double my undies and clean myself in toilets more frequently. Since leaving, I have had access to free period products through my workplace and I'm so grateful."*

*"When I was about 16 working in hospitality I unexpectedly got my period. They didn't stock any spare sanitary products at the store and the only shop was the servo next door. I hadn't been paid yet so I couldn't afford the \$15 pads. I had to ask an older male coworker if I could borrow some money to buy them. He was nice about it but it was incredibly embarrassing."*

**Dignity is not optional.**  
**Join us in Building *Bloody* Change.**

**Visit:** [sharethedignity.org.au/building-bloody-change](https://sharethedignity.org.au/building-bloody-change)