

ALLYSHIP IN ACTION

Building Respect. Advancing Inclusion. Strengthening Industry.



Industry Champion Toolkit



An Australian Government Initiative

The Building Women's Careers (BWC) Program is funded by the Australian Government Department of Employment and Workplace Relations.

Allyship in Action Program - At a Glance

There are three ways to get involved:

1. Male Allies Training + Industry Challenge

Complete the training and be part of the national challenge (April–July)

2. Sponsorship Program

Support career progression through structured sponsorship

3. Ambassador Program

Become a champion for inclusive workplace culture

Get involved

Why This Matters

Women remain significantly underrepresented across construction, particularly on-site, and culture plays a critical role in attraction, retention and safety.

This initiative provides practical, accessible ways for individuals and organisations to take action and contribute to more respectful, inclusive workplaces.

This is about real-world behaviours, not theory.

Your Role

As organisations shaping the built environment, you have a critical role in raising awareness and driving meaningful participation.

We are asking you to:

- Share the program within your networks
- Encourage individuals and organisations to get involved
- Start conversations about the initiative

Even one post or email can make a difference.

Ways to Get Involved

Male Allies Training + Industry Challenge

What it is

A practical, self-paced training program combined with a national challenge to drive participation across the industry.

Training

- Five short modules (approx. 30 mins each)
- Accessible anytime, on any device
- Focused on real workplace scenarios

Participants will learn how to:

- Recognise everyday behaviours that impact culture
- Speak up and intervene constructively
- Support more inclusive teams

Industry Challenge (23 April – 23 July)

- Individuals complete the training
- Completions contribute to organisation totals
- Progress tracked via a public leaderboard on our website

Why it matters

- Builds momentum across the industry
- Encourages collective action
- Recognises organisations leading the way

[Register and take part](#)



Ways to Get Involved

Sponsorship Program

What it is

A structured program connecting senior male leaders with aspiring women to support career progression.

Why it matters

Sponsorship — active advocacy — is critical to career advancement.

Participants will:

- Support career development and progression
- Advocate for emerging talent
- Build meaningful professional relationships

We are currently seeking expressions of interest for:

Sponsors (men):

Male leaders at all levels who are committed to advocating for and supporting the advancement of women in our industry.

Participants (women):

Professionals at all levels seeking to accelerate their career, expand their network and access new opportunities.

[Register your interest to be a Sponsor](#)

[Register your interest to be a Participant](#)



Ways to Get Involved

Ambassador Program

What it is

A program designed to equip individuals with the tools and support to actively champion inclusive workplace culture.

Includes:

- Expert-led webinars (starting May)
- Practical tools and resources
- A network of like-minded ambassadors

Why it matters

Culture is shaped in everyday moments — Ambassadors help influence behaviours, conversations and team dynamics.

What You'll Get

Everything you need to lead culture change

01 Expert Webinar Series

Regular, live webinars with leading voices in workplace inclusion, culture change, and allyship, starting May 2026.

02 Ambassador Network

Connect with a community of culture change champions who understand the work, share resources, and support one another.

03 Practical Tools & Resources

eLearning content to provide actionable frameworks, conversation guides, and real-world strategies you can take straight back to your workplace.

04 Ongoing Support

You won't be doing this alone. Ongoing encouragement, check-ins, and shared learning to keep momentum going.

[Register your interest to be an ambassador](#)

How You Can Help

1. Share on LinkedIn

Encourage your network to get involved

2. Send internally

Share via email, intranet or team communications

3. Raise it in conversation

Mention at events, meetings or site discussions

4. Use campaign materials

[Click here](#) to download posters and social tiles from the NAWIC website and share them across your channels or within your workplace to help build awareness.

Ready-to-Use Email Copy

Hi [Name],

The construction industry has an opportunity to drive meaningful cultural change, and NAWIC's Allyship In Action Program provides practical ways to be part of it.

Funded through the Australian Government's Building Women's Careers Program and delivered with partners including ADCO Constructions, CPB Contractors and Holmesglen Institute, the initiative includes:

Male Allies Training + Industry Challenge

A free, practical online training program (5 short modules) that helps individuals recognise everyday behaviours, speak up, and support more inclusive workplaces.

Participants can also take part in the Industry Challenge (23 April – 23 July), where completions contribute to organisation totals and are recognised across the industry.

Sponsorship Program

Connecting senior male leaders with aspiring women to support career development, advocacy and progression.

Ambassador Program

Equipping individuals with the tools, confidence and support to actively champion inclusive workplace culture, including expert-led webinars starting in May.

This is a practical, accessible initiative, designed for real workplaces and real conversations.

[You can learn more and register here](#)

I'd encourage you to take a look and consider how you or your organisation can get involved.

Warm regards,
[Name],

How You Can Help

Ready-to-Use LinkedIn Post Copy

Attracting more people into construction is only part of the challenge, retaining them is where culture matters most.

NAWIC's Allyship in Action initiative provides practical ways for individuals and organisations to help build more respectful, fairer and inclusive workplaces.

Funded through the Australian Government's Building Women's Careers Program and delivered with partners including ADCO Constructions, CPB Contractors and Holmesglen Institute, the initiative includes:

Male Allies Training + Industry Challenge — a free, self-paced program (5 x 30-minute modules) designed to help participants recognise everyday behaviours, speak up, and support more inclusive workplaces, alongside a national challenge driving participation across the industry.

Sponsorship Program — connecting senior male leaders with aspiring women to support career development, advocacy and progression.

Ambassador Program — equipping individuals with the tools, confidence and support to actively champion inclusive workplace culture, including expert-led webinars commencing in May.

Creating more inclusive, respectful workplaces is essential to building a stronger, more sustainable industry.

[You can learn more and register here](#)

[I#maleallies](#) [#constructionindustry](#) [#nawic](#) [#womeninconstruction](#) [#BuildingWomensCareers](#)

Download LinkedIn Tiles



**Your advocacy plays
a critical role in
building respect,
advancing inclusion
and strengthening
our industry through
Allyship in Action.**



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