

11% Strategy

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Recognising the skills
of women already
working in the
industry

Industry
commitment to
gender equity and
accessibility of the
trades

Attracting and retaining women in apprenticeships and traineeships

11% Strategy

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Passport to DiversityChanging the industry
culture

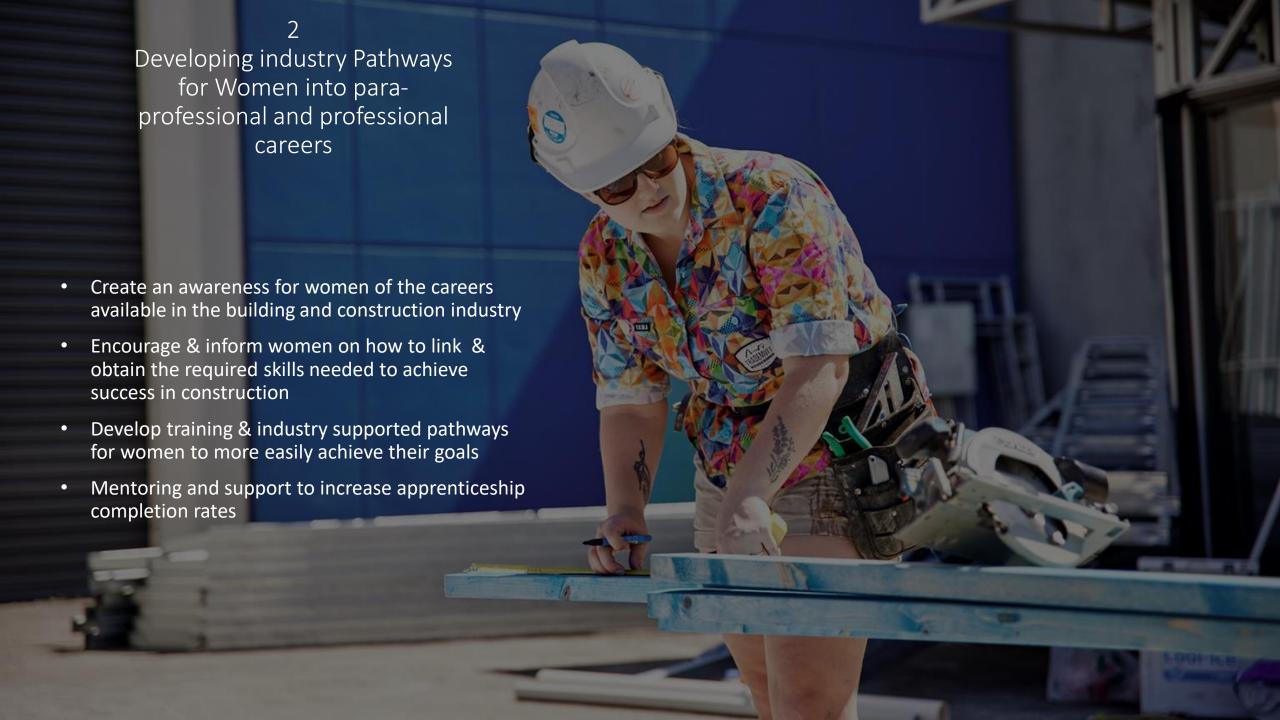
Developing industry
Pathways for Women
into para-professional
and professional
careers

Repositioning
women as
employees of choice
in non-traditional
careers

Attracting and retaining women in apprenticeships and traineeships

- Create pathways to employment opportunities
- Lobby for "all girls" schools non-traditional trade entry level training courses/Construction Gateway all girls school
- Coach, support and promote women into entry level training courses and programs
- Target mature aged women and develop innovative and suitable programs to establish career pathways
- Promote Cert 4 or diploma level qualifications
- Identify the restrictions and pre-requisites of progressing from trade to paraprofessional level to retain women who complete their apprenticeships
- Create website listing of qualified tradeswomen









Passport to Diversity

– Changing the industry culture

- Train and sensitize industry on unconscious bias
- Create awareness understanding of the benefits of a diverse workforce
- Develop recruitment strategies to support industry education and awareness
- Create long term industry vision, ensuring the approach is strategic and inclusive



Industry commitment to gender equity and accessibility to trade careers

- Develop critical partnerships to gain broader support for increasing participation of women in construction
- Use case studies of successful industry initiatives from previous and current program models of best practice in engaging women
- Utilise social media to promote industry best practice recruitment strategies

Recognising the skills of women already working in the industry

- Market the Recognition of Prior Learning (RPL) pathways to women working with partners or relatives in trade related careers
- Promote a targeted marketing campaign for skills assessment and gap training to women
- Upskilling partners/female relatives who manage the business administration for small to medium enterprises (SME)

