



11% Strategy



11% Strategy

1

Attracting and retaining women in apprenticeships and traineeships

2

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

3

Repositioning women as employees of choice in non-traditional careers

4

Passport to Diversity- Changing the industry culture

6

Recognising the skills of women already working in the industry

5

Industry commitment to gender equity and accessibility of the trades

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



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

- Create an awareness for women of the careers available in the building and construction industry
- Encourage & inform women on how to link & obtain the required skills needed to achieve success in construction
- Develop training & industry supported pathways for women to more easily achieve their goals
- Mentoring and support to increase apprenticeship completion rates



3

Repositioning women as employees of choice in non-traditional careers



- Align marketing for 11% strategy to other relevant marketing campaigns
- Promote the achievements of women in the industry to set examples
- Profile employer experience/s
- Educate and support SME trade businesses on the benefits of diversifying their recruitment
- Celebrate longevity in the industry – introduce the Industry Longevity Recognition Award

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)

