

Moving the dial on gender representation

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Tradeswomen Australia

Increasing the number of women in trade

Tradeswomen Australia Group is a non-profit organisation supporting women to succeed in trade careers.

We support women into training and employment with info sessions, pathways, networks, mentorships, scholarships.

We support businesses to recruit and retain women through safe and inclusive workplace cultures.



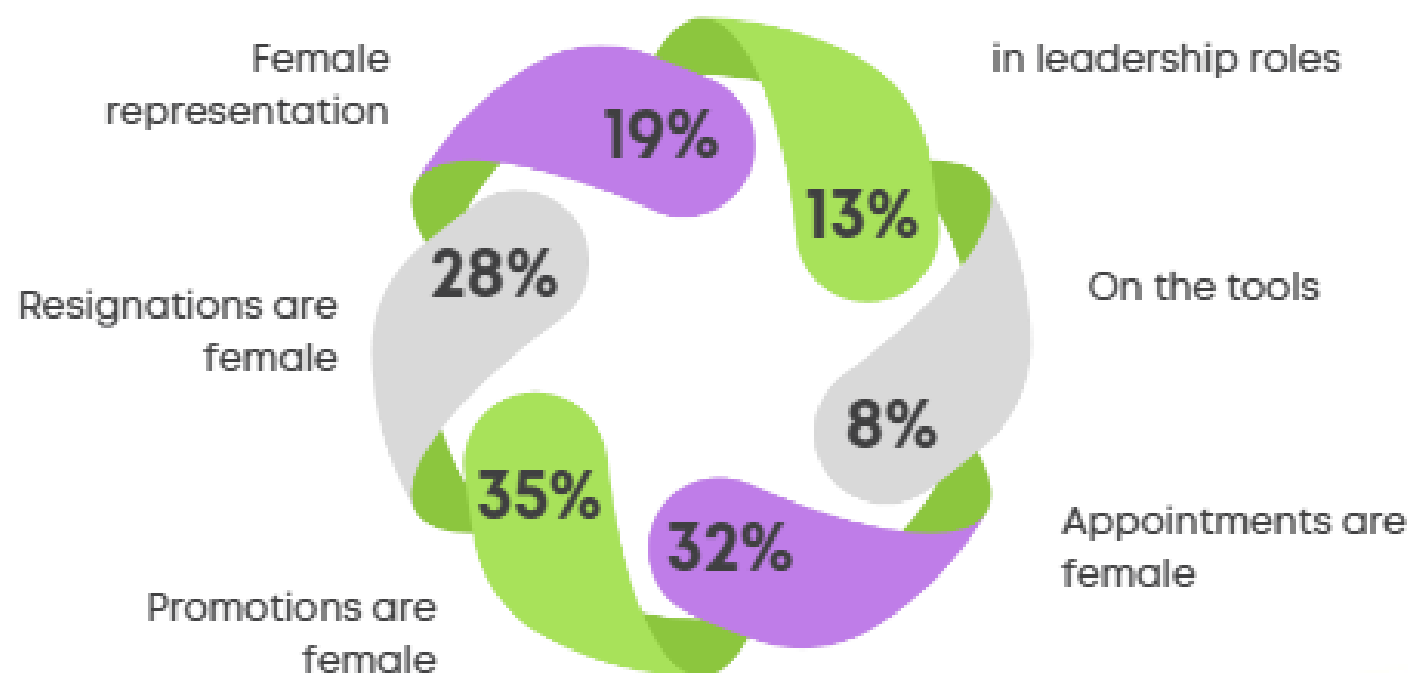
Increasing representation at your business

1. Where we are now
2. Why it makes sense
3. What the barriers are
4. How to do it
5. Where to start



Transport Industry - representation statistics

Where we are now





Business case for change

Why it makes sense

- Improved decision-making and innovation
- Higher employee engagement and retention
- Increased productivity
- Access to a broader talent pool to address the skills gaps
- Positive brand reputation
- Stronger bottom line



What are the barriers

Social and local

- Stereotypes and perceptions: 'better suited to men'
- Lack of access: fewer opportunities through school
- Workplace culture: not inclusive, unwelcoming, unsupportive, unsafe
- Lack of flexibility: shift work and long hours are difficult for caregiving responsibilities.
- Recruitment bias: unconscious bias favours males
- Limited career pathways: stemming from all of the above



How? What does it take

Attract, Recruit, Retain

- Actively recruit and promote diversity: deliberate recruitment practices
- Flexible work arrangements: adaptable shift schedules, job-sharing, part-time options.
- Inclusive culture: training programs on topics such as unconscious bias and inclusive practices.
- Workplace safety: workplace safety policies - physical safety and psychological safety
- Career development: development plans, leadership training, mentorship programs.





Where to start

Nothing changes if nothing changes

- Understand where you are now
- Create a plan
- Set targets
- Celebrate success

Thank you

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