



DIVERSITY IN RECRUITMENT GUIDE



OUR VISION

An Australia where women and girls who want to, can, and do, work in trades

OUR MISSION

We create equity and equality in trades by:

- partnering with employers to shape culturally safe and inclusive workplaces; and
- educating, supporting and mentoring girls and women in non-traditional trades.

OUR GOALS

- To increase community awareness of trade as career options for girls and women
- To reduce barriers for women to access trade careers
- To support employers to create more inclusive workplace environments
- To enable women to thrive in sustainable careers after their apprenticeship or traineeship
- To engage the community in support of change
- To enhance TWA operational efficiency, effectiveness and sustainability.



Tradeswomen Australia Group is a certified social enterprise and a registered not-for-profit

ACKNOWLEDGEMENT OF COUNTRY

The Tradeswomen Australia Group acknowledges the Australian Aboriginal and Torres Strait Islander peoples as the first inhabitants of the nation and the traditional custodians of all the lands and waters where we live, learn and work.

Tradeswomen Australia pays respect to Elders past, present and emerging.

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'There are limited faces for women in trades, ambassadors are needed. If you can't see it, you can't be it' - Builders Academy Australia.

Recruitment is a critical component of an organisation's gender diversity strategy.

The methods most organisations use to screen candidates can put diverse individuals at a disadvantage.

Attracting and retaining previously underutilised sources of talent, including women, is key to addressing a skills shortage currently facing 31%* of Australian businesses.

Innovative attraction strategies can support organisations to create positive perceptions of a workplace, or an industry, making it more attractive to female employees.

GENDER AND RECRUITMENT

Research shows that men will apply for a job if they meet 60% of the qualifications, while women will apply when they meet 100%.

The language used in job advertisements can influence an individual's decision to apply for positions. Intense jargon or stereotypically male language may deter many applicants.

*Diversity Council Australia 2022



THE BOTTOM LINE

Diversity Council Australia's *Inclusion@Work Index* showed the incredible impact that diversity and inclusion can have on people and culture.

Workers in inclusive teams are:

- 4x less likely to leave their job in the next 12 months
- 11x more likely to be highly effective than those in non-inclusive teams
- 10x more likely to be innovative
- 4x more likely to work extra hard
- 10x more likely to be very satisfied
- 4x less likely to feel work has a negative or very negative impact on their mental health.
- 6x more likely to provide excellent customer service
- 5x less likely to experience discrimination and/or harassment

Sources:

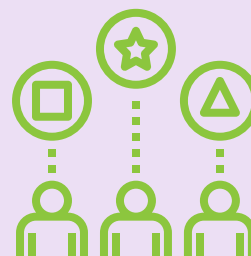
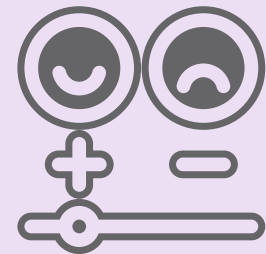
Diversity Council Australia (R. D'Almada-Remedios, A. Kaabel, and J. O'Leary), *Inclusive Recruitment: How to Tap into Australia's Overlooked and Underleveraged Talent*, Sydney, Diversity Council Australia, 2022

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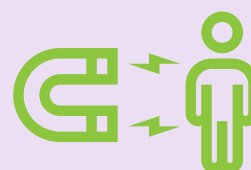
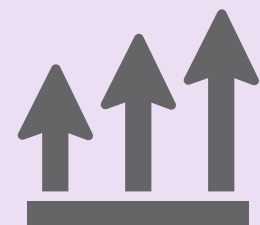
Reduced recruitment, onboarding and training costs because turnover is lower.

Diversity increases employee engagement by 40% and...employees are happier if they are engaged.



A diverse workplace allows for new ideas.

A diverse workforce out-performs an average workforce by around 25%.



A company known to have a better work culture attracts more new recruits



ACTIONABLE ITEMS TOWARD DIVERSE RECRUITMENT PRACTICE

ACTION	SOLUTIONS AND RESOURCES
Rewrite job ads with more inclusive language to attract women applicants.	Use the gender decoder http://gender-decoder.katmatfield.com/
Advertise on a wider range of platforms.	Tradeswomen Australia Jobs Board, TasTAFE Jobs Board, Work 180.
Ensure gender diversity on recruitment panels.	Invite women from inside or outside the organisation to sit on the interview panel.
Train managers in Diversity & Inclusion.	Book Tradeswomen Australia Unconscious Bias Training.
Establish recruitment targets for women, both at shortlisting and interview stages.	Train staff involved in recruiting to recognise stereotypes and unconscious bias about the work women can do and the myths about women in non-traditional roles.
Assess the effectiveness of attraction and recruitment strategies.	Track the progress of women through the recruitment process and ask successful candidate about recruitment experience.
Appoint a Diversity & Inclusion Manager.	Establish measurable high-level diversity and inclusion initiatives and create an action plan to achieve them.
Avoid common pitfalls which include an over-reliance on past practice.	<ul style="list-style-type: none"> • Brush up on current discrimination legislation. • Use specific, rather than vague, criteria for selection to avoid discrimination or bias e.g., "Achieve work objectives" • Consider flexibility in work hours - full time, part time, compressed hours, staggered start and finish times. • Be aware of inadvertent use of gendered language.
Project a positive image of a safe workplace.	Adopting an Anti-Discrimination policy and/or an Equal Employment Opportunity (EEO) policy and mentioning it in recruitment advertising and work contracts.



OTHER TRAINING FROM TRADESWOMEN AUSTRALIA GROUP

Our programs support inclusion and diversity which create safer, healthier, respectful, and more productive workplaces.

We offer :

- Workplace Culture Continuum Assessment
- Delivery of Diversity and Inclusion Workshops
- Delivery of Bystander Action Workshops
- Delivery of Unconscious Bias Workshops
- Delivery of Mental Health and Wellbeing Workshops

Raising awareness with women and girls that a career in non-traditional trades is a viable option. We assist in placing them in apprenticeships and traineeships.

We offer:

- Presentations to school students
- Career counselling
- Work experience opportunities and try-a-trade workshops
- Access to a network of prequalified employers and training organisations
- Ongoing peer support, mentoring, resilience and retention activities

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REFERENCES

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WE WORK WITH...



ALL IMAGES OF REAL TRADESWOMEN COURTESY OF LOUISE BEAUMONT/GETTY IMAGES/ISTOCK