

Career Pathways for Women and Girls: Emergent and Non-traditional Occupations and Industries [Viable Work]

Advice for Employers

VALUE ADDED RECRUITMENT – ATTRACTING WOMEN TO YOUR WORKPLACE¹

Attracting Women to Your Workplace

- ❖ Proactive leadership is vital – it is critical to have a workplace culture built on EEO – equal employment opportunity, and affirmative action especially in areas of work considered non-traditional for women.
- ❖ Action strategies to address working conditions including pay equity, flexibility of hours and job sharing, provision of child care, safety, mentoring and work/life balance in line with current best practice gender audits of work places.
- ❖ Enact a mentoring scheme for women employees and apprentices.

Widen Your Recruitment Pool and Undertake New Recruitment Practices

- ❖ Value-added recruitment means getting access to the best apprentices/trainees available. Actively seek out young women as well as males, for apprenticeships.
- ❖ A different approach to recruitment will make sure women know you are recruiting and that you will consider their applications.
- ❖ Ensure you have a critical mass of women employees at all levels including apprentices.
- ❖ Demonstrate your commitment to equal opportunity and ensure all staff are involved.
- ❖ Consult amongst tradespeople and your staff as to how women can be included, and implement changes necessary.
- ❖ Seek out entry-level women's training programs and build a relationship with these training providers e.g. TAFE Colleges, sponsor training awards, partner in short courses for women; offer prizes for women trainees and apprentices.
- ❖ Offer sponsorships, scholarships as a part of recruitment strategies and have in place effective recognition and awards programs for women, and include mentoring.

¹ WAVE would like to acknowledge the framework offered below was inspired by a 1993 publication *Valued-Added Recruitment. Attracting female applicants to trade apprentice and trainee positions An Employer Recruitment Package*. DEET ISBN 0 642 18634 0. WAVE recommends this booklet be updated and re-printed.

- ❖ Liaise with career advisors in schools and offer work experience in entry-level jobs.

Market Your Commitments to Include Women in Your Workplace

- ❖ Ensure your workplace culture is women and family friendly.
- ❖ Let the community know your workplace recognises the benefits of including women.
- ❖ Emphasise career pathways in your organisation with realistic information about what opportunities are available including potential time frames for promotions.
- ❖ Market to women – include graphics of women, make a point of stating women are welcome, use local media, and community.
- ❖ Make selection criteria available without an emphasis on prior experience.
- ❖ Broadcast vacancies – use local media, state that 'women are invited to apply', acknowledge and state your commitment to equal opportunity, equal employment opportunity and affirmative action; inform your local training colleges.
- ❖ On selection, recognise relevant transferable prior competencies, knowledge and skills that could contribute to your organisation.

Adding New Members to Your Team

- ❖ Meet with women applicants included in your shortlist.
- ❖ Design an induction strategy for your new staff member.
- ❖ Promote a link for women apprentices and employees to women's industry associations, support networks, professional association and mentoring programs.
- ❖ Enact mentoring and support strategies to actively improve the diversity of your staff profile.
- ❖ Consult with your women employees – ask them for feedback and suggestions and act on it.
- ❖ Ensure career paths and information about promotions are available to women as well as men.
- ❖ Ensure access to and the status of training or professional development opportunities favour women equally with men.
- ❖ Establish and support women role models in your workplace.

Further advice and resources are available from the Australian Government Equal Opportunity for Women in the Workplace Agency
http://www.eowa.gov.au/About_Equal_Opportunity.asp