



Australian Women in Resources Alliance
Strength through workforce diversity

Be part of creating positive industry change

Get involved with AWRA

The opportunity is here, the sector is evolving – now we need the entire resource, allied and construction sectors to get onboard with AWRA.

Whether you are a project owner, direct employer, subcontractor, support service provider, a resources employee, or in any other way involved with the wider industry – you have a role to play!

This is how you can support AWRA:

- Nominate representatives from your organisation to actively participate.
- Join the AMMA AWRA Special Interest Group to stay informed and provide input and feedback on how we can best achieve our goals.
- Support, distribute and utilise AWRA information, including best practise fact sheets.
- Receive specialist consultation from the AWRA Employer Advice line on how to attract and retain a more gender diverse workforce.

...and the ultimate goal:

- Get AWRA accredited to proudly display your commitment to 'Strength in Workforce Diversity'



With your support of AWRA, the resource, allied and construction sectors will have access to a greatly strengthened pool of skilled employees.



Australian Government
Department of Industry, Innovation
Science, Research and Tertiary Education



Supported by



Queensland Government



Australian Government
Equal Opportunity for
Women in the Workplace Agency



“Our industry needs to make it a strategic business priority to maximise gender diversity in our organisations. This will help enable us to realise our full potential.”

Steve Knott, CE, Australian Mines and Metals Association



**The time to significantly
evolve our resource
industry workforce is now!**

Visit www.amma.org.au/awra and get in contact
either via email awra@amma.org.au
or phone **1800 186 840** for further information.



The way forward

awra

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The Australian resource industry has entered a new prosperous phase, with around \$590 billion worth of projects underway or proposed around the country.

While the benefits of this heightened activity are beginning to be realised, a significant challenge still remains - where will the workers come from?

As these major projects are ramping up, a tightening labour market, low unemployment and ultra-competitive recruitment landscape is leading to a major skills shortage.

Industry reports indicate the shortage of professionals will double throughout 2012, while demand during the construction and operational phases will soar between 2013-16.

The industry and governments are working together to address this skills shortage now.

Enter AWRA

The National Resource Sector Workforce Strategy (NRSWS) identified an opportunity to develop under-represented sources of labour to help plug this skills gap.

The industry-led Australian Women in Resources Alliance (AWRA), has been created in partnership with the Australian Government to further develop and engage one of the greatest underutilised sources of labour – women.

Objectives

AWRA will facilitate the increased attraction and retention of women in the resource, allied and construction sectors and provide employers with two major competitive advantages – a greater pool of talented labour and strength through workforce diversity.

The evidence that greater gender diversity results in a highly productive and dynamic workforce is compelling. The CEOs of some of the country's top organisations, Goldman Sachs economists and the Australian Human Rights Commission all agree enhancing gender diversity makes for better business.

In partnership with various representatives from industry, government and academia, AWRA will increase the number of women working in resources and assist the industry to meet its demand for skilled labour.

Women are essential to the resources sector. The industry needs to attract and retain them now.

Closing the female-male employment gap could boost Australian GDP by

11%

- Goldman Sachs JBWere

ASX500 companies with women directors delivered significantly higher return on equity

(ROE)

than those companies without any women on their boards

- Reibey Institute



The challenge

Women represent 45% of the total Australian workforce, but only 16% in the resource industry.

To offset the industry's skills shortage, increasing the number of women entrants into employment in the sectors must also be met with strategies to retain them.

AWRA will work towards a goal of increasing the representation of women in resource, allied and construction sectors employment to 25% of the workforce by 2020 – facilitating this long-term upward trend through the implementation of sustainable solutions.

When the staff turnover rates for some roles in our sector are already among the highest in the country, the industry must address the lack of women's participation from all angles.

The industry has evolved greatly in recent decades to offer a diverse range of career and lifestyle options but there is still work to be done.

Encouraging best practice workplace policies and procedures will facilitate the appropriate cultural shift towards a more diverse workforce and greatly bolster the industry's talent pool for staff.

Promoting the industry as a viable, long term career path for women will require significant cultural change to address current realities and perceptions. This change will include making available more flexible work practices and enhancing access to more family-oriented infrastructure for men and women.



"From this point, if
60%

of all external hires were women, it would take us five years to get a **2% growth in our key female statistics**"

- Andrew Stevens IBM

"We should engage with and retain the most talented teams. Although we have made progress, we can still do more to attract and retain women in our workforce."

Terry Burgess, Managing Director and CEO, Oz Minerals Limited

"Women are an essential part of a highly engaged, skilled and motivated workforce. To harness this talent our industry must continue to develop flexible work practices, increase awareness about opportunities and promote successful women in our industry as role models for others."

Lucio Della Martina, Executive Vice President, Australia Business, Woodside

"The business case is powerful, we have to evolve to make sure we have teams that include more women. This is a talent management issue and our organisations must develop to ensure they build and retain the strongest teams."

David Jurd, Managing Director, Abigroup Limited

The AWRA Approach



Australian Women in Resources Alliance

Taking Action

Facilitated by the national resource industry employer group AMMA, alongside key industry stakeholders, the AWRA project will:

- Identify gaps in policy and practices at worksites;
- Develop and disseminate tools and resources to assist employers to attract and retain women;
- Provide support services to assist in facilitation of organisational change to increase women's participation;
- Build on available research and existing best practice in the resource, allied and construction sectors;
- Establish and grow a network of top executive talent in the industry to provide oversight and coordination of AWRA; and
- Engage, collaborate with, strengthen and strategically unite the various women's networks, industry bodies, government agencies and major industry stakeholders across Australia, and their respective programs.

Leading the charge

The AWRA Reference Group comprises key stakeholders from industry bodies, networks and companies representing the resource, allied and construction sectors.

In addition, senior industry leaders will complement this work by championing the cause, providing oversight of the project and recruiting other senior resource executives to be AWRA sponsors and champions for change.

Both the AWRA industry leaders and the Reference Group will advance AWRA through addressing three primary workforce areas; attraction, retention and organisational culture.

Working groups in partnership with existing interest groups and industry bodies will cooperate to enhance initiatives already in progress and further extend their reach.



"There is a relatively untapped pool of talent - we need to make this sector attractive to women as a clear career choice. It's about understanding what the drivers are for it to be a viable and appealing choice to women."

Mr Johnpaul Dimech, CEO, Sodexo Australia and New Zealand

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