



Australian Women in Resources Alliance  
*Strength through workforce diversity*

# AWRA NEWSLETTER

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## Welcome

Welcome to the first AWRA newsletter, where we keep you updated on the activities and progress of this significant industry initiative.

Every two months we'll wrap-up how AWRA is coming along, detail significant upcoming events and provide a snapshot of some of the great work being done in gender diversity within the resource industry.

## Australian Women in Resources Alliance (AWRA)

The Australian Women in Resources Alliance (AWRA) is a proactive industry initiative dedicated to facilitating the increased attraction and retention of women in the resources, allied and construction sectors. Women presently comprise 16% of the resource industry's workforce, but AWRA is working towards increasing this to 25% by 2020.

The AWRA project is driven by AMMA, with the reference groups comprising key stakeholders from industry bodies, networks and companies representing the sectors from across Australia.

AWRA is unique in having established a coordinated, national, unified voice on gender diversity best practice for the resource industry. A series of key activities are focused on delivering its objectives and promoting best practice and cultural awareness among employers to assist with industry change. These include establishing an AWRA accreditation process, managing an AWRA induction program and preparing a series of AWRA guides on key gender diversity strategies.

## AWRA in Action

AWRA was officially launched at AMMA's West Coast Conference in November 2011. The first major awareness tool, the 'Way Forward' paper, was released on March 8, 2012 to coincide with International Women's Day.

AWRA recently held a one-day intensive workshop on May 23 as part of AMMA's 2012 National Conference. The workshop was strongly attended by members of the reference group and other interested participants.

AMMA continues to seize all opportunities to promote AWRA. AWRA has been covered in internal and external AMMA communications, at AMMA's recent industry briefings across Australia and presentations on AWRA were delivered at the Future Gas 2012, women in energy panel discussion and at the NG Mining Summit held in Cairns.



On 24 May an AWRA breakfast event was also held as part of the AMMA National Conference. Terry Burgess, CEO and Managing Director of Oz Minerals and AMMA board director, spoke at the breakfast about diversity strategies that have been implemented at Oz Minerals. The breakfast had a great turnout with a lot of new organisations signing up to participate in AWRA.

The conference also featured two relevant diversity speakers. Captain Allison Norris from the Royal Australian Navy spoke on "Changing workplace culture: The Defence Force perspective." Marie Irwin, Caltex Australia's Group Manager Employee Relations and Diversity, spoke about "Jumpstarting gender diversity". We look forward to working with these women in the future.

Marita Cheng, Young Australian of the Year 2012 and founder of Robogals, also spoke about AWRA during her participation in the Tony Jones Q&A session. Marita founded Robogals in 2008, an organisation that encourages schoolgirls to undertake engineering degrees. Marita is an inspirational young woman and we look forward to keeping in contact with her.

## Find out more

Visit [www.amma.org.au/awra](http://www.amma.org.au/awra) and get in contact either via email [awra@amma.org.au](mailto:awra@amma.org.au) or phone 1800 186 840

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

## AWRA Award

AWRA's new annual award recognises an organisation that has developed outstanding and/or innovative strategies to increase the attraction and retention of women employees. An overwhelming number of award submissions were received this year.

Only one company can take it out however, and Oz Minerals was a standout with its workplace initiatives and practices that directly enhance the success of the organisation. Oz Minerals has formalised their commitment to workplace diversity with a set target of 25% participation at all levels. CEO Terry Burgess accepted the award at the AMMA Gala Dinner on behalf of the company.



## Working Groups

The AWRA Working Groups have brought together existing interest groups and industry bodies to collaboratively enhance initiatives already in progress and further extend their reach. Group representatives comprise a range of industry sectors and expertise, including corporate and operational personnel. The four working groups and their primary activities are:

- ✓ The Attraction working group will work to create career and cultural awareness and to generate additional participants into the industry through more efficient pathways and recruitment processes.
- ✓ The Retention working group will enhance workplace practices in the industry.
- ✓ The Industry and Organisational Culture working group will work on a suite of areas that relate to the development of the workforce participant, including how to create cultural change.
- ✓ The Research and Development working group will support the initiative with information, statistics, reports and analysis.

The working groups will also be further developing the best practice guides to form a toolkit of industry-specific resources at an employer's disposal. In future this newsletter will examine best practice over a variety of topics to facilitate the attraction and retention of women in the industry. There are still some spaces available in the working groups.

For further information please contact [Elspeth.Meredith@amma.org.au](mailto:Elspeth.Meredith@amma.org.au).

## Leadership Update

AWRA has invited a number of the industry's senior executives to complement the work of AWRA by championing the initiative, providing oversight of the project and recruiting other senior resource executives to be AWRA sponsors and champions for change. Terry Burgess has signed on as leader of this group and a number of other executives have also agreed to champion the cause.

We encourage other senior executive to join our group of champions to facilitate change in the industry. For further information please contact [Marie.Henry@amma.org.au](mailto:Marie.Henry@amma.org.au) or (07)3210 0313.

NOMINATE YOUR CEO  
TO BE PART OF AWRA

## Women in Resources Networking Events

Women in Resources Inc (NT) will hold a professional development and dinner event on 7 August 2012. Contact [marcia@wingmanservices.com.au](mailto:marcia@wingmanservices.com.au) for further information.

WIMARQ are holding a networking event on 26 June in Emerald and an 'Inspire' Convention on 19 July in Brisbane. See the WIMARQ website for further information. Information about Women in Resources networking group events can be found on the state websites.

## Other Events

The QRC will be hosting a Women Engineering Queensland event on 6 and 7 August 2012. Visit [www.qrc.org.au](http://www.qrc.org.au) for further information.

Consult Australia are hosting three workforce diversity events - A lunch in Adelaide on 29 June, and breakfasts in Brisbane on 3 July, and Melbourne 4 July. Visit [www.consultaustralia.com.au](http://www.consultaustralia.com.au) for further information.

NAWIC are hosting a speed networking event in Sydney on 12 July, and welcome night in Adelaide on 16 July. See [www.nawic.com.au](http://www.nawic.com.au) for further information.

## Updates

### Equal Opportunity for Women in the Workplace Agency (EOWA)

The Equal Opportunity for Women in the Workplace Amendment Bill 2012 was tabled in federal parliament in March to amend the Equal Opportunity for Women in the Workplace Act 1999. Once passed the Act will be renamed the Workplace Gender Equality Act with EOWA being renamed the Workplace Gender Equality Agency. There will be a transition year for reporting organisations with minimal reporting requirements in 2013 and full reporting obligations under the new Act in 2014. On 18 June 2012 the House of Representatives passed this legislation and it is currently in the Senate.

## DIISRTE

The implementation of the National Resources Sector Workforce Strategy is progressing well. Activities have been taken on all 31 recommendations, including recommendation 5.5 which the AWRA project addresses. Approximately one third of recommendations are now implemented.

## Mentoring

Mentoring has been identified as a key strategy to attract, develop and retain women in the resources, allied and construction sectors. It has been highlighted as an opportunity to offer women support to overcome the barriers hindering their participation and advancement. AWRA is currently developing a mentoring best practice guide to assist organisations in implementing their own mentoring programs. This will be available in the coming months.

## Upcoming Events

- ✓ The AMMA/AWRA Special Interest Group will be meeting on 22 August in Melbourne.
- ✓ Join AMMA's regional industry briefings in July for information about AWRA.

Vist [www.amma.org.au](http://www.amma.org.au) for more information.

## In Focus - Caltex Australia

As the commercial and cultural benefits of gender diversity become more apparent in the resource industry, Caltex Australia's Group Manager for Diversity and Engagement, Marie Irwin, recently told AMMA how the company achieved greater balance in leadership roles

Caltex Australia has succeeded through a different approach, one that appreciates change can only occur by leading from the top.

"In April 2010, there was a heightened concern that we weren't doing well in recruiting, promoting and retaining female workers at Caltex," explains Marie Irwin.

"At this time, only 18 per cent of Caltex's departmental leaders were female, while men made up 70 per cent of our workforce, but 82 per cent of departmental leadership.

"Caltex staff were keen to improve gender diversity in leadership positions and took a number of steps to do so, even though they recognised that it was a big challenge.

"Initial stages of action included investigating gender diversity at other companies in the sector, facilitating discussions with current female managers at Caltex and conducting market research."

Drawing on key findings from this research, Caltex devised a proactive diversity strategy, encompassing a series of initiatives that focused on strengthening the presence of women in management roles. The reason for the focus on senior and middle managers was to inspire others, and to create awareness that this was something that women could aspire to do also.

By the end of the year, 50 per cent of Caltex's management promotions had gone to women. Additionally women managers are also members of the diversity council. To date, it's the only forum at Caltex where there is 50/50 gender balance.

While the significance this initiative has on organisational culture can't be underestimated, Irwin stresses the importance of creating specific success metrics to monitor how the strategy was playing out in the real world.

From here, it's onwards and upwards for Irwin and Caltex Australia's movement to lead the industry in gender diversity.

## Media and Communications

AWRA's media activity generates publicly to support all of the initiative's objectives. The establishment of AWRA, the launch of the Way Forward Paper on International Women's Day and the recent AWRA workshops all gathered widespread media attention.

A number of AWRA related articles have also been published recently that position the industry as attractive and prosperous for women. One example is the 30 April 2012 article published in The Weekend Australian entitled '[Golden Era for Women in Mines](#)'.

As well as strong coverage in national and metro media, AWRA also features in regional press such as the recently published Kalgoorlie Miner article entitled '[Women the focus of forum](#)' on 24 May and the Townsville Bulletin article '[Women urged to dig deep to break into mining industry](#)'.

If you have an outstanding or interesting woman in your workplace who would make a great profile piece for AWRA's media activity, please contact Tom.Reid@amma.org.au

