

Women in Trades

**Part 3: How employers
have influenced the
participation and
success of women
in trades where they
have traditionally been
under-represented**

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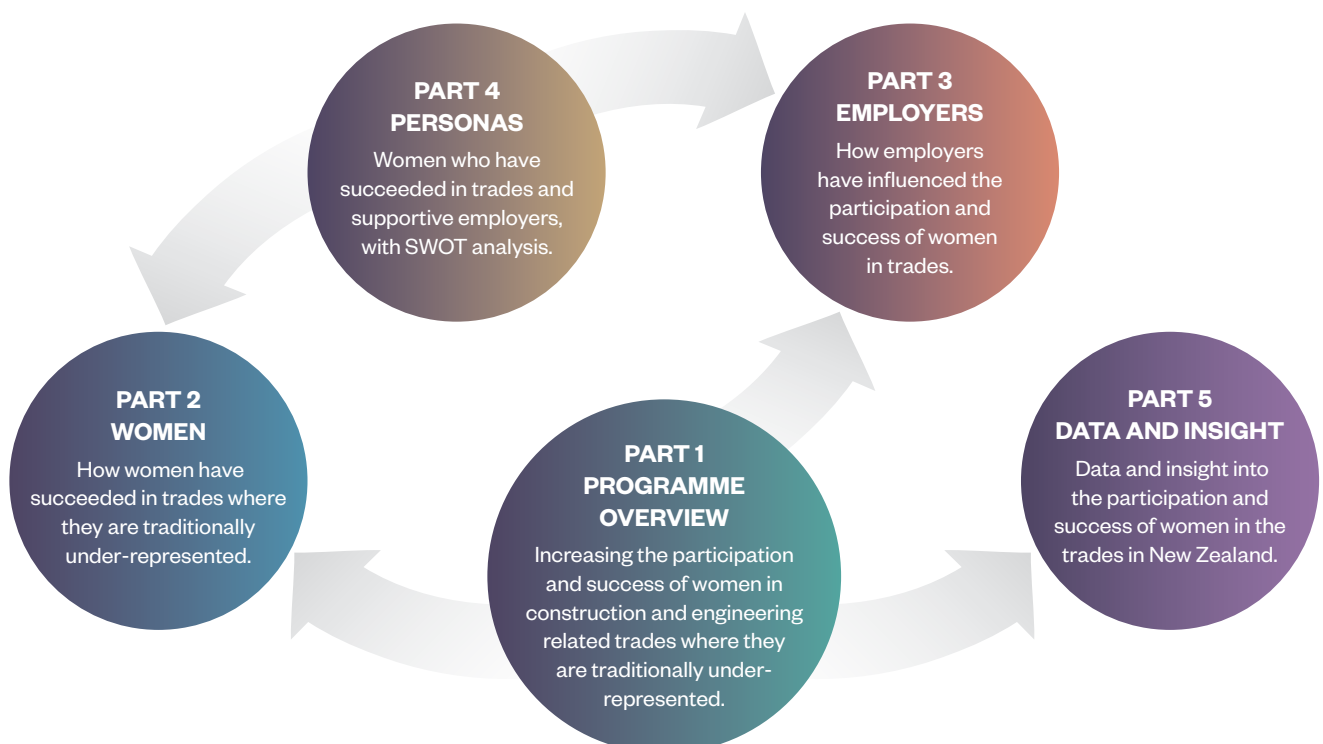
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Programme of Work

The programme of work includes the following interrelated components. All documents are available via the Ako Aotearoa project page: www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades



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Executive Summary

This research looks at the differences between employers with and without women tradespeople, employers' views on the main strengths of and barriers to women tradespeople, employer identified ways to attract more women tradespeople and what employers can do

to attract more women tradespeople.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Research objectives:

1. Identify the characteristics of employers who have or have not employed women tradespeople
2. Explore reasons for employing and not employing women tradespeople
3. Identify the range of enablers and barriers that employers believe exist with regard to the participation and success of women in trade roles
4. Identify resources employers believe would assist them to enhance enablers and break down barriers to the participation and success of women in trade roles
5. Explore how these resources could be made readily available to employers.

Across all barriers tested, employers of women tradespeople were much less likely to perceive any barriers.



Overview of differences

Differences between employers with and without women tradespeople



Female employers

24% had employed women trade staff.

17% for male employers.



Companies with women in decision making roles

23% had employed women trade staff.

9% for companies without women in decision making roles.



Automotive engineering sector

32% had employed women trade staff.

17% across the remaining sectors had employed women trade staff.



20+ employees

37% had employed women trade staff.

12% of businesses with less than 20 employees had employed women trade staff.

Employers views on the main strengths of and barriers to women tradespeople



Attention to detail

Employed women:
60% agreed.

Not employed women:
45% agreed.



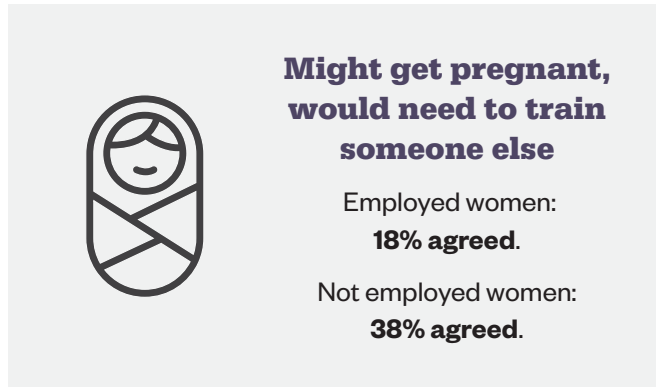
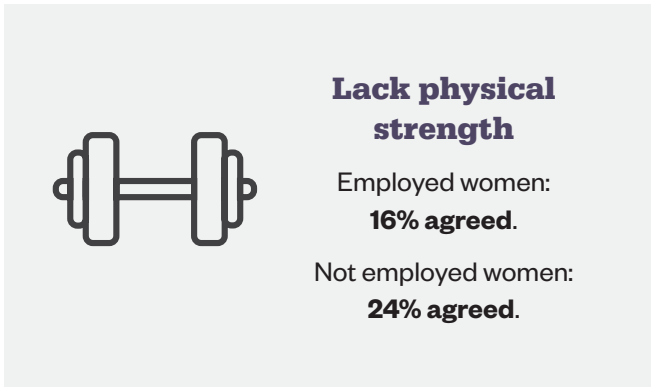
Soften workplace behaviours

Employed women:
59% agreed.

Not employed women:
41% agreed.

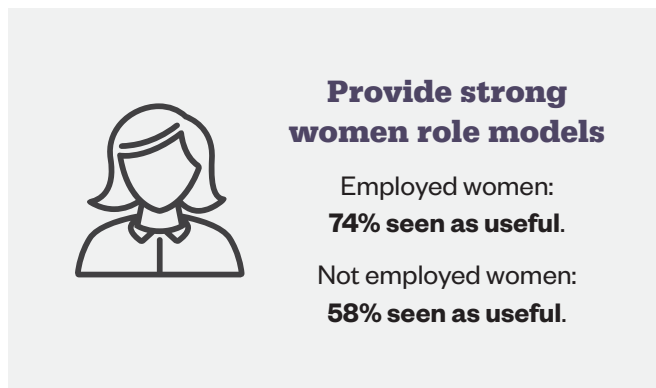
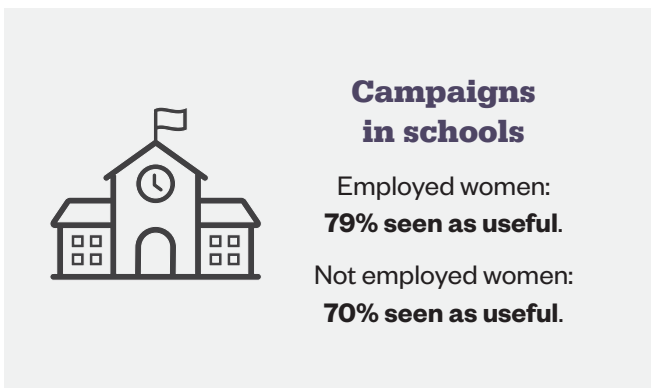
Overview of differences

Barriers



Refer to Appendix - survey questions and responses (page 36) Figure A.3 and Figure A.4

Employers identified ways to attract more women tradespeople



Refer to Appendix - survey questions and responses (page 37) Figure A.5 and Figure A.6

What can employers do to attract more women tradespeople?

1. Broaden the base of people you talk to when looking for employees
2. Advertise positions online, open up the pool of people who can work for you
3. Offer flexible working arrangements, as they work for everybody. Common options include:
 - a. Part-time hours
 - b. Staggered hours where staff have different start, break and finish times
 - c. Flexi-time where staff have the freedom to work in the way they choose outside a set core of hours which is determined by the employer
4. Build partnerships with education providers, e.g. Gateway, and offer work experience.



Advertise jobs online and show support for women in trades

Employed women:
46% seen as useful.

Not employed women:
28% advertised online.



Offering flexible work arrangements

Employed women:
56% offer.

Not employed women:
41% offer.



Partner with schools and pre-trade providers

Employers of women were **twice as likely** to have partnerships with education partners than employers who didn't.

SUPPORTING
WOMEN
IN THE TRADES



Talk to a wide group of people about jobs and show support for women in trades

59% of employers with female tradies and **63% of employers** without use word of mouth to advertise vacancies.

Methodology

Qualitative

Dual-stage qualitative research including face-to-face and telephone interviews with employers of trades staff:

- Eight face-to-face interviews conducted in Wellington and Auckland
- 26 telephone interviews with employers based throughout New Zealand.

An even mix of employers, who had or had not employed women trade staff, were interviewed across the following industries:

- Automotive engineering
- Building and construction
- Electrical and plumbing
- Mechanical engineering.

Quantitative

An online quantitative survey followed the qualitative research. The design of this survey was heavily based on the qualitative findings – such as; the range of barriers tested in the online survey were derived from the initial qualitative interviews.

The survey sample was provided by the industry organisations as shown in the table below:

Databased provider	Have not trained women	Have trained women	Total
BCITO	688	690	1378
Competenz	192	137	329
MITO	139	136	275
SKILLS	4,371	454	4825
Total	5,390	1,417	6,807

Across the industries (industry was self-identified by respondent) we collected the following samples:

- Building and construction n=209
- Electrical and plumbing n=209
- Automotive engineering n=53
- Mechanical engineering n=47
- Civil construction n=18
- Other n=29
- In total, 565 responses were acquired – 258 from employers who stated they had (currently or in the past) employed women tradespeople, and 307 from employers who had not employed women tradespeople.

Margin of error:

- The margin of error for the sample who employed women tradespeople is $\pm 6.1\%$
- The margin of error for the sample who had not employed women tradespeople is $\pm 5.6\%$

Reporting notes

Employers who we refer to as having employed women trade staff, have either employed at least one woman in trade roles in the past, or currently employ either 'one or more' women at the time of interviewing.

Data is reported by employers who have and employers who have not employed women tradespeople while reporting on demographics is carried out over the entire sample, which makes the demographic data more robust.

This report consists of qualitative and quantitative findings. Where there is quantitative data on a topic this is always presented first, followed by the qualitative commentary and verbatim. When presenting qualitative data, this is made clear by having 'Qualitative' in the

heading. Some of the qualitative verbatim has been sourced from open-ended questions in the online survey.

All percentages are rounded to zero decimal places, which mean totals do not always exactly match. The differences are seldom more than 1%. For example: $32.7\% + 33.5\% = 66.2\%$ would appear: $33\% + 34\% = 67\%$.

Many of the questions in this study used 1 to 5 scales (where 1 means strongly agree and 5 means strongly disagree). In most cases, for clarity and ease of writing, we report on the sum of 1+2. When this is not done it is made clear in the commentary.

Process of employing new staff

'Word of mouth' was seen as the most successful method of hiring new trade staff (59% of those who had employed women tradespeople, and 63% of those who had not).

There was a large drop down to the next most successful methods, but there was a larger gap between employers who had or had not employed women. These were:

- 'Relationships with pre-trade organisations' (28% who had compared to 14% who had not), and
- 'Trade Me' (22% who had and 13% who had not employed women).

Almost half (48%) of those who had or had not employed women tradespeople have offered work experience in the past. Businesses that had employed women tradespeople were more likely to offer work experience to students undertaking pre-trade training (38% compared to 27% of those who had not employed women tradespeople).

Employee attributes and experience

The attributes most sought after by both businesses who had and had not employed women tradespeople were:

- Willingness to learn (61% and 55% respectively)
- Strong work ethic (57%; 59%)
- Reliability (49%; 52%).

The level of education was not a concern for 34% of businesses who had employed women tradespeople, and 44% of those who had not employed women tradespeople. Those who had employed women tradespeople were more likely to seek someone with pre-trade training (26% compared to 14%).

Perceived benefits to employing women tradespeople

Main differences of employers of women tradespeople

The following were all more likely to employ women tradespeople:

- Female employers (24% compared to 17% for male employers)
- Businesses with 20 plus employees (37% compared to 12% for businesses with less than 20 employees)
- The automotive engineering sector (32% compared to 17% for the remaining sectors)
- Businesses that had women in decision-making roles (23% compared to 9% who only had men in decision-making roles)
- Employers who advertised online were 40% more likely to employ women than employers who didn't
- Employers who had a relationship with schools or pre-employment providers were 48% more likely to employ women than employers who didn't.

Employers of women tradespeople were also more likely to agree that women paid greater attention to detail (60% compared to 45%) and helped to soften workplace behaviours (59%; 41%). They were also more likely to provide flexible work arrangements (56%; 41%) with part-time hours being the most common option offered (59%; 38%).

Perceived benefits of employing women tradespeople

Among those who employ women tradespeople, the strongest benefit was thought to be that women generally paid greater attention to detail (60% agreed).

A majority of those who employed women tradespeople also agreed that:

- Women helped to soften behaviours in the workplace (59%) and
- Women would be more careful with work equipment (55%).

The benefits that rated highest among businesses that had not employed women tradespeople were:

- Women are more careful with work equipment (46%) followed by
- Women generally pay greater attention to detail (45%).

A strong majority (67%) of those who employed women tradespeople said it had been a positive experience.

Perceived barriers to employing women trade staff

Across all employers a lack of applicants was seen as the main barrier to employing women tradespeople. The other two barriers that stood out most for employers who were not currently employing women tradespeople were:

- If a woman became pregnant, the employer would need to train someone else to do the job (38% saw it as a barrier, compared to 18% of those who had employed women tradespeople), and
- Lack of physical strength to complete some tasks (24% saw this as a barrier compared to 16% of those who had employed women tradespeople).

There were no other barriers, either tested directly in the survey or raised unprompted by employers, that were agreed with by more than 13% of employers.

Attracting more women trade staff

Only 14% of employers who had never employed women tradespeople said they would be unlikely to consider employing a woman in a trade role in the future. Similarly, only 18% of those who had employed women tradespeople, but did not currently, held the same view.

From a range of ways for assisting businesses to employ more women in trade roles, the ones that businesses agreed most with included:

- Campaigns in schools to attract a more diverse range of students into trades (79% who had employed women tradespeople compared to 70% of those who had not)
- Campaigns in schools to attract more women into trades (77%; 68%)
- Providing role models to young women to support them into trade roles (74%; 58%).

Businesses that had employed women tradespeople were generally more receptive to all the ideas presented than those that had not employed women tradespeople.

Businesses that had employed women tradespeople were more likely to offer flexible employment arrangements (56%; 41%).

Employee attributes and experience

The attributes most sought after by both businesses who had and had not employed women tradespeople were:

- Willingness to learn (61% and 55% respectively)
- Strong work ethic (57%; 59%)
- Reliability (49%; 52%).

The level of education was not a concern for 34% of businesses who had employed women tradespeople, and 44% of those who had not employed women tradespeople. However, those who had employed women tradespeople were more likely to seek someone with pre-trade training (26% compared to 14%). The most important employment prerequisite for employers was a full driver licence (69% of respondents who had employed women tradespeople compared to 73% of those who had not).

Perceived benefits to employing women tradespeople

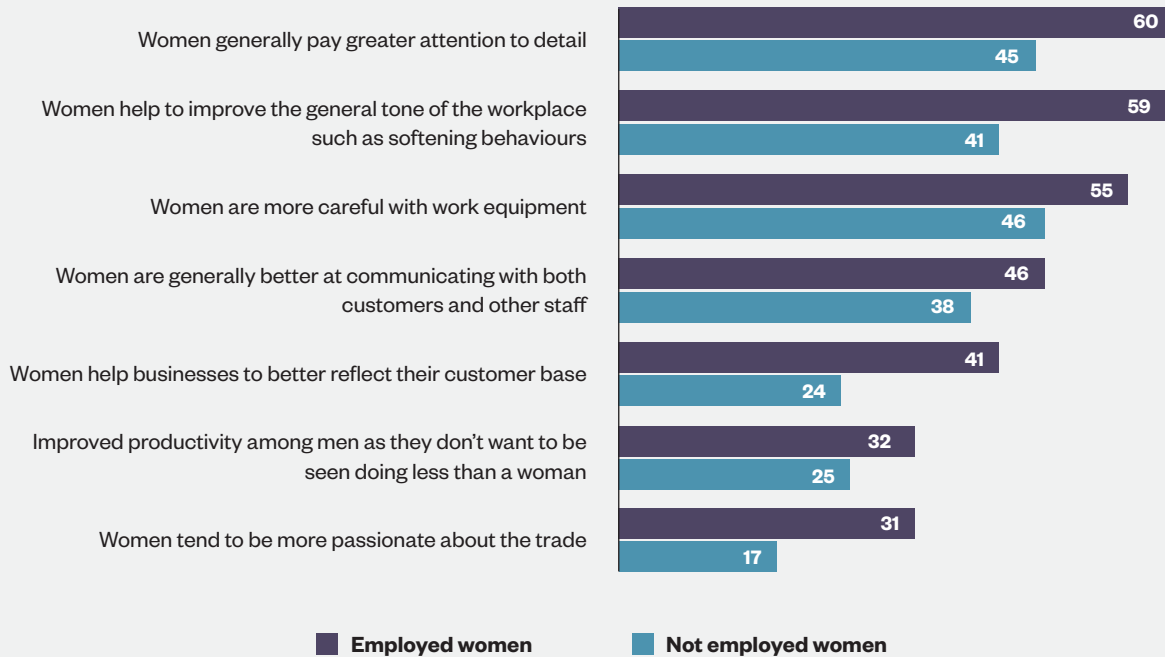
Potential benefits to employing women trade staff

Respondents who employed women tradespeople were more likely to agree with all of the potential benefits suggested. They agreed strongest with, 'women generally pay greater attention to detail' (60%). Respondents who did not employ women tradespeople agreed strongest with, 'women are more careful with work equipment' (46%).

Whole sample demographics:

Automotive engineering employers were more likely to agree that 'women pay greater attention to detail' (78%), while larger employers (20+ employees) were more likely to agree that 'women help improve the general tone of the workplace' (56%).

How strongly do you agree or disagree that each of the following benefits could exist for businesses that employ women trade staff? [1 to 5 scale, 1= strongly agree, 5= strongly disagree] – total agree (1+2).



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

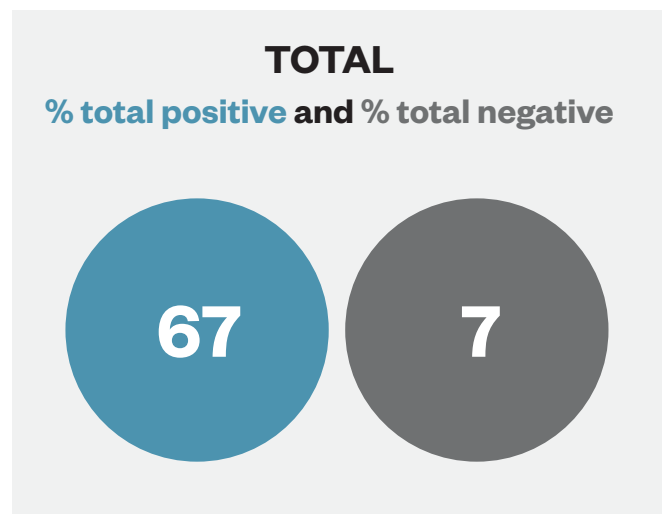
Refer to Appendix - survey questions and responses (page 35); Figure A.1 and Figure A.2

Experience of employing women trade staff

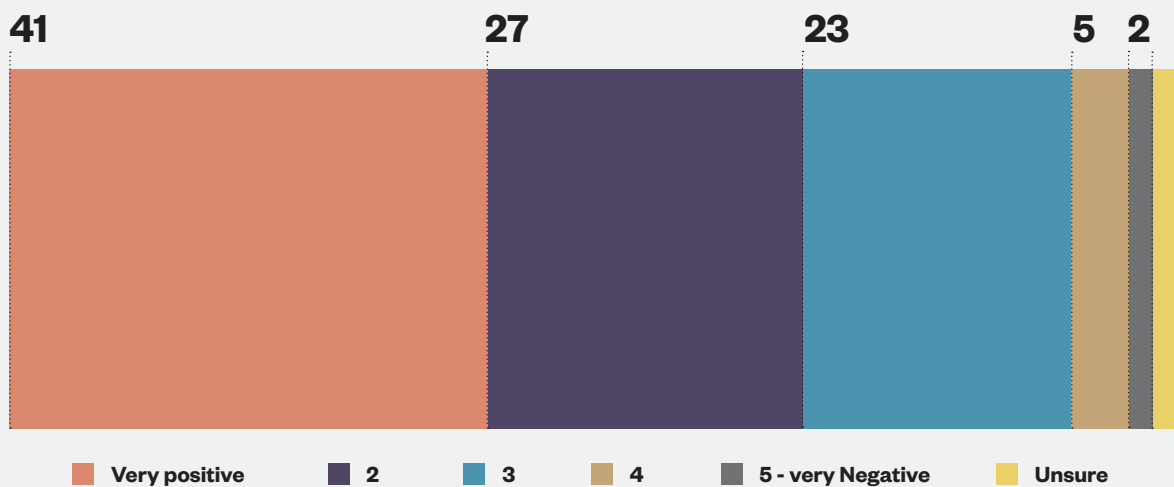
About two-thirds (67%) of respondents who employed women tradespeople have had a generally positive experience with employing these women. The most cited reason for the positive experience was, 'generally positive experience/good worker' (35%). More specific reasons included, 'improved workplace culture and diversity' (22%), 'provide a different perspective and skill set' (14%), and 'good with customers/some prefer women' (12%).

A very small proportion (7%) said they had a negative experience employing women tradespeople.

The main reason cited amongst this very small group (19 employers of women tradespeople) was that the women trade staff did not fit in or the businesses culture was not right for women (7 responses).



Generally, how positive or negative has your experience been of employing women tradespeople? [1 to 5 scale, 1= very positive, 5= very negative]

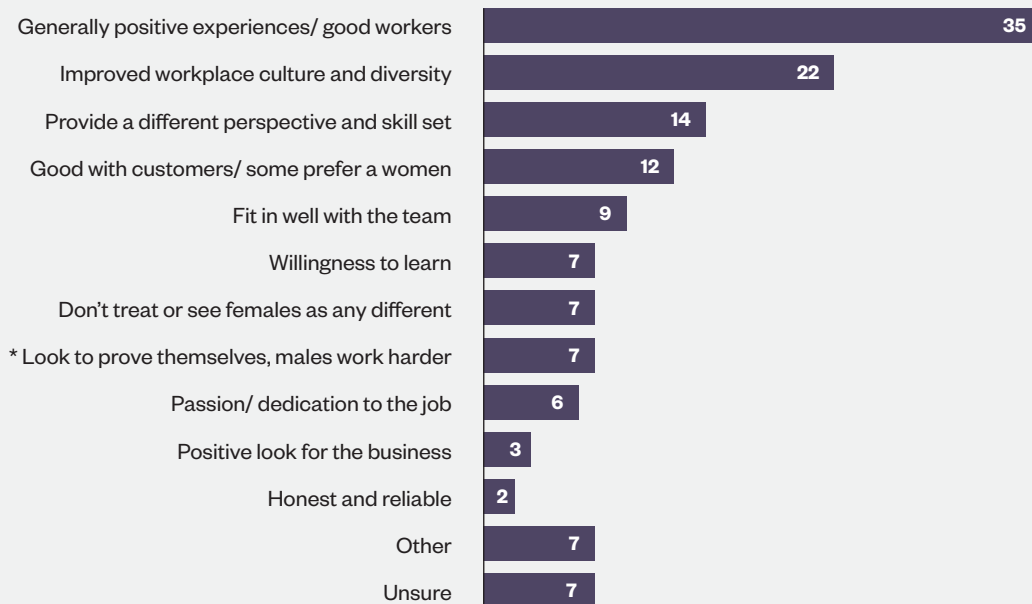


Base: all; employed women in trade role (n=258)

Perceived benefits to employing women tradespeople

Reasons for positive or negative experience of women in trade roles

What are the reasons why your experience has been positive? (n=174)



* Is a combination of comments coded to a similar theme

Base: employed women in a trade role, and had a generally positive experience (1+2) (n=174)

What are the reasons why your experience has been negative?
(n=19, results presented as number of responses, NOT percentages)



Base: employed women in a trade role and had a generally negative experience (n=19)

She thinks differently to the guys; she is not as gung-ho as the males and is more methodical in her work.

(Wellington, owner, service technician, female employee, male)

50% of clients are women. They like to deal with women; when it comes to electrical home appliances, it's 80%. I think women make the majority of home decisions.

(Otago, owner, electrical, female employee, female)

Quite often if there is a bunch of blokes it gets a bit coarse and if there is a female present, they pull their socks up a wee bit.

(Otago, panel & paint, owner, no female employee, male)

Qualitative: women trade staff show greater attention to detail

The qualitative research also showed that women trade staff generally paid greater attention to detail, which is a sought-after skill in trade professionals. Linked to this they often showed greater finesse, which generally led to better quality outputs.

Women trade staff were normally 'kinder' with machinery – less 'rip, tear and bust'.

Having women trade staff also helped businesses to reflect their customer base – i.e. at least a portion of customers are women, some of (but not all) will be much more comfortable dealing with another woman.

Women trade staff were typically better communicators with customers and colleagues – this was good for business and helped to build a strong team environment.

When working in customers' homes, a woman tradesperson helped to ease apprehensions for some. For example, some customers are more likely to be relaxed about having a woman painter in their home.

Qualitative: women generally improved the workplace tone

Males generally became more considerate not just of their new women colleagues, but also of their male counterparts. This mostly helped to soften aggressive behaviours – less foul language, helped to diffuse the testosterone – all made for a more pleasant work environment. Male staff tended to 'pull their socks up', particularly when they noticed women colleagues producing higher quality work than their own.

These changes lead to a more professional workplace, which was good for businesses that increasingly needed to appeal to customers on multiple levels. Increasingly, trade staff had to be more than just technically proficient, they also needed to engage warmly with clients and provide a professional service.

Qualitative: other advantages of employing women trade staff

Women generally improved the workplace tone.

A few talked of a wider societal shift towards equality and trade professions needed to follow this.

Some had observed improved attitudes toward women generally from their male staff after having them work alongside women tradespeople. It was almost like having women trade staff helped to develop their male ones into more well-rounded and accepting men.

Employers were often concerned with their culture and how females would fit in, but the reality often did not match prior concerns. Some employers had observed changes in culture occurring swiftly after employing women trade staff.

As women applicants were a rarity, those who did put themselves forward were often driven and passionate about the trade, which led to them being given an opportunity.

But I just like to see the change in attitude of people when a woman comes into their work area and starts working there. All of a sudden there is a lot less swearing and people start to treat each other with a little more respect as well. Not just the women, but the guys start treating each other a little better too. So maybe that is something you can use because then attitudes change towards women and they change their attitude towards each other as well and become a little bit more tolerant on the whole about all kinds of people.

(Auckland, motorcycle, manager, female employee, male)

Barriers to employing women tradespeople

Barriers to employing women trade staff

Lack of female applicants for trade roles was seen as the most significant barrier for both groups of employers.

Respondents who did not employ women tradespeople were more likely to cite, 'if they become pregnant an employer will need to train someone else' (38% compared to 18%) and 'lack of physical strength to complete some tasks' (24% compared to 16%), as barriers to employing women in trade roles.

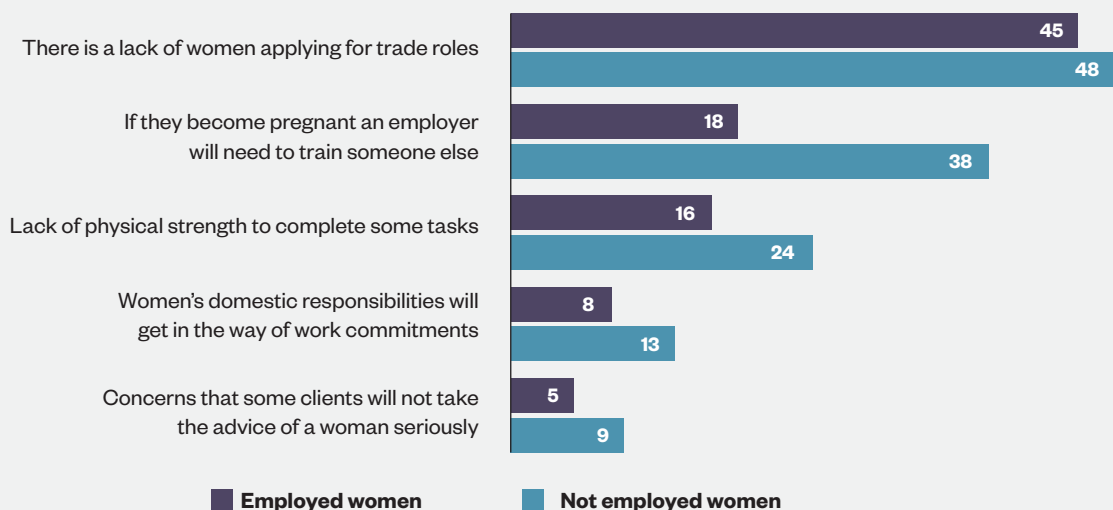
Whole sample demographics:

- Male respondents who had not employed women in trade roles saw the pregnancy barrier as more significant than female employers who had not employed women in trade roles (40% compared to 30%)

- Building and construction sector respondents were more likely to see lack of physical strength as a barrier (33%)
- Respondents with larger workforces (20+ employees) were more likely to see lack of women applicants as a barrier (64%)
- Respondents were also asked to list any other barriers; 79% had no more to add, while the most mentioned additional barrier was, 'concerns about current workplace culture and sexual harassment' (6%).

In previous research, trade companies have identified barriers to employing women.

How much of a barrier to employing women trade staff members do you think each of the following could be for businesses like yours? [1 to 5 scale, 1= not a barrier at all, 5= significant barrier] – barrier (4+5).



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

[Have you employed women in a trade role?] *In the past, none. We have our first female employee now. It is not so much that there is an avoidance of it, it is just that there has been not as many ladies interested in the trade I suppose or to the fact that it hasn't really been promoted to females as much either, I think.*

(Wellington, painting & decorating, owner, female employee, male)

Qualitative: lack of women applicants

Many indicated that it was rare to have women candidates apply when they advertised for trade positions in their business. This led to suggestions that more work was needed to sell trade professions to women as a viable career option.

Qualitative: perception women lack the necessary strength for some trade professions

The physicality of some trades meant employers in a limited number of professions were unlikely to employ women trade staff. These trades generally required heavy lifting on tasks that could not be easily shared or mechanised.

Diesel mechanics

- Due to the large machinery involved, many tasks included lifting and manoeuvring heavy parts
- Also, diesel mechanics were often called out to site visits where they worked in isolated areas, without support if they needed to lift heavy parts and tools.

Concreting

- Viewed as very hard physical work, that required greater strength and fitness than the average male.

Stonemasonry

- Similar to concreting – very physical work that many men struggled to undertake.

In all these cases, employers knew of at least one woman who had worked in their trade, but they had struggled with the physicality of the tasks. The examples given in this study showed that women who tried the more physical trades had either been driven by a family link to the trade or a passion for the profession.

I don't think there is many [females] that go through the pre-trade courses as far as I am aware. In the past eight years I can think of two occasions when girls have come looking for work experience while they have been doing the pre-trade course.

(Hamilton, automotive, general manager, female employee, male)

Concreting is not a 9 to 5 job, it can be a 7 to 5 job, the hours are random, so staff need to be very flexible and stay sometimes until the pour is finished - I can't see how a female with any children would be able to meet these demands.

(North Island, concrete and paving, owner, male)

With cars there is no reason why women can't, the majority of car stuff is done in the workshop where you have got all your jacks and hoists and all that sort of stuff as well. [But it is more difficult in] our industry because for so much of it you are out on-site. [How much of your work is done off-site?] 40% of it.

(Northland, diesel mechanic, owner, no female employee, female)

Barriers to employing women tradespeople

Qualitative: mitigating the 'physicality of the work' barrier

Most trade employers felt that the physical aspects of their profession could at least be managed by most reasonably fit and skilled women. With many physical jobs a good technique would counter the need for brute strength. Also, due to health and safety rules, too much heavy lifting was frowned upon for any staff. In addition, many of the highly physical tasks in trade professions were increasingly made easier via devices and mechanical aids. Several also suggested that in team environments, if needed, there would be other staff if a task required considerable strength.

In the electrical trade they are more than capable to complete any task a male can. They can ask more defined questions relating to work.

(Auckland, electrical, owner, female employee, male)

Qualitative: some blinkered by traditional views of women's roles

Employers were careful to not outwardly object to employing a woman. However, a few employers showed evidence of unconscious bias. Personal attributes required by females to be successful in a trade were not mentioned when asked about attributes generally for all staff. The main example being physical strength, which was almost never mentioned when talking about desirable attributes generally.

A small number of employers mentioned females needed to be thick skinned, able to handle male innuendo and not take some of their jokes too personally, while a few were reluctant to consider women applicants, citing the almost 'inevitability' that they would become pregnant.

A small number also assumed that a woman employee would have more domestic responsibilities such as child care and this would make it harder for them to provide the required flexibility.

If a female didn't already have kids but I thought she might have kids, then there is the obvious that she is going to get pregnant and be off work. So being honest and being blunt, it is a deterrent in those sorts of ways.

(Otago, panel & paint, owner, no female employee, male)

Qualitative: dealing with wider societal attitudes towards women

The attitudes towards women from the communities these businesses served, was having some impact on employers' enthusiasm for taking on women trade staff. It was suggested that some customers (men and women) would not treat women trade staff with respect and would rather access advice and help from a male.

A few raised concerns about senior traditional staff being less receptive to a women trade staff member. However, those who had faced this said it was just a matter of pulling up senior staff on inappropriate behaviours and coaching them through it.

A few expressed uncertainty about how customers might react. However, this was mainly based on assumptions rather than actual experiences and was more evident in the regions.

Even women employers/business owners noted that some customers mistakenly thought they were the secretary. There was also mention of women employers being ignored in business conversations if their husband was present or joined the conversation. However, there was general agreement that negative traditional attitudes towards women were waning and slowly but surely there was growing acceptance of women in roles traditionally viewed as the domain of males. Some wondered if it would take a generational change before wholesale acceptance of females in the trades would occur.

I still get it now, we have been at this for 25 years and people still ring up and want to speak to the boss or they will be talking to me because they have to and then Max will walk in and it is like I am not here, they will talk to him because he will know what they are talking about.

(Northland, diesel mechanic, owner, no female employee, female)

The biggest barrier will be having a foreman that doesn't want that person there for some reason. It is about having a good understanding of all your staff and the staff understanding they are just another technician, just a different gender.

(Wellington, manager, diesel mechanic, female employee, male)

Attracting and retaining women tradespeople

Only a minority are unlikely to consider employing women tradespeople

It is positive that only a minority of respondents who do not currently employ women tradespeople declare that it is unlikely they would employ a woman in a trade role in the future.

Only 14% of those who have never employed a woman in a trade role before state they are unlikely to consider employing a woman in the future. The figure for those who have employed women in the past, but no longer employ them now, was 18%.

A majority (58%) of respondents who were not currently employing women tradespeople declared that they were likely to employ a woman in a trade role in the future. A higher percentage of respondents who employed women in the past but did not currently employ any were 'very likely' (43%) to consider employing another woman compared to 35% of respondents who had not employed women before.

Qualitative: employing women trade staff not necessarily top of mind, but many were warm to concept

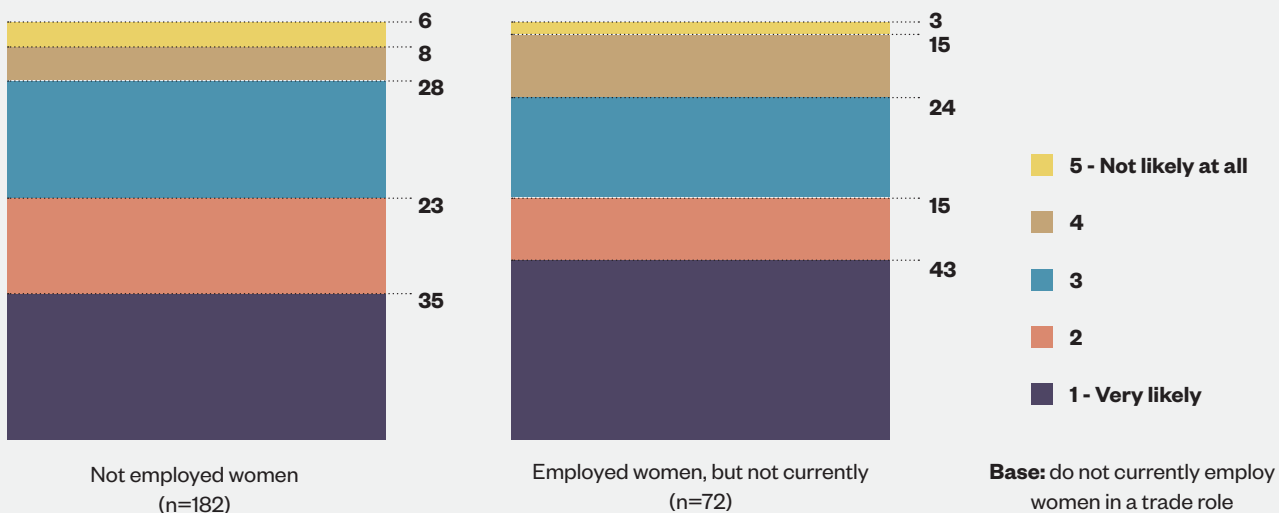
When discussing skill shortages, employing more women trade staff was not top of mind for most. Most just wanted access to more staff and within this context they were open to anyone who could do the job.

When prompted about targeting women more – almost all employers indicated they would consider this proposition.

Reticence towards employing women trade staff was generally couched in terms of concerns about the physicality of the work.

Some also claimed this could lead to health and safety concerns, not just for the women employees, but other male employees if they have to carry the larger share in multi-person lifting exercises.

How likely is it that your business would consider employing a woman in a trade role in the future?



[Some people have suggested thinking about employing more women into the trades as a possible solution] *I am all for it. There are two or three female apprentices around in our trade. There are not a lot because it tends to be a very physical job which probably would scare a lot of females off but there are a couple out there who seem to be doing quite well. I know there is one in Levin apparently. I have just seen stuff through Facebook on some of the work she is doing and if I was approached by a female wanting to do the job it is something that I would have to consider. And if she was well built, strong and not sort of a feminine physique she would be more suited to undertake a manual trade like the flooring trade.*

(Masterton, flooring, owner, no female employee, male)

Ideas for assisting businesses to employ more women trade staff

The ideas considered most useful for attracting more women into trade roles involved supporting or encouraging more students or young people into these roles. Respondents were less interested in providing ideas, information or advice to employers about how to get more women into trade roles in their business. Employers of women tradespeople were generally more receptive to the ideas presented, giving higher usefulness scores for each one.

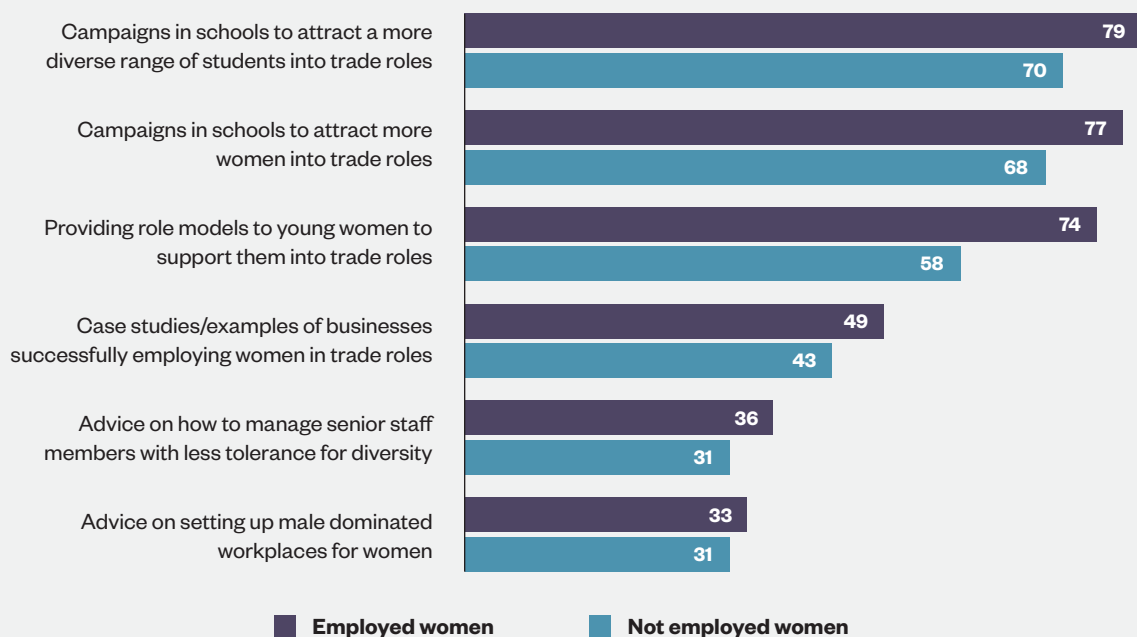
Whole sample demographics:

There were no differences in perceived usefulness of the ideas presented across the demographics.

Of respondents who were asked to add any ideas they have to assist businesses to employ more women as trade staff, 94% said they had no additional ideas to add.

The main two additional ideas suggested were, 'promotion and encouragement for people to enter trades' (2%), and, 'financial support' (2%).

Regardless of your view on whether you would consider employing a women tradesperson, which of the following ideas do you think would be useful for assisting businesses like yours to employ more women as trade staff? [1 to 5 scale, 1= very useful, 5= not useful at all] – total useful (1+2).



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Attracting and retaining women tradespeople

Flexible working arrangements

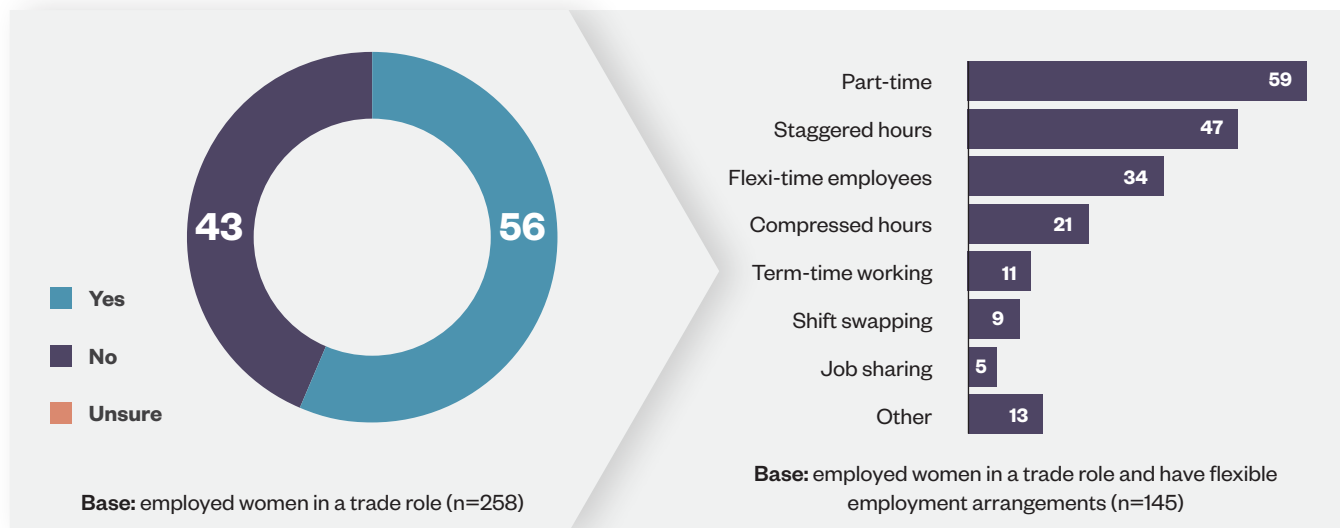
Respondents who employed women tradespeople were more likely to say they have staff with flexible working arrangements (56% compared to 41%). The most common arrangement is part-time work

(59% for those who employed women tradespeople and 38% for those who did not employ women tradespeople). There were no other significant differences between flexible working arrangements offered by employers who have employed women, and those who haven't.

Flexible employment arrangements – employed women

Do you have staff with any flexible employment arrangements?

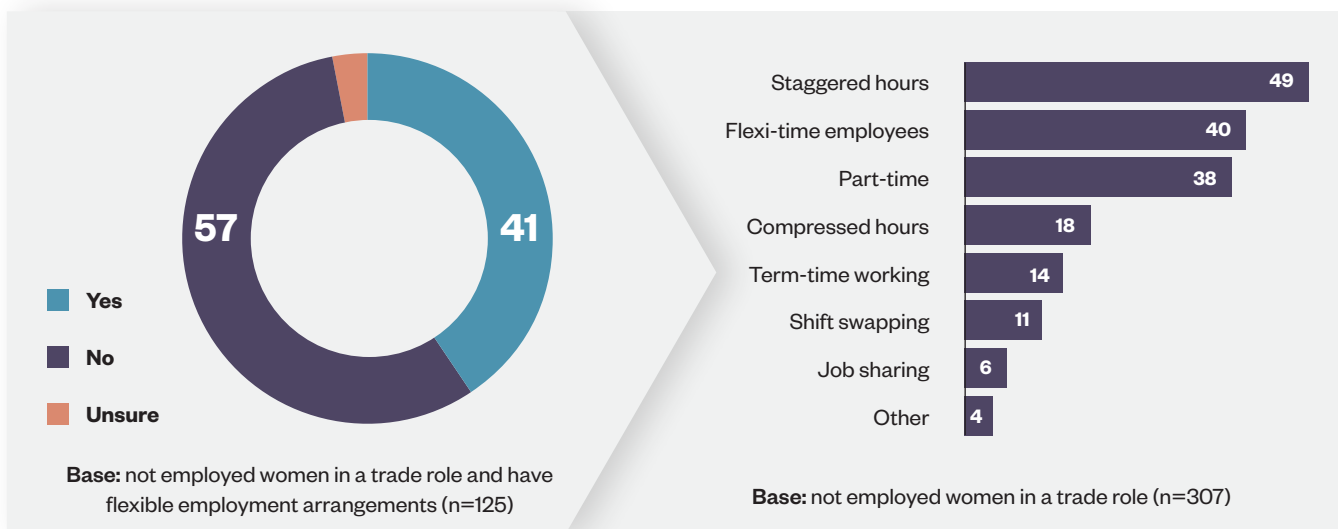
Which of the following flexible work arrangements do you have with your staff?



Flexible employment arrangements – not employed women

Do you have staff with any flexible employment arrangements?

Which of the following flexible work arrangements do you have with your staff?



Qualitative overview: strategies for attracting and retaining more women trade staff

Many felt if they had more women applying for trade jobs, they would give them strong consideration. They called for campaigns to help improve the perception of trades to make them more appealing to young women, and they wanted to show how the trade sectors are much more professional, less ‘dirty’ and less hard physical work than they may have been in the past.

They also called for the use of role models – women staff who had been successful in trades – to help demonstrate to their younger peers what was possible. However, there was also the need to show employers the possibilities that employing women trade staff could bring to their business. These would need to be showcased in trade magazines.

There was some recognition that the initial focus should be on trades more suited to women. This way they could build more acceptance and then go wider to tackle some of the harder trades for women to work in.

Attracting and retaining women tradespeople

Qualitative: improving perceptions of trade careers

Many believed trades had been stigmatised for years as a career that was generally viewed as hard physical and dirty work, and for less academic students. However, most trades required much more from practitioners such as:

- IT skills, ability to problem solve and customer service (which partly means having a mix of staff that reflects your entire customer base)
- Also, modern machinery means in many cases the physicality of tasks can be better managed.

It was suggested that addressing these misconceptions would go at least part of the way to attracting a wider pool of talent into trades. Many felt the road to addressing outdated preconceptions started with visits to schools to showcase the possibilities and plot pathways into and through a career in the trades.

In one example a woman who had trained as a make-up artist proved very useful in a panel and paint workshop with her ability to think about and match colours.

Part of that pathway was encouraging and supporting more employers to take on apprentice staff, especially smaller businesses, as taking on a new staff member was more of a risk. A few pointed the finger at trade employers suggesting many had been reluctant to employ young staff. They suggested that many had taken a short-term view about their immediate profitability over a longer-term view of investing in the industry.

Qualitative: promoting and telling better stories about trade careers

Many employers felt there was too much emphasis on university, within schools. As this pathway was not for everybody, industry needed to expose students to other options.

The only difference is men can do more of the heavy lifting, but increasingly there is not a lot of this anyway. There is the perception that plumbing work is dirty work but it is not always like that. We could get ladies who are already in the industry to promote it at schools and universities.

(Auckland, plumbing, owner, male)

Probably the only thing you could do is just make them aware that they would fit in these sectors and find the right sectors. So, starting with motorcycle mechanics, probably the auto side, because that is not a heavy industry. I mean you just have to apply a bit of logic to the different industries and think for a woman that one is definitely out because of something. I discussed before about physical size.

(Auckland, motorcycle, manager, female employee, male)

We need to attract people with a little bit more academia because our technical side and electrical side are getting more complex.

(Auckland, motorcycle, manager, female employee, male)

I don't distinguish between gender, race, and the target should be designed to give advice on trades to attract those who would be suited. Targeting women and only showing women in training roles is demeaning.

(Otago, owner, manager, female employee, female)

Employers strongly advocated for getting into schools, and telling students fantastic stories about a career in the trades. Points to emphasise include:

- Huge demand for tradespeople
- Job satisfaction – clear connection between effort and result
- Long-term financial rewards
- Pathway to being own boss
- Ability to travel with skills.

There were also suggestions for creating more connections between local trade employers and young tradespeople with schools, so they could demonstrate the possibilities.

The Gateway programme was praised by many – however not all were aware or involved:

- There was a need for some schools to place greater value on the programme, not just recommending Gateway to their difficult or struggling students
- Many employers were frustrated by a generation of applicants who had no concept of a day's work and punctuality. They felt kids needed to learn how to be work-ready. While much of the blame was levelled at their parents, in the absence of these life skills there were some calls for schools to promote these basics among students.

To gain greater industry buy-in, it will be important to couch language more about diversity and accessing a wider pool of talent and less about just targeting women.

I normally tell people the good things about plumbing is that it is a highly skilled profession that pays well and can take you right around the world.

(Auckland, plumber, owner, no female employee, male)

Investing more in apprenticeship programmes

Many employers felt the demise of the apprenticeship programme (that many of them had gone through), needed to be revived.

A few larger businesses were seeking to lead in this area by committing to taking on several apprentices every year. Many of these viewed this step as an investment in the future of their industry, particularly as it was a few years before trade staff started to pay their way.

For the smaller owner/operator business, taking on apprentice staff was a greater risk. There were calls for more support to help these operators train the next generation. Suggestions included:

- A strong focus in trade training courses on the basics so new staff could transition faster into being productive employees – such as learning how to weld
- Suggestions included subsidising or paying for training course costs
- Providing some sort of tool allowance for all apprentice staff, or
- Helping to top up wages.

But if you don't train them you are not going to have any and I think the whole country for a long time there hasn't been enough focus on training apprentices and even right back through school.

(Northland, diesel mechanic, owner, no female employee, female)

Investing more in the apprenticeship process

Process of employing new staff

Recruitment channels:

Respondents have found word-of-mouth most successful for helping them employ entry-level trade staff:

- 63% of those who do not employ women tradespeople reported high success with word-of-mouth
- 59% of those who did employ women tradespeople reported the same.

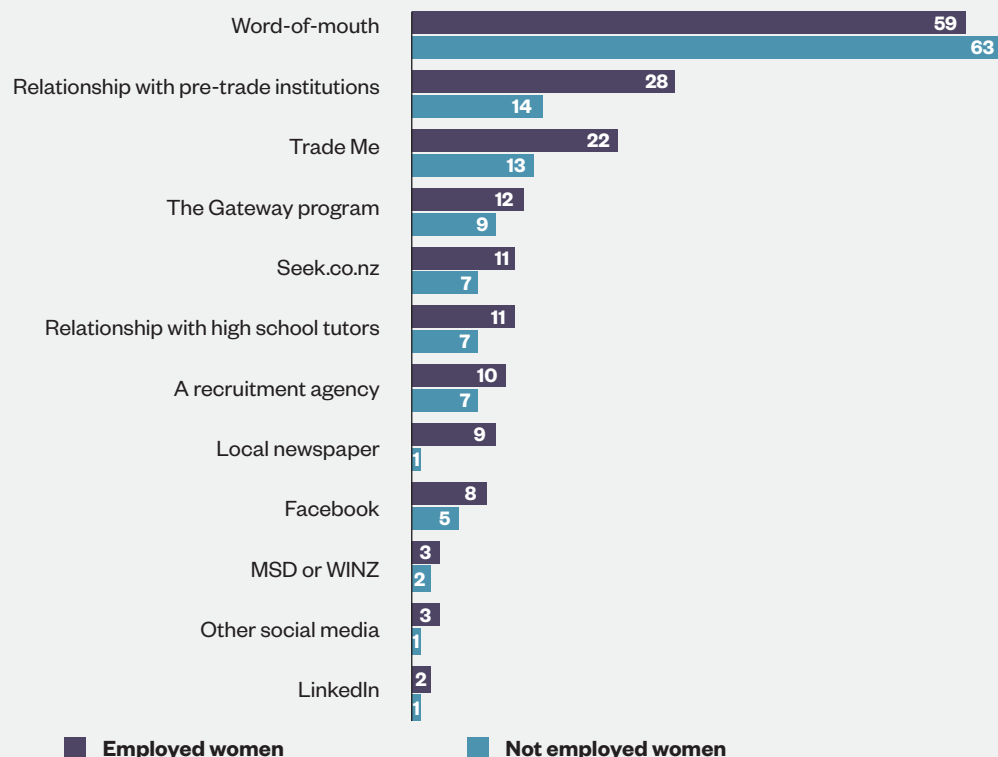
Respondents who employed women tradespeople reported higher success for several channels including

'relationships with pre-trade organisations' (28% compared to 14%), 'Trade Me' (22% compared to 13%), and 'local newspaper' (9% compared to 1%).

Whole sample demographics:

- Electrical and plumbing sector respondents were more likely to have success with 'word-of-mouth' (72%)
- Larger companies (20 or more employees) were more likely to have success with 'relationships with pre-trade organisation' (29%), 'Trade Me' (27%), 'Seek' (20%), and 'recruitment agencies' (19%).

How successful have each of the following recruitment channels been for helping you to employ entry-level trade staff? [1 to 5 scale, 1= very successful, 5= not successful at all] – High success (1+2).



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Qualitative: several channels used to employ new staff

Common strategies used included running advertisements through websites like Seek, Trade Me or Facebook. However, these were rarely successful. Casting such a wide net often resulted in many unsuitable candidates. This has led to several businesses contracting HR consultants or business mentors to 'weed out' incompatible applicants.

Word of mouth, recommendations and shoulder tapping, yielded the best return for effort. However, the pipeline for talent via this channel was limited.

Several businesses reported good results via Gateway programmes. Unfortunately, awareness and involvement in this programme was patchy. The success of the Gateway channel largely depended on the quality of the co-ordinator and how the programme was positioned by local schools. Some employers expressed frustration at Gateway being portrayed as a channel for less academic students, especially when trade professions increasingly required a diverse range of skills including interpersonal, I.T. and business understanding.

Many have tried recruitment agencies, but success has been limited with many recruiters admitting they cannot find good candidates.

Some business owners had formed connections with local schools and technical institutes or ITOs, to promote their trade and look for potential candidates.

Most final employment decisions were made by the manager or owner – with some input from partners. In larger businesses there is more involvement from HR departments, department managers and senior staff.

A few were going through visa processes to secure overseas applicants. This tended to be a drawn-out process with no guarantee of success.

They have to put themselves through a pre-trade course and if I am looking at taking on an apprentice I will ring a training officer from the BCITO, who is a very good proactive person, and she will say who is on the courses out there, have a talk to the tutor out there who needs placements.

(Wellington, painting & decorating, owner, female employee, male)

Bringing apprentices through we work through some of the schools with the Gateway programmes and we also have a good relationship with Southland Institute of Technology with the pre-trade course that they run.

(Dunedin, joinery, general manager, female employer, male)

Investing more in the apprenticeship process

Work experience

Equal proportions of respondents who employed women tradespeople or did not, indicated 'they have offered work experience in the past' (48%).

Those who employed women tradespeople were more likely 'to provide work experience to high-school students undertaking pre-trade training' (38% compared to 27%).

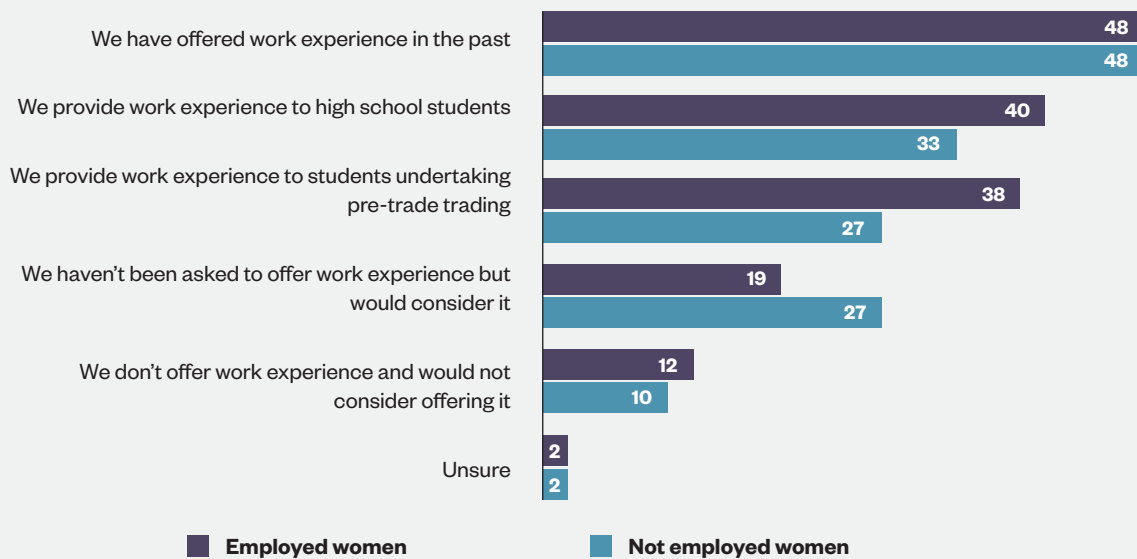
Whole sample demographics:

Respondents who were larger employers (20+ employees) were more likely to offer 'work experience to students in pre-trade training' (47%), as were employers from the automotive engineering industry (53%).

Respondents from the building and construction industry were more likely to indicate 'they have not been asked to offer work experience but would consider it' (35%).

Employers who do not, and would not, consider offering work experience (58 respondents), were asked what their main concerns were. 'Health and safety' was the top issue for these employers (23 respondents).

Thinking about offering work experience, which of the following apply to you?



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Important personal attributes for new trade staff

When looking at personal attributes for potential trade staff, results were similar between those who employed women tradespeople and those who didn't.

The most desired attributes for those who employed women tradespeople were a 'willingness to learn'; 61% identified this as one of their top three desired attributes, followed by a 'strong work ethic' (57%) and 'reliability' (49%).

The top three attributes for respondents who did not employ women tradespeople were the same, but in

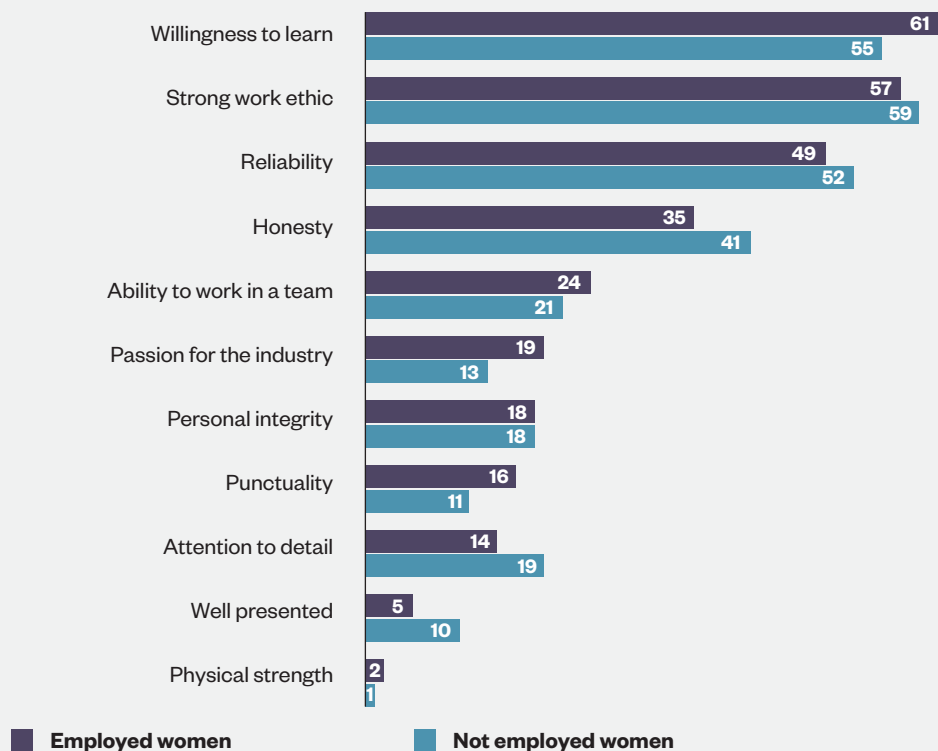
a different order. The most desired attributes were a 'strong work ethic' (59%), followed by a 'willingness to learn' (55%), and 'reliability' (52%).

Whole sample demographics:

Male respondents were more likely to desire honesty in new trade staff (44%, compared to 21% for female respondents).

Respondents in the electrical and plumbing sector were more likely to desire new trade staff who are well presented (15%).

When employing new trade staff, which of the following personal attributes are most important to you?
% included in employers top 3 desired attributes.



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Investing more in the apprenticeship process

Qualitative: employers seeking commitment, work ethic and passion

Team effort, and the attitude, is 90% of it; someone who is willing to work and get on with the guys because it is a pretty small team, like family, most of the guys have been here for a very long time.

(Northland, diesel mechanic, owner, no female employee, female)

[What are the most important personal attributes you are looking for when employing new staff?] *Willingness and good attitude and seeing painting as a viable career path – which it is.*

(Wellington, painting & decorating, owner, female employee, male)

Minimum level of education/experience

Under half (44%) of respondents who had not employed women tradespeople were unconcerned about their level of education when employing a new apprentice. About a third (34%) of respondents who employ women tradespeople were also unconcerned about education.

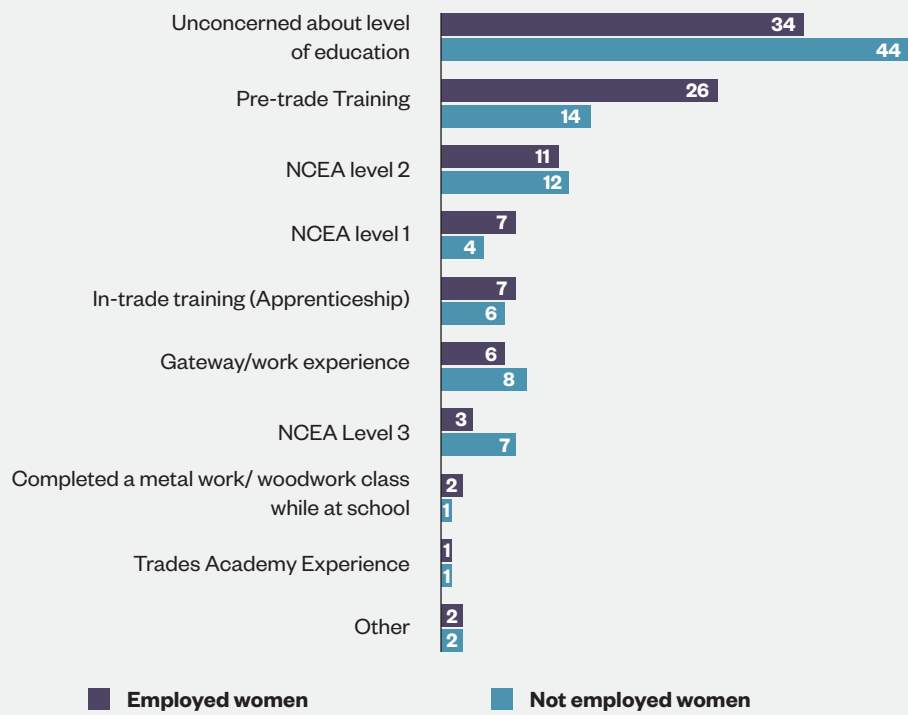
Respondents who employed women tradespeople were more likely to look for pre-trade training as a minimum for new apprentices (26% compared to 14%).

Whole sample demographics:

The building and construction sector were more likely to be unconcerned about the level of education for new apprentices (58%).

The automotive engineering sector were more likely to look for pre-trade training as a minimum for new apprentices (36%), as were employers with 20 plus staff (26%).

When employing new trade apprentice staff what is the minimum level of education you look for?



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Investing more in the apprenticeship process

Employment prerequisites

A full driver licence was seen as the most important job prerequisite for both employer groups, with over two-thirds saying it was important for new trade staff to have a licence (69% for those who employed women tradespeople, and 73% for those who did not employ women tradespeople).

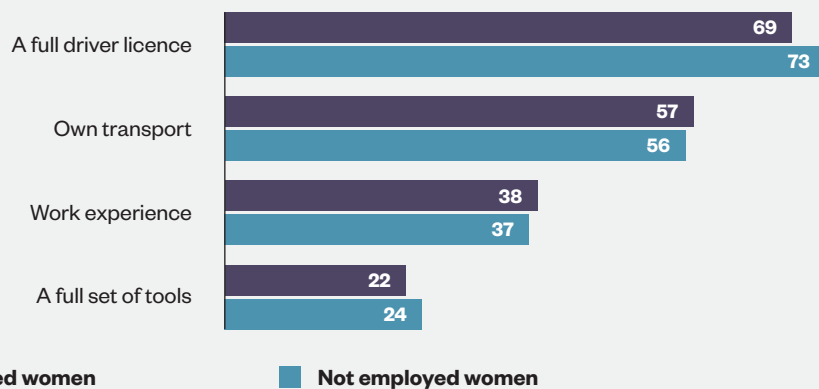
Responses were almost identical across the two employer groups for the other three job prerequisites.

Whole sample demographics:

Employers in the Auckland region were more likely to say new trade staff having their own transport is important (69%). The opposite was true for South Island employers located outside of Christchurch (34%).

Larger employers (20+ employees) were less likely to say new trade staff having a full driver licence is important (59%).

When employing new trade staff how important is it that they have the following?
[1 to 5 scale, 1= very important, 5= not important at all] – total important (1+2)



Base: all; employed women in trade role (n=258), not employed women in trade role (n=307)

Refer to Appendix - survey questions and responses (page 40-41) Figure A.9 and Figure A.10.

[Pre-trade training?] Is that a huge benefit? Yes it is – if they have done some pre-trade training that is great because they probably have some of the fundamentals, they have probably demonstrated that they can start something and see it through and stick to it. So yes, there are a lot of good things about pre-trade type training and that sort of stuff but is it super important to me – no.

(Otago, panel & paint, owner, no female employee, male)

Qualitative findings: pre-trade training useful but attitude most important

Most employers wanted trainable staff; this meant the attitude of new recruits was critical. While pre-trade training held value – attitude would always trump this when assessing candidates.

For many, pre-trade training was a bonus:

- It meant the candidate would at least have a basic understanding of how to use the required tools
- A general awareness of health and safety
- At least some grasp of the commitment needed to work, and
- Also helped show a level of commitment to making the trade their career.

Young people who had undertaken pre-trade training had at least spent some time out of school before transitioning into a work environment.

Many described the need for pastoral care of young people – who initially struggled with the concept of working full days and weeks as well as with the notion that work needed to be done when required, not when they could fit it in.

Qualitative: negative employee attributes

Employers were staying clear of people with certain characteristics, like laziness or bad attitudes (especially arrogance) – staff needed to pitch in and be part of a team.

They were reluctant to engage candidates that were too laid back – staff needed to take their work seriously, and they sought to avoid those who were looking for a stop gap to tide them over.

Employers also avoided candidates who appeared to be applying on the prompting of their parents.

The way candidates presented themselves was important, especially when they would be working with clients.

Sometimes employers avoided physically weak and unfit candidates, while others were deterred by candidates with criminal convictions or obvious gang connections.

We are working in people's houses so whoever is opening the front door they want to see someone who is presentable, clean and tidy and don't look like they are going to rip the house off while they are there. So, someone who is well mannered, well groomed, polite.

(Masterton, flooring, owner, no female employee, male)

Conclusion

The majority of employers are open to employing female tradespeople; however, they feel the biggest barrier to this happening is a lack of female applicants for these roles. In the qualitative research, employing female tradespeople was not necessarily top of mind; however when prompted most were warm to the idea. The three most recognised benefits for employing women tradespeople are:

1. Pay greater attention to detail
2. Help to soften behaviour in the workplace
3. More careful with work equipment.

When assessing candidates for trade roles, employers are very interested in them having:

1. Willingness to learn
2. A strong work ethic
3. Reliability.

Strongest support for industry action is around promotional activities, including promoting to a more diverse audience, particularly targeting schools and using successful women tradespeople as role models.

Suggestions

Approaches to attracting more women into trade roles should have a strong focus on increasing the diversity of the talent pool into the industry with a sub-theme of attracting more women.

The language used in promotional material should weave together both the benefits of employing women in trade roles and the most desired attributes employers are looking for.

If targeting employers who do not already employ women tradespeople, focus messaging on:

- Seeking to attract a more diverse talent pool of applicants, and
- Women tend to be kinder with work equipment.

If targeting those who already employ women, focus messaging around the use of role models:

- Could also focus on employers with more staff (20 or more)
- Organisations with women in decision-making roles, and
- Women help to soften workplace environments.

Consider ways to exploit employers' reliance on 'word of mouth' channels to locate new trade staff. This could be achieved by connecting industry leaders and pre-trade training organisations with women interested in trade roles, so they talk more about these applicants in trade circles, emphasising desirable personal attributes such as 'willingness to learn', 'strong work ethic' and 'reliability'.

Appendix - survey questions and responses

Figure A.1 – Potential benefits to employing women trade staff – employed women

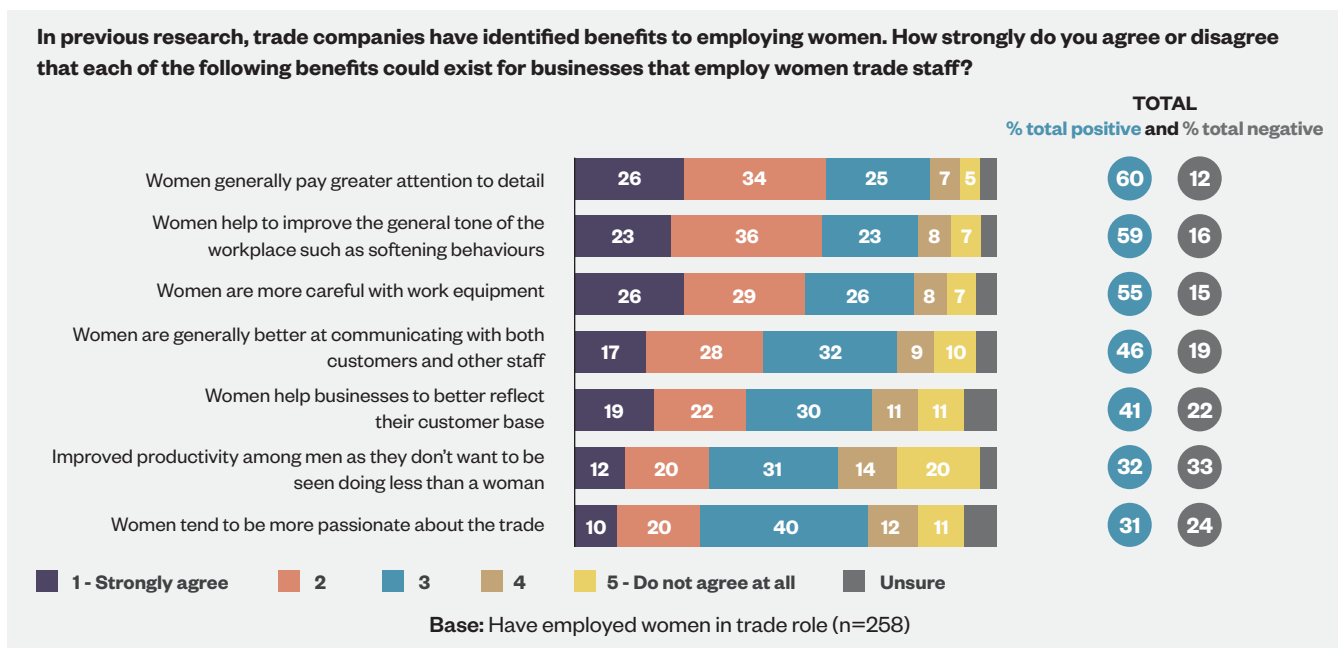
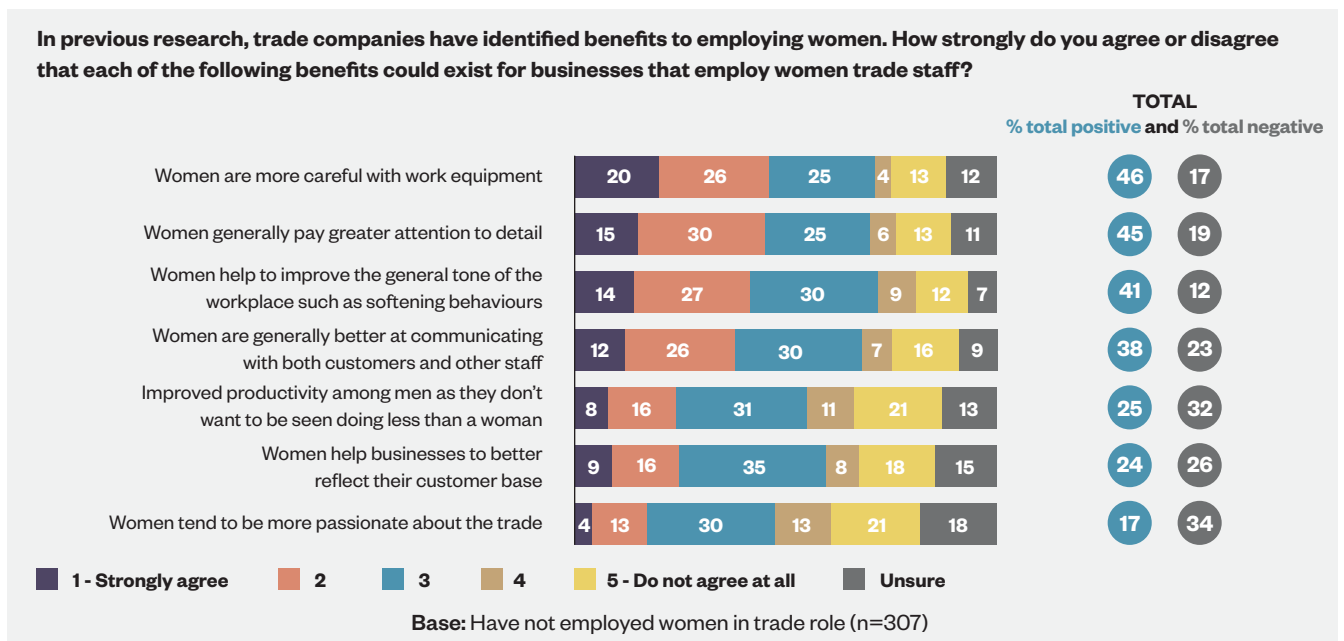


Figure A.2 – Potential benefits to employing women trade staff – not employed women



Appendix - survey questions and responses

Figure A.3 – Barriers to employing women trade staff – employed women

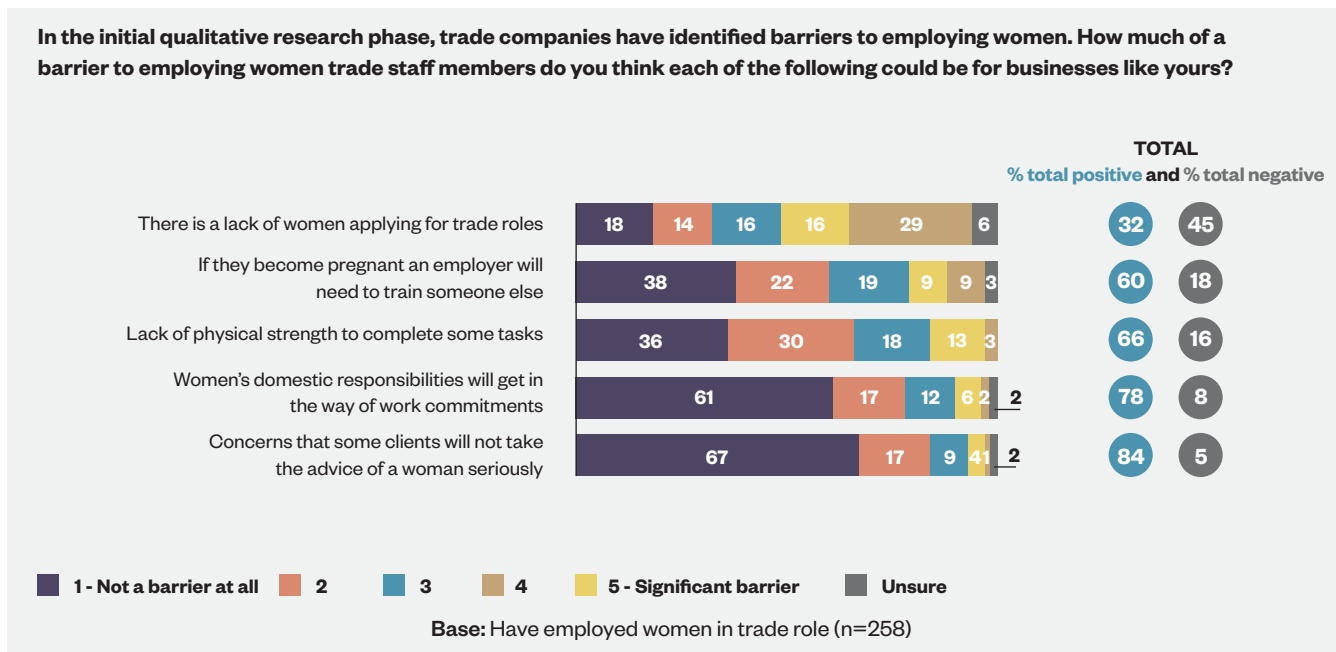


Figure A.4 – Barriers to employing women trade staff – not employed women

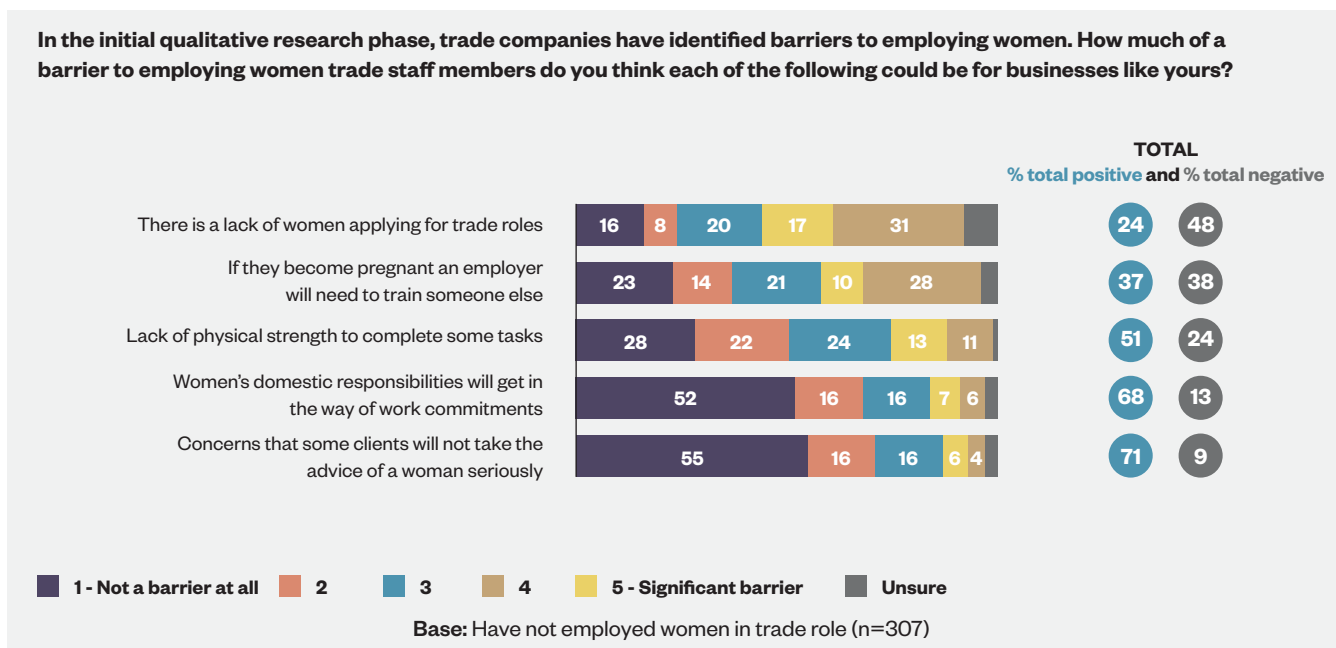


Figure A.5 – Ideas for assisting businesses to employ more women trade staff – employed women

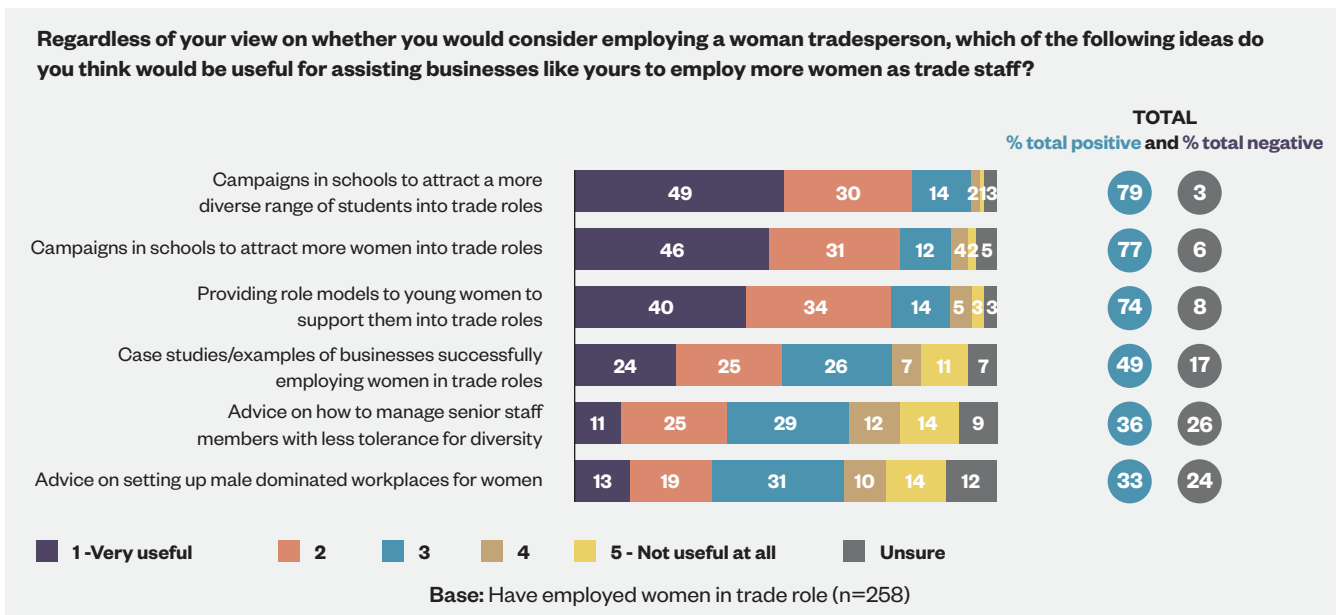
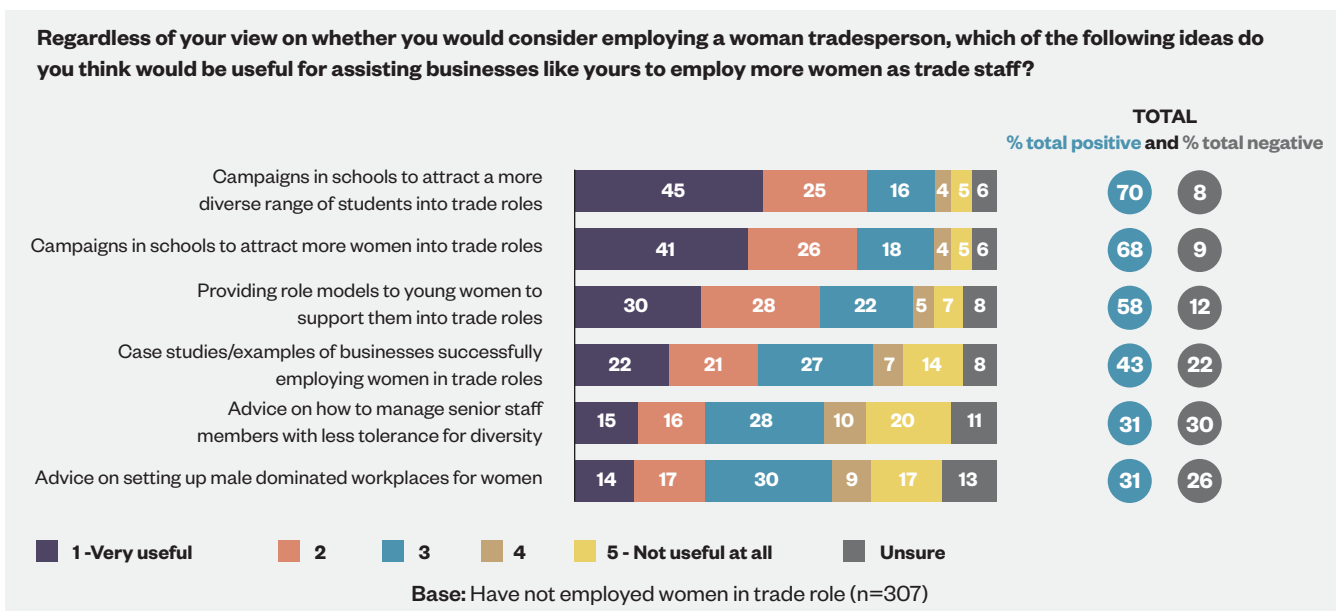


Figure A.6 – Ideas for assisting businesses to employ more women trade staff – not employed women



Appendix - survey questions and responses

Figure A.7 – Recruitment channels – employed women

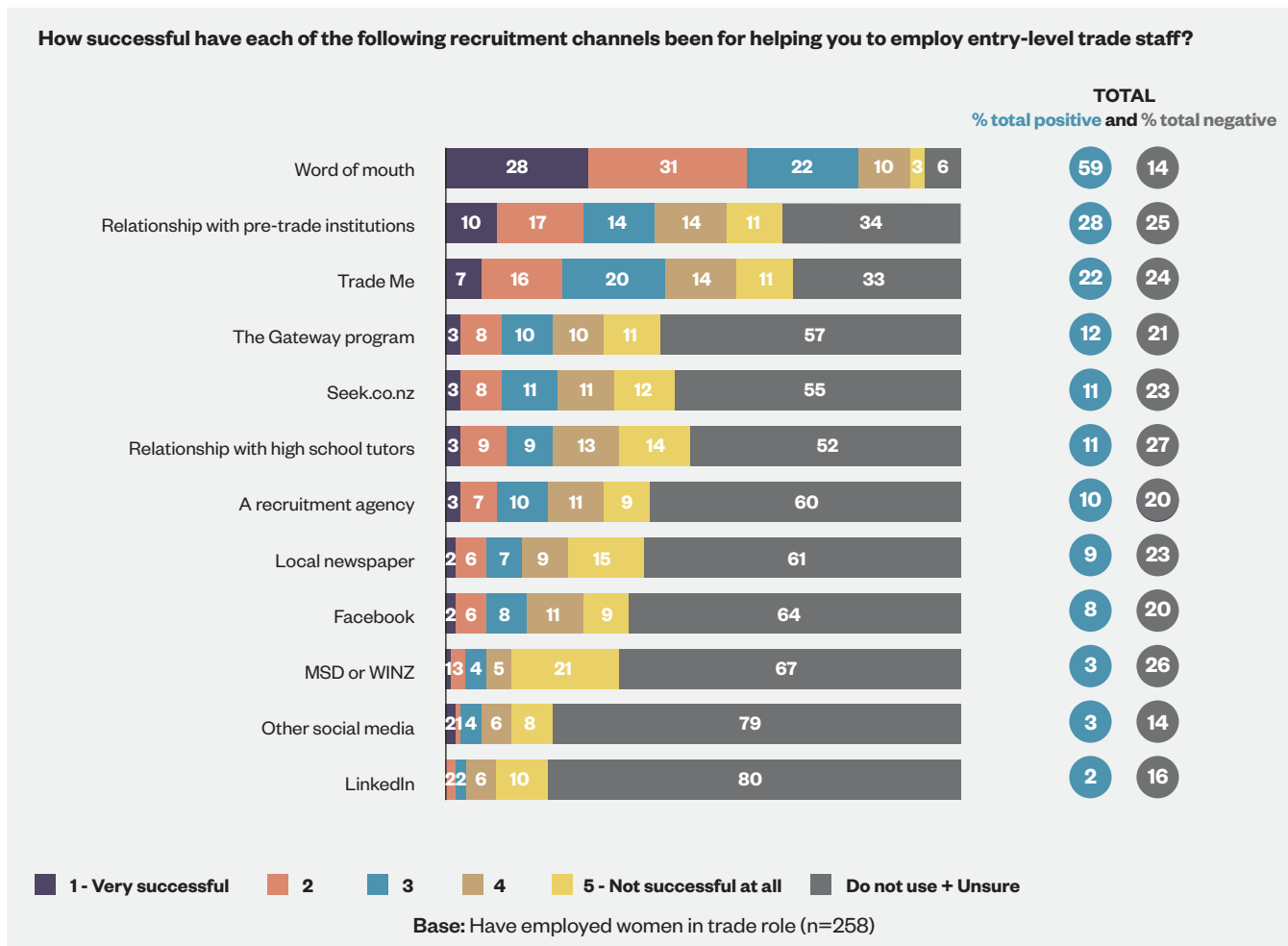
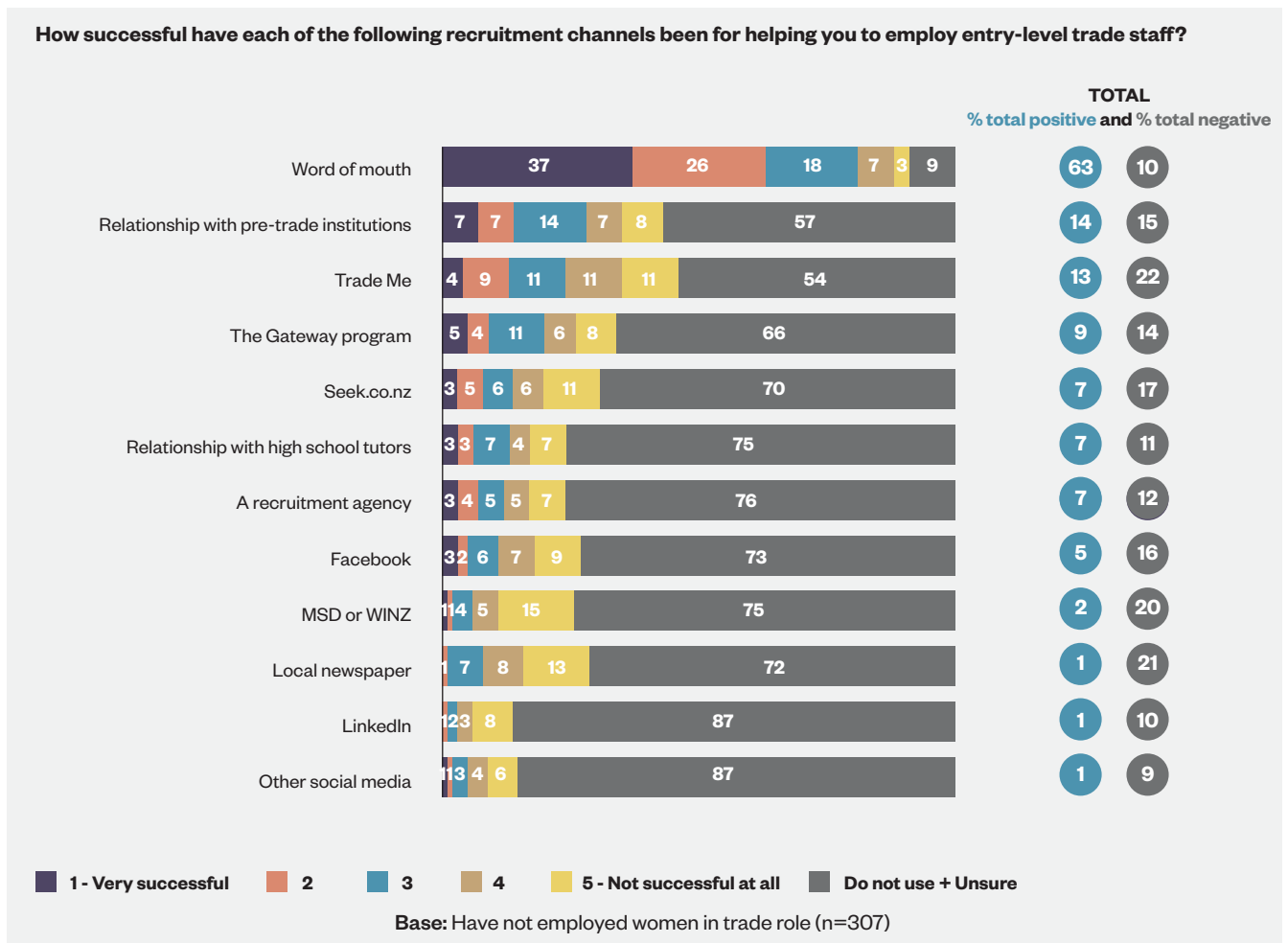


Figure A.8 – Recruitment channels – not employed women



Appendix - survey questions and responses

Figure A.9 – Employment prerequisites – employed women

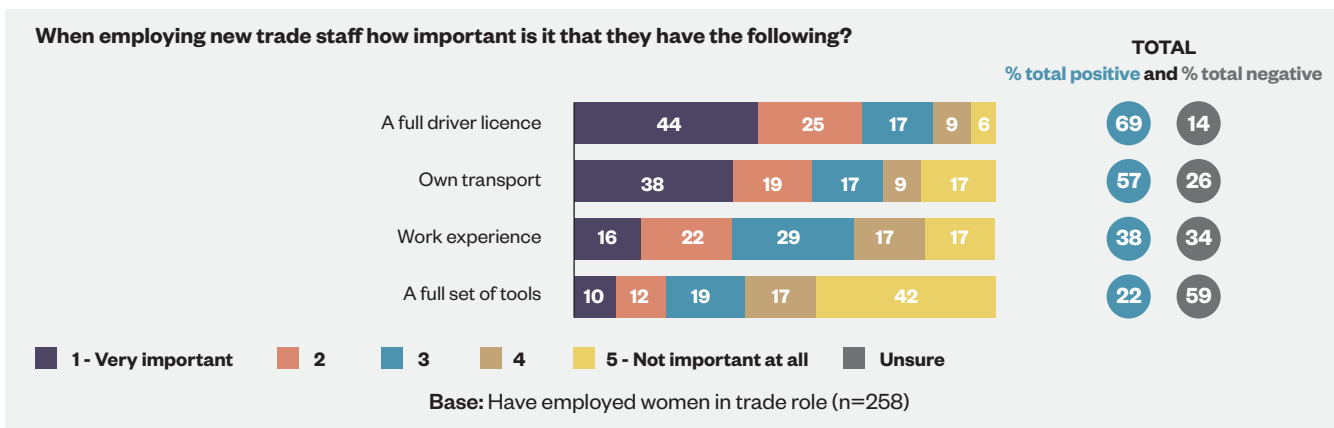


Figure A.10 – Employment prerequisites – not employed women

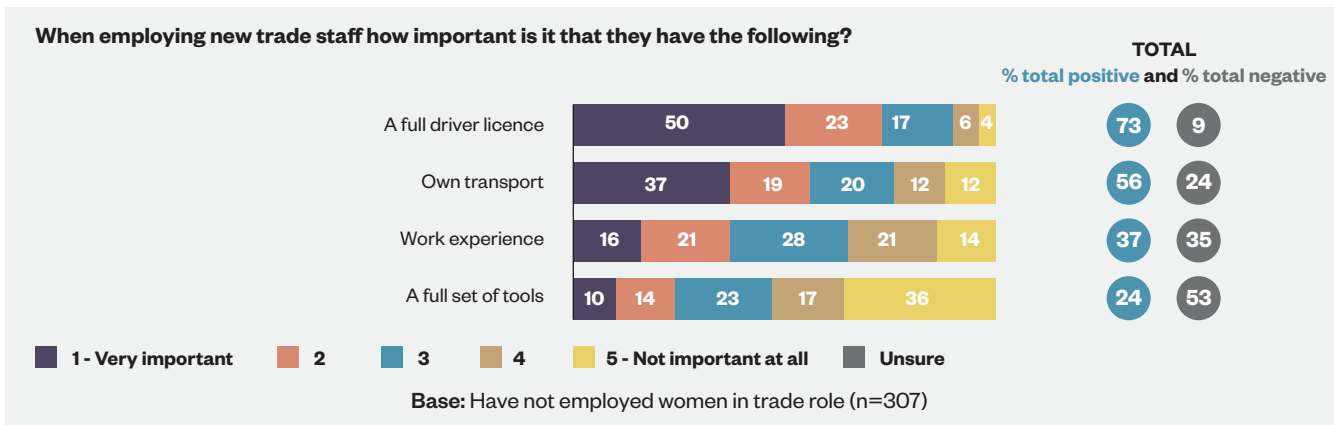
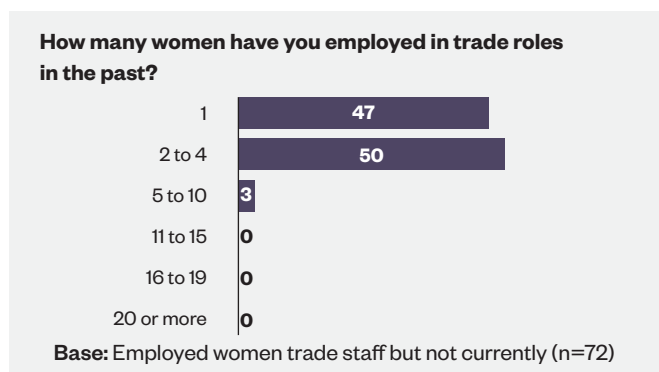
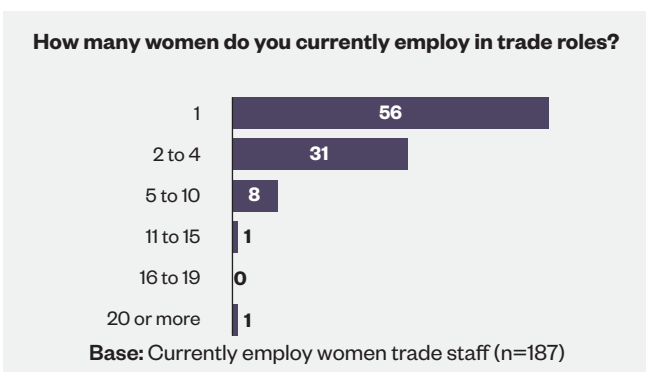


Figure A.11 – Number of women employed in trade roles



Literature Review

Australian Human Rights Commission. (2013). *Women in male-dominated industries: A toolkit of strategies.* Retrieved from www.humanrights.gov.au/sites/default/files/document/publication/WIMDI_Toolkit_2013.pdf

This substantial resource was prepared by the Australian Human Rights Commission as a toolkit to industry. This report makes the business case for the benefits of gender diversity, then outlines strategies for the attraction, recruitment, retention and career path development of women in the Australian mining, construction and utilities industries. It presents an introduction to building a workplace gender diversity strategy, then outlines actions in chapters dedicated to each of the four stages; each stage is separated into three key areas, with multiple actions for each area. The actions are illustrated with practical examples from case studies. A final chapter presents lists and descriptions of available resources, both Australian and international, for each industry as well as more general diversity resources. (72 pages).

Ministry for Women. (n.d). *Closing the gender pay gap - actions for employers.* Retrieved from www.women.govt.nz/sites/public_files/GPG%20Actions%20for%20Employers_0.pdf

In New Zealand, on average, a woman earns 9.4 percent less than a man. As an employer, you can play a leading role in closing the gap. Not only your organisation, but the wider economy, will reap the benefits. This booklet is a starting point for employers who want to know if they have a gender pay gap and what to do about it.

Dayley, L. P., Travis, D. J., & Shaffer, E. S. (2018). *Sexual Harassment in the Workplace: How Companies Can Prepare, Prevent, Respond and Transform Their Culture.* (Catalyst, 2018). www.catalyst.org/knowledge/sexual-harassment-workplace-report

Denissen, A. M., & Saguy, A. C. (2014). *Gendered homophobia and the contradictions of workplace discrimination for women in the building trades.* *Gender & Society, 28(3), 381-403.*

Ministry for Women. (2015). *Getting it done: Utilising women's skills in the workforce.* Lessons from the Canterbury rebuild. A case study by the Ministry for Women. Retrieved from www.women.govt.nz/sites/public_files/2315-MFW_Canterbury%20research%20report-v10.pdf

Women in Canterbury now make up a higher proportion of those employed in construction than do women nationally. This report shares the lessons learnt in

Canterbury about how to increase the number of women in trades jobs. The report offers ways for other regions and industries to implement strategies to increase the number of women in areas where they are underrepresented, and where pay and prospects are good.

Ministry of Women's Affairs. (2014). *Growing your trades workforce: How to attract women to your jobs.* Retrieved from www.women.govt.nz/sites/public_files/2070-MWA_employers%20handbook%20web.pdf

This handbook gives good practical advice to employers on how to attract women, and how to find women for their trade jobs. It is intended to stimulate employers' thinking about workforce planning, the need to address skill shortages and to increase their workforce choices by attracting women for their trade jobs. The handbook was developed in consultation with the Stronger Canterbury Infrastructure Rebuild Team (SCIRT) and a reference group of employers, industry training organisations, and other experts. Around 10 percent of SCIRT's operational workforce are women. That's engineers, traffic operators, site traffic management supervisors, site engineers, project engineers, engineers and designers.

Ministry for Women. (2016). *Making it work with women.* Retrieved from www.women.govt.nz/sites/public_files/Making%20it%20work%20with%20women.pdf

Maybe you're a small business owner. Maybe you're the CEO of a major company or the managing director of a board. Maybe you're in charge of implementing this new thing called 'diversity' that everyone seems to be talking about. Maybe you want to improve the gender balance in your workplace and you don't know where to start. We have worked with a variety of sectors and analysed many others. Here's what we've learned.

Ministry for Women. (n.d.). *Māori and Pasifika women in trades.* Retrieved from www.women.govt.nz/sites/public_files/Maori%20and%20Pasifika%20women%20in%20trades.pdf

These wāhine know first-hand that there's no such thing as men's work. Deciding to work in industries where there are so few women they are 'cutting trails' so that other women, daughters, and sisters, can see a trades career is both possible and rewarding. These are inspirational stories of Māori and Pasifika wāhine who decided that doing what they wanted was important for them. Making it for themselves first, they have their eyes on a future that will support them and those they most care about. We hope these stories help inspire other young Māori and Pasifika women into a career in trades.

Ministry of Women's Affairs. (2011). *Women in trades: Interviews with employers and tradeswomen*. Retrieved from www.women.govt.nz/documents/women-trades-interviews-employers-and-tradeswomen-2011

Struthers, K. (2016). *Paving the way for girls into male-dominated trades: Reducing Gender Segregation in the Trades*. Thesis (PhD Doctorate), Griffith University, Queensland. www.aph.gov.au/DocumentStore.ashx?id=8f874070-c8a1-48eb-aed9-446c5edf493d&subId=462698

Wright, T. (2014). *The Women into Construction Project: An assessment of a model for increasing women's participation in construction*. Centre for Research in Equality and Diversity (CRED), Queen Mary University of London. Retrieved from www.qmul.ac.uk/busman/media/sbm/research/researchcentres/cred/impact-reports/Wright.pdf

Additional Resources

A short guide to myth-busting in the realm of hiring women in trade apprenticeships in Australia.

www.saltaustralia.org.au/wp-content/uploads/2019/02/Paper-Salt-Employing-Women-in-the-Trades.pdf

Diversity Works New Zealand A national membership organisation that helps businesses develop diverse and inclusive workplaces. There's some interesting research findings and some great tips here.

www.diversityworks.nz

EmployerLine Free assistance for employers on a range of employment-related matters, offered by telephone.

www.employerline.co.nz

Employment New Zealand's Flexible Working Arrangements Guide This guide explains how the "right to request" under Part 6AA of the Employment Relations (Flexible Working Arrangements) Amendment Act 2007 works for both employers and employees.

www.employment.govt.nz/workplace-policies/productive-workplaces/flexible-work

Māori and Pasifika women in trades is an inspiring collection of stories of Māori and Pasifika wāhine who have careers in the trades put together by The Ministry for Women.

www.women.govt.nz/documents/m%C4%81ori-and-pasifika-women-trades

Ministry for Women Te Minitatanga mō ngā Wāhine is the Government's principal advisor on achieving better results for women and wider New Zealand.

www.women.govt.nz

NAWIC (National Association of Women in Construction) A voluntary, non-profit association for women who work either in the construction industry or for business organisations who provide services to the construction industry.

www.nawic.org.nz

Women in construction: building a career in a challenging environment - a Guardian picture essay.

www.theguardian.com/business/2018/oct/08/women-in-construction-building-a-career-in-a-challenging-environment

Women in Trades Research Project A three-year project, jointly commissioned by the Ministry for Women and Ako Aotearoa, to increase the participation and success of women in construction and engineering related trades where they are traditionally under-represented.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Do your job adverts use gender-biased language?

Without realising it, we all use language that is subtly 'gender-coded'. Society has certain expectations of what men and women are like, how they differ, and this flows into the language we use. This linguistic gender-coding shows up in job adverts as well, and research has shown that it puts women off applying for jobs that are advertised with masculine-coded language.

This site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. Find out more and test your adverts.

www.gender-decoder.katmatfield.com

Pre-employment Guide

The Human Rights Commission has compiled this handy **A-Z Guide for pre-employment** based on actual questions that both employers and employees have asked. It's got loads of valuable answers for business owners who wonder about what conforms to Human Rights legislation.

www.hrc.co.nz/files/1514/6889/8404/HRC_A-Z_Booklet_2016.pdf

Recruitment Toolkit

Download this publication if you need any help with:

- Where to find and how to go about recruiting new people

- Good recruitment practices and processes
- Templates of common recruitment forms, letters, and position descriptions
- Other links to useful recruitment information.

Flexible working arrangements - how they work

Employment New Zealand has published this comprehensive guide **Flexible Work Toolkit** for both employers and employees. It explains how the “right to request” under Part 6AA of the Employment Relations (Flexible Working Arrangements) Amendment Act 2007 works.

www.employment.govt.nz/assets/Uploads/tools-and-resources/publications/dd1c4f7c5c/flexible-work-toolkit.pdf

Parental leave

Employment New Zealand has web-based information about parental leave and employment law, including who is eligible, associated entitlements such as government-funded parental leave payments and how, as an employer, you should respond to a request for parental leave.

www.employment.govt.nz/leave-and-holidays/parental-leave

Show customers and the wider market that you're a company or individual that is inclusive and diverse

Tell New Zealand you're a business or person who supports women in construction trades across all your channels.

You can use the **Supporting Women in the Trades icon** to help promote your support of diversity and inclusiveness in your business on any of the following business-related promotional material:

- Company website
- Stationery — letterhead and business cards
- Vehicle decals
- Advertising in print and online
- Site signage
- Workwear.

www.bcito.org.nz/employers-industry/women-in-construction/support-women/

Facebook pages and Web Links



Connexis

Girls with Hi-Vis® (GWHV) is an annual event run by Connexis (the Infrastructure Industry Training Organisation) under the Ultimit-Women in Infrastructure umbrella. During GWHV, companies open up their doors and invite young women and career changers to learn more about, and experience a career in infrastructure. The core goal of this initiative is to raise the number of women working in the Infrastructure Industries.

www.connexis.org.nz/ultimit-women-infrastructure



Skills

Need inspiration? Read some real stories of real women making waves in the trades. A showcase of women who chose an extraordinary career path.

www.skills.org.nz/assets/Uploads/Women-in-trades-Case-Study-Mag.pdf

Facebook: Skills Women in Trades (Closed Group). Provides Job Matching and business advisor services to employers.

www.skills.org.nz
www.facebook.com/groups/SkillsWomenInTrades/



Building & Construction Industry Training Organisation (BCITO)

BCITO supports employers committed to industry training in more ways than just providing qualifications. This support includes a dedicated job-matching service which puts career seekers in touch with employers, a Recruitment Toolkit and links to upskilling options for the employer and their staff.

www.bcito.org.nz



Competenz

Competenz works with 36 industries including engineering, manufacturing, baking, print and more.

www.competenz.org.nz

www.facebook.com/competenzskills



MPTT Auckland

MPTT Auckland is helping Māori and Pasifika become leaders in the trades. As demand for skilled tradespeople grows, trainees are supporting Auckland's economic growth while creating social change. The practical skills learned are life-changing for individuals, their whānau and Kiwi communities.

www.facebook.com/maoripasifikatrades



Manukau Institute of Technology

Supporting the demand for skilled tradespeople qualified in building, carpentry, plumbing and gasfitting, drainlaying, electrical services, and refrigeration and air conditioning with pre-trade, in trade and Women in Trades Training. Scholarships.

www.facebook.com/manukau.institute



MITO

MITO is an industry training organisation. MITO designs qualifications and training programmes that meet the needs of the automotive, transport, logistics, industrial textile fabrication and extractive industries.

www.mito.org.nz

www.facebook.com/MITONewZealand



National Association of Women in Construction (NAWIC)

NAWIC is a voluntary, non-profit association of women who work either in the construction industry or for business organisations who provide services to the construction industry.

www.nawic.org.nz

www.facebook.com/NAWICNewZealand

Research Funding Partners



The Ministry for Women, Minitanga mō ngā Wāhine, is the Government's principal advisor on achieving better results for women, and wider New Zealand.



This publication is part of a three-year programme, jointly commissioned by the Ministry for Women and Ako Aotearoa, to increase the participation and success of women in construction and engineering related trades where they are traditionally under-represented.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Project Outputs

The research findings, summary recommendations and timeline are available in this project report; additional documents are available online via the Ako Aotearoa project page.

Part 1: Women in Trades Research Programme Overview

This document includes the executive summaries from the first two projects and a snapshot of learnings from the third. It highlights findings and lists the major influencers, enablers and barriers for women working in trades.

The perceptions, barriers and influence of employers who have or have not employed women, (Part 2) and the initial findings from the NZ Government's Integrated Data Infrastructure (IDI) (Part 5) are also presented.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Part 2: Successful Women in Trades

This report outlines the findings of research conducted on the learning and career journey of 35 successful tradeswomen.

It includes identified benefits and barriers, summary recommendations and the action strategy timeline.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Part 4: Personas

These personas are fictional characters created to represent different groups of women on their learning and employment journey into the trades and trade employers. They are based on the responses from focus groups, individual interviews and survey responses. Personas help to guide the design and development of resources, engagement and products by creating an understanding of user needs.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

Part 5: Programme Data

Initial data is available on the Sweet Analytics website.

Proportion of women over time, Recently trained workers, Snapshot of women in trades, Gender breakdown of women's participation in different trades, Origins and Destinations of ITO trainees, Secondary to tertiary programmes and Income outcomes.

www.sweetanalytics.co.nz/2-general/47-women-in-trades-over-time

2018 Detailed Sector Profile Document

This document provides detailed (61 pages) information on the Industry, occupations, skills and demographics of industries included in the Women in Trades Research Consortia.

www.ako.ac.nz/knowledge-centre/what-are-the-characteristics-of-an-effective-learning-journey-for-women-entering-trades

