

TRADESWOMEN AUSTRALIA ANNUAL REVIEW 2020/2021



- ENGAGEMENT - RECRUITMENT - RETENTION -



CONTENTS

CONTENTS	PAGE 2
CORPORATE INFORMATION	PAGE 3
VISION - MISSION - GOALS - VALUES	PAGE 4
MESSAGE FROM THE TWA CHAIR	PAGE 5 - 6
MESSAGE FROM THE CEO	PAGE 7
OUR WORK	PAGE 8 - 9
PHOTO BOARD	PAGE 10
OUR PEOPLE - TWA BOARD	PAGE 11
OUR PEOPLE - TWACF BOARD + STAFF	PAGE 12
OUR PEOPLE - ADVISING COUNCILS	PAGE 13
OUR FINANCIALS - TWA	PAGE 14
OUR FINANCIALS - TWACF	PAGE 15
OUR SUPPORTERS	PAGE 16

Tradeswomen Australia acknowledges the Traditional Owners of the land in which we operate. We pay our respects to the local people for allowing us to operate on their land and to their Elders: past, present and future. We acknowledge and pay respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

CORPORATE INFORMATION

The TWA Group comprises Tradeswomen Australia Foundation (TWA) and Tradeswomen Australia Community Foundation (TWACF). The group members collaborate to create inclusive trades workplaces and to support women into financial security and valued community and economic contribution through trade careers.

GROUP STRATEGIC RELATIONSHIP

TWA works with industry and employers to recruit and retain women in trades. TWACF engages women into trades industries and supports women who are at risk or in vulnerable situations. The entities' strategic plans synergise in order to maximise mission impact and operational efficiency. TWACF builds on the strategic relationships of TWA with employers and others and draws on the people and processes within TWA. TWA engages closely with TWACF to maximise the TWA mission.

BRAND RELATIONSHIP

Both entities are positioned to support women to develop careers, financial security and increased participation in trades. TWA focuses on supporting all women; TWACF particularly focuses on women who are at risk or in vulnerable situations. TWA includes a focus on systemic change in employers; TWACF synergises with that focus but primarily is engaging with community members, community organisations and schools.

GOVERNANCE AND PATRON RELATIONSHIP

Tradeswomen Australia is a not for profit organisation dedicated to gender equality and empowerment for all girls and women to access, participate and succeed in trades. We value workplace diversity and work with businesses to achieve strategic and operational goals supporting the engagement, retention and recruitment of women in trades.

OPERATIONAL RELATIONSHIP

TWA and TWACF have a single CEO across the group. The CEO oversees staff in both entities. There is a unified or agreed approach in relation to strategy, promotion, marketing, human resources, finances, community relationships, government and philanthropy.

LEGAL RELATIONSHIP

TWACF is a subsidiary entity of TWA: TWA is the sole member of TWACF. The TWA Board appoints the Board of TWACF. TWA is a not-for-profit entity. TWACF is a not-for-profit deductible-gift-recipient charity.

VISION - MISSION - GOALS - VALUES

OUR VISION

Gender equality and empowerment for all girls and women to access, participate and succeed in trades.

Women to live free of poverty and disadvantage and are able to participate in the career and life of their choice.

OUR MISSION

To increase the representation of women working in skilled trade roles by working with employees and employers across the public and private sectors. We raise community awareness, educate and support women who are at risk or in vulnerable situations to transition to financial and life security through trade careers.

OUR GOALS

- Engage the community and generate awareness of trade options for girls and women including those at risk and in vulnerable situations.
- Reduce barriers for girls and women to access trade careers.
- Support employers to create thriving, inclusive, productive environments.
- Enable women to thrive in sustainable careers after their apprenticeship or traineeship.
- Enhance TWAG operational efficiency, effectiveness and sustainable impact growth.

OUR VALUES

RESPECT: We value all people and their diversity.

INTEGRITY: We will act in a fair, transparent, honest and ethical way.

EQUALITY: We believe in equal opportunity and human rights particularly for women, and we reject all forms of sexism, racism and xenophobia.

COURAGE: We are proactive, innovative, inspired by new ways of thinking and new ways of relieving distress and disadvantage.

RELATIONSHIP: We invest in more than a handshake, aspiring to healthy and positive business relationships with colleagues, partners, clients, associates and any other entity that directly or indirectly contributes to the success of our organisation. We build on friendships, camaraderie and valuable professional networks to further our mission.

MESSAGE FROM THE TWA CHAIR



In any estimation 2020 was an extraordinary year. As COVID19 wreaked havoc, we all, individually and collectively, were forced to rapidly reset to deal with its sometimes brutal and unexpected challenges. For the Tradeswomen Australia Group this reset required us to be agile and adaptive as our community was inundated by the avalanche that stormed into our lives.

Within the cacophony of 2020 however, our small organisation again punched well above our weight. We increased our scale and scope, reaching across the country, supporting women into trade careers, creating inclusive trade workplaces, creating settings for our national recovery and contributing to transforming our future Australia.

Thanks to our dedicated Directors, Supporters and Executive, we have not only delivered workplace diversity and inclusion training across the country, but we have engaged with the Australian community, generating awareness of trades options for girls and women, including those at risk or in vulnerable situations. Our media cut through has again been astonishing and we are hugely grateful to our expert team including Corporate Media Communications coupled with our remarkable representatives and our CEO's gravitas, enabling us to capture national attention about the urgent need to reduce barriers for girls and women to access trade careers.

In March 2020 when COVID struck, as an organisation, we stepped up to fiercely protect the safety and wellbeing of our people. We sharply focused our support for employers to create compassionate, inclusive and productive workplace environments, especially enabled through our wonderful partnership with WorkSafe, for which we are immensely grateful, fueling our hero WorkWell project.

We have further focused our efforts on enabling women in sustainable careers after their apprenticeships or traineeships and supporting them through the challenges that the pandemic threw at us all.

The birth of our subsidiary deductible gift recipient entity, the Tradeswomen Australia Community Foundation (TWACF) was cause for great celebration in 2020. With its independent and expert Board of Directors, Chaired by Janet Cribbes, TWACF rapidly established its Vision for women to live free of poverty and disadvantage and to be able to participate in the career and life of their choice. The Community Foundation's Mission is to raise community awareness, educate and support women who are at risk or in vulnerable situations to transition to financial and life security through trade careers.

What a credit to the Team and with gratitude to the Lord Mayor's Charitable Foundation, City of Wyndham, CM2.0 and Victoria University that we have been able to support sixty women already in Wyndham and surrounds into a pathway to secure rewarding careers in trades through the Building Futures: Pathways to Trades program. It has also been brilliant to further take the program into high schools to encourage girls to access well-paid employment in trades.

Thank you to our many generous cross-sectoral supporters and collaborators who have joined us to empower collective impact. I particularly acknowledge members of our Industry Reference Council and Strategy Council who have played such a critical role informing the development of our priorities and strategic directions for our future. With your guidance has come our focus on further building our evidence base and we are delighted to be working in partnership with you and Think Impact in the creation of tools for women, employers and key sector representatives to evidence and quantify the change we can make through mobilising our ecosystem.

As Billy Ocean said, when the going gets tough, the tough get going and, underpinned by our Values of Respect, Integrity, Equality, Courage, Relationships, the Tradeswomen Australia Group has metamorphosed in 2020.

I am so grateful for the generous nature, wisdom and commitment of everyone involved – our Patron Susan Alberti; Ambassador Kendra Heil; our pro-bono experts; and our ever dependable Directors in TWA - Tony Noble, Sarah Palmer, Katie Gardiner, Rachna D'Mello, Amber Stevenson and Kit McMahon; and in our Community Foundation – Janet Cribbes, Kate Hughes-Hallett, Amy Wells, Erica Pegora, Steve Peluso and Radmila Desic.

I acknowledge and appreciate our diligent Executives Richard Dent, Cai Balara, Frank Kennedy, Chelsea Bryans, Yasara Dissanayake, Sarah Curley, Katie Yates, Emily Poklar, and our expert specialists Ron and Shirley Smith, Louise Whiting, Andrew Power...and so many more who have made our progress possible.

Together we all gather around our inspirational Founder and Chief Executive Officer - Fiona McDonald, whose courage, charisma, tireless work and resolute determination accelerates and amplifies our efforts. Thank you so much, Fiona!

Yes, this has been another extraordinary year for our organisation and I can confirm that next year will be even more so!

It is with pleasure that I commend the 2021 Annual Report to you for your enjoyment – thank you one and all for the difference you are making with us, for girls and women in trades.

Jane Sydenham-Clarke

Chair

Tradeswomen Australia

MESSAGE FROM THE CEO

It has been wonderful being a contributor amongst some incredibly innovative and inspiring leaders striving for change and equality for women in trades. In reflection of the past year, I wanted to highlight some great wins from the entire team across the Tradeswomen Australia Group and thank all our key stakeholders and supporters.

This past year we saw huge success in our Workplace Diversity Project funded by WorkSafe's WorkWell Mental Health Improvement Fund. With 168 employers engaged in the project and approximately 3,000 automotive employees, it has been incredible seeing employers implement Diversity and Inclusion strategies that are improving the mental health and wellbeing of their workers.



We piloted our first engagement project in which we sought out women experiencing hardship and provided confidence and resilience training to them. Reflecting on my career, challenging yourself through a trade career and learning new skills is an incredible way to empower yourself and support independence and I am so proud to have seen nearly 1000 school students and 60 women experiencing hardship feel empowered through trades to go on and pursue employment. This project was funded by Lord Mayors Charitable Foundation, Victoria University, CM2.0 and Wyndham City Council.

TWA also worked on growing a network of inspiring Tradeswomen who volunteer mentoring support to our future tradeswomen. Our mentors have gone above and beyond taking on extra roles to present at schools and collaborating with us to ensure all women receive a fair go when it comes to applying for jobs and working in the trade sector. They are truly incredible!

So what is in store for the future? We have worked incredibly hard to grow our projects and meet our aspirations for delivery interstate. I look forward to Tradeswomen Australia taking on new projects and programs from the Victorian and Tasmanian Governments next financial year.

I am extremely grateful to the incredible sponsors, board and stakeholders all of whom go above and beyond to deliver and support us. To our staff, we are always busy peddling away and it has been a year of immense growth and lots of fun working with a team of leaders so passionate and dedicated to our vision who go above and beyond to reflect our values and be champions of change.

I'd like to especially thank our sponsors MAS National, Victoria University, Builders Academy Australia, VERTO, Programmed, Master Builders Newcastle, WPC Group and Edge Electrical & Communications. Thank you for championing equality in trades and helping us spread the message to encourage women and girls into trades and provide services to support their retention.

Fiona McDonald

CEO

Tradeswomen Australia Group

OUR WORK

WORKPLACE DIVERSITY PROJECT

Through WorkSafe Victoria's WorkWell Mental Health Improvement Fund, TWA is supporting automotive organisations and frontline managers across Victoria to implement diversity and inclusion strategies, to improve the mental health and wellbeing of their workers through the Workplace Diversity Project (WDP). Our aim is to create environments that embrace diversity and inclusion through recruitment, employee support, and workplace practices, and prevent mental injuries for frontline workers.

Despite COVID-19 related challenges faced throughout the year, our WDP team reflected qualities of dedication, passion, courage and unflappable positivity in bringing about real change within the Victorian automotive industry through the Project. With our base team established and steering committee formed in early 2020, we concentrated our efforts in generating industry feedback through two round table discussions, which focused on identifying key barriers that the Victorian automotive industry faced in implementing diversity and inclusion. These issues were found to directly link back to WorkSafe Victoria's work-related factors, affecting frontline workers' mental health and wellbeing. The results were published in our research paper "[Lifting the Bonnet on barriers to diversity and inclusion](#)" in 2020.

Expanding our team to include two Workplace Diversity Officers in early 2021, we intensified efforts in engaging automotive organisations across Victoria to participate in the Project. Surpassing the required onboarding targets, we formed partnerships with over 168 workplaces, our work aimed to benefit over 3,000 frontline staff. To date, our participating partner organisations have been provided with tools to equip their frontline managers to start their journey in becoming diversity and inclusion leaders: a dedicated online learning platform, customised resources, and one on one consultation. In order to monitor the effectiveness of these tools, employer surveys were conducted, and employee pulse surveys set up for each organisation. Our team worked tirelessly with each organisation to understand current needs and issues, develop project plans and frameworks, and work with executive teams and HR personnel to commence delivery of the project throughout their workplaces. Our team also created numerous marketing materials, social media promotions and a dedicated website to create awareness around the Project to the general public.

CASE STUDY: AMA GROUP

TWA's Workplace Diversity Project has supported creating significant and tangible changes amongst our participating organisations. One example of this has been our ability to be flexible and work in conjunction with our largest participating organisation, AMA Group, who have 68 Victorian sites and over 4,000 employees. Formerly composed of three subsidiary organisations, AMA Group made the decision to rebrand and restructure their organisation during Project participation. Seeing this as an opportunity, our team worked with them to ensure projected outcomes could still be achieved, helped them create and implement 5 new policies into their policy suite, as well as reviewed and contributed to their group Code of Conduct. Overall, this outcome has not only added to our partnership with AMA Group, but will assist us in continuing to deliver the Project outcomes in the future.

OUR WORK

BUILDING FUTURES: PATHWAYS TO TRADES

With the assistance of Lord Mayor's Charitable Foundation, Victoria University, Wyndham City Council and CM2.0, Tradeswomen Australia Community Foundation launched the pilot program 'Building Futures: Pathways to Trades' to provide women in the Wyndham region with information, training and potential access to well-paid employment opportunities in the trades industry.

The project focused mainly on women in vulnerable and at-risk situations, including but not limited to, newly arrived women, women from lower-income households, indigenous women, women with disabilities, women with CALD backgrounds, women recovering from trauma and/or transitioning from unexpected Covid-related unemployment.

Through a series of coordinated workshops, participants gained access to trades businesses, developed their skills and confidence whilst establishing supportive relationships with their peers and mentors. Observing a variety of roles within the trades industry and the women that occupy them, the participants gained increased knowledge of the different roles available to them and had an opportunity to begin pursuing a career within the industry to start carving their own pathway into their chosen trade.

Despite navigating many COVID-19 related challenges throughout the year, Tradeswomen Australia managed to exceed the initial target of educating 200 women about the program by reaching a total of 1,160 women and girls between February and June via school presentations and online sessions. By the end of June, 32 women attended the workshops in Wyndham and Springvale (in partnership with Afri-Aus Care) with many of those participants developing and nurturing ongoing mentor/mentee relationships, which will further support them in their trade journey.

All participants have had access to further training and employment opportunities within the Trade industry and continue to receive ongoing support from Tradeswomen Australia.



TRAINING & MENTORING



ECONOMIC SUPPORT



COMMUNITY SUPPORT



CAREER ASSISTANCE



PROFESSIONAL SKILLS

“The series of Unconscious Bias training organised and facilitated by Tradeswomen Australia had a great impact on the diversity and culture of our division. The feedback was immediate, and our employees appreciated the dynamic panel of experts sharing their powerful stories of bias and inequity. It was both thought-provoking and a great starting point to challenge our own internal bias”

**Karolina Vlkova, Learning & Organisational Development Advisor
Fletcher Building Australia**



STAFF DAY - APRIL 2021



PATHWAYS PARTICIPANTS



WITH JILL HENNESSY MP

“It is through grass roots programs like the Workplace Diversity Project that we can foster better cultures in all workplaces and tackle the emerging challenge of mental injury together. These are innovative programs that the Victorian Government is so proud to support.”

Ms Bronwyn Halfpenny MP, Parliamentary Secretary for Workplace Safety



WDP PARTICIPANTS



PROGRAM LAUNCH



WORKSHOPS

“We are proud to be working closely with the team at Tradeswomen Australia. Along with their broad knowledge and understanding of the trade industry and of our business, the partnership has enabled us to collaborate in the aim to broaden mindsets and encourage and aspire more women to consider trades as a viable career path.”

Mark Rademaker, General Manager – Human Resources, Programmed

TWA BOARD



JANE SYDENHAM-CLARKE

Chair & Non-Executive Director

CEO of Skyline Education Foundation Australia, formerly CEO at Freemasons Victoria, Jane has held leadership roles including at Fed Square, Kidney Health Australia and Southgate Arts and Leisure Precinct.



TONY NOBLE

Non-Executive Director

With over 35 years of experience in the electrical and communications industries, Tony was one of the five owners of a National Electrical Communications company, DESA Australia prior to moving into a global role with an international company with its headquarters based in Chicago.



SARAH PALMER

Non-Executive Director

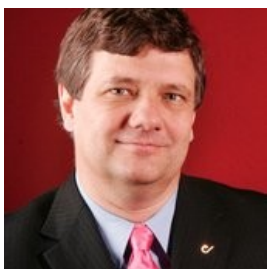
Sarah works as the Project Manager of Capital Projects at Boral, and is an inclusive leader with a track record of building high performing teams, creating trusting business relationships and creating strategic partnerships with suppliers and customers.



FIONA MCDONALD

Executive Director

Identifying a lack of opportunities for women in trade industries during her light vehicle apprenticeship, Fiona started a networking group for women in trades. Building relationships and partnerships, Fiona established strategies to increase the participation of women in trades.



RICHARD DENT OAM

Non-Executive Director

Richard has been active in Australia's civic life for more than two decades, most recently as Leadership Victoria's Chief Executive Officer and prior leading large complex organisations, advising governments, and contributing to public policy and major social campaigns.



KATIE GARDINER

Non-Executive Director

An experienced lawyer and former senior associate, Katie has acted for Australian and multinational companies across a wide range of complicated disputes involving energy regulation, construction, tax, employment and general commercial litigation in a variety of jurisdictions.



RACHNA D'MELLO

Non-Executive Director

Rachna D'Mello is a Senior Manager at Fordham Group's Melbourne Office since June 2015 and prior to that was at PKF Melbourne for nearly 11 years. She is an expert in business services and tax with a specialisation in family-owned businesses, taking her expertise into the world of not-for-profit.

TWACF BOARD



JANET CRIBBES

Chair & Non-Executive Director

Janet brings extensive leadership and community service experience. An Active Board member to St Kilda Community Housing, Chairperson for Wellsprings for Women Inc, former councillor and Mayor of Port Phillip Council 2004-2008 with a Bachelor of Social Work and Social Sciences.



ERICA PEGORER

Non-Executive Director

An experienced Executive Director in a PJP, with a demonstrated history of working in educational and mission leadership. Skilled in coaching for growth mindset, Secondary Education, Educational Consulting, and general HR including conflict resolution and recruitment.



KATE HUGHES-HALLET

Non-Executive Director

Kate supports her clients to tender for and deliver major projects. Kate's skills in this field are supported by a Bachelor of Civil and Environment Engineering and a Post Graduate Diploma in Project Management.



STEVEN PELUSO

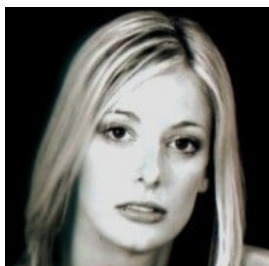
Non-Executive Director

The Managing Director for Peluso Group, Board Member of Master Builders Association Victoria and Board member of St Kilda Community Housing. Steve is passionate about the Building and Construction sector specialising in insolvency/ liquidation and receivership for the construction industry both commercial and residential.

TWAG STAFF



CHELSEA BRYANS
Workplace Diversity Officer



SARAH CURLEY
Administrator



YASARA DISSANAYAKE
Workplace Diversity Officer



KATIE YATES
Programs Manager



EMILY POKLAR
Marketing Manager



FIONA McDONALD
CEO



RICHARD DENT OAM
Senior Associate



FRANK KENNEDY
Head of Operations



CAI BALARA
Executive Assistant

ADVISING COUNCILS

STRATEGY COUNCIL



Kit McMahon
Chair

Chief Executive Officer for WHISE (Women's Health in the South East) and Chairperson for Gender Equity (GEN Vic)



Debbie Reynolds
Advisor

Director - Industry Initiatives and Engagement at RMIT



Gary Workman
Advisor

Executive Director at Apprenticeship Employment Network (AEN)



Prof Anne Jones
Advisor

Emeritus Professor Victoria University and Non-Executive Director, Board of Chisholm Institute



Paul Zappa
Advisor

General Manager Primary Prevention and Community Programs at Jesuit Social Services



Sandra Boyd
Advisor

Senior Policy Officer - Apprenticeships & Traineeships Department of Education & Training



Nik Mavrommatis
Advisor

General Manager (Global Apprentice Network)



Marika Van der Klugt
Advisor

Director of Health and Safety, Australia (Kirkland Lake Gold Ltd)



Mark Rademaker
Advisor

General Manager - Human Resources (Programmed)

INDUSTRY REFERENCE COUNCIL

Katrina Palmer	Qualified Electrician & Instrumentation Technician
Miriam Sowter	Electrical Apprentice
Teneille Koster	Qualified Electrical Auditor and Business Owner
Amber Stevenson	Mining Superintendent
Kim Smyth	Qualified Plumber and Business Owner
Laura Thompson	Qualified Cabinet Maker
Tenneal McGuane	Painting Apprentice
Ged Hogarth	Qualified Electrician and Business Owner

OUR FINANCIALS - TWA

Statement of Profit or Loss & Other Comprehensive Income

Tradeswomen Australia Foundation Ltd
For the year ended 30 June 2021

	2021	2020
Revenue		
Operating Grants Received	435,014	186,437
Workshops, Recruitment & Sponsorship Income	152,952	60,773
Interest Income	4	-
Other Income	111,148	20,727
Total Revenue	699,117	267,937
Direct Costs		
Contractors	61,442	37,084
Project Expense	429,887	138,066
Total Direct Costs	491,329	175,150
Total Revenue from operations	207,789	92,788
Expenses		
Advertising & Marketing	7,735	2
Audit Fees	6,000	3,000
Contractors	73,543	-
Depreciation	425	130
Foundation People Costs	70,580	5,431
Interest Expense	245	-
Occupancy Costs	2,939	-
Other Expenses	22,586	6,817
Motor Vehicles	69	-
Professional Fees	10,166	3,700
Travel and Accommodation	981	-
Total Expenditure	195,270	19,080
Surplus for the year	12,518	73,708
Total Comprehensive income for the year	12,518	73,708

Complete audited financial statements are available upon request.

OUR FINANCIALS - TWACF

Statement of Profit or Loss & Other Comprehensive Income

Tradeswomen Australia Community Foundation Ltd
For the year ended 30 June 2021

	2021
Revenue	
Donations	93,636
Interest	5
Total Revenue	93,641
Direct Expenses	
Fundraising Expenses	6,932
Project Expenses	139
Total Direct Expenses	7,071
Gross Surplus	86,570
Expenditure	
Advertising & Marketing	7,695
Contractors	866
Foundation People Costs	59,023
Occupancy Costs	385
Professional Fees	2,000
Other Expenses	1,572
Travel and Accommodation	458
Total Expenditure	71,999
Total Comprehensive Income for the Year	14,571

OUR SUPPORTERS



SUSAN ALBERTI
Tradeswomen Australia Patron



KENDRA HEIL
Tradeswomen Australia Ambassador

