

# STRATEGIC PLAN



## VISION

An Australia where women and girls want to, can, and do, successfully work in trades



## MISSION

We create equity and equality in trades by:

- partnering with employers to shape culturally safe and inclusive workplaces; and
- educating, supporting and mentoring girls and women in non-traditional trades.

## OUR VALUES



Respect



Integrity



Equality



Courage



Relationship

## GOALS



1

Engage community to generate awareness for trade options for girls and women



2

Reduce barriers for girls and women to access trade careers



3

Support employers to create thriving, inclusive, productive workplace environments



4

Support women and their wellbeing so that they can have lifelong careers in trades



5

Create an organisation that is efficient and effective and grows sustainably

## PERFORMANCE INDICATORS



Community accept the value of women and girls in non-traditional trades



Employers and decision makers know the value and pathways for women and girls to have jobs and careers in trades  
AND  
Increased levels of women and girls employed in non-traditional trades



Workplaces show evidence of increased levels of intersectional gender diversity in their workforces



Increase in workplace health and safety in trade workplaces  
AND  
Women in trades demonstrate increased levels of wellbeing  
AND  
Women retained in trades after commencing apprenticeship



Sustainable organisational growth while ensuring Team wellbeing

## KEY STRATEGIC PERFORMANCE INDICATORS 30 JUNE 2025

Benchmark +10% (TWAG projects) community attitude accepting women and girls in non-traditional trades

Benchmark +10% (TWAG projects) for girls and women's employment into trade careers

Benchmark +10% (TWAG projects) gender diversity

Benchmark +10% (TWAG projects) workplace health and safety, wellbeing and retention rate for tradeswomen

For every \$1 spent >80c Program and <20c Operations  
20%+ pa revenue  
50%+ pa participants FTE pa growth  
\$150k supports core Team wellbeing benchmark +10%