

# Media Release

**Mr Tim Pallas MP**

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



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## **CAMPAIGN BACKS MORE WOMEN TO BUILD A CAREER IN CONSTRUCTION**

A new campaign that highlights the success of women in construction will be used to encourage more women and girls to pursue a career in the building industry, breaking down long-standing barriers.

Minister for Industrial Relations Tim Pallas launched the “*She Built It*” digital, radio and print campaign at a social housing construction site in Ascot Vale where women are taking lead roles and excelling.

Despite changing attitudes and increased opportunity in some areas, women still comprise fewer than three per cent of building and construction trades workers in Victoria.

Some 200 social and affordable homes are being constructed at the Homes Victoria site in Dunlop Avenue, Ascot Vale, where half of the trainees, apprentices and cadets are women. Women make up more than 40 per cent of construction partner Built’s project team at Ascot Vale.

Running from Monday, 26 September, “*She Built It*” will appear on streaming services, YouTube, Spotify and news sites, in regional newspapers and on radio across the state including multicultural stations.

The campaign will complement the Andrews Labor Government’s Building Equality Policy which applies to large government projects and requires the representation of women in at least three per cent of each trade role, seven per cent of each non-trade position and 35 per cent of management, supervisor and specialist labour roles.

The Building Equality Policy also requires that four per cent of labour hours for apprentices and trainees be performed by women. In the first half of this year, 14 projects worth \$15.8 billion have implemented minimum female representation in their respective workforces.

The Government has invested \$3.5 million to support the implementation of the Building Equality Policy and a further \$1.5 million to implement the Women in Construction Strategy.

Initiatives include the creation of the Building Futures: Women in Construction job-matching website, a respectful workplaces code of practice, and tools and resources for students, parents, teachers, women and employers.

Find out more about how to join the female workforce in the building industry at [womeninconstruction.com.au](https://womeninconstruction.com.au).

### **Quotes attributable to Minister for Industrial Relations Tim Pallas**

*“There are many women with thriving careers in the construction industry and it’s important to highlight those stories because it’s hard to be what you can’t see. Representation and visibility matter.”*

*“We need action to change the status quo and that’s what this campaign will promote.”*

### **Quotes attributable to mature-age apprentice electrician Sarah Tabone**

*“This campaign was important to me as I wanted to show other woman that opportunities are there and the door is open. I hope it breaks down stereotypes and shows how accessible the industry is for women.”*

*“If even one woman sees this and it helps her to have the courage or plants the idea to walk through that open door, it will make such a difference for our industry.”*

### **Quote attributable to Building Industry Consultative Council Chair Rebecca Casson**

*“Women are making a valuable contribution to the industry and it’s important that their influence is acknowledged through campaigns like ‘She Built It’, which celebrate greater diversity, equity and inclusion.”*

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