

Group Training Employment

Case Study

What did they analyse?

- Workplace profile
- Evaluation of terms and conditions of employment – male/female
- Issues raised during staff development and performance appraisals
- Issues raised during exit interviews and staff employee surveys
- Evaluation of complaints, disputes and grievance documentation
- Evaluation of apprentice\trainee field visit records
- Input and recommendations from female focus group

What did their analysis show?

- Females are under represented in the company.
- No 'formal' gender barriers to staff appointments but in some trade areas, where industry experience is essential, there is a limited pool of suitably experienced females available.
- Advertising procedures do not contain positive EEO statements.
- Perception by host employers that females are not suited to trade work.

Quick Facts File

Industry: Predominately Male
Group training company

Number of employees: 109

Male/Female: 82/18

Status:
Compliant

Relevant Employment Matters:

- ✓ Recruitment and Selection

Recruitment and Selection Issue

Under representation of females in the organisation.

Actions taken

- Altered recruitment advertising content to include statement of EEO philosophy and encourage female applicants.
- Increased focus on vocational education in schools to highlight trade and industry opportunities for females.
- Continued staff development training to assist female field officer participation in non-traditional trade areas.
- Increased host employers industry range to create more opportunity in both traditional and non-traditional trade areas.

Outcomes

- Recruitment advertisements all carry positive EEO messages.
- A joint-venture construction trades course won Regional VET *Course of the Year* awards and they are using this to highlight the use of this course as a career path for females.
- Identified and utilised industries/enterprises willing to take female work experience placement and actively encourage female participation.
- Identified, developed and recruitment of high-quality female applicants for apprenticeship vacancies.
- Have established links with local community groups to help identify suitable females or positions in non-traditional areas.