

Sea World

Case Study

At Sea World (part of Warner Village Theme Parks), management has overcome gender perceptions and stereotypes to promote women into non-traditional roles.

Promotion, Transfer and Termination Issue

The need to provide women with opportunities in traditionally male-dominated areas.

Actions taken

- Identified suitable candidates for specialised positions, regardless of gender.
- Promotion and development opportunities made available for women in non-traditional roles.

Outcomes

Women now hold roles such as helicopter pilot, security guard, horticulturalist, and diver.

Training and Development Issue

The need to fill specialised roles with suitable staff, identified on a merit basis.

Actions taken

- Provided the opportunity for individual to attend on-the-job Polar Bear training in America.

Outcomes

Staff member appointed as qualified Polar Bear trainer.

Work Organisation Issue

The lack of broad-based skills prevented flexibility and mobility within the organisation.

Actions taken

- Delivered broad-based skills training to staff.

Outcomes

As a result of skills acquired via broad-based training, Sea World staff have been able to be more flexible and mobile within the organisation, particularly in regard to work-life balance.

Quick Facts File

Industry: Leisure
Number of employees: 650
Male/Female: 40%/60%
Status:
 Compliant

Relevant Employment Matters:

- ✓ Promotion, Transfer, Termination
- ✓ Training and Development
- ✓ Work Organisation

"We believe it is important that woman are offered choices and that we give them broad-based skills, however, not all women want to be in higher positions and take on more responsibility. Some simply want flexibility."

*Ann-Maree O'Neill
 HR Manager
 Warner Village Theme Parks*