

Women Take the Wheel

March 2011

Attract and retain female employees with the Women Take the Wheel program.

While women make up 60 per cent of the labour market, they represent just 23 per cent of the transport, logistics and supply chain workforce.

The Department of Transport and Main Roads is offering transport, logistics and supply chain businesses the opportunity to increase female participation in the workforce, particularly in non-traditional roles such as drivers.

Benefits for business

- An expanded range of job seekers applying for jobs
- Increased retention and engagement of the female workforce
- Higher skills and qualifications levels in the workforce
- Status as an industry of choice in gender friendly employment
- A pool of new industry entrants trained and licensed as road operators under our new Transition program
- Positive profiling in initiatives that promote the transport, logistics and supply chain industry as a career choice for women
- Funding to up-skill your female employees or have their existing skills recognised with a qualification



'We already had the right environment; we just needed to promote it in the marketplace. The first gender-friendly advertisement we ran attracted more than 1000 applications.'

*Joshua Richards, Engineering Manager
JJ Richards Engineering Pty Ltd*

Benefits for individuals

- Career pathways into the transport, logistics and supply chain industry
- Funded skilling and licensing opportunities through our Transition program
- Formal networking with other women across the industry
- Access to gender friendly mentoring programs

For more information contact the Department of Transport and Main Roads

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