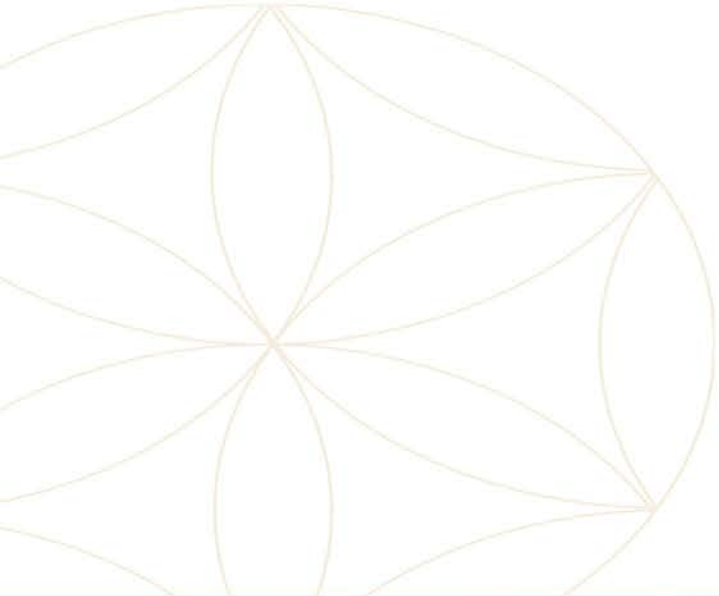


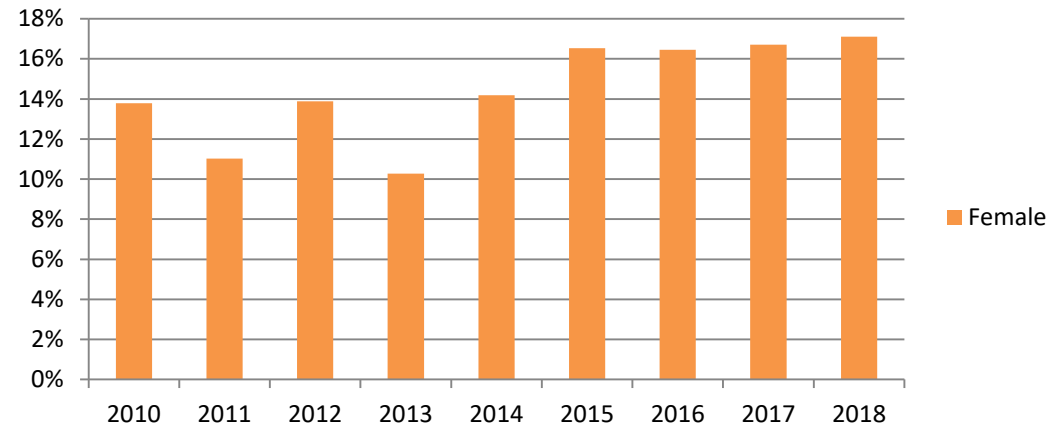
Building back better with women

Lessons from the rebuild

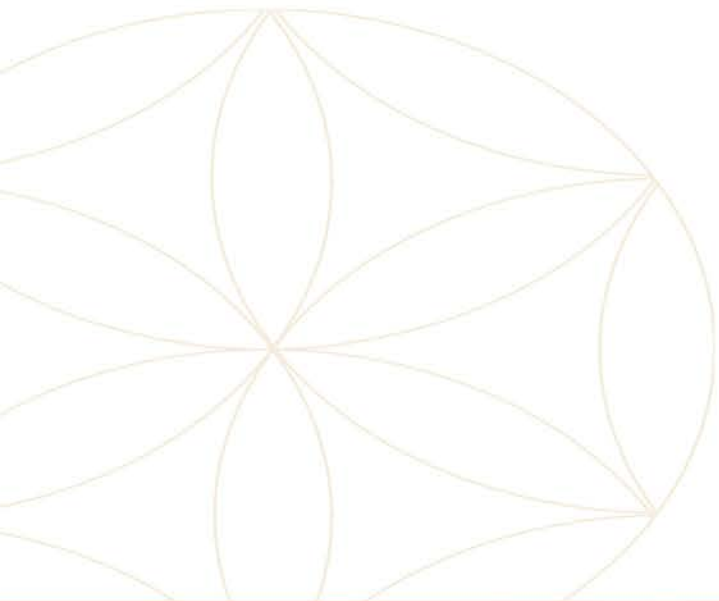


The results

Canterbury female labour force participation rate: construction



Not only has women's participation in the construction industry increased since 2013 in Christchurch, but that increase has been sustained.



The lesson learned: women working in construction is a win-win

- For women, their families, whanau and communities: better pay, prospects, and economic wellbeing.
- For businesses: greater choice and diversity in their workforces contributes to improved productivity – working smarter, not just harder.
- For Christchurch: building back better, and working towards an economy where everyone contributes.

How did we do it?

1. We communicated the **business case** and opportunity to our potential partners and employers
2. **We collaborated:** we got collective agreement on the vision and the actions
3. **We increased women's visibility** in construction: creating a 'new normal'
4. We **measured** the change
5. We **valued leaders.**

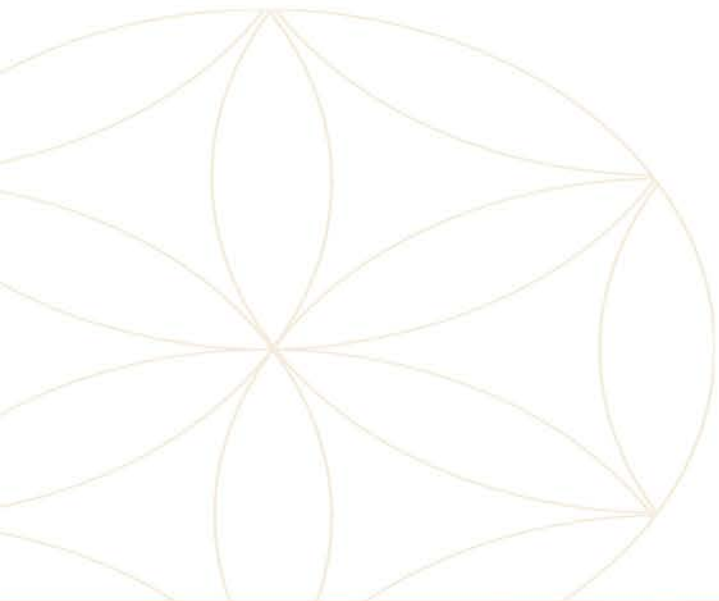


What we did – a timeline

- **May 2013:** The first meeting of the Canterbury Women in Construction Working Group
- **August 2013:** SCIRT formed its SCIRT Women in Construction (SWIC) group, which collected stories and images of women in construction and shared widely
- **September 2013:** The Ministry launches the research report *Building back better: Utilising women's labour in the Canterbury recovery*
- **November 2013:** CPIT introduced its first 'Top female trades student award', and fees-free trades training for its female trades students in 2014
- **March 2014:** Hays hosted the inaugural 'Hays Women in Construction Awards' in Christchurch
- **November 2014:** The Ministry for Women and SCIRT launch *Growing your trades workforce: How to attract women to your jobs* for trades employers, and a new line of women-fitted personal protective work clothing
- **December 2014:** SCIRT set a target of 13 percent for the number of women in operational roles by 2016
- **May 2015:** Hays National Association of Women in Construction Excellence Awards 2015 – now a national event run jointly by Hays Recruiting and NAWIC.

This is just the beginning

- We have low unemployment – it's a tight job market. It makes sense to continue to change the way we best use our workforce, and that includes our underutilised female workforce
- The 'so what' is taking what we've learned from women building back better in Canterbury and using it: in other industries, and in other regions around New Zealand.



Resources

- The Ministry's research report and shorter snapshot
<http://women.govt.nz/documents/building-back-better-utilising-women%E2%80%99s-labour-canterbury-recovery-2013>
- The Ministry's handbook for construction employers on how to attract women to construction jobs
<http://women.govt.nz/documents/growing-your-trades-workforce-how-attract-women-your-jobs-2014>, and
- The Ministry's 'lessons learned' report
<http://women.govt.nz/documents/getting-it-done-utilising-womens-skills-workforce-2015>.