

November 9, 2011

Women in Resources Alliance launched

An elaborate industry initiative working to increase female participation in the resources workforce has been launched at the AMMA West Coast Conference today.

The Australian Women in Resources Alliance (AWRA) will implement a series of strategies to increase the attraction and retention of women in the resource industry, uniting a range of peak industry bodies and sector stakeholders in the cause.

National resource industry employer group AMMA is working in partnership with industry and the Federal Government's Critical Skills Investment Fund for the project, which will action recommendations from the National Resource Sector Workforce Strategy.

"Increasing the number of female workers in the resources and allied construction sectors has been identified as an essential strategy in meeting the industry's escalating demand for workers. This includes all roles, from construction-based labouring jobs right through to highly skilled professionals," said AMMA Director Minna Knight.

"AWRA will build on many of the outstanding industry initiatives and networking groups already doing great things for female resources workers.

"This project gives us an opportunity to unite all these organisations under one banner and take a nationally coordinated approach to increasing the attraction and retention of female workers in the resource industry."

Implementing workplace policies, systems and procedures that heighten the attractiveness of the resources sector for female workers is just one strategic focus of AWRA.

Under the direction of the AWRA Leadership Committee, the Alliance will also facilitate and promote the appropriate cultural change required to accommodate greater female participation on resources projects.

"The AWRA project will identify gaps in the application of policy and practices at worksites, while also developing guidance and assistance in terms of worksite best practices and female workforce development," said Ms Knight.

"The Leadership Committee comprises senior and experienced resources professionals, academics and representatives of key stakeholders, all of whom are dedicated to assist the resource sector in meeting its future labour demand.

"This is an exciting and inclusive project that will build on existing networks and initiatives and work towards a vitally effective outcome for the resource industry."

Today's AMMA West Coast Conference is running all day at the Burswood Entertainment Complex, exploring a range of industrial relations and workforce development issues. The program also includes the official launch of online jobs and careers portal miningoilandgasjobs.com

AMMA Director Minna Knight is available for media comment on AWRA and how the program will be implemented across Australia.

MEDIA CONTACT

Tom Reid, Media & Communications Adviser
M: 0419 153 407 or E: Tom.Reid@amma.org.au