



# BUILDING WOMEN AN OVERVIEW

The construction sector is facing unprecedented demand for work causing widespread skill and labour shortages. To meet these shortages businesses need to look beyond the groups who traditionally work in the sector.

## NEED FOR CHANGE

About **50%** of the population are women

Less than **3%** of construction tradespeople are women



BUT



But this doesn't have to be the case - the role of women in many other traditionally male dominated sectors has changed considerably. If the construction sector can attract more women to the workforce there are considerable opportunities for growth.

BCITO is leading a significant cross-sector project to increase the number of women in construction.

Increasing the number of women in the sector has significant benefits for both businesses and women working in the sector. Businesses will have access to a much wider pool of potential talent and the benefit of having staff with a wide range of strengths. Women who work in the sector will benefit from careers, business opportunities, and increased economic prosperity.

The success of this strategy will be measured against two goals.

## SECTOR GOALS BY 2040

WOMEN  
MAKE UP

30%

OF PEOPLE IN  
CONSTRUCTION TRADES  
ROLES BY 2040

WOMEN  
MAKE UP

10%

OF BCITO  
APPRENTICES  
BY 2025

## OUR VISION

The construction workforce is diverse and inclusive, where women have equal opportunities for success at all levels of the sector.

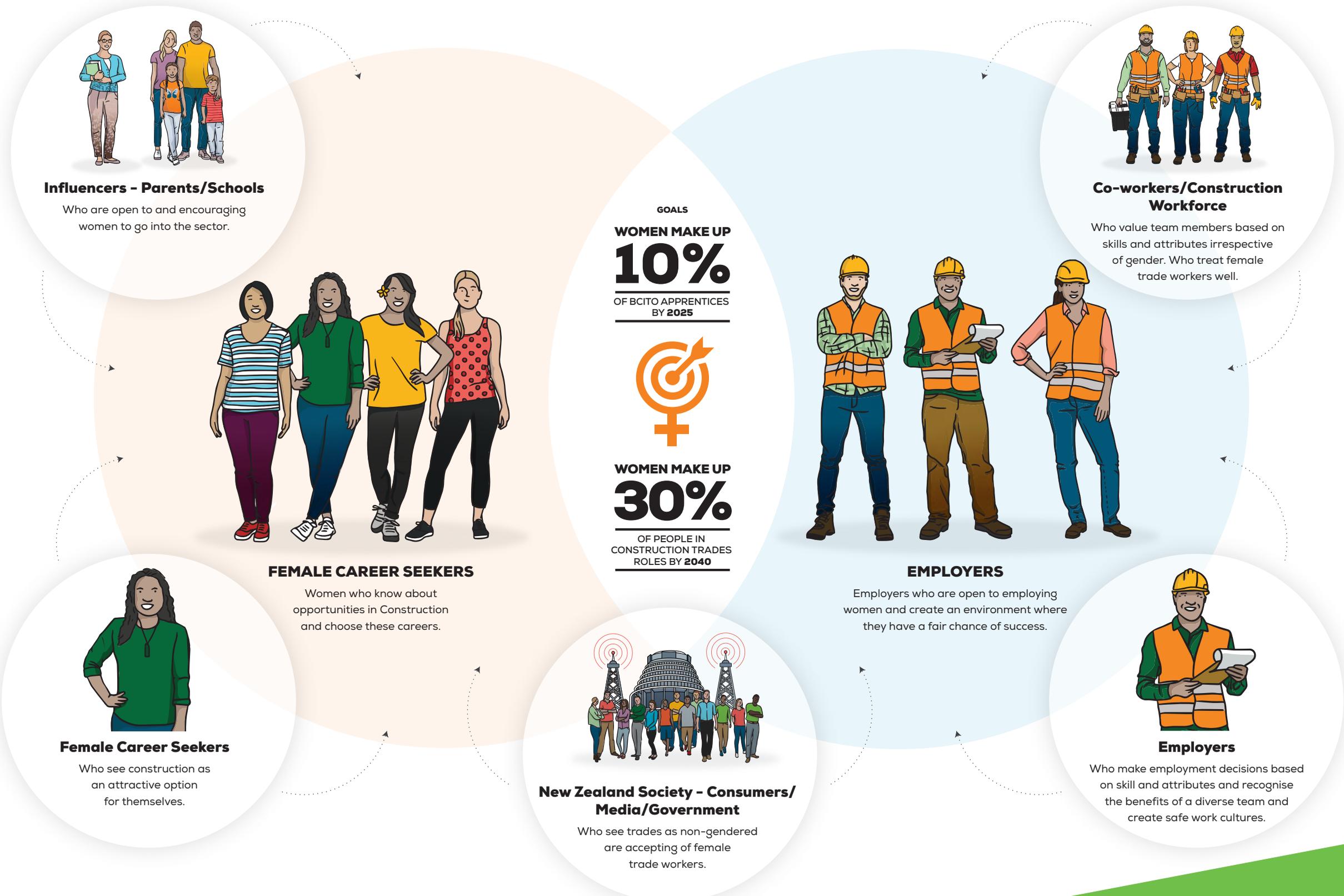
**BCITO**  
building people

He Hunga Hanga Mātou

# BUILDING WOMEN

To increase the number of women in construction both the supply of women coming into the sector and demand for female workers needs to change. This requires significant behavioural change from female career seekers and employers.

These need to be supported by shifts in perceptions and attitudes from people surrounding them. The model below describes attitudes and practices that will lead to real change for women in construction.



GOALS  
**WOMEN MAKE UP 10%**  
 OF BCITO APPRENTICES  
 BY 2025



**WOMEN MAKE UP 30%**  
 OF PEOPLE IN  
 CONSTRUCTION TRADES  
 ROLES BY 2040



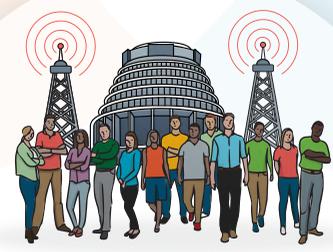
**Influencers - Parents/Schools**  
 Who are open to and encouraging women to go into the sector.



**FEMALE CAREER SEEKERS**  
 Women who know about opportunities in Construction and choose these careers.



**Female Career Seekers**  
 Who see construction as an attractive option for themselves.



**New Zealand Society - Consumers/ Media/Government**  
 Who see trades as non-gendered are accepting of female trade workers.



**Co-workers/Construction Workforce**  
 Who value team members based on skills and attributes irrespective of gender. Who treat female trade workers well.



**EMPLOYERS**  
 Employers who are open to employing women and create an environment where they have a fair chance of success.



**Employers**  
 Who make employment decisions based on skill and attributes and recognise the benefits of a diverse team and create safe work cultures.



## WHERE CAN I FIND OUT MORE?



The first step to driving change is getting informed and having access to practical resources, examples and support. In October 2018 BCITO launched the 'Building Women' portal which can be found on the BCITO website. This portal includes key facts, research, case studies and links to other resources. More content will be added as the project progresses.

## WHAT'S NEXT?



In 2019 we will be developing a detailed action plan with a focus on career seekers, apprentices, and employers. We envisage that this will include things such as events to encourage women into the sector, creating networks, encouraging leadership, and mentoring. For this work to be successful people from across the sector need to be involved in taking action.

## WHAT CAN I DO?



Be brave and make a conscious effort to change practices and strive for an inclusive workplace. The future of the workforce is diverse and businesses that can create environments where diversity can flourish will be best placed to have the workforce they need to be successful. BCITO and our industry partners look forward to working with you to drive change for women in construction.

**CALL BCITO ✕ TODAY**

**0800 4 BCITO (422 486) OR VISIT [BCITO.ORG.NZ](http://BCITO.ORG.NZ)**