



# Corporate Sponsorship Proposal

## Our Why

To build an inclusive community, connecting stakeholders to a new world of opportunity, cementing a foundation for rewarding careers, whilst boosting diversity in trades-based industries.

2023



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## Women represent approximately **3% of skilled tradespeople nationally.**

Women Empowered in Trades (EWIT) Group was established in 2020 after founder Hacia Atherton discovered that women account for under 3% of skilled tradepeople within Australia and only 1 female out of 100 hold a trade apprenticeship. In addition, Australia was approaching the lowest level of apprentice commencements since the late-1990s and the number of females commencing an apprenticeship of any type fell by 12.2% from 2016 to 2020.

The EWIT Group consists of a registered charity organisation and social enterprise and is on a mission to increase female representation in trade based industries by facilitating access to industry through work experience, educational training and ongoing support.



FEMALE PARTICIPATION

30% 2030

3% 2023

### OUR MISSION

EWIT aims to inspire 1 million women to 'pick up the tools' to meet the target of raising female participation in trades from 3% to 30% by 2030.

Female tradespeople could

**boost GDP  
by 11%**

and boost  
economic  
growth by \$25 billion.



Downturns have  
adversely affected  
many traditional  
female dominated  
sectors like

**retail and tourism.**



## Barriers to entering the industry

Australia is currently in the midst of a 'pink recession' whereby women have been negatively affected in the aftermath of the global pandemic with women's employment 3.4 per cent lower than it was in February 2020, before the impact of COVID-19.

- A weak jobs market affecting many female-dominated sectors like retail and tourism means that many women who are already struggling are now in severe financial hardship or facing homelessness.
- Between February and May 2020, 482,000 women lost employment and the women's unemployment rate rose by 2.0 percentage points to 6.9 per cent.
- It has been found that increasing the number of female tradespeople could boost Australia's GDP by 11 per cent and boost economic growth by \$25 billion over the next decade however women represent only 3% of skilled tradespeople nationally.

Yet, training in skilled trades isn't being regularly offered to women as a pathway to a high earning job that would ultimately support their families.

**47%** of women have left or are thinking of leaving the construction industry due to lack of respect and harassment.

Between February and May 2020



**51%** of women say they have difficulty getting a job in construction.

It is predicted that by 2023 there will be 100,000 unfilled roles in the construction industry.



## Sustainable Development Goals

EWIT's programs and mission proudly meet 6 out of the 17 sustainable development goals of the United Nations



### 1. No poverty.

The charity arm of the EWIT Group run programs focusing on getting vulnerable and at risk women into meaningful employment, thus addressing the issues of poverty within the female demographic in Australia.



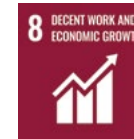
### 2. Good health and wellbeing.

Through the utilization of positive psychology in all of our programs, we provide participants with the tools to increase their wellbeing and flourish.



### 3. Gender Equality.

EWIT is on a mission to increase the female representation in one of Australia's most male-dominated industries and improve the gender equality within trade based industries.



### 4. Decent work and economic growth

EWIT provides employment pathways from our programs into meaningful employment, whilst also supporting industry to address the skill shortage which is putting a hand break on economic growth within Australia.



### 5. Industry, innovation and infrastructure.

By supporting more females into skilled trade careers EWIT is addressing the skill shortage within infrastructure through innovative and immersive programs.



### 6. Reduce inequalities.

EWIT opens up access and pathways to opportunities for women within trade-based industries, whilst working with industry to bring down the barriers for women that are creating inequalities within trade based industries.

## The current challenges for women in trades in Australia

**Societal and cultural issues play a role in hindering women from seriously considering a career in trades and many struggling industries are not accessing an alternative talent pool.**

### THE MAIN CHALLENGES

With your support EWIT aims to address the following:

- University education is favoured by schools and parents, due to a misconception that skilled trades are too physically demanding or offer fewer financial and career progression opportunities.
- Schools don't have access to work experience programs and information for guidance counsellors to support girls who don't wish to follow an academic pathway.
- Girls have few accessible female role models with successful careers in skilled trades.
- Schools often don't have the knowledge and systems in place to help girls find and secure an apprenticeship or undertake VCE Vocational Major (VCE VM) as part of their secondary school education.

“Employer attitudes and workplace cultures also act as significant barriers, with almost half of employers surveyed for the report indicating they didn't think women were physically capable of doing the job... Significantly, almost every female apprentice who took part in focus group surveys said they had experienced bullying, discrimination or harassment on the job, though many were reluctant to report it out of fear of retribution.”

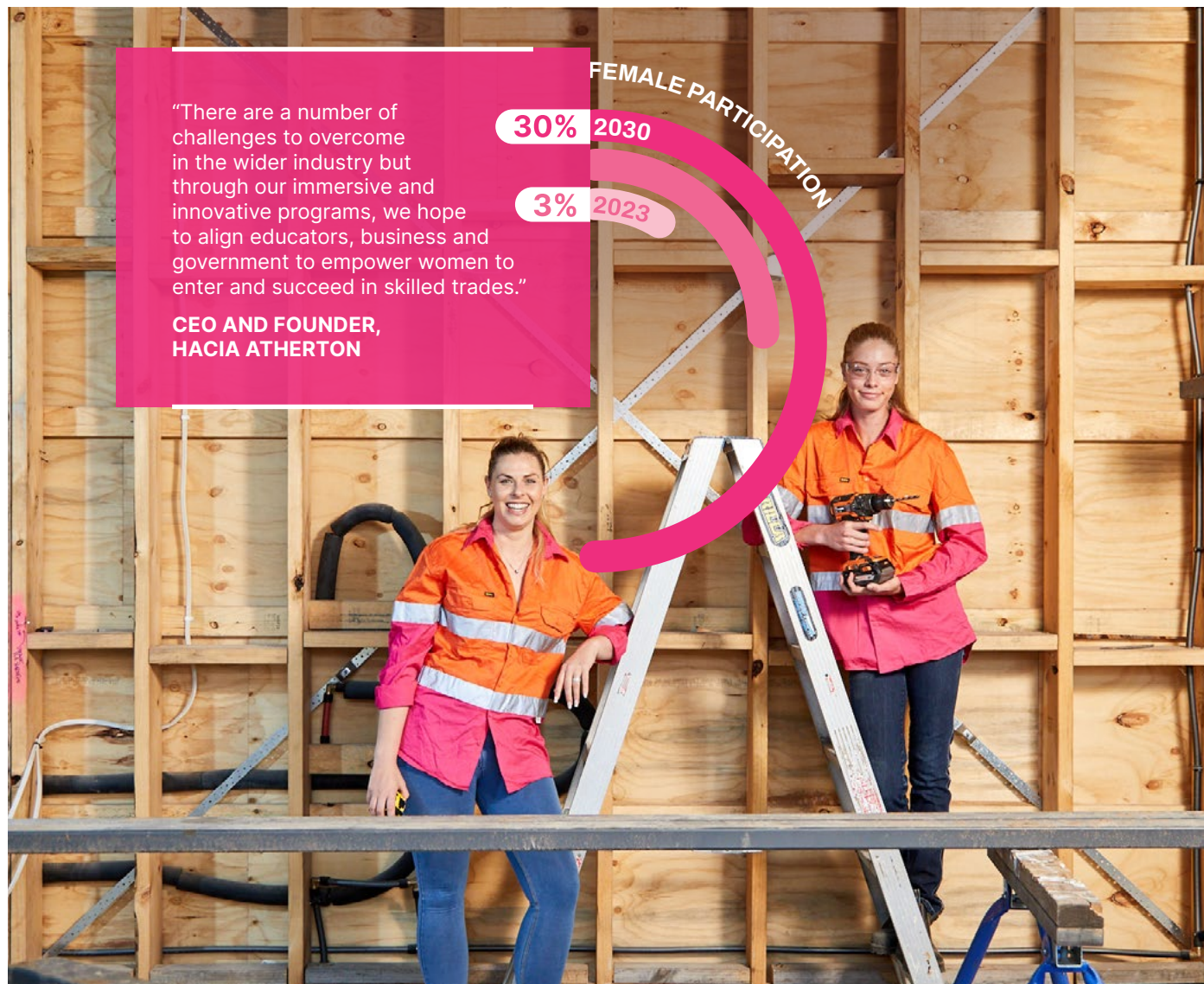
**QUAY REPORT FOR NSW SKILLS BOARD, 2015**

(as reported by ABC News)



- Girls and their parents don't know how to access apprenticeships and VCE VM.
- Sites show reluctance to employ female apprentices and qualified tradespeople due to a perceived weakness in women's physical abilities.
- The industry is renowned for a toxic work culture where women face regular bullying and harassment from male colleagues, often forcing them to abandon their careers.
- Male-dominated trade workplaces fail to offer gender-appropriate uniforms, facilities and flexible working hours for parents, forcing many women to abandon their careers.
- Potential employers of apprentices, particularly sole traders, are deterred by complex paperwork and processes when recruiting and applying for funding.
- Many women leave their trade due to experiencing difficulties progressing their career as a result of sexual discrimination.

**With your help, EWIT aims to inspire 1,000,000 women to 'pick up the tools' to meet the target of raising female participation in trades from 3% to 30% by 2030.**





## The EWIT Solutions

We aim to inspire females to see a career within skilled trades as a viable pathway whilst changing the perception of women in trade-based workplaces. We envision a trade-based workforce where women can follow their passions for skilled trades and thrive in a safe and supportive environment.

Our programs empower women towards trades career pathways through education and by supporting trade based industries to provide opportunities for women to thrive in healthy working environments.



## HOW WE WILL DO IT

**We will communicate** to women that pursuing a career in trades offers multiple benefits, such as much higher income than office work, hospitality or retail; greater job security with no threat of being outsourced and excellent pathways to establishing a successful long-term business.

**We will connect** schools, site partners, employers, charities and vocational education training (VET) providers to make it easier for girls and women to enter a career as a skilled tradesperson.

**We will establish programs** through our charity arm to help unemployed and vulnerable women transition into a career within skilled trades.

**We will guide employers** on how to create a female-friendly workplace culture and offer support to female tradespeople through training to help them progress towards management and business ownership.

**We will use our charity arm to provide a special focus on helping women and girls** facing financial hardship and homelessness change their lives by learning a skilled trade that will build their self-confidence and lead to a career that offers financial freedom.



## Who we are

To drive Australia's economic recovery, increase diversity and engage the tradespeople we need, EWIT has designed game-changing initiatives to engage and excite women about a career in trade.

### OUR VALUES

#### Empower

| through courage  
and determination

#### Work

| with integrity and  
compassion

#### Innovate

| and disrupt perceptions

#### Transform

| mindsets, culture  
and bias

### OUR 2022 ACHIEVEMENTS

In our first year of programs...

**500+ Women and female students participated in one or more of the EWIT programs in 2022**

**71%** of our Experience Trades Participants are now working in trades/trades-based industries.

EWIT Programs were run in both Victoria and NSW.

**100%** of EWIT participants said they would recommend our programs to a friend.

**\$19,000 Raised**

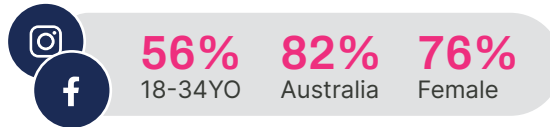
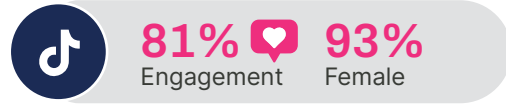
Held our first EWIT Fundraiser Gala for 300 people where we raised \$19,000.



\*Accounts Reached (Feb-April 22)  
Figures as of 29th April 2022

## Social Media Reach

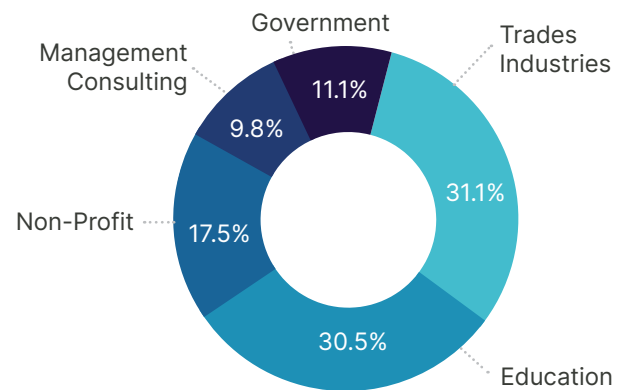
### OUR AUDIENCE



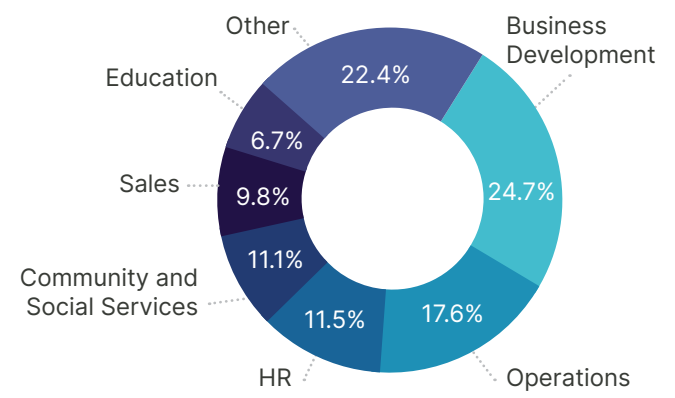
Working with a range of Tradie Trailblazers & Influencers has enabled EWIT to grow an engaged audience in our target demographics.

Each network shows its own strengths in reaching partners, participants & industry professionals.

### LinkedIn followers by Industry



### LinkedIn followers by Job Function



## EWIT Ambassadors

Working with a range of Tradie Trailblazers and Influencers has enabled EWIT to grow an engaged audience in our target demographics. Each network shows its own strengths in reaching partners, participants and industry professionals.





### STEFANIE APOSTOLIDIS

**AKA Melbourne Chippy Chick**

Trade: Carpenter + Site Manager  
Followers: 157k  
Location: Melbourne

Stefanie Apostolidis, also known as the 'Melbourne Chippy Chick', is a qualified carpenter, site manager and a full-time employee at her father's building company. She is also currently preparing for her builder's license examination. Stef is the founder of the 'Tradie Lady Club', which she established to connect with, network and support other women in trades. Stef has established herself as a leading force in the trades industry and is sponsored by Sydney Tools, Bowens and is an Ambassador for Safestyle Eyewear and Victorian Builders Registration.

 [melbournechippyck.com.au](http://melbournechippyck.com.au)  
 [@melbournechippyck](https://www.instagram.com/melbournechippyck)



### CAMILA BERNAL

**AKA Camila the Caulker**

Trade: Caulking  
Followers: 5.5k  
Location: Melbourne

Camila The Caulker is a remarkable Colombian entrepreneur who has achieved significant success in the construction industry. Despite being away from her family, Camila managed to establish her own caulking company, which has rapidly become a leading name in the industry. In her first year as a business owner, she participated in the reality show "The Block," which gave her significant exposure and opportunities to showcase her skills. Camila has been working for the biggest domestic and commercial construction companies for the past seven years.

 [@camilathecaulker](https://www.instagram.com/camilathecaulker)

# Our Delivery Methodology

EWIT can provide a pipeline of engaged women, curious to learn trades, take on apprenticeships, and in turn ensure their financial security and a positive future.



## ARTIUM

E-learning platform that allows you to explore the world of trades virtually. This platform provides an interactive environment to understand the variety of opportunities.



## TRADE ACADEMY

Tailored co-designed immersive programs that allow participants to engage with trades in a tactile environment. Programs also include positive psychology workshops to give the participants the mental tools to thrive.



## TRADIE NETWORK

An empowered co-ed community of Tradies who enable, support and encourage growth and development across trades through educational and networking events.



## CULTURE SESSIONS

Workshops built on evidence based positive psychology research that enables the development of psychologically safe work environments for all to flourish.

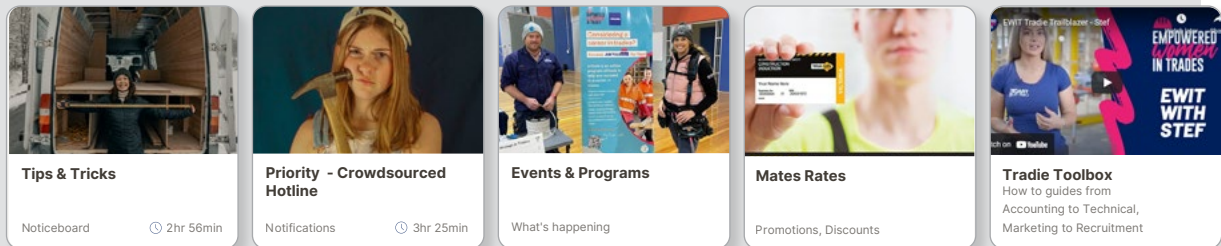
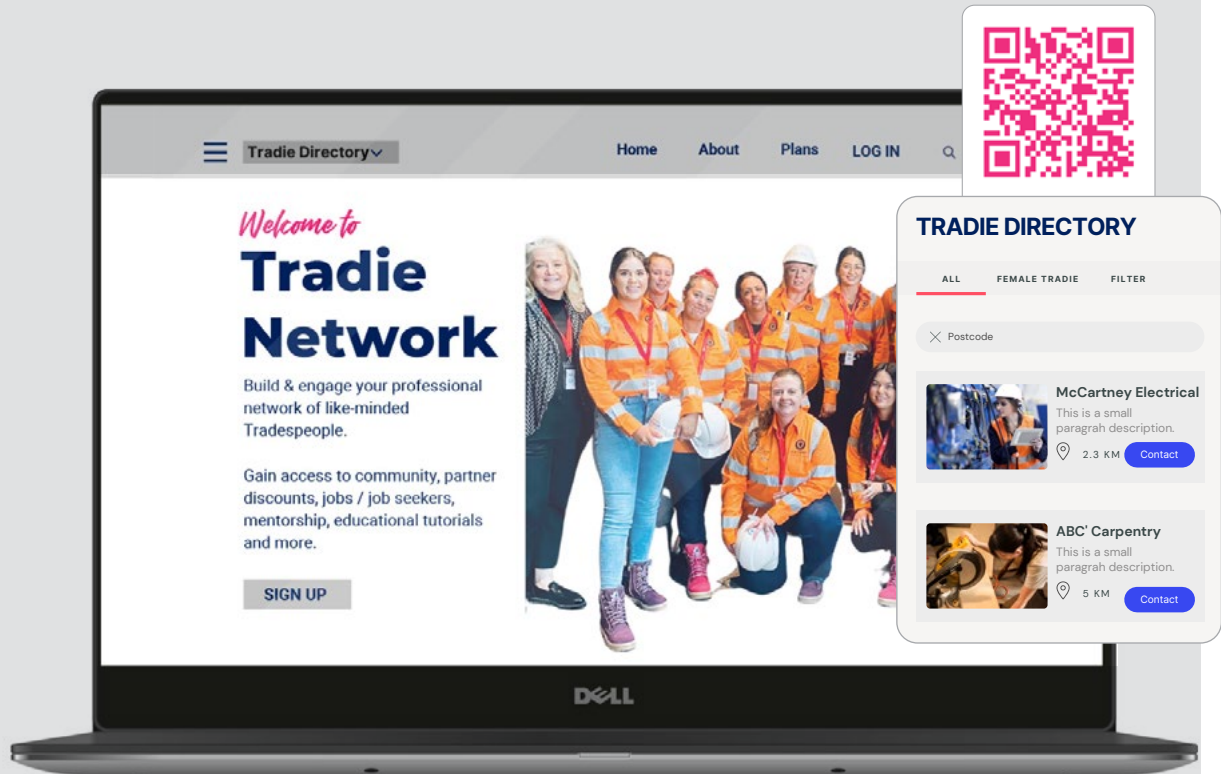
## THE BENEFITS

- A win-win solution to Australia's skills shortage.
- Positive psychology for soft skill development.
- Support & guidance into & through apprenticeship programs.
- Opportunity to be on the tools & visit work sites.

## YOUR SUPPORT WILL

- 1 Facilitate a multi-faceted approach to creating tangible change with positive outcomes for women and industry alike, through support and guidance by attracting women into trades to invest in their long term career success.
- 2 Deliver education, awareness and confidence to women across Australia showcasing the rewards of trades based roles.
- 3 Shift the needle on female representation.





## The Tradie Network

LinkedIn for Tradies.

**THE FIRST CO-ED TRADE PLATFORM WITH A FEMALE CENTRIC LENS IN AUSTRALIA.**

Gain access to community, partner discounts, jobs / job seekers, mentorship, educational tutorials and more.

Tradie Network is a professional community for the trades based industries, facilitated through an universal membership. In short, it's LinkedIn for Tradies.

Tradie Network is our digital platform to build your community. Here you can connect with like-minded individuals and organisations, find new team members and share knowledge - whilst adding more tools to your (personal and professional) toolbox.

[ewitrades.com/tradie-network](http://ewitrades.com/tradie-network)

# In the Media

WE'VE BEEN FEATURED IN



## Just 3% of tradies are women. Hacia is doing something about it

Hacia Atherton is no stranger to trade sites. Growing up in a family that has five generations of plumbers, and owns a manufacturing company, she is well accustomed to the



Tradie who was paralysed at 29 after being CRUSHED by a horse reveals how she learned to walk again despite being told she never would - and totally changed her career path

## Fresh calls for more lady tradies to work in construction industry

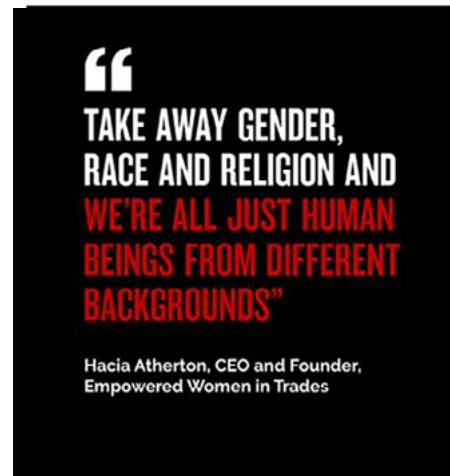
Meet the 'trailblazers' that are dominating that are dominating the male-dominant construction industry.



Empowered Women in Trades founder Hacia Atherton dubbed those women already working in the field "trailblazers" and "inspirational". Picture: Supplied/Sunrise



## How Australian businesswomen are breaking the bias in 2022



## Why it's constructive to empower female tradies

The journey from 1 per cent to 15 per cent female representation within skilled trades in Australia has taken 10 years. In 2017 when I started to research the trade skill shortage issues, the representation was at 2 per cent, which hampered me. How can females make up 50 per cent of our population and only 2



percentage in this industry being 80 per cent higher than the general working age population. It has been estimated that cultural issues cost the construction industry \$100 annually (as a report by IES Oxford Economics, commissioned by the Construction Industry Culture Taskforce). We have learnt from industries such as finance and accounting that mental wellness and built their self-confidence both on and off the job. Starting an apprenticeship has incredible benefits. You start your career getting paid to learn without incurring any debt relating to your education. You can travel the world and are almost always guaranteed a job, as Australia is not the only country with skills shortages. The career paths are almost



WEDDING DAY MIRACLE 'MY FIGHT TO WALK DOWN THE AISLE!'  
New Idea | April 25, 2022  
BRAVE BRIDE HACIA WAS DETERMINED TO MEET HER HUSBAND AT THE ALTAR



## Brand Partnerships

A big thanks to our current and past partnerships who are helping EWIT to create a future where women feel that skilled trades is a viable career option by changing perceptions, educating schools, parents, employers and industry and helping female tradespeople thrive in the workplace.





# How you can support

Your corporate sponsorship will support our Social Enterprise to scale our impact and inspire women to pick up the tools

		Platinum	Gold	Silver	Bronze
<b>Total Investment p.a.</b>		\$100K	\$70K	\$40k	\$15K
<b>Number of Opportunities</b>		3	5	8	12
<b>Marketing opportunities</b>	Brand exposure on website	✓	✓	✓	✓
	Full corporate profile on website incl. website link	✓			
	Large logo with a link to organisation website and contact details		✓		
	Logo on marketing material	✓	✓	✓	✓
	LinkedIn thought leadership articles during the sponsorship year	4	3	2	1
	Social media posts during the sponsorship year*	12	8	6	1
	Joint PR opportunities	✓	✓		
	Corporate sponsor digital badge	✓	✓	✓	✓
<b>Education, Training and Recruitment</b>	60 min Keynote from Hacia Atherton	✓			
	Complementary co-designed Tool Skills Day aimed at either secondary students or school leavers	✓			
	Culture Sessions for internal stakeholders	1 session 25 pp	1 session 25 pp	1 session 15 pp	1 session 15 pp
<b>Events</b>	Table at EWIT Annual Event (10 Guests)	✓	✓		
	Corporate Discount on event tickets	✓	✓	✓	
	Opportunity to speak at events	✓	✓	✓	
	Brand exposure on all event material	✓	✓		
	Inclusion of YOUR branded item in delegate bags	✓	✓	✓	✓



\* Social Media platforms are Facebook, Instagram, TikTok and LinkedIn. Reels/TikTok videos are to be supplied by sponsor.

\*\* Branding will be for module lifetime

Financial Sponsorship will be processed through the EWIT Social Enterprise



HOW YOU CAN SUPPORT

## How you can support the charity

The Empowered Women In Trades Charity focuses on supporting vulnerable and at-risk women into meaningful employment within trade-based industries such as manufacturing and construction. With your support, we can change these women's lives!

All donations are welcome, and for donations, in the below brackets, you will receive a Donor Badge and a thank you social media post. The Empowered Women In Trades charity is a DGR-registered charity, so all donations over \$2 are tax deductible. Let's make an impact on vulnerable women's lives together.

**Diamond \$150k +**

**Ruby \$75k - 149k**

**Sapphire \$5k - \$74k**



## How the Funds will be Utilised

Your corporate sponsorship will significantly contribute to our ability to accelerate change via the following pillars:



### AWARENESS

- Media and Press
- Deliver Social Media Campaigns
- Increase visibility of women in trades.



### ENGAGEMENT

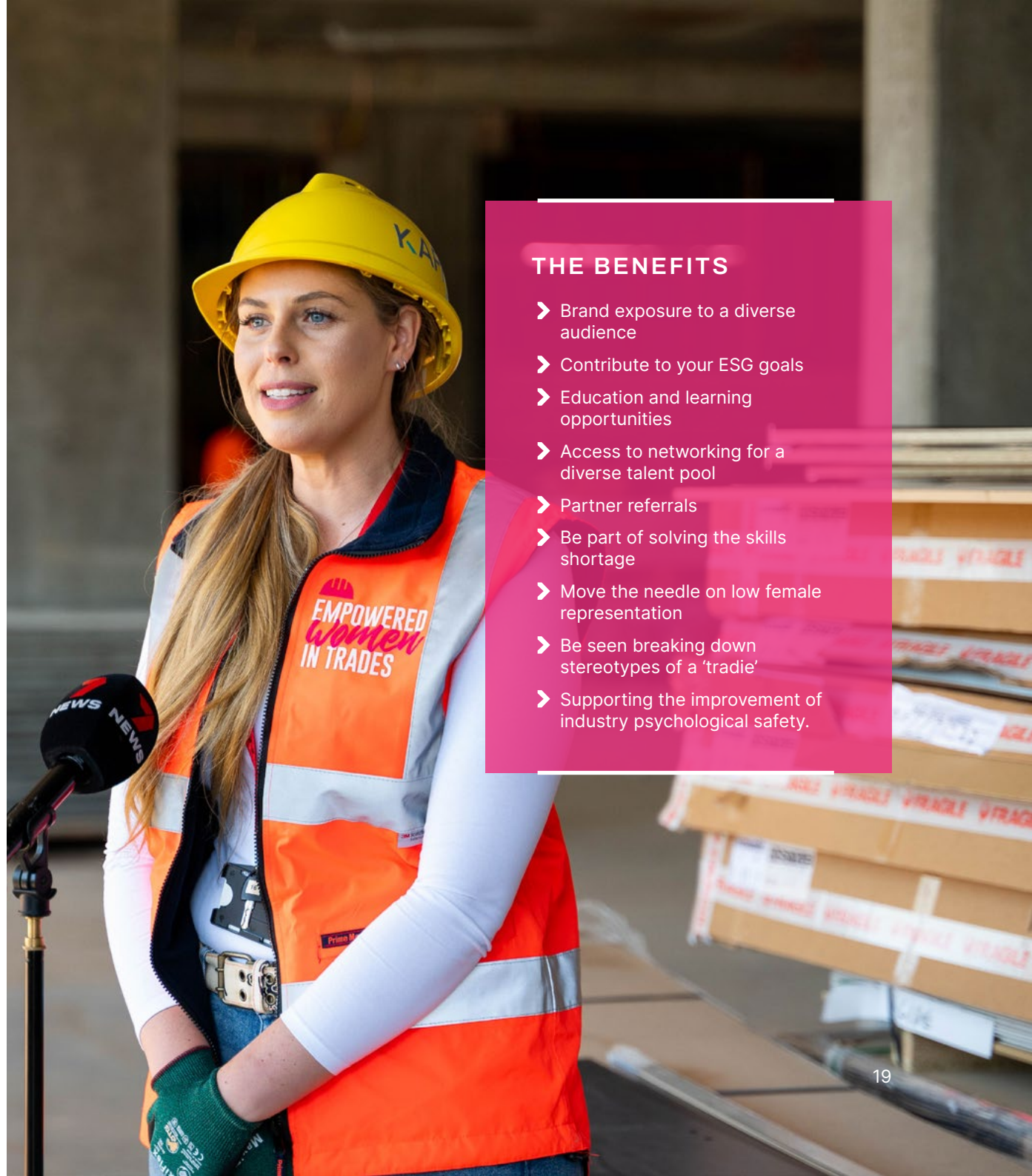
- Participate in Careers Expos, Job Fairs and more
- Host EWIT events e.g. Annual Awards Gala, IWD National Event.



### EXECUTION

- Tradie Network and Directory
- Develop a cultural renovation framework National presence for Trade Academy with 1000+ women participating in EWIT programs.

## HOW YOU CAN SUPPORT



### THE BENEFITS

- Brand exposure to a diverse audience
- Contribute to your ESG goals
- Education and learning opportunities
- Access to networking for a diverse talent pool
- Partner referrals
- Be part of solving the skills shortage
- Move the needle on low female representation
- Be seen breaking down stereotypes of a 'tradie'
- Supporting the improvement of industry psychological safety.

## Word on the Street...

But don't take our word for it.  
Hear from some of our participants.



"I would definitely recommend this program to friends as I'm only one day in and its helped me accomplish a lot. I'm very much excited to learn more about the company and try new things."

"I very much did find this program interesting as I've never experienced anything like it before. I'm glad there is a program out like this now. I learnt to not be afraid to speak up and ask questions and I've learnt to be confident to learn new things and to never be afraid because I have no experience."

HOW YOU CAN HELP





## Our 2023 EWIT Gala Fundraiser

On 3rd February 2023, we held the first EWIT Fundraising Gala and raised \$19,000 to help us achieve our mission.

Thank you to our guests, sponsors and supporters for coming along to help us continue to raise awareness for women in trades.



## About Our Founder

Hacia Atherton, CPA, is on a mission to empower women into skilled and semi-skilled trades. Hacia has a deep connection to trades, with her family celebrating over 130 years of membership with the Master Plumbers Association - including her Great Great Grandfather being a founding contractor.

After being encouraged to pursue a university degree because she was a girl and 'girls don't do trades', Hacia fell in love with welding quite late in life after joining her family business to learn the ropes from the ground up. From her experience on the tools in the factory, EWIT was born!

Awards Hacia / EWIT has won or been a finalist for:

- Gender Equality Champion of the Year 2022 - Australia in the Construction and Engineering Awards from BUILD Magazine.
- Top 30 Inspiring Women To Look Out For In 2022 in the Disruptors Magazine
- EWIT was a winner of the APAC Insider Australia Enterprise Awards 2023
- 10 Extraordinary Female CEOs to Watch 2023.



Hacia is invited to speak regularly on her mission to inspire 1,000,000 women 'pick up the tools' by 2030.





## Let's work together

Actions speak louder than words.  
It's time to be part of the solution.  
It's time to inspire and facilitate  
diversity in trades.

**HACIA ATHERTON**  
CEO & Founder  
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