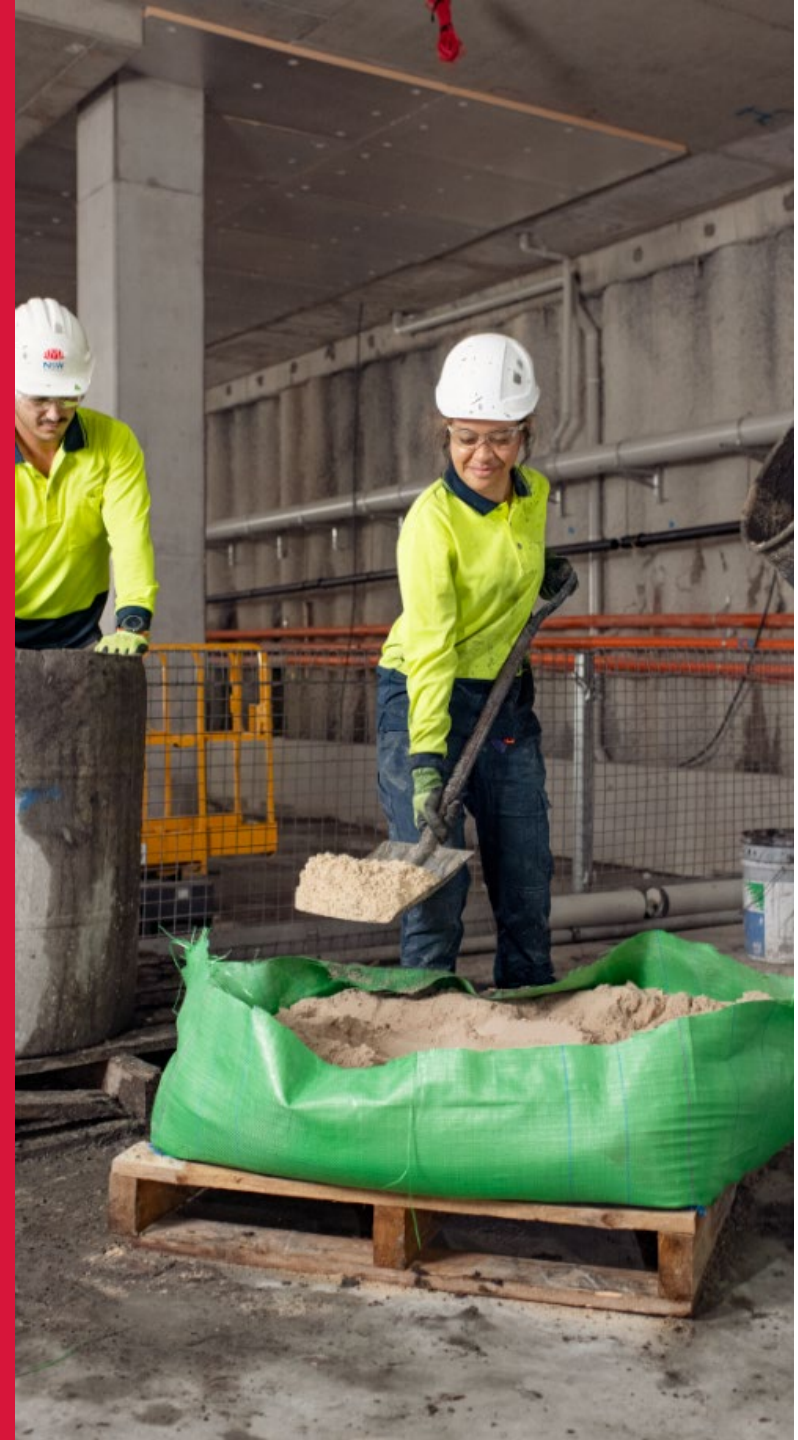


# Women in Construction Gender Diversity Awareness Campaign e-toolkit

December 2023



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# 1

Hard Work Knows No Gender - Diversity  
Awareness Campaign background

# Hard Work Knows No Gender campaign overview

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The Hard Work Knows No Gender campaign aims to promote the benefits of greater gender diversity in construction to employers and construction site workers. Our campaign slogan is Hard Work Knows No Gender because construction is about people working together to get the job done.

Women currently make up just 12% of the construction industry in Australia. Employing more women into trade, non-traditional, and management roles such as plumbing, electrics, carpentry, engineering and project management is key to addressing the cultural concerns in the industry and the nationwide shortage of skilled labour.

Studies have shown the benefits to employing more women in construction include:

- ✓ decreased aggressive behaviour and bullying onsite
- ✓ improved attention to detail at work
- ✓ improved communication
- ✓ promoting different perspectives and ideas
- ✓ less accidents and injuries.

The gender diversity awareness campaign is one of several initiative being delivered by the NSW Government to address gender disparity in construction through the Women in Construction Program. To learn more, please visit the [Women in Construction website](#).

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# Purpose of this toolkit

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This toolkit supports the gender diversity awareness campaign with a suite of communications resources, including digital and print ready materials, to share on worksites and across digital channels and networks.

The resources include posters, stickers, social media tiles, toolbox talks, newsletter copy, and key messaging. All our assets are available on Dropbox [here](#) and are available on the NSW Government Women in Construction [website](#).

The resources are designed to raise awareness and prompt discussion about the benefits of gender diversity in construction.

The target audience are site workers and construction employers but we're looking to spread this campaign far and wide as raising awareness to the benefits of a more gender balanced workforce is a key first step to creating more inclusive workplaces.

# 2

## Campaign Materials

# Posters

These posters can be downloaded, printed and displayed in work sites and offices. There are eight posters available in sizes A3 and A4. Our research has shown that a strong visual presence on worksites is key to raise awareness, so please show your support and install posters!

Download the posters [here](#) or find them on the [Women in Construction website](#).



Poster 1



Poster 2



Poster 3



Poster 4

# Posters

Download the posters [here](#) or find them on the [Women in Construction website](#).



Poster 5



Poster 6



Poster 7



Poster 8



# Sticker template

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The stickers are intended for use on hard hats where appropriate, on water bottles, and in offices. The sticker template is designed for professional printing, you just need to share the template with your local printer.

The stickers are available in three sizes and can also be found on the Women in Construction [website](#).

Download the sticker template [here](#).



# Toolbox Talks

We've created a toolbox talk to start the conversation on gender diversity in construction with site workers. You don't need to be an expert on gender diversity to lead this talk, it's designed to identify what individuals can do to make worksites more inclusive.

Download the Toolbox Talk [here](#) or find it on the Women in Construction [website](#).

Let's talk Gender Diversity in Construction

Toolbox Talk


## Women in Construction Program Gender Diversity in Construction

**About this toolbox talk**

This toolbox talk can be delivered by construction supervisors and is designed to raise awareness about the benefits of gender diversity in construction and what individuals can do to make sites safer, more inclusive, and more diverse.

**Include the workers in your talk**

- Sub-contractors
- Labourers
- Employees
- Labour hire workers
- Trade Supervisors




**Preparing for the talk**

- You don't need to be an expert on gender diversity to lead this talk. The purpose is to start a discussion about the benefits of gender diversity in construction and highlight that we all play a role in ensuring worksites are safe for everyone.
- We encourage you to focus on the benefits of gender diversity, which we've listed below.


**Where can I get more information?**


Scan the QR codes to learn more

NSW Government Women in Construction website



SafeWork NSW website





NO  
GENDER

Let's talk Gender Diversity in Construction

**The facts**

- Construction is one of the most male dominated industry's in the country, with women making up just 12% of the workforce. This drops down to around 2% when we are talking about on-site and trade roles. This has led to issues of not being able to attract and retain talented women amid a nationwide labour and skills shortage.
- Increasing the representation of women in construction has been shown to result in:
  - decreased aggressive behaviour and bullying
  - improved attention to detail at work
  - improved communication
  - promoting different perspectives and ideas
  - less accidents and injuries.

**What can I do about it?**

We all play a role in creating safe and inclusive worksites.

- Here's what you can do to make a difference:**
- Don't make assumptions based on people's gender about their ability to do a job. You may be well meaning but this can be interpreted poorly e.g. making assumptions about physical strength.
  - Aggressive and rude language is not acceptable and should not be tolerated on sites.
  - Offensive graffiti is not acceptable and should be reported so it can be removed.
  - Understand that giving someone a job or task based on their gender is not acceptable behaviour.
  - Report inappropriate or offensive behaviour to your manager.
  - You can also make an anonymous report on unsafe behaviour directly to SafeWork NSW on the website or via the Speak Up app.
  - Remember that we're all responsible for creating a safe and inclusive workplace culture, which means everyone feels safe and supported at work.

**Where can I get more information?**

Scan the QR codes to learn more

NSW Government Women in Construction website



SafeWork NSW website



# Social media tiles

These social media tiles can be posted on LinkedIn, Facebook and Instagram. Download the tile by clicking on the link below. Be sure to tag @NSWWomeninConstruction and #womeninconstruction for LinkedIn posts to have your posts reshared by the NSW Women in Construction [LinkedIn](#). If you don't already, be sure to follow us! Refer to the following slide for caption ideas.

Please note there is no NSW Women in Construction Facebook or Instagram page.

Download the social media tiles [here](#) or find them on the Women in Construction [website](#).



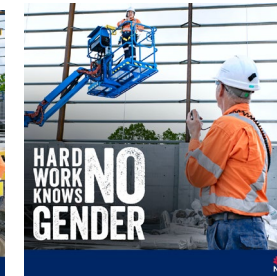
Social media tile 1



Social media tile 2



Social media tile 3



Social media tile 4



Social media tile 5



Social media tile 6



Social media tile 7



Social media tile 8

# Social media copy

## Women in Construction Gender Diversity Awareness Campaign

Did you know that women make up only 12% of the construction workforce in Australia and just 2% of trade roles?

Employing more women into trade and non-traditional roles such as plumbing, electrics, engineering, and project management is an important step to address ingrained cultural issues in the sector and can also help to alleviate the shortage of skilled workers.

Our campaign slogan is Hard Work Knows No Gender because construction is about people working together to get the job done.

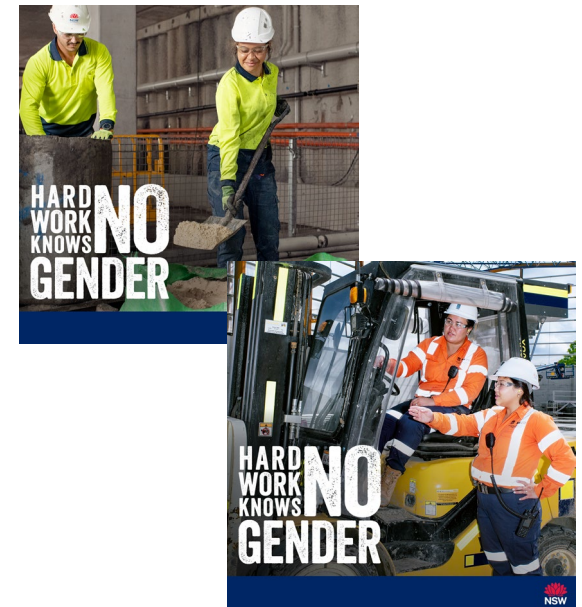
Greater representation of women in construction has been shown to:

- ✓ decrease aggressive behaviour and bullying
- ✓ improve attention to detail at work
- ✓ promote different perspectives and ideas
- ✓ improve communication
- ✓ less accidents and injuries.

Visit the [Women in Construction website](#) to find resources on how you can promote gender diversity in the workplace.

#womeninconstruction #hardworkknowsnogender

Website address: <https://www.nsw.gov.au/employment/women-construction/employers>



# Newsletter copy

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# Campaign key messaging

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## Benefits of gender diversity messaging – overarching

- Greater gender diversity in construction is set to make a positive impact on the industry as it's shown to improve worksite culture, decrease aggressive behaviour, and improve site safety.
- Bringing more women into trade and non-traditional roles on construction sites promotes fresh ideas and perspectives, which is an important part of keeping the sector innovative.
- The definition of a non-traditional role is a role with less than 25% women's representation.

## Site worker messaging

- Everyone deserves to feel safe and included at work and we all play a role in making this happen.
  - Our campaign slogan is Hard Work Knows No Gender because construction is about people working together to get the job done.
  - Here's the actions you can take to make sure your workplace is safe and inclusive:
    - Don't make judgements about people's ability to get a job done based on their gender. It may be well meaning but can be interpreted poorly, for example making assumptions about physical strength.
    - Aggressive and rude language is not acceptable and should not be tolerated on sites.
    - Offensive graffiti is not acceptable and should be reported so it can be removed.
-

# Campaign key messaging continued

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- Understand that giving someone a job or task based on their gender is not acceptable behaviour.
- Report inappropriate or offensive behaviour to your manager or you can make an anonymous report on unsafe behaviour directly to Safework NSW on the website or via the Speak UP app.
- Remember that we're all responsible for creating a safe and inclusive workplace culture, which means everyone feels safe and supported at work.