

Need an apprentice? Kei te hiahia tauira mahi?

New Zealand's construction industry has a skilled labour shortage and the COVID-19 pandemic is likely to impact that shortage. This shortage in trades and construction labour will continue to grow as construction projects aid in our economic recovery. To meet this demand it's helpful to cast the net wider and look past the usual 'go-to' groups when hiring.

Did you know...

Women make up
51%
of the population
but only
19%
of construction
roles?



And women make up only
2.6% of all people of in
trades-based roles?



Top 5 reasons to consider diversifying Ngā take matua e 5 me whai whakaaro kia whakarerekēhia te taiao mahi

- 1** Choosing from a bigger pool of people helps you find the best person for the job, meaning that you waste less time and money hiring the wrong person.
- 2** Diversity in the workplace means different ideas on how to approach a task and find solutions to problems.
- 3** Increased customer satisfaction. Having diverse employees gives customers a choice given women make up 80 percent of all home purchasing decisions.
- 4** Diverse teams are more productive which improves your bottom line.
- 5** Being a woman in a male-dominated industry takes drive and determination – great attributes that you want in a worker.

There has never been a better time Kua kore he wa pai kē atu i tēnei

Fees Free: From 1 July 2020 until 2023, the Government will be covering the cost of all apprenticeships for new and existing apprentices. That means there are no fees for learners or employers.

Apprenticeship Boost: Apprenticeship Boost is a payment available through the Ministry of Social Development (MSD) to support employers of apprentices in the first two years of their training. This is available for employers with existing and new apprentices.

Sounds good! How can I go about it?

He rongonga pai tēnei! Me pēhea au e whai atu?

- When asking your contacts let people know you are open to hiring a woman.
- Connect with your local secondary schools or polytechnics – don't forget girls' schools. They might have a great potential employee for you!
- Advertise. There is a cost associated with advertising but it allows you to let more people know you are hiring.
 - Advertising on social media allows you to tag in Women in Trades NZ or other influencers.

There are many tradeswomen who have a large following and are keen to support women in the industry.

- If you are using a recruitment specialist or Jobs and Skills hub let them know you are open to employing women.
- Check to make sure the language you use in your adverts appeals to everyone. You can do this by using a free ad checker: gender-decoder.katmatfield.com



Get on to it! Kōkirihiā te mahi!

REACH OUT TO YOUR INDUSTRY TRAINING ORGANISATION

- Infrastructure contact: Connexis
- Building and Construction contact: BCITO, 0800 422 486, www.bcito.org.nz
- Plumbing, Gas fitting, Drain laying, Roofing and Electrical contact: Skills.org
- Engineering and Manufacturing contact Competenz
- Automotive, transport, drilling, mining and gas contacts: MITO; New Zealand Marine and Composites Industry Training Organisation (NZMAC ITO)