

MEDIA RELEASE

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Awesome Women in Construction inaugural Roadshow Inspires Over 2,000 Future Leaders across North Queensland

Mackay, Townsville, Cairns – The Awesome Women in Construction (AWIC) Roadshow, a ground-breaking initiative aimed at engaging and empowering the leaders of tomorrow, successfully reached over 2,000 students across North Queensland.

Last month, AWIC embarked on their inaugural Roadshow, a journey through North Queensland with stops at a diverse range of educational institutions. The Roadshow involved site visits, factory tours, showrooms, and other innovative experiences designed to showcase the dynamic world of construction to the next generation.

With events in Mackay, Townsville and Cairns, the Roadshow visited primary and high schools and TAFE Qld institutes, reaching more than 2,000 students, and sharing with them the wide range of careers available to them in the construction industry.

Through this event, AWIC was able to share with students the wealth of career opportunities available to young women in both trade and professional capacities within the construction sector, highlighting the potential for non-traditional roles.

Along with site visits, factory tours and other interactive elements, participating students were also provided with additional resources including an introduction to the Be Ready App, which guides young individuals toward diverse career options in construction based on their interests and skills.

The AWIC team also visited a number of innovative businesses which are providing positive and thriving workplaces and opened up lines of communication with educators and the construction industry to create long lasting collaborations for work experience and connection.

AWIC founder Amanda Bulow shared her insights on the roadshow and the evolving landscape of women in construction.

“The Roadshow highlighted the economic security, empowerment, and recognition of women in non-traditional roles in construction, particularly in regional Queensland, and was part of a broader strategy to inspire the next generation to explore careers in the industry,” she said.

“We collaborate with state governments, national supply chain and industry leaders to drive positive change in the industry, and we have been excited to witness increased investment and engagement in initiatives aimed at attracting more women to the field.”

MAS National expressed their strong support for initiatives that increase the representation of women in trades.

“Working in the apprenticeship space, Mas National, part of the IntoWork Group, knows first-hand the value of a career in trades,” MAS National Women in Trades coordinator Cathy Lockyer said.

“We’ve also seen the great contribution that women make in this field and are keen to continue supporting initiatives that increase the number of women in trades.

“Education and information empowers women, and Mas is proud to support the valuable work Awesome Women in Construction is doing by taking this information on the Road via their Roadshow.”

MAS National were just one of many valued sponsors whose support allowed AWIC to expand their reach with events like this in regional Queensland communities.

CRA Construction co-owner Kim Allen joined AWIC on the Cairns leg of the tour and said it was a great opportunity to educate and encourage the next generation to join the industry.

“It was important to show the future generation how interesting and beneficial the construction industry really, that not every element of the construction industry is on the tools,” she said.

“Progression and opportunities are readily available.

“We entered this road show with great intentions but walked away realising how much the need was for women entering the industry and those already in it.

With advancing technology, the job availabilities are truly endless, we need to introduce these opportunities to students, their teachers and anyone else who is considering any career not just the construction industry.”

Austral Masonry Ayr Plant Manager Karen Johnson said the Roadshow provided a unique chance to increase awareness of women in the workplace and the career opportunities that the industry can provide.

“Through this tour I gained valuable insight into AWIC and their passion to empower women in the workplace,” she said.

“With AWIC increasing awareness of women in the industry and the barriers that were facing women being broken down, the opportunities for women to fill key roles in the building industry are boundless.”

To learn more about AWIC, please visit awic.org.au

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