



Women in **TIMBER**

Inaugural Seminar

10 NOVEMBER 2010

WOMEN IN FORESTRY PROJECT OVERVIEW, Jane Bartier

Deputy CEO ForestWorks

- Why are women underrepresented? Women represent 13% of workers in the timber industry across 7 sectors. Net average in Australian workplaces is 47%.
- Surveyed 124 women across 2 of the 7 sectors. Key noteworthy results;
 - Women believe the workplace is not separate from the communities we live in.
 - All of the women surveyed were long term employees (76% for longer than 7 years) with 54% over the age of 40.
 - 65% did not see a career path for them to follow within the industry.
 - 76.5% said there were other jobs they wanted to move into (within their current jobsite or industry), but
 - 55% believed they needed further training to move into those jobs.
- These women have respect for the job they hold and believe that the timber industry is important to the community.
- They felt not enough work was being done in the workplace around bullying and harassment; needed more consistency.
- 65% would recommend working in the industry to others. 25% they would not due to reasons such as isolated locations and non-conventional rosters (to fit in with children/family life).
- All thanked the interviewer for the opportunity to contribute their viewpoint (engagement is lacking but important).
- For the full report about this project, visit <http://www.forestworks.com.au/printversion/5747.html>.



GUEST SPEAKER, Karen Hayes

Director Corporate Engagement & Human Capital (UXC Limited)

Inaugural Board Member of Breast Cancer Network Australia

Board Member of Melbourne Football Club

- One overriding theme of life has been to “**Have a Go!**” Step outside your comfort zone, push your boundaries, think outside the square.
- Has never come across a gender barrier that has prevented her from getting her point across and her voice heard. Women however, typically have a different perspective and approach in any team.
- Women need to help each other, we are a community. Also need humour and a commitment to working hard.
- Eight guidelines/themes that are the core of her success;
 1. Grab opportunities as they present themselves. There is independence in having your own money. There is a great amount of personal value in being recognised for your efforts.
 2. The only person to stop me from achieving my goals is me. Learn from your life lessons.



3. Be fearless when it comes to matters of integrity. People do not forget when you do the right thing. Integrity is fundamental to everything we do.
 4. Take responsibility and control of your own attitude. Reap what you sow and be willing to reappraise.
 5. You can control your own destiny. Focus your efforts and energy into what you can control and let go of what you cannot.
 6. You can never get there on your own. Be prepared to work in teams and learn from the experience of others.
 7. Learn from every experience; the good and the bad. Relationships are the key to a successful life but they take time, energy and are a lifetime investment.
 8. Be generous in being available to others. Don't underestimate the value of your experiences to others.
- At times in life you will need to dig deep and draw on your inner strength to overcome your personal insecurities.
 - Invest in education; it provides a good foundation for success.
 - Family is essential in teaching the fundamental values of life.
 - The key to balance in life; schedule time for family, listen to your body, communicate appropriate time frames for projects (don't overburden yourself).
 - Networks and relationships can prove to be your most valuable asset.
 - Winning comes down to a positive attitude. Life is 10% what happens to you and 90% how you respond.



GUEST SPEAKER, Lisa Marty

Deputy CEO VAFI

Women in Primary Industries Advisory Panel

- This group (WIPIAP) now represents many primary industry sectors, providing direct information to the Government regarding things such things as climate change, food and water supply etc.
- Their aim is to increase awareness and social licence – liaison with industry and community.
- There are a number of commonalities between timber and other agricultural industries/communities.
- Conduct initiatives to support rural women. Use existing networks of communication for support. Have awards for recognition to promote leadership and networking.
- Rural women leading change program (Department of Community Development). Focus on education programs (ie. public speaking), public awareness schemes and the development of sustainable communities.
- Promotes future and supports opportunity development.
- Build profile—support personal and professional development, identify and promote training for leadership, enhance communication and support within industry, mentor programs, another voice to Government.



RECOGNISING AUSTRALIAN TIMBER WOMEN, Paula King Memorial Award

2010 Winner; Judy Tilling

Please refer to accompanying booklet about this award, selection criteria and conditions of entry.



A WOMEN'S PERSPECTIVE, Judy Tilling

Founder, Tilling Timbers

- With WILL and PERSISTENCE there is no glass ceiling in Judy's experience.
- If you're good enough, if you know what you are doing and can prove it, if you put in the time and dedication and can demonstrate you have the same knowledge as men, you will be treated the same.
- Take nothing for granted.
- Judy is fortunate enough to have a husband who is extremely supportive of her.
- Ultimately she gained the respect of those she worked with here and abroad by knowing her stuff and dedication.



A WOMEN'S PERSPECTIVE, Linda Sewell

☞ CEO HVP Plantations

- As a woman in such a high profile role, a key challenge is that both your achievements and failures are magnified.
- Need to encourage diversity not only in gender but also in race, age etc in the workforce. Diversity provides rewarding learning experiences.
- It also provides a different way of thinking/approach to issues. With this you can change the culture of a workplace.
- If you are too structured you can miss opportunities.
- Men tend to open up to females, perhaps they feel they don't have to compete? If you be yourself, are not daunted by the environment you are in and work hard, you will find success.

A WOMEN'S PERSPECTIVE, Jane Calvert

☞ Victorian Secretary Forestry Division CFMEU

- Diversity and difference are good things.
- Women CFMEU members represent has less than 3% of total membership.
- Workplace practices are built around what is considered 'the norm'.
- Workplaces in the timber/construction industries are not gender neutral. Things have changed but not enough. Women are still underrepresented. The difficulties in these industries are different from those of other industries and in female dominated industries. There is not a glass ceiling, but barriers for advancement definitely exist. The basic 'toilet test' - how far away are female amenities?
- Workplaces do not exist in isolation, they reflect the thoughts and values of the business owners and the people who work in the operation.
- Everyone must be accountable for changing unjust behaviours. Some ideas to implement include:
 - Diversity training.
 - Affirmation in decision making.
 - Skill development and training for women.
 - It is the responsibility of senior executives and owners to follow through and support these programs.
 - Working in the industry needs to be a positive, rewarding and welcoming experience.



WOMEN NETWORKS, Jennelle Tilling

☞ Vice President of Marketing KFC UK & Ireland

☞ Women in Marketing Network UK

- Believes in developing a strong culture of coaching and mentoring. These concepts leave a more powerful legacy than anything else in your career.
- Incorporate both formal and informal programs; make time to do and be.
- It is our responsibility to bring women through the ranks if you get into a decision making position.
- Business networking clubs need to;
 - Have an objective and purpose.
 - Have the right level of membership; seniority helps (things in common and levels of engagement required).
 - Be fun! Have a mix of members only and public events (invite men to public events to keep them involved).
 - Generic rules; be yourself, talk about anything (social), no head hunting or business pitch.



QUESTIONS DISCUSSED AT EACH TABLE: (All information collated to be distributed at a later date.)

- What barriers exist for women to enter/progress within industry?
- How do we target more women to encourage them to enter the industry and in what sectors?
- What are important elements needed for a woman's network; structure, tools, who involved etc?
- If we hold seminars in other states what key speakers do you recommend to engage?



GUIDING THEMES FOR LIFE

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4. Take responsibility and control of your own attitude. Reap what you sow and be willing to reappraise.
5. You can control your own destiny. Focus your efforts and energy into what you can control and let go of what you cannot.
6. You can never get there on your own. Be prepared to work in teams and learn from the experience of others.
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Have a GO!