



16 January 2014

'Lady Tradies'
The Project, Channel 10
Airing – Thursday 16 January 2014

The automotive industry is currently suffering critical trade skill shortages nationally with 34,000 positions that need to be filled.* Main areas of trade skill shortages include:

- Mechanics 19,000
- Panel beaters 4,000
- Spray painters 2,600
- Auto electrician 850

*Source – Auto Skills Australia

To address this critical skill shortage, it is imperative the industry attracts more females. Currently females only make up around 4-5% of trade apprenticeships in areas such as mechanics, panel beaters, spray painters and auto electricians.

Geoff Gwilym, CEO of Auto Skills Australia (ASA) says, “Through our MAAP My Future – Girls in Auto initiative, Auto Skills Australia will be encouraging more women to enter into the industry to help fill these skills shortages. In March we will be launching a call to action to women and girls in the auto industry.”

Mr. Gwilym explains, “This initiative will ask those women already in the industry to stand up proud in a social media campaign, to coincide with international women’s day and to prompt women to register their interest in becoming employed in our industry as tradeswomen.”

In the lead up to this campaign, ASA have been working on creating some buzz and gaining momentum. ASA have produced a story with Channel 10’s 7pm *The Project*, which went to air last night, highlighting three inspiring women who are already involved in apprenticeships that are traditionally male dominated areas of industry.

Fiona Lawrie (4th Year Apprentice Mechanic), Crystal Cummings (1st Year Apprentice Automotive Spray Technician) and Briana Shaw (3rd Year Electrical

Apprentice) will be talking to *The Project* about how they came to be in these male dominated areas and what it's like to be in such non-traditional jobs and working environments.

This is a positive story, aiming to inspire more women to enter not only the automotive industry, but all trade areas that are not traditional seen as career paths for women. *The Project* featured the MAAP My Future website and logo link on their website for viewer reference.

The Project is a national, prime time television show attracting an audience aged 25 to 54 years, and is the ideal media forum to present a positive message around 'encouraging females to enter the auto industry' and to change outdated perceptions about the automotive industry.

A direct link to the Lady Tradies video can be found at:

<http://tenplay.com.au/channel-ten/the-project/extra/season-5/lady-tradies>

A direct link to the Lady Tradies story can be found at:

<http://tenplay.com.au/channel-ten/the-project/top-stories/tradeswomen-are-doing-it-for-themselves>

For other information on auto careers visit maapmyfuture.com.au

For further information contact Green Light PR:

Amanda Mills: amanda@greenlightpr.com.au T 03 9620 2324 M 0412 513 412

Mikhaila Hunter: mikhaila@greenlightpr.com.au T 03 9620 2324 M 0401 277 293