

TRANSFORMING INDUSTRY. LEADING REGIONAL CHANGE.

PROGRAM TIMELINE - WHAT TO EXPECT

Cohort 1 Engagement (2025 - Mid 2026)

ONBOARDING (Early 2025)

- 6 businesses engaged and welcomed into the program
- Champions nominated
- Communication plans developed

BASELINE METRICS (Q2 2025)

- Businesses participate in tailored assessments

Data collected on:

- Gender participation
- Recruitment practices
- Workplace flexibility
- Cultural safety

CUSTOMISED DELIVERY

(Late 2025 - Mid 2026)

Rollout of initiatives including:

- Gender inclusivity training
- Leadership and operator development
- Flexible work pilots
- Workplace wellbeing support
- Tailored resources, mentoring, and implementation assistance provided to each business.

ONGOING EVALUATION

- Regular progress check-ins
- Continued data collection
- Adaptive improvements based on findings

Future Cohorts & Broader Rollout (Late 2026 - 2028)

Cohort 2

ONBOARDING (Late 2026)

- Informed by learnings from Cohort 1.
- 6 new businesses engaged.
- Regional Case Studies & National Sharing (2027): Cohort 1 businesses showcased in:
 - Events
 - Publications
 - Industry forums

Final Program Impact Review (Early 2028)

- Data and stories from all participants compiled.
- Findings contribute to a national strategy aimed at closing the gender gap in manufacturing

Champion Involvement - Ongoing Throughout the Program

- Quarterly Women in Manufacturing (WIM) Events
- Bi-monthly Steering Committee Meetings
- Training, Mentoring & Evaluation Touchpoints

LET'S LEAD CHANGE, TOGETHER

This program is not just about workforce development; it's about shaping the future of our industry, our economy, and our communities.



Australian Government



FOR MORE INFORMATION PLEASE CONTACT:

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ManufactHER



EMPOWERING WOMEN, TRANSFORMING MANUFACTURING.



ManufactHER is a bold new program that positions the Central Coast as a national leader in advancing gender equity in advanced manufacturing. One of just 10 projects selected across Australia under the Commonwealth Government's Building Women's Careers Program, this initiative is a true milestone for our region.

Led by Central Coast Group Training (CCGT) in partnership with Central Coast Industry Connect (CCIC) and supported by Coast & Country Primary Care (CCPC), ManufactHER is about more than workforce development - **it's about structural and cultural transformation.**



Why diversity in manufacturing matters more than ever

A thriving manufacturing sector needs a dynamic, future-focused workforce. By championing diversity, we don't just tick a box - we unlock possibilities.

- Diverse teams fuel creativity and innovation, bringing fresh ideas to the table.
- Inclusive cultures create happier workplaces, reducing turnover and boosting morale.
- Representation matters - when women see role models in manufacturing, they're more likely to pursue these careers.

Building the future: diversity as a business growth strategy

Business leaders are no longer asking if diversity matters, but how to harness its power.

The evidence is in:

35% Of companies with more inclusive teams are more likely to outperform competitors.

21% Higher profitability for gender-diverse businesses.



An inclusive culture improves employee engagement, loyalty, and innovation.

DIVERSITY ISN'T JUST GOOD ETHICS - IT'S SMART ECONOMICS

YOUR NEXT STEP: LEAD LOUD, LEAD PROUD



As a Business Champion, you are part of a collective movement that believes in equity, innovation, and progress. Whether you're mentoring one woman or transforming workplace policy, your leadership ripples out.

Empowerment in action: women as industry innovators

Women bring unique perspectives, collaborative approaches, and strong leadership qualities. By actively inviting and supporting women in manufacturing roles, you:



Strengthen your problem-solving potential.



Enrich team dynamics and decision-making processes.



Reflect the diversity of your customers and community.

Let's showcase manufacturing as a space where everyone belongs and thrives.

Community impact: beyond the factory floor

The ripple effects of supporting women in manufacturing are vast:



Families and communities are empowered when women have access to well-paid, stable careers.



Local economies flourish with a broader, more skilled workforce.



Young people are inspired by diverse leaders and inclusive work environments.

Being a Business Champion for ManufactHER means shaping more than a business - it means shaping a community.

LEAD THE WAY IN MAKING MANUFACTURING BETTER FOR EVERYONE



A strategic local partnership

This program brings together the expertise of:

- ✓ CCGT, a trusted leader in workforce and apprenticeship development
- ✓ CCIC, the Central Coast's premier industry cluster for advanced manufacturing
- ✓ CCPC, the region's primary community health and wellbeing provider
- ✓ Together, we are creating sustainable pathways for women into skilled careers, fostering flexible and inclusive workplaces, and shaping a scalable model for national reform.



Take women into your business

- ✓ The Women in Manufacturing (WIM) events have already created a vibrant platform for visibility and connection. With ManufactHER, we're elevating this momentum - offering business leaders, educators, and community organisations:
 - Access to federal policy forums and high-level decision-makers
 - Quarterly WIM events infused with impact: case studies, champion showcases, and national exposure
 - A resource-rich ecosystem that links women to training, mentoring, flexible work, and career pathways

What It Means to Be a ManufactHER Champion

Be seen, be heard

- Gain public recognition as a regional leader in diversity and inclusion.
 - Be featured in federal reports, media coverage, and promotional campaigns.

Influence the future

- Join our Steering Committee alongside local councils, schools, TAFE NSW, Workforce Australia, and community groups.
- Help shape inclusive policies and best practices for recruitment, retention, and training.

Prepare for the long game

- Build partnerships that pave the way for future tenders, funding, and national pilots.
- Be part of a federally recognised model that supports long-term economic growth in the Central Coast.

WHAT'S INVOLVED?

As a Business Champion, you'll play a pivotal role in creating and sustaining change - internally and across the industry. Participation is flexible and tailored, but here's what's typically involved:

- Take on women into your business through pre-employment, traineeship, or job-ready pathways
- Support existing female staff to progress, upskill, or step into leadership roles
- Host workplace tours, site visits, or job-shadowing opportunities for women exploring the sector
- Participate in WIM event panels, mentoring, or storytelling sessions
- Engage in inclusive hiring and retention practices, supported by expert advice
- Pilot flexible work models such as job-sharing, adjusted shifts, or part-time roles
- Collaborate on inclusive workplace policy templates and leadership pathways
- Attend Steering Committee and Governance Group meetings to share insights and shape direction
- Provide data and feedback to inform regional and national policy