



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MTA Queensland Supporting Female Apprentice Growth Through New Mentoring Program

First- and second-year female automotive apprentices across Queensland will receive the opportunity to access tailored, one-on-one mentoring and support, with the Motor Trades Association of Queensland (MTA Queensland) announcing the launch of the Women in Automotive Apprenticeships Mentoring Program.

The program, which is proudly supported and funded by the Queensland Government through the Women in Trades mentoring Program, will see MTA Queensland partner with BUSY Sisters to deliver targeted mentoring services and resources to female apprentices through a dedicated team of experienced mentors.

With female apprentices still vastly underrepresented throughout the automotive industry, the program aims to support the attraction and retention of more females by helping budding apprentices build confidence, overcome challenges faced in their day-to-day work activities and provide an external outlet they can turn to for questions and guidance.

Additionally, assistance will also be available for businesses, including resources, information, and guides to aid them in fostering a positive workplace culture that promotes inclusivity and diversity and supports female apprentices to thrive.

MTA Queensland CEO Rod Camm said, "MTA Queensland is committed to improving the diversity of our industry's workforce. At a time of ongoing skill and labour shortages, we are working with businesses to look beyond traditional recruiting methods and embrace a diverse workforce, which includes encouraging female representation and the added value that comes with that.

Motor Trades Association of Queensland

Address: Freeway Office Park, Building 8, 2728 Logan Road Eight Mile Plains QLD 4113 (Postal: PO Box 4530, Eight Mile Plains QLD 4113)
Telephone +61 7 3237 8777 | Toll Free 1800 177 951 | Email info@mtaq.com.au | Website | www.mtaq.com.au

“There are approximately 9,500 automotive apprentices active in Queensland, and only 8 per cent of those are female. There is so much more we need to do as an industry to support inclusive pathways for females coming into the workforce, who regularly face challenges adapting to traditionally male-dominated spaces and experience higher rates of apprenticeship incompleteness as a result. We are excited to connect with female apprentices across our industry one-on-one and deliver the support they need to thrive.”

To learn more about the Women in Automotive Apprenticeships Mentoring Program, or enquire about connecting with a Mentor, visit <https://mtaq.com.au/workforce-solutions/automotive-women-in-trades-apprenticeship-mentoring-program/>

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For more information:

Jade O’Shea | Senior Marketing & Communications Coordinator | 3237 8721 | jadeo@mtaq.com.au

Background:

The Motor Trades Association of Queensland (**MTA Queensland**) is the peak body representing the interests of employers in the retail, repair, and service sectors of Queensland’s automotive industry. MTA Queensland has been performing its vital representative role for the automotive industry since 1929. In Queensland there are some 16,000 automotive businesses employing more than 90,000 people, that generate more than \$7.24 billion to the state economy annually. The automotive industry is estimated to contribute \$37 billion to the Australian economy each year. The Association represents and promotes issues of relevance to all levels of government. In 2019 MTA Queensland was announced as an ABA100 winner in The Australian Business Awards and a finalist in the Lord Mayor’s Business Awards, for Business Innovation.

The **MTA Institute (RTO 31529)** is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry. The MTA Institute is the largest independent automotive training provider in Queensland, employing experienced trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba to Emerald. In the last year, the MTA Institute delivered accredited courses to more than 2,000 students. The MTA Institute is the first trade RTO in Australia to be approved under the ITECA Industry Certification Program and was the winner of the Small Training Provider of the Year at the 2019 Queensland Training Awards.

MTAiQ, Australia’s first automotive innovation hub established by MTA Queensland in 2017, is an eco-system that supports innovation and research for the motor trades.

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