

# INTRODUCTION TO THE WOMEN OF ADCO

**The Women of ADCO (WoA) program provides leadership and support to women in our business.**

**The objectives of the WoA, which are underpinned by our vision and values are:**

1. To provide leadership and support to the Women of ADCO through a collaborative approach which influences policy and facilitates social and parental support, mentorship programs, and professional development and career growth within the construction industry.
2. To provide value to the company through national dialogue, providing brand recognition and development of strong allegiances within the construction, architectural and engineering industries.
3. To remain dedicated to the ideal that both male and female members are treated fairly and with equal opportunities.
4. To be dedicated to a one-team culture.

A National WoA conference is held biennially led by ADCO's Chairman Judith Brinsmead AM. Practical outcomes of the conference include encouraging membership and involvement in industry associations, the introduction of a mentoring program, promoting the construction industry in schools and universities, and community engagement. Quarterly meetings are also held in each state to help drive initiatives and ideas, which are then progressed through the WoA Executive Board and presented to the National Leadership Team for consideration.

Our Chairman is an active advocate for encouraging women into the industry.



**“I am delighted that ADCO created the framework and culture in its business to encourage the formation of the Women of ADCO over a decade ago. This is the name given to our national cohort of women in ADCO, which through ADCO’s vision and values and our Women of ADCO Charter provides a platform to attract, retain and advance women in our business and in the industry.**

Importantly, we have opened the channels for ongoing conversations within ADCO and more broadly, to influence policies which will attract women to the construction industry. Countering construction stereotypes will also assist. The Women of ADCO participate in career education of young men and women on the multitude of opportunities that exist in construction as well as the financial and personal rewards that such careers bring.

We must then retain and promote women in our industry. This is only achieved through policies and practices which drive strong and supportive workplace cultures, flexible working arrangements, programs for women who choose to embrace motherhood with a career, personal and professional development opportunities, career growth and financial recognition.

There is a long way to go for women in this industry. However, in terms of a mature dialogue influencing our policies and practices for women in business, ADCO is at the forefront of the construction industry.”

**Judith Brinsmead AM**  
**CHAIRMAN**

