



MEDIA RELEASE

8 March 2024

VTA celebrates International Women's Day

Today is International Women's Day, providing an opportune time to acknowledge the magnificent contribution that women make to the freight and logistics industry, and recognise that for all our efforts to improve participation rates in transport among women, there's more work to be done.

For our part, the VTA has been proactively working to support women in transport and create greater pathways to the industry for many years.

In partnership with the Victorian Government, I'm pleased to report our Freight Workforce Innovation Project has facilitated significant job placements for priority demographic cohorts – particularly women – in transport roles over the past three years. Of the 170 program participants, trained and licenced participants comprised 50% women, or women over 45.

Women continue to occupy a growing share of our Driver Delivery and other training programs, with around 20% of our current trainees' female. This has been a deliberate strategy by the VTA to help increase participation rates among women, and it has been accomplished in conjunction with our training partners and VTA employer members that understand the cultural benefits of greater diversity in the workplace.

Our Annual Women's Lunch is another important VTA initiative to advance the important conversations about how the industry can support women in transport. Since our first event in 2016, the Lunch has grown to become one of the most popular and best-attended events on our calendar. This is terrific validation from operators and suppliers of the continuous need to strive for greater diversity in the workplace, whilst increasing participation rates in transport among women. We look forward to opening registrations for this year's Lunch at Malvern Town Hall on Friday May 3.

Let's celebrate the ongoing achievements of greater inclusion, awareness, and the advancement of women in transport whilst recognising we can always do more to increase diversity in our workplaces. Through empowerment, recognition, and opportunity, we will continue towards parity and genuine equality.

Peter Anderson
CEO, VTA

Ends...

For further information please contact Brian O'Neil on 0411 055 284.