

# CASE STUDY

## AFLW + John Holland Workplay Partnership

### Delivery

Program Launch 2022/23

### Project Owner

Bronte Enright



**CULTURE IN  
CONSTRUCTION**  
Time for Life. Wellbeing. Diversity.

## Project Overview

The race for talent, specifically female talent, in an industry where female participation remains low requires industry and John Holland to think differently. John Holland and the AFLW have shared objectives around increasing participation, providing opportunities and raising profiles of females in the communities in which we operate.

## Project Initiative

The AFLW provides a fast-track opportunity for identification and attraction.

John Holland provides athletes the opportunity to grow and the ability to train and be retained in a growth industry beyond an athlete's playing days.

It's no secret the war for talent and sustainable workforce solutions is high on the agenda in construction. This partnership aims to increase female participation and enhance inclusive culture through the attraction, development and retention of female talent from the AFLW and beyond.

### ***Team mates, on and off the field.***

*John Hollands new recruits Deanna Berry, Social Procurement Coordinator & Kirsten Mcleod, Finance Officer pictured here in their team colours on site at the Hobsons Bay project in VIC.*



## The Approach

We recognise the biggest challenge for the women in the AFL is being able to manage training, performance, recovery and wellbeing all whilst identifying and engaging with an employer who will provide a supportive work environment. Essentially women are torn between building two, often opposing careers.

In partnership with the AFLW we will invest in building careers for female athletes within the construction industry through:

1. Building flexible career pathways, allowing inclusion and opportunity by challenging the traditional approach to flexibility in our sector.
2. Identifying and leveraging transferrable skills between the two workplaces, including leadership, strategic thinking, teamwork, planning, communication and resilience to name a few.
3. Developing and sharing next generation role models who are breaking down barriers to demonstrate how collectively we are doing things differently
4. Further imbedding our flexible approach into project through structured support, training and onboarding, pathways to formal qualifications (work, play, study), Womens mentoring programs, career sponsorship, and networking opportunities

## Outcomes and Achievements



The partnership between AFLW and John Holland has been live for 5 months, in this time John Holland has made 6 offers of employment and one offer of a professional mentorship to AFLW players. The interest has grown considerably through player referrals and the player talent pool is currently in excess of 20 players nationally.



Amplifying genuine experience and realistic 'day in the life of' stories in media, social media, community engagement and events exposure we have seen increase in awareness, positive sentiment and female attraction to the John Holland brand.



Off the back of the success, we have established new female athlete pathways with the Rugby Union. Growing our pool and growing our ability to leverage a new skills and capabilities as well as a new female audience.



Many players are forced to make life and career compromises in order to sustain their sporting careers. Casual or cash in hand work as a way to manage flexibility. Missing out on promotion, further development, leave benefits and pay rises. This partnership recognises and encourages players to focus on 'footy first' without compromising their superannuation, financial sustainability, mental wellbeing, job satisfaction or development as a result.

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*I recently interviewed and subsequently offered a role to a female for a leadership position in my team. When I asked her, why John Holland? Her response was – I read what you were doing with the AFLW and knew this was the right workplace culture for me.*

**General Manager, JHG Rail Business**

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## Contact us

For more information or to get involved in shaping the Culture Standard, please contact us: