



**NOVEMBER 2013**

**Media Release**

**BIC sponsors 20 women to Ignite their careers**

An Australian-wide first for the Bus and Coach industry will see 20 female members of the Bus Industry Confederation (BIC) fully sponsored in a new program to develop industry women, personally and professionally.

BIC through funding from DEEWR and ACCI, have collaborated with Emberin in the development of this new program for women in the transport, logistics and supply chain (TLSC) industry. The new program *Emberin Ignite – Transport, Logistics and Supply Chain* will help participants develop their leadership skills and enhance their performance.

The TLISC E-Scan 2013 tells us that women comprise only 22% of the industry's workforce and 73.3% of industry employers utilise mentoring and buddy programs to develop their workforce. So building on the early success of Women Moving Forward, it was time that a program for mentoring women in our industry was again made available.

For participants in *Ignite TLSC*, they will develop their skills and raise their visibility within their organisation and industry. For managers, it presents a low cost, high value investment which will encourage the attraction and retention of women to their organisation.

Mr Michael Apps, CEO of the BIC, said that this program has become available just at the right time.

"At BIC, we have been working with Emberin as we know there is a strong business case for attracting and retaining women across our industry sector. This program addresses many of the obstacles experienced by women in predominately male workforces." Mr Apps said.

Managing Director of Emberin, Louise Perram-Fisk said that the response for the 20 places was overwhelming.

"We have all States represented in this national program. For the first time, the Australian Bus and Coach industry has successfully engaged women nationally and collectively to Ignite their careers.

"Predominately male businesses need to put a focus on the women represented in their workforce. Industry and business will always benefit from a diverse workforce." Ms Perram-Fisk said.

The program commences in February 2014. Online bookings can be made now until Friday 6 December at <http://tlsc-ignite.eventbrite.com.au> and more information is at [www.emberin.com](http://www.emberin.com) or [ignite@emberin.com](mailto:ignite@emberin.com).

**...ENDS...**