



Advancing
Women
in Automotive
Knowledge Exchange

AWAKE aims to **empower women** who are already a part of or are considering a career in the automotive aftermarket industry and to **encourage diversity and enrichment of the workplace culture** to the benefit of the industry as a whole.

The Canadian Automotive Aftermarket is a

\$19 billion industry

employing **400,000+** people*



51% of the Canadian population is **female****



only **6.4%** of trade jobs are held by **women****



AWAKE objectives

1. To explore the current landscape for women working in the automotive aftermarket industry, soliciting their direct experiences and perceptions.
2. To identify organizational policies and procedures that both positively and negatively impact their experiences as they relate to recruitment and advancement.



“RECRUITMENT ISN'T JUST A COMPANY ISSUE, IT IS MORE THAN THAT, WE NEED TO GET PARENTS TO ENCOURAGE THEIR DAUGHTERS AND TELL THEM THAT 'IT'S OKAY' TO BE INTERESTED IN AUTOMOTIVE.”

FOCUS GROUP PARTICIPANT

what we've DONE

1. Conducted a **comprehensive needs assessment** including Canada-wide focus groups, an industry survey and final report.
2. Developed **strategic partnerships** with technical colleges and school guidance counsellors.

Moncton, NB
Montreal, QC
Toronto, ON
Edmonton, AB

what's NEXT?

1. Create opportunities for knowledge exchange by expanding the participation of women in advisory councils and committees.
2. Pilot the creation of digital resources including a web-based portal.
3. Continue to engage key stakeholders, media and the public through social media channels to further extend the reach of the program.

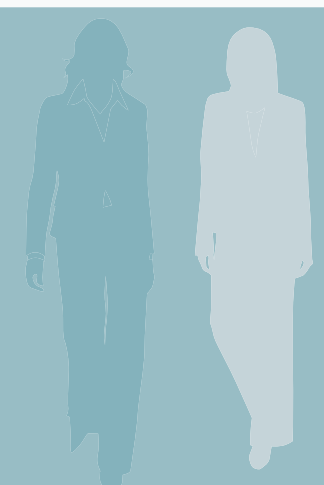
“ I NEVER HAD A MENTOR BUT I COULD SEE HOW A MENTOR COULD SUPPORT YOUR ADVANCEMENT IN THE INDUSTRY. IT CAN BE INTIMIDATING FOR A WOMAN IN THIS INDUSTRY. SOMEONE WOULD SAY 'AFTERMARKET', I WOULD HAVE TO WRITE THAT DOWN, I HAD NO IDEA WHAT AN AFTERMARKET WAS.”

FOCUS GROUP PARTICIPANT

5 KEY topics

identified in focus groups

1. Women's perception of their acceptance within the industry.
2. The impact of workplace culture.
3. Public perception of industry opportunities for women.
4. Industry support for women's advancement.
5. Resources for women in the sector.



KEY Recommendations

1. **EMPLOYERS** – create inclusive workplace cultures
2. **EMPLOYERS** – implement pro-active support measures for women employees
3. **INDUSTRY** – raise public awareness regarding opportunities for women
4. **GOVERNMENTS** – support training and incentive programs

