



DLPA

2019

## VULNERABLE WOMEN PROJECT

Supporting women from  
disadvantaged backgrounds  
into employment and beyond



# THE PROGRAM

Vulnerable women are women who through various factors find themselves struggling to access the workforce or break the cycle of poverty and hardship. These factors would include things such as being refugees, having a history of trauma (such as domestic violence), low socio-economic background or challenges surrounding education.

## DIVERSITY BASED RECRUITMENT OFTEN FAILS FOR THREE KEY REASONS:

- The candidate is placed in the organisation with no further support
- The organisation is not equipped to support a diverse workforce
- Organisations cannot attract the right candidates by themselves.

## IN THIS EXCITING PROGRAM DLPA HAVE PARTNERED WITH KEY ORGANISATIONS TO PROVIDE A STRUCTURED PROGRAM OVER 12 MONTHS WHICH:

- Identifies appropriately qualified vulnerable women for the program
- Places the women in a paid role at a sponsoring organisation
- Provides support and training to the women over the 12 months
- Provides support to the organisation throughout the 12 months.

As a result, women who are from disadvantaged backgrounds come into the workforce and meaningfully contribute to the organisation and society. Many of our participants are tertiary qualified, or on the path to gaining these qualifications. We work closely with the participants and sponsoring organisations to ensure success.

## OUR VISION

THROUGH OUR BESPOKE PROGRAMS AND PARTNERSHIPS WITH INDUSTRY, SUPPORT AND EMPLOYERS WE SEEK TO INCREASE PRODUCTIVITY AND WORKFORCE PARTICIPATION, INCREASE THE EFFICIENCY OF THE MARKET AND BREAK THE BARRIERS TO PARTICIPATION FOR VULNERABLE WOMEN IN OUR SOCIETY.



# THE BENEFITS

## WHAT DOES THE ORGANISATION GET?

Organisations sign up to the program to employ one of our participants. They may select the participant based on the skills and qualifications required, the ability of the organisation to support the individual and other factors relevant to the organisation – just as you would in traditional recruitment scenarios.

## CRITICALLY THE ORGANISATION RECEIVES:

- A qualified candidate selected to fill a role in the organisation
- Support for the participant over 12 months'
- Monthly support call for the participant's manager
- Access to a support line
- Additional support is available for the broader work group
- A more diverse, productive workforce.

## WHAT DOES THE PARTICIPANT GET?

The participant receives an employment placement and additional support to find their feet and really flourish into a meaningful and long-term career.

## THIS INCLUDES:

- Participation in a tailored 12-month leadership and management program
- Fortnightly counselling sessions
- Monthly coaching sessions
- Support into the new role including access to a support line
- A role in an organisation commensurate with their qualifications and skills
- Growing with a community of 15 women going through a similar experience to them.

## OTHER BENEFITS

This project will provide huge benefits to the organisation, to the participant and over time to the workforce generally. Through this moderate investment, these individuals will be primed to fully participate in the workforce for many, many years into the future, and the barriers to participation are minimised. This project is social and commercial. Quite simply – it's ethical and sustainable recruitment with a dose of commercial reality.

# PROGRAM STRUCTURE

## CO-DESIGN WORKSHOPS

We will spend up to three hours with sponsoring employers to gain an understanding of the work environment, specific challenges and needs of the organisation. We will then design the course content and delivery method to ensure that their participant is best equipped to cope with this. This is a truly unique aspect of our program, and key to the success of our participants.

## KICK OFF RETREAT

A two-day residential retreat will cover the foundational aspects of the program. It will be expertly facilitated by Karlie and Laurel, in partnership with counsellors from our program partners, and provide a safe space for the women to launch into the year long program. The retreat is a deep dive experience to allow for quick learning, and a strong base to commence their roles.

## KEY OUTCOMES ARE:

- a) A strong foundation which participants build on for the next 12 months
- b) A connected and trusting community who will continue to grow their relationships with each other
- c) An individual development and personal plan for each participant with clear goals, actions and defined outcomes.

## QUARTERLY ONE DAY WORKSHOPS

In these, participants will be working in break out groups, and engaging in more robust discussion as a group, around identified topics for learning. They will sometimes include a relevant guest speaker. These topics will include co-design contributions and participant identified priorities. The day will be completed with a dinner out together, as it is important that the group continues to develop their connections over and above the learning environment.





## FORTNIGHTLY COUNSELLING SESSION

This program, in addition to the stressors of starting a new role and any personal challenges facing them during the year, can result in a high level of anxiety for the participants. As such, participants will have access to fortnightly counselling sessions with our program partner. This provides them the qualified support, space and structure to work through any of these challenges.

## MONTHLY COACHING

Participants will have a monthly coaching session with their allocated coach. This provides a space for them to work through specific challenges in the workplace, gain support through their development plan, keep them focused on the program and provides opportunity for continued growth.

## AD HOC SUPPORT

Additional support is available to participants and employers as required to work through any challenges which may arise through the program This includes access to a support line.

# PROGRAM CURRICULUM

## THE PROGRAM CONTENT WILL COVER THE FOLLOWING TOPICS:

- Values
- Resilience
- Effective Communication
- English as a Second Language (as appropriate)
- Health and Safety
- Innovation
- Productivity and Time Management
- Wellbeing and Stress Management
- Courageous Conversations
- Conflict Resolution
- Personal brand
- Finance for Non-Finance Managers
- Managing teams
- Team building
- Difficult Conversations
- Influence and Persuasion
- Celebrating Diversity.

Participants are supported to develop key management and leadership skills to complement their existing technical skills. Course content is layered over the 12 months' to ensure participants emerge with a deep understanding of the application of key concepts, rather than simply theories. They also have tools and templates which they are free to utilise within their organisation.



# THE FACILITATORS

THIS PROGRAM HAS BEEN EXCLUSIVELY DESIGNED BY KARLIE CREMIN, A FEMALE LEADER IN CONSTRUCTION WHO IS ALSO HIGHLY SKILLED IN BEHAVIOURAL ECONOMICS, THE ART OF SCIENTIFICALLY LOOKING AT CAUSE AND EFFECT OF BEHAVIOUR FOR COMMERCIAL GAIN (BUT WITHOUT MANIPULATION!).

SHE IS SUPPORTED BY LAUREL MCLAY AN INTERNATIONAL SPEAKER AND COACH WHO SPECIALISES IN CAREER CLARITY AND INFLUENCE, AND PERSUASION, PRIMARILY THROUGH PERSONAL BRAND.



## KARLIE CREMIN

Karlle has worked extensively with businesses large and small to formulate and implement strategy, and equip leaders with the ability to lead effectively for 15 years. Karlle has assisted businesses in re-designing processes and procedures, implementing best practice and re-designing entire business models.

Karlle works with clients to maximise the efficiency of their organisations and equip their people to thrive in a lean environment.

With a focus on business sustainability and profitability, Karlle recognises that people integrated with a supportive work culture are key drivers of profitability and performance. This perspective motivates Karlle to work with the people in organisations, providing them with the hard and soft business skills to execute business strategy and deliver outcomes.

Karlle has predominantly worked in the construction sector, as well as a suite of other industries from finance to car rental. Through her efforts as a consultant, Karlle has supported businesses as they have gone from \$10 million turnover to \$50 million. Karlle's academic qualifications have groundings in commerce, law with a focus on employment law, and business administration, giving her a wellrounded perception of the key factors driving business performance in current markets. Karlle has worked extensively with organisations large and small through survey formulation and deployment, data analysis and the engagement of the workforce in the results and subsequent change initiatives.

## LAUREL MCLAY

Laurel has worked in both corporate and SME environments and has experienced first hand building a fast growth company from scratch to award winning growth. More latterly she has coached senior executives in New Zealand and Australia particularly around their internal and external positioning and influence.

Laurel is a successful entrepreneur having co-founded ITmaniacs, a boutique recruitment company which ranked #2 on the Deloitte Fast 50. She is also a media commentator and regularly speaks on breakfast television about careers. Laurel is a published author and launched her first book 'Lead Generation' in 2015. She is an ambassador for Thought Leaders Business School. Her career spans tech, recruitment, engagement and theatre. Laurel now speaks, coaches and facilitates workshops in New Zealand, Australia and United States primarily about influence and unapologetic lifestyles and careers.

Laurel has worked extensively with organisations through change, particularly in empowering change agents within the organisation to lead the change.



# THE COST

The cost of the program is in line with recruitment fees frequently paid by organisations – however you get so much more value! Costs depend on volume however start from \$15,000. These costs pay for the participant program and the ongoing additional support for the organisation and the individual. You may also be eligible for up to \$10,000 in wage subsidies, dependent on individual circumstances.

## WHAT NEXT?

IF YOU ARE INTERESTED IN  
FINDING OUT MORE CONTACT US  
NOW AT [INFO@DLPA.COM.AU](mailto:info@dlpa.com.au)







# DLPA

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