



## **Heidi Victoria MP**

Member for Bayswater District  
Minister for the Arts  
Minister for Consumer Affairs  
Minister for Women's Affairs

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### **MEDIA RELEASE**

Monday 24 November 2014

#### **Greater employment opportunities for Bayswater women under a re-elected Napthine Government**

- **Re-elected Napthine Government to provide \$5.2 million over four years to enhance access to employment opportunities for Bayswater women**
- **Commitment to support more Bayswater women to participate in non-traditional careers and areas of economic growth**
- **Napthine Government building a better and stronger Bayswater**

Up to 2,000 Victorian women will benefit from a re-elected Napthine Government's \$5.2 million pledge to break down barriers and encourage more women into non-traditional career pathways.

Member for Bayswater Heidi Victoria MP said the policy is part of the *Women's Economic Participation Strategy 2015-2019* (WEPS 2).

"This important investment will give Bayswater women greater access to non-traditional career opportunities and small business skills training," Ms Victoria, the Minister for Women's Affairs said.

"Women are traditionally under-represented in areas such as trades, engineering, science, advanced manufacturing and construction. Our investment will provide greater opportunities for women to enter into these career paths."

Ms Victoria said a re-elected Napthine Government would work with career counsellors to support students in state secondary schools to think about non-traditional career pathways for young women.

"This strategy will enable women to build on their existing skills to advance their job prospects, as well as encourage younger women to consider careers in areas of economic growth such as manufacturing, engineering and construction," Ms Victoria said.

"It is crucial that we not only help build the capacity and skills of all women but also create sustainable and diverse employment opportunities for them."

Ms Victoria said the Coalition strongly believes in increasing the participation of women in the workforce.



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“We can strengthen Victoria’s economy, reduce negative impacts on women’s health and wellbeing, and ease financial pressures affecting women and their families,” Ms Victoria said.

The new extended WEPS package includes:

- \$2 million to support 400 women through the Pathways into Employment program to assist women experiencing disadvantage in accessing sustainable employment;
- \$2 million for new Social Enterprise and Small Business programs to support more than 900 women to develop their business and leadership skills; and
- \$1.2 million to encourage girls and women to enter non-traditional careers relevant to the future of Victoria’s skilled economy.

The investment extends the highly successful WEPS 2013-15 program which is already helping women across Victoria improve their employment opportunities and increase female participation in non-traditional careers.

This builds on a \$15 million announcement made earlier today by the Coalition for 1,800 Family Business Grants worth \$7,500, to support Victorian parents establish home-based businesses.

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