



Practice of developing women's careers in the community The case in Australia

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the knowledge economy

- Inclusive growth and entrepreneurial emancipation are key policy drivers and there is a growing need to understand how to better utilise this important resource ~ too little investment to date;
- Equipping women with the skills they want and need will lead to economic inclusion, economic strength, and resilient communities.
- An Australian study undertaken to examine women's training needs found many training opportunities and sources available but few addressed women's heterogeneity and flexibility ~ rural, isolated, Indigenous and migrant women particularly disadvantaged;



strengthening women & skills

- Within a lifelong learning framework, there is a growing need for so-called 'meta-competencies', a combination life/career management and employability skills:
 - The ability to respond to change;
 - The capability to identify life, career and learning opportunities that enable a satisfactory lifestyle;
 - Technology skills (use of ICT, social networking);
 - Problem solving, initiative and enterprise skills;
 - Teamwork, learning and self-management skills; and
 - Communication skills, including competencies such as collaboration, interpersonal skills and interactive communication.
- A key aspect is a balance between wealth creation and well being to enable women to respond to career and learning opportunities in combination with a satisfactory lifestyle.



building on women's strengths

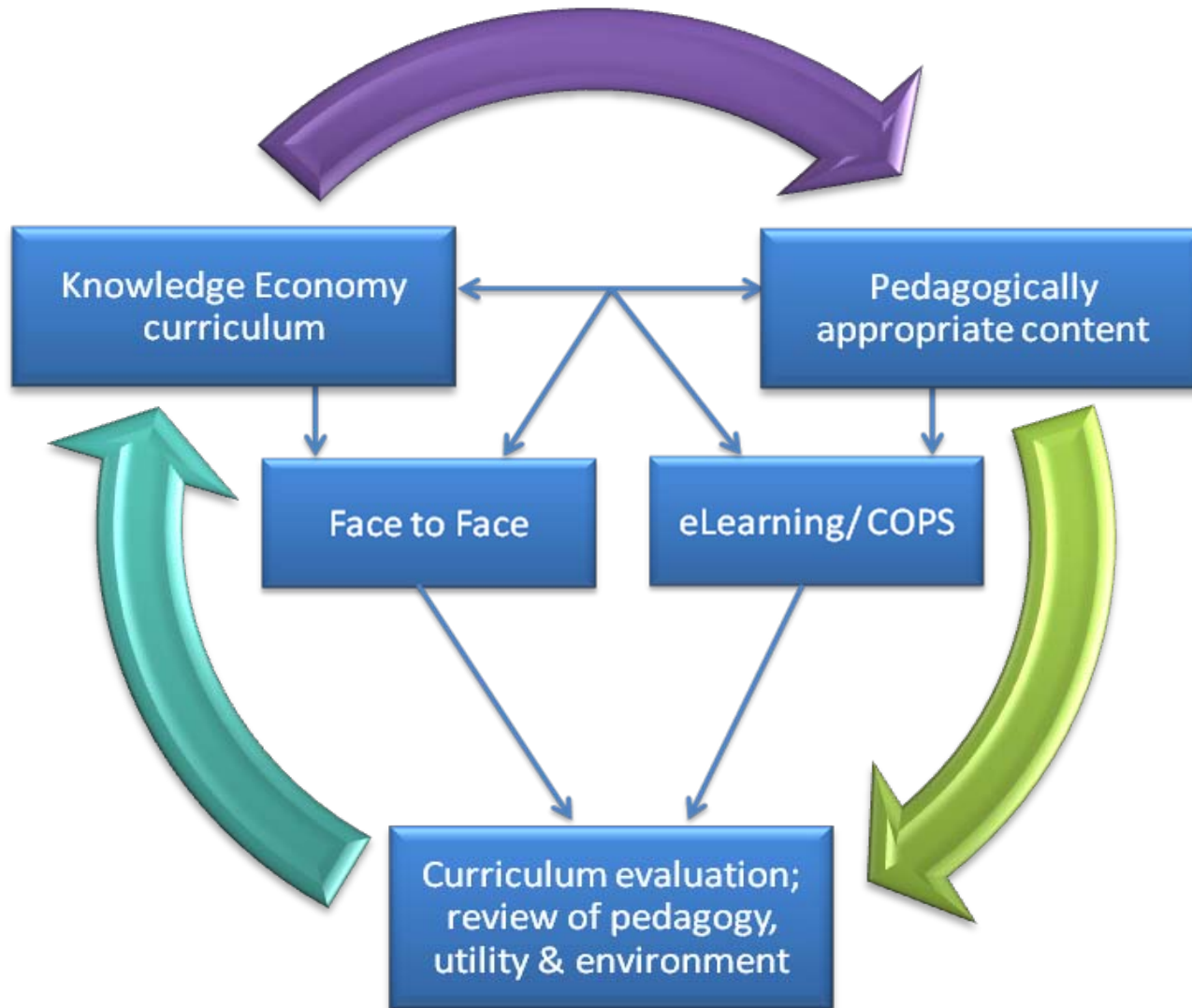
- Women communicate in different ways ~ a lack of acceptance of women's communication styles as economic leaders and managers maintains women entrepreneurs' economic vulnerability (Green et al, 2003);
- Women start and run businesses in different sectors, develop different products, pursue different goals and structure their businesses and business processes in a different fashion (Brush, 1992);
- Women learn in different ways than men; gender-sensitive education improves the learning experience (Belenky et al, 1997). Online skilling and COPS suit women's 'just in time' learning needs;
- Understanding the unique characteristics and motivations of females is central to building an inclusive economic future.



women @ work pilot

- Up to 20 women in the health industry were invited to participate in the multi-modal (face-to-face, online and video conference-based) learning program (2009);
- The program focused on team effectiveness, networking and communication skills;
 - Participants chose online learning as their preferred mode of learning ~ blended learning remains highly relevant;
 - Content too generic ~ important to differentiate between women's and workplace/industry needs;
 - Participatory design ~ core competencies + in situ heterogeneous industry/organisational/personal development needs.

Learning framework



WLN 2010

Women's LifeLong Career Development:
Education and Vocational Training Workshop



*'Live to a ripe old age and learn until
the day you die' (Chinese proverb)*

Thank you for your attention
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