

W H A T H A P P E N S T O  
**Women In Tradesland**

*AN AUDIO-VISUAL PRESENTATION*



# WHAT HAPPENS TO Women In Tradesland

## AN AUDIO-VISUAL PRESENTATION

Women's participation in the trades and technology workforce is growing.

According to Statistics Canada, 100,000 more women were employed in trades and technical work across the country this year than there were six years ago.

"WHAT HAPPENS TO WOMEN IN TRADESLAND" is a slide-tape presentation that presents an overview of the experience of working in trades and technology jobs from a woman's point of view.

It is presently the only audio-visual presentation in Canada created to address a primarily male audience on the subject of integrating women into the trades and technology workforce. Although women can and do benefit from viewing and discussing the show, the material has been specifically designed to focus on issues which have been identified by trades-women, in terms and style easily identifiable by their brothers on the job or in the classroom.

This slide show presents some solid information about a subject often confused by myths and misunderstandings. As the material can generate feelings and questions that would be useful and important to address, a discussion guide and resource material have been developed to assist facilitators in responding to these questions. The show focuses on exploring the attractions to this type of work, the barriers for women, and roles, responsibilities, and avenues of action in problem solving.

## A U D I E N C E

"WHAT HAPPENS TO WOMEN IN TRADESLAND" was developed by Women in Trades, Kootenay Council, in conjunction with a seminar, *The Workplace in Transition: Integrating Women Effectively*, and is designed to assist employers, job stewards, trade school instructors, foremen and employment counsellors in dealing with the issues involved in women's increasing participation in the trades and technology workforce. It is also useful for:

*mixed high school guidance classes*

*pre-trades courses for women*

*personnel managers*

*union groups.*

## EDUCATIONAL VALUE

People who have seen "WHAT HAPPENS TO WOMEN IN TRADESLAND" have said it provides

### for men:

information about how women feel and react on the job in a way that men can understand

role models of women doing a variety of trades and technology work

real information and experiences that, once named, give people a handle by which to think and talk about the issues (e.g., how to respond, what really happens, what to do about it)

### for women:

a greater variety of role models

broadened horizons and career aspirations

the obstacles and the reasons for overcoming them, laid out in a straightforward manner

### for mixed groups:

role models of women doing a variety of trades and technology work

concrete, realistic information about women's experience in these fields

identification of the myths, obstacles, and the reasons for overcoming them

assistance in dealing more creatively with these issues in the future

## WHAT HAPPENS TO Women In Tradesland

AN AUDIO-VISUAL PRESENTATION

### Includes

carousel of 118 colour slides  
synchronized audio tape  
a discussion guide for facilitators  
handouts and resource material

### Running Time

16 minutes

### Price

SLIDE-TAPE	VIDEO (3/4" or 1/2")
	single copies
\$275 each	\$225 each
	5 or more
\$230 each	\$205 each
	10 or more
\$200 each	\$185 each

AVAILABLE IN ENGLISH OR FRENCH FROM:

**WOMEN IN TRADES  
KOOTENAY COUNCIL**

Box 3651

Castlegar, B.C. V1N 3W4

Tel.: 365-5287 or 226-7624

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B.C. Provincial Council of Carpenters

Canada Employment and Immigration Commission

Carpentry Apprenticeship Joint Board

Secretary of State

B.C. Human Rights Commission

B.C. Ministry of Labour, Women's Office.

## A C K N O W L E D G E M E N T S

... delivery should include schools, counsellors, students, management and industry.

Pacific  
Vocational Institute

useful in illustrating the pros and cons of women working in trades and technical occupations ... presented both sides in a non-judgemental and constructive manner.

Ontario Ministry  
of Government Services

... recommended to the industry and to supervision staff ... of great value to first time supervisors.

BC & YT Building  
Trades Training  
Coordinators Committee

Balanced, honest and non-threatening look at women in trades ...

Ontario Hydro

Every instructor should have a look at it!

Millwright instructor  
Selkirk College

... excellent in illustrating the experience we encounter in trying to integrate the workplace.

West End Machining

Well done overview of the issues ... discussion guide takes you through a constructive problem solving process ... collaborative approach.

Instructor  
Pre-trades training  
for women