



WOMEN IN AUTOMOTIVE FAQ's

Women In Automotive Overview

Women in Automotive (WIA) is an organisation dedicated to promoting diversity and inclusion within the automotive industry. It aims to create an environment that attracts and nurtures diverse talent, recognising that inclusivity is not only a moral imperative but also a strategic advantage in today's competitive landscape.

Despite women representing half of the consumers in the automotive industry, their representation in the workforce remains disproportionately low, currently standing at only 17%, as highlighted by Infometrics New Zealand. In response to this disparity, five organisations within the industry came together in 2021 with a shared purpose: to drive change and foster a more inclusive environment within the automotive sector. These organisations include the Collision Repair Association, Driven Car Guide, Motor Industry Association, MITO, and the Motor Trade Association.

Accord Overview

The Women in Automotive Accord signifies a commitment by organisations within the New Zealand automotive industry to join forces in promoting diversity and inclusion. By signing the Accord, organisations pledge to work together towards common goals, such as increasing female workforce participation, advancing women into leadership positions, and cultivating inclusive workplace cultures. This commitment is more than just symbolic; it entails taking concrete actions and measures to drive meaningful change within the industry. Through collaboration and shared accountability, signatories of the Accord strive to create a more equitable and vibrant automotive sector where everyone can thrive.

Q1: What benefits can our organisation expect from joining Women in Automotive?

A1: By becoming a member of Women in Automotive, your organisation can access tailored resources and opportunities aimed at fostering diversity and inclusion within the automotive sector. You gain insights, best practices, and strategies to empower women in all industry roles. Additionally, membership provides a platform for collaboration, enabling you to connect with like-minded professionals, forge partnerships, and demonstrate your commitment to diversity and inclusion, enhancing your brand reputation as an inclusive business.

Q2: How does Women in Automotive support the future success of the automotive industry?

A2: Women in Automotive plays a pivotal role in shaping the future of the automotive industry by championing diversity and inclusion. We recognise the significance of attracting and retaining top talent from diverse backgrounds to drive innovation and adaptability in a rapidly evolving landscape. Through our initiatives and advocacy efforts, we strive to ensure that the automotive sector reflects the diversity of its customer base, fostering inclusive workplace cultures where everyone can thrive.

Q3: What impact does diversity and inclusion have on organisational performance within the automotive industry?

A3: Studies have consistently shown that organisations with inclusive cultures outperform their counterparts in various key metrics. According to a study by Bersin by Deloitte, summarised in a WhatWorks brief, companies that prioritise diversity and inclusion are six times more likely to predict and adapt to change, six times more likely to be innovative, and twice as likely to exceed financial targets. By embracing diversity and fostering inclusive environments, automotive companies can enhance their competitiveness, drive innovation, and achieve sustainable growth.

Q4: How can Women in Automotive help our organisation take a leadership position on diversity and inclusion?

A4: Women in Automotive empowers organisations to take a leadership position on diversity and inclusion by providing guidance, support, and resources every step of the way. Through our collective efforts, we aim to elevate the visibility of women in the automotive industry, advocate for meaningful change, and inspire bold action. By joining forces with Women in Automotive, your organisation can play a pivotal role in driving positive transformation and leaving a lasting legacy for leaders and the industry as a whole in New Zealand.

Q5: What does it mean to sign the Accord?

A5: By signing the accord, each organisation is agreeing to the declaration and delivering on the commitments of the Women in Automotive New Zealand Accord.

Q6. By signing the accord, what commitments does our organisation agree to make?

A.6: If your organisation becomes a member, you'll commit to the seven key initiatives aimed at promoting diversity and inclusion. However, Women in Automotive understands that this is a journey, and not every organisation will immediately excel in every commitment. The focus is on embracing the journey, being transparent about progress, so that others can offer support and learn from your experiences.

Q7. How are your commitments measured and reported?

A7: Success in adhering to the Accord's principles is gauged through yearly reports submitted to Women in Automotive, alongside completion of an annual survey and CEO attendance at the Accord Summit.

Q8. What if we need to pause or stop membership?

A8: Membership is renewed annually. There is an option not to renew at this time. To cease or pause membership at this time, organisations need to submit a request to this effect in writing.

Q9: When does the membership term for Women in Automotive start and end?

A9: The membership term for Women in Automotive begins on July 1st each year and ends on June 30th of the following year, constituting a 12-month period.

Q10: Why are payments made to MTA for Women in Automotive membership?

A10: Payments are made to MTA for Women in Automotive membership as MTA currently acts as the secretariat for WIA. This arrangement supports administrative functions while WIA is in its infancy.

Q11: Why is the CEO the signatory on behalf of member organisations?

A11: Women in Automotive aims for CEOs to become signatories to take the lead in championing gender diversity and inclusion initiatives within their organisations. By committing at the highest level, CEOs demonstrate a genuine dedication to fostering change and driving progress towards gender equality in the automotive industry.

Q12: What does my membership fee contribute to?

A12: The Women in Automotive consortium is made up of industry volunteers. Your membership fee contributes towards key initiatives including support collateral, data insights, impact measurement efforts, events and design and marketing.

Q13: How will WIA measure success?

A13: WIA will measure success by:

- Increasing the overall industry representation of women from 17% to 30% by 2030.
- Elevating women's representation in leadership roles across the industry.
- Leading and measuring the adoption of an inclusive culture throughout the industry, while also fostering inclusive leadership as a fundamental industry capability.

Q14: How can I get more involved or how can my company get more involved?

A14: As Women in Automotive is primarily supported by industry volunteers, we're always looking for volunteers with additional skillsets and networks, as well as contributions to the programmes and initiatives we are committed to delivering. Please reach out to Women in Automotive info@womeninautomotive.nz or one of our consortium partners for more information on how to get involved and/or available programme sponsorships (for example, event sponsorships).

Q15: What is the membership fee structure again?

A15: Annual fee per annum (+gst) by business size (FTE):

1 to 4, \$150

5 to 15, \$300

16 to 30, \$400

31 to 50, \$600

51 to 150, \$1000
151 to 300, \$2000
301 to 500, \$3000
501 plus \$5000