

## Women Take the Wheel – JJ Richards & Sons Pty Ltd

October 2011

### ***JJ Richards & Sons Pty Ltd has diversified its workforce to meet the demand for skilled drivers.***

As Australia's largest privately owned waste management company, JJ Richards understands the importance of attracting a diverse pool of talent to their business.

With a new contract requiring seven additional drivers, JJ Richards saw the opportunity to create new pathways into the business and turn its attention to attracting women drivers.

JJ Richards partnered with the Department of Transport and Main Roads under the *Women take the Wheel* initiative. Together they designed a fresh approach to attracting, training and employing women in non-traditional driving roles.

A new entrant program was developed which included:

- A targeted advertising campaign designed to remove barriers and attract diverse candidates. This resulted in over 1100 applications being received.
- An interactive recruitment process that included an on-site information session, hands on experience with vehicles, and meeting the existing JJ Richards team.
- A funded pre-employment licensing program for shortlisted applicants. This program saw participants train in a real world environment in specialised waste management vehicles made available by JJ Richards.
- A unique buddy system that engaged the existing workforce and gave participants the support they needed to gain both technical and soft skills.
- A nationally recognised traineeship for successful candidates to fully develop and embed their new skills.

### **The results**

The authentic and interactive recruitment phase meant a zero dropout rate from the program, with all shortlisted applicants gaining their HR licence.

JJ Richards were able to fill their vacancies with enthusiastic, skilled and job-ready entrants. The buddy system saw participants transition smoothly into the existing workforce, with new entrants skilled and ready for the commencement of the new contract.

The pilot program has been recognised by industry through both Queensland and national awards, and is now being used to expand the program into regional locations.

**For more information contact the Department of Transport and Main Roads**

**Email:** [transform@tmr.qld.gov.au](mailto:transform@tmr.qld.gov.au) **Phone:** 3306 6785 **Web:** [www.tmr.qld.gov.au/transform](http://www.tmr.qld.gov.au/transform)



***'We already had the right environment; we just needed to promote it in the marketplace.'***

*Josh Richards  
General Manager Fleet & Engineering  
JJ Richards & Sons Pty Ltd*