

App Launch Brings Construction Careers to Women's Fingertips

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Women across Australia will now have access to vital information that can open pathways to careers in construction thanks to a smartphone application recently launched by Awesome Women in Construction.

For the past year, not-for-profit organisation Awesome Women in Construction (AWIC) worked closely with technology students from the Queensland University of Technology to create an application (app) aimed at helping school-leavers and young women to find their path into the construction industry.

The AWIC Be Ready App takes the user through a Career Assessment Tool in which they answer questions about their talents, aptitude, interests and how they like to learn. It then provides a series of recommended career options, allow the user to explore those careers in more detail.

Currently in the second stage of development, that application will soon include details of salary parameters and the qualifications required to access that career, linking the user to education pathways.

Moore Australia Partner and AWIC Board Member Kerry Bebendorf said there was a significant opportunity for the Be Ready App to have an impact on the number of young women in the construction industry.

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AWIC – Moore Women in Construction

Be Ready App Article

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“When young women are making decisions about their careers it can feel like there is never enough information,” Kerry said.

“As a school leaver, so much of the career discussion is about which university or TAFE you will attend.

“However, for so many of my clients construction wasn’t an option presented to them but something they fell into.

“My daughter, for example, worked in childcare before changing career paths. She began working in administration for a builder and started assisting with developing quotations.

“We spoke about how she wanted to build a career in that field and were then able to research estimating.

“If the Be Ready App had been available when my daughter was finishing school, she would have access to an information about the sheer diversity of careers available in construction and which would suit her the best.”

Awesome Women in Construction Founder and CEO Amanda Bulow said the app was a method of reaching one of the organisation’s key target markets.

“We support women through every stage of their career within the construction industry by networking and purpose-built training programs,” Amanda said.

“I speak to a significant number of women in the industry on a daily basis and almost all of them started out in entirely different careers.

“Construction was simply never discussed as an option for women when I was in high school and university and not much has changed.

“I was working in the café of a housing display village and studying taxation law in my break when the manager asked me if I wanted to do something meatier than work in the café and that’s where my career in construction began.

“In our strategic plan we’ve created tactics to engage and retain our next generation, so when the Queensland University of Technology approached us with the opportunity to create an app, we knew this could be pivotal.

“This target market has high frequency smartphone use, so to deliver access to information about pathways into construction right to their fingertips is incredibly meaningful.”

At the official launch of the Be Ready Application in July, attendee and Prestige Staffing Solutions Business Development Manager Jordan Clark witnessed the app’s potential to change the course of women’s careers.

“I studied at the Australian Industry of Trade College and have worked since I was 13 years old,” Jordan said.

“I was one of five girls and the rest of the class were boys. The boys were all studying to be plumbers, electricians and the like while the girls did hairdressing or childcare.

“The only time construction trades were spoken about to the young women was to highlight potential challenges and barriers that we would face. We kept being told that it was male dominated and would be a hard place to fit in.

“I tried hairdressing and absolutely hated it. I had a horrible workplace experience and resigned. I remember being feeling truly lost about what I was going to do next.

“At school some friends were talking about sign writing and I took a chance, contacting a local company and asking for two weeks work experience. After two weeks and I asked for more and they invited me to become an apprentice.

“I ended up staying for six years and loving it. There were challenges along the way, but I felt like I had the support to deal with them, loved the work, finished my apprenticeship and ended up moving into the management side of the business.

“I think one of the most important aspects about the Be Ready App is that it doesn’t just give young women information about basic options. It helps them understand that jobs in construction don’t have to be jobs ‘on-the-tools’.”

Jordan said there were many different disciplines with the industry, with “very real” opportunities to lead and manage people.

“If I’d had access to the Be Ready App when I was a teenager, I would be a Chief Executive Officer by now.”

Kerry said the second stage of the Be Ready App would provide a more complete solution for young women.

“The next stage will create a more multi-dimensional solution and makes me excited about just how far the application could go in terms of assisting other women in construction as a hub of information,” Kerry said.

“And the true beauty of the application is that it’s not simply an app. It’s backed by a strong group of women, a network of real people supporting each other.”

Kerry said AWIC was working with the Australian Government and major industry partners to plan a national launch of the second stage of the Be Ready App in mid-2023, which will include access on Apple devices.

The current version of Be Ready is available on Android devices through Google Playstore.

Kerry and Moore Australia continue to work with AWIC to provide support and develop women within the Australian construction industry through powerful networking events, purpose-built training and recognition initiatives such as the AWIC Awards.

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Photo information:



Amanda Bulow – Founder and CEO, Awesome Women in Construction



Kerry Bebendorf – Moore Australia Partner



Amanda Bulow – Founder and CEO, Awesome Women in Construction and QUT Technology Student Canyu Wang at the Be Ready application launch.



Screenshot of Be Ready application

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