

# 10 TIPS to attract women drivers

WORDS BY WOMEN IN ROAD TRANSPORT CHAIR, MERYN MORRISON

**D**o you wish to hire more women to fill vacant positions within your organisation? If the answer is yes (and it should be), read on because Ellen Voie, president and CEO of the American Women in Transport Association, has ten tips for transport companies looking to attract and retain women drivers. Here are the highlights:

1. Let them know you want to hire women. If your recruiting advertising doesn't include women or worse yet, excludes women, you won't get their attention. Go back and look at your recruiting advertisements and see if they appeal to women.
2. Tell women *why* you are interested in hiring them. For example, do you have a real desire to hire women as drivers because you believe they are capable and competent?

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3. Let potential drivers know why you are a good fit for them. Do you have loads that are regional instead of long distance? Do you have equipment that makes the job less physically demanding? Do you have female trainers available?
4. Safety is a top priority when hiring women. Making sure the workplace is safe is important, but you should also consider ways to protect your drivers from harassment. Make sure your drivers aren't the source of this negative behaviour.
5. The more you can remove the physical aspect of the job, the easier it will be to recruit and retain women. More driving, less unloading, cranking, pushing, and pulling will save your drivers from pain down the road.
6. Be sure your terminal has equal access to restrooms and locker facilities. Ask your drivers for their basic needs and they'll tell you what you're missing.
7. Train, educate, and mentor. Help your drivers be the best they can be. Teach them about safety and how to avoid a hazardous work environment. Give them lessons on self-defence and how to avoid and deflect harassment.



Meryn Morrison

8. Provide mentors. If you have female drivers already, pair them with a new recruit to give them a different perspective. Encourage them to talk on the phone and meet in person and help them in the process.
9. Set an example. Promote women into leadership roles and make sure they are visible to your drivers. Welcome and encourage women to apply for leadership roles within your organisation.
10. Encourage women employees to join the Women in Road Transport (WIRT) network. Our team is busy updating our database, planning events and generally helping women in our industry connect with each other. ■

**For more information, or if you want to get involved in supporting women in the road transport industry, email Meryn at [wirtnz@gmail.com](mailto:wirtnz@gmail.com)**