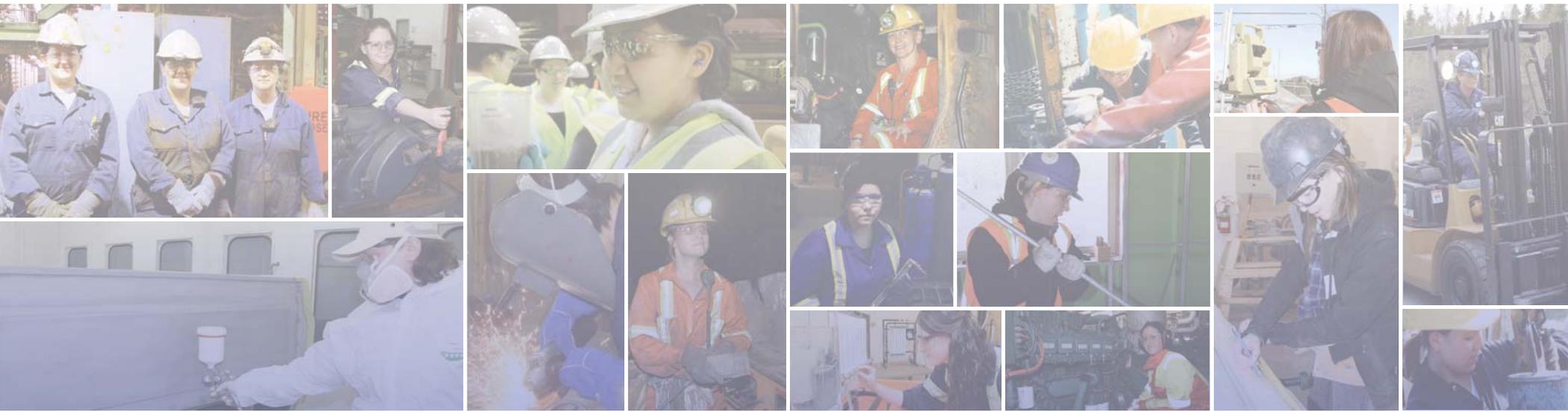


DARE TO BE  
DIFFERENT...



## OUR MISSION

To advance the economic equality of women in Newfoundland and Labrador by promoting equitable participation of women primarily in the natural resources sector.

**WOMEN**  
IN RESOURCE  
DEVELOPMENT CORPORATION

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**WOMEN**  
IN RESOURCE  
DEVELOPMENT CORPORATION

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## WRDC is committed to be leaders in diversity by

offering approved programs and services to raise awareness of and provide linkages for females to trades and technology opportunities, and finding solutions to common issues affecting women which relate to entering and/or remaining in trades and technology careers.

### About WRDC ...

Women in Resource Development Corporation (WRDC) is a provincial non-profit organization **committed to increasing women's participation in trades and technology (T&T) occupations.** WRDC has been in existence since 1997, and created a charitable arm, the Educational Resource Centre (ERC), in 2002.

Successfully increasing the participation of women in these fields requires a comprehensive **“lifecycle”** approach, supporting women at all points in their pursuit.

We achieve our goals through the work of numerous projects, funded by both provincial and federal government, national foundations, and private industry sponsors.

### Programs and Services:

- **career exploration** for girls and young women
- **career counseling and development** for women
- **recruitment and retention strategies** and best practices for employers to enhance diversity practices

### Women in Trades and Technology ... or are they?

Women continue to be underrepresented in trades and technology occupations across Canada.

#### In Newfoundland and Labrador:

- only 14.2% of workers in the mining, quarrying, and oil and gas sector are female,
- only 9.2% of the automotive repair and maintenance workforce are female, and
- only 8.2% of workers in the construction industry are female.

\* Statistics Canada, 2011 National Household Survey

**Women are a critical labour supply**, and increasing the representation of women in non-traditional occupations is a key strategy for addressing labour shortages.

### Diversity provides extensive benefits for companies ...

increasing the number of women, and combining workers from different backgrounds and experiences results in a more creative, innovative, and productive workforce.

### WRDC's key activities ...

- Providing practical, hands-on career exploration opportunities for girls;
- Providing employment assistance and career advancement services;
- Providing career development, training, and networking opportunities for women;
- Job-matching activities: maintain a database of qualified women, and link them to employment in trades and technology occupations;
- Offering guidance and consultation regarding the development and implementation of gender-diversity initiatives;
- Providing professional development workshops and training sessions regarding best-practices and strategies for the recruitment and retention of women in trades and technology;
- Collaborating with key stakeholders, such as training institutions, employers, labour unions, government departments, and community groups to identify solutions to issues commonly identified by women in trades and technology.

For more information on current program and service offerings, please contact us at 1-800-738-3713 or [info@wrdc.nf.ca](mailto:info@wrdc.nf.ca).