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WHG  
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GRAMPIANS

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## MEDIA RELEASE

# ***Celebrating Women in Trades* photography project to launch in Ballarat**

**Women's Health Grampians (WHG), Apprenticeship Support Australia (ASA) and Hope Assistance Local Tradies (HALT)** are excited to announce the launch of the *Celebrating Women in Trades* photography project.

The project aims to celebrate the achievements of women in trades, to provide strong role models of women working in male-dominated industries, and to support and inspire other women to begin their own trades career. Twelve tradeswomen from around the Central Highlands region were selected to feature in this project. They were photographed by Mitch Nivalis at MDP Photography and Video at their places of work, and interviewed about their experiences as a woman in a non-traditional trade. The launch event will feature the powerful images and stories captured throughout the project.

The launch will be held at the **Australian Centre for Rare Arts and Forgotten Trades**, which is a place to learn and preserve Australia's rare trades through a series of workshops and masterclasses. The event will feature talks from The Hon. Michaela Settle MP, Sovereign Hill CEO, Sara Quon, John Holland Social Procurement Manager, Kate Hogan, and one of the women featured in the exhibition, Tara Kelly. A large banner featuring the women's images and stories will be unveiled; this banner will then move to different public locations across Ballarat to increase the visibility of strong female role models in non-traditional trades.

All women who are featured in the project, along with their employers, have been invited to join in this special celebration of their remarkable achievements.

Quote attributable to Rose Durey, Manager Strategy and Programs, Women's Health Grampians:

*“Challenging our ideas about what constitutes women’s work is so vital – and that is exactly what this photo exhibition does. We’re celebrating the women who are working in male-dominated industries, and in doing so, we’re showing other women and girls what is possible in terms of career options.”*

There will be opportunities for media to speak with representatives from WHG, ASA and HALT, and with some of the women featured. Images from the exhibition can be made available, but will be embargoed until after the launch.

**Event date:** Tuesday 4<sup>th</sup> April 2023

**Event venue:** Australian Centre for Rare Arts and Forgotten Trades, 383 Bradshaw Street, Golden Point

**Time:** 11am – 12:30pm

**Media Enquiries:**

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