



The Hon. Alister Henskens SC MP
Minister for Science, Innovation and Technology
Minister for Skills and Training
Leader of the House in the Legislative Assembly

Ref: MIN22/186 (IM22/3283)

Ms Hilary Yerbury
Education Convenor
Graduate Women – NSW Inc
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SYDNEY NSW 2000

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Dear Ms Yerbury

Thank you for your correspondence of 8 February 2022 regarding women in TAFE NSW advertising.

It is a priority for the NSW Government to continue to foster inclusive workplace environments including encouraging women to consider career options in the vocation and trade sectors. In that respect, I can assure you that TAFE NSW, as a public sector agency, takes a gender balanced approach in its advertising campaigns.

For example, in the Semester 1, 2022 campaign, TAFE NSW has approximately 90 to 95 per cent of advertising either featuring females as solo talent or in a mix of images and film across over 500 ads. These ads cover a broad range of industries including cyber security, business management and hospitality. In addition, 100 per cent of the TV, social media, video and radio ads are voiced by women.

Thank you for taking the time to bring this matter to the Government's attention.

Yours sincerely

Alister Henskens SC MP
Minister for Science, Innovation and Technology
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 March 2022