



ART of  
**MENTORING**



# Case Study:

## Women Building Australia Mentorship Program

# Women Building Australia (WBA) Mentorship Program

**A mentoring initiative led by Master Builders' Australia (MBA).**

*Master Builders' Australia is the national voice of Australia's \$200 billion building and construction industry, and represents eight state and territory Master Builders' Associations and 32,000 members nationwide.*

## Business Challenge and Background

The Women Building Australia National Mentorship Program is an initiative led by Master Builders' Australia. The program provides female newcomers to the industry with access to support, encouragement and advice from experienced individuals through a virtual or face-to-face mentorship.

Mentorship was identified as a way to attract women to the sector and support them to stay. Australian Federal government funding from the Office for Women was provided for this program over a 3 year period, to benefit 300 mentoring pairs.

The nature of the construction sector sees people dispersed in sometimes quite remote locations, meaning face-to-face mentorships were not possible for some participants. It is important to note that this program was running during a global pandemic which impacted the number of face-to-face meetings possible due to remote working and social distancing restrictions.

Master Builders' Australia needed a solution that:

- Could be delivered in an online and/or face-to-face format.
- Could meet Master Builders' Australia's organizational objective of attracting more women to the sector and supporting them to stay.
- Was scalable, and maximized mentor/mentee matching success.
- Provided the training required for mentors and mentees to feel confident as they entered their mentorship.
- Required limited program resourcing requirements from Master Builders' Australia.

Art of Mentoring (AoM) was approached to assist with the program based on its extensive mentorship program expertise, world-class training materials and technologically enabled program design.

The program was open to female mentees with up to 5 years of experience in the industry, currently employed in administrative, technical or semi-professional building and construction roles, or employed full-time, part-time or in an apprenticeship. Applicants could be working in civil, residential, or commercial sectors in the industry and had to be available for the length of the program regardless of work status.

To join as a mentor, participants could be female or male and currently employed in a management or supervisory role or running their own business in the building and construction industry in Australia.

As an added incentive to join, Master Builders' Australia provides an award scholarship for one top performing mentee across Australia, dependent on completion of all requirements of the mentorship program including attendance at webinars, completion of program surveys and submission of a short case study outlining program outcomes for the mentee.

The award is a course of choice to the value of \$5000 at Master Builders' state of the art "Building Leadership Simulation Centre" in Melbourne and includes airfares, transfers and accommodation. Eligibility for the award also requires nomination in the annual Art of Mentoring Mentee of the Year Awards.

❖ We highly recommend you take a look at our white paper **The Ripple Effect**, which will help you dive into the world of evidence-based methodologies on how to implement programs.





## The Solution

The first WBA program was developed and rolled out from 2018-2019. Learnings from this program informed subsequent program phases. The WBA program is now in its 4th year, and whilst the 2022 program is currently underway, this case study explores the 2021 program in greater detail.

The program ran for a period of 8 months and was delivered as follows:

Rather than offering a self-serve model where a single mentee searched for a mentor online, the program was structured in cohorts to allow participants (mentees in particular) to feel connected to a wider group and build connections with other participants.

During recruitment, information was provided on program time frames, events and milestones to ensure participants were informed of what was required and expectations were managed.

Following recruitment, extensive training was delivered to all participants to equip them with the skills required to maximize their mentorship experience.

Art of Mentoring's Program Manager ran the program using Art of Mentoring's online mentorship platform.

The platform provided:

- An advanced algorithm for computer-generated mentor/mentee matching, with an ability to override if required.
- A central platform for participant applications and communications. This included addressing participant queries by the Program Manager.
- An online portal for accessing mentorship resource materials.
- And advanced survey tools to track program progress, addressing any issues along the way, rather than at the end of the program.

A program close survey and evaluation report was prepared highlighting key program outcomes.



Interested in learning more about the platform used for the WBA Program?  
**Take a look** at how you can streamline the administration for your own program.



## Program Evaluation & Outcomes

**The purpose of this mentorship program was to provide female newcomers to the industry with access to support, encouragement, and advice from experienced individuals through a virtual or face-to-face mentorship.**



The results indicated very high scores of mentorship relationship satisfaction and experience with the mentees, and slightly lower satisfaction scores from the mentors.

With Covid-19 restrictions impacting peoples' lives, and the boom in parts of the construction industry, some mentee participants did not engage as was expected, impacting the satisfaction of some of the mentors. *Despite this, goal achievement was high.*

- Mentee goal achievement was very strong with **90% of mentees responding that they had achieved all or some of their goals, and 19% of the total also achieving outcomes that were not expected.**
- **Mentee satisfaction with their match and their mentor's performance in the partnership was very high at 90.48%.**
- The majority of mentees and mentors thought the program length and structure were just right.
- Results show high satisfaction with how the program was organized, communicated, resourced, supported by the Program Manager and by Master Builders' Australia.
- 52 % of mentees rated their mentorship experience as 'one of the best things I've ever done'.

### **Mentees' top 5 positive impacts from the program were:**

1. Personal learning & growth
2. Self-awareness
3. Likelihood of continuing to work in my profession/industry
4. Attitude to my job/role
5. Self-confidence

### **Other notable positive outcomes reported by mentees included:**

- 86% changed the way they think due to their mentor's influence
- 76% changed the way they communicate
- 71% are able to articulate and act on their career goals
- 67% made an important decision.

### **Mentors' top 5 positive impacts from the program were:**

1. Likelihood of continuing to work in my profession/industry
2. Career/job satisfaction
3. Leadership capacity
4. Sense of wellbeing
5. Meaning & purpose

The majority of mentees (90%) and most mentors (63%) felt the mentorship experience had a positive impact on their opinion of Master Builders' Australia. No participants felt that the experience had a negative impact on their opinion of MBA.

**It was exciting to note that six mentees secured a new role and four gained a promotion during their engagement with this mentorship program.**



## Qualitative Program Close Feedback

Below outlines some of the comments that emerged from the webinar and survey feedback regarding greatest learnings from the program.

*“Confidence in your abilities and believing you can be more and do more is a game changer. Having a mentor is important in growth in all aspects of life.” (Mentee)*

*“The ability to connect with other like-minded professionals and validate and expand my thinking.” (Mentee)*

*“This was my 2nd year in the program, and I enjoyed the experience again, and had some similar and some new experiences with my mentee. It is a continual learning process for me also, and meant I had to manage the challenges of covid interruptions and coordination of time a lot more than the previous year.” (Mentor)*

*“The development of my mentee and our relationship was extremely satisfying and rewarding, it was a mutually beneficial relationship.” (Mentor)*

The program also delivered exciting learnings about the outcomes of virtual mentorship confirming the findings of various studies that, properly managed, a virtual mentorship program can be just as effective as face-to-face. The virtual format afforded the opportunity for participants to have access to mentors and mentees in other Australian states from their own. Program evaluation scores were found to be very similar to those you would expect from a well-run, traditional program. Feedback included:

*“Well done to all involved in the tools and program. Well-developed and executed. It made my role as a mentor easier with tools and documentation at my fingertips. The video hook-ups were also very good and beneficial.” (Mentor)*

*“This is a really valuable and well-run program. I have gained immense benefit and I would like to thank Master Builders’ Australia and Art of Mentoring for making this possible. My mentor was incredibly passionate about the profession and mentoring and it was clear she was very experienced in both. She has had a profound impact on my career path and thinking.” (Mentee)*

*“It’s a great program and I have already told lots of businesses about it to help more women connect into the future.” (Mentee)*



*“Thank you for giving me this opportunity to shape the future of the construction industry.”*

**- Mentor**



# Results and Key Learnings

The 2021 WBA program was deemed highly successful by all involved. The learnings below have helped to shape the 2022 program. As a key program goal, it was positive to see that “Likelihood of continuing to work in my profession/ industry” rated as number one for mentors and number three for mentees, in benefits taken from the mentorship. This is an objective we often see for many association and membership based mentorship programs.

The move to virtual mentorship programs and using breakout rooms in group virtual meetings, was well received and is being used in the 2022 program as it allows connection and networking within their cohort. There was an interest in the cohort, especially mentees, to network together. An opportunity to link other regional Master Builders’ Australia events or face-to-face program events could provide this opportunity and increase program event attendance numbers.

Continued direct communication by Master Builders’ Australia via social media, email, events and scholarships helped to support ongoing engagement and nurture mentors through recognition of their ongoing industry and program support.

Click here for more info on Women’s Programs

## Are you ready to learn more about implementing a mentorship program in your business?

We combine evidence-based expertise with the latest technological innovations to enable companies, associations and government organizations to develop impactful, scalable and cost-effective mentorship programs.

We work with you to understand your organization’s goals and challenges and can customize the program to meet those needs.

Our demo is a 60 minute teleconference with one of our mentorship program design experts. You will learn first-hand how best practice principles underpin both our software and program design to deliver world class mentorship programs. Discover how Art of Mentoring can help you meet your organization’s unique goals.

- Experience the powerful simplicity of our software
- Understand how purpose-driven mentorships deliver results
- Gain clarity on what our programs offer
- Learn the benefits of automation to streamline processes



# Free Platform Demo

Learn how Art of Mentoring can help your organization to achieve business objectives and streamline administrative processes by providing powerfully simple and effective mentorship programs.

BOOK A DEMO

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