



Dalrymple Bay Coal Terminal

<https://www.dese.gov.au/career-revive/career-revive-case-study-dalrymple-bay-coal-terminal>

All scripts are a rough guide to how the video will be assembled. **Any interesting or unexpected points that interviewees bring up may replace or be added to the script below**

For this particular case study, it may be helpful to interview new employees who were hired after the organisation's review of its hiring practices.

“A conversation about workplace flexibility, improving the way you recruit and local people for jobs at DBCT”

Specific questions

Questions for Management/HR team member (or both):

- **What are the difficulties in attracting women to this industry?**
 - Talk about the local job market and why there have not been more women working at DBCT e.g. Hard to attract women to male dominated workforce.
- **What are the benefits of having more women in an organisation like yours?**
 - Talk about having access to a larger pool of potential employees
 - Talk about the benefits of having different people, different background, different perspectives
- **What sorts of things did the Career Revive initiative help you to change to try to address the challenges in recruiting women?**
 - Talk about making job criteria simpler to attract a wider pool of applications
 - Talk about changing the language in your job advertisements to make sure women feel comfortable applying
 - Talk about making interviews focus on an applicant's strengths rather than specific competencies
- **You have a strategy at DBCT called 'Grow with Us' to expand learning opportunities for students and community members through work experience, study placements or seeking entry level positions which complements the intent of Career Revive initiative. Why is it important for organisations like yours to work hard at building relationships with your local community?**
 - Talk about the benefits of supporting local community members into jobs, expanding skill sets for locals and the economic benefits to the local community.

Questions for a female employee:

- **Tell us about your experience of working in this organisation?**
 - Talk about the kind of job you do
 - Talk about the positive things about working for DBCT, for example flexible working where possible, more women starting to come into the organisation, DBCT's commitment to the local community.
- **What have you noticed has changed about working at DBCT over recent months?**
 - Talk about any benefits like more flexible work, or more women applying for jobs
- **How does more workplace flexibility in roles where it is appropriate help working people?**
 - Talk about people being better able to balance work and family commitments
 - Talk about employees feeling valued

Focus – Non-traditional roles

Phase of program - The Review

Time (mm:ss)	Audio	Visual <i>Drone footage subject to location access. Client supplied- approved raw footage clips preferred for sensitive areas.</i>
0:00	Bright, gentle music Words on the screen with Australian Government crest.	Career Revive is an Australian Government program that supports employers to attract and retain women returning to work after a career break.
0:05	Light inspirational music	Location shots of Dalrymple Bay. Title comes up over footage (Focus & Phase) Animated graphic state map with site location and business name. Shots of (potentially newly recruited) career break employee engaged in their work, ideally in a “traditionally male-centred” area
0:15	Employee talking about: <ul style="list-style-type: none"> • Their role in the organisation • The positive things about working for DBCT, for example flexible working where possible, more women starting to come into the organisation, DBCT’s commitment to the local community. 	Employee interacting with other staff, ideally around mining equipment or in a lab setting Narrative footage is filmed to complement audio.
0:50	Management/HR talking about: <ul style="list-style-type: none"> • The difficulties recruiting women into the industry and the benefits of having more women employed. • The changes the Career Revive initiative helped you to address the challenges in recruiting women. E.g. The review of recruitment practices • Benefits of flexible work practices • Talk about the ‘Grow with Us’ strategy. 	Shots of management interacting with mentee, either in their regular workspace or in a simulated job interview setting
1:15	Employee talking about what life is like for them now	More scenes of office interaction, AND/OR if possible, warm interaction between employee and their child/ren and/or partner
1:25	Words on the screen with the Australian Government crest and Career Revive URL (Career Revive - Department of Education, Skills and Employment, Australian Government (dese.gov.au))	Where to go for more info on Career Revive.



Career Revive Script framework

Please also refer to the Summary brief, Creative brief and Case Studies (links provided below) to get a holistic understanding of the program and our approach. This is essential to ensure consistency across multiple sites and subcontractors.

Note: This document is only intended as a framework for broad coverage of important points. If there's a specific area of interest you come across while on-site, a fascinating process or unusual piece of machinery, or something notable mentioned by the interviewee/s that may warrant further questioning please contact us to discuss the options.

Treatment

- Inspirational, natural, warm, light-hearted, personal stories, amusing anecdotes
- Well lit, creative composition to create depth and interest, smooth, calm camera movements in complementary footage
- Roughly 90 secs long, each video will focus on one or two employees who participated in returner program, with any necessary input from mentors and/or management
- It's recommended the mentee is interviewed first, and any gaps in their interview can be filled by mentors and/or management who can make to-the-point statements covering key areas, as well as encouraging other businesses to get involved
- Interviewer should ask all general questions and then specific questions appropriate to the organisation as listed on the following pages.
- It's important to encourage the interviewee to incorporate the question in their answer, as naturally as possible. This will make for a more coherent and to-the-point video. For example:
 - **Interviewer:** tell us about your role/s and responsibilities at [organisation]
 - **Interviewee:** My role at [organisation] is [Role] and my responsibilities include [a, b and c]

Treatment and narration example - <https://youtu.be/na7aRxIQGZ4>



General Questions

For HR team/management (in addition to any questions about specific points not already covered)

1. What are some of the challenges your organisation faces to recruiting women?
2. What motivated you to apply to participate in the Career Revive initiative?
3. How has your organisation benefited from the Career Revive initiative?
 - a. For instance, being seen as an employer of choice, access to a larger pool of potential employees, more women applying for roles, creating a more supportive workplace culture.
4. What kind of supports have you put in place for your employees?
 - a. For instance, flexibility, rostering changes, more thorough parental leave options.
5. How has participating in this initiative changed your outlook for your business?

For employee (female employee)

1. Tell us about your role/s and responsibilities in this organisation.
2. How long have you worked here?
3. What are some of your favourite things about working in this organisation?
4. In your opinion what change has occurred in the workplace because of Career Revive?
 - a. For instance, is flexibility more available, different policies being implemented, different types of people being recruited.

If this employee has been on a career break, ask these questions:

5. What experience did you have reengaging back into this organisation?
 1. What support did you receive?
 2. How did this help you to make the transition back to the workplace?

If this employee is an ongoing employee, ask these questions:

8. Has something changed for you or can you see something that has changed for other employees?
 1. What were the benefits from the change?
 2. Do you think it is a good thing that the organisation is focusing on attracting women?
 - a. For instance, perhaps it is making it easier for women to be recruited or promoted within this organisation.