



Company Overview

2026

Empowering
Women

Transforming
Industry



Business for good



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Empowering
Women
—
Transforming
Industry

About Steel Chicks

Steel Chicks is a social enterprise, founded to address the significant underrepresentation of women in the steel industry.

Steel Chicks is addressing gender inequality in the steel industry by empowering women through structured internships, personalised mentoring, hands-on training, networking, coaching, and leadership development programs.

These initiatives aim to build confidence, enhance skills, foster connections, and develop leadership capabilities, enabling women to enter, thrive, and advance in this traditionally male-dominated field. Creating pathways for meaningful employment and career progression, Steel Chicks is helping women improve their economic status and access to opportunities.

As a social enterprise, Steel Chicks reinvests a significant portion of its profits into its social programs.

Its sustainable and scalable business model ensures that its social impact grows over time, fostering greater diversity in the steel industry and driving long-term, meaningful change.

Steel Chicks is committed to building a supportive, inclusive community within the Australian steel industry, where women are empowered to thrive and lead, and to inspire other women to pursue and excel in steel-related roles.

We are also committed to supporting the broader industry, by increasing workforce participation, contributing to the growth of the local manufacturing sector, promoting environmental sustainability, and strengthening the economy for a more inclusive and prosperous future.



Business for good



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Mission

Steel Chicks' mission is to connect Australian steel industry stakeholders and provide practical education, training, coaching, and mentorship that increases women's access to leadership roles.



Purpose

Steel Chicks exists to help women build and advance their careers in the steel industry, drawing on our knowledge and experience to support every woman to reach her potential.



Values

We value diverse perspectives, operate with integrity and openness, and highlight women's achievements to strengthen the industry and encourage wider participation.



Vision

Our vision is a steel industry that inspires women to participate, grow, and lead, and a supportive national community built on shared experiences, successes, and lifelong learning.

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Steel Chicks' main goal is to inspire women to join the industry, and to support them to reach their full potential.

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Steel Chicks' Four Arms of Impact

01 Community Building

Steel Chicks strengthens visibility, connection, and representation for women in steel through regular panel events, online meetups, networking events, and outreach activities.

Panel Events

Steel Chicks' annual panel events bring together leading women from diverse roles across the steel industry and its sectors. Each annual panel focuses on a different theme reflecting current industry conditions, and features new panellists and topics to ensure the conversation remains relevant, grounded in lived experience, and reflects the challenges and opportunities facing women in steel.

Members-Only Online Catch-ups

Steel Chicks offers monthly virtual catch-up sessions for its members. The sessions build peer-to-peer connection, encourage knowledge sharing, and provide a collaborative space for members to discuss industry challenges, celebrate achievements, and help shape the ongoing direction of Steel Chicks.

Networking Events

Steel Chicks delivers in-person networking events aligned with program launches and other industry activities, bringing together members, partners,

employers, and training organisations. These events provide both sector-specific and general learning opportunities, and are designed to support members to build confidence, professional relationships, and visibility while fostering collaboration throughout the steel industry.

Community Outreach

Steel Chicks engages in outreach activities that build early awareness of steel industry careers. This includes careers expos, industry presentations, and events introducing female students to non-traditional pathways. These activities highlight the range of roles available, and encourage women to consider careers in male-dominated industries, while strengthening relationships with educators and community partners.

Impact and Evidence Base

Community engagement shows strong demand for visibility, connection, and representation. Members report increased confidence, stronger networks, and greater support in navigating male-dominated workplaces. Outreach activities also create pathways for women to see themselves represented in steel, supporting talent attraction, inclusive culture, and long-term workforce development.

02 Career Pathways

Steel Chicks is building a clear and supported pipeline into steel careers, offering guided entry points from early exposure through to trade and professional placements.

Work Experience

Steel Chicks provides structured work experience opportunities for secondary students and young women, offering site visits, workplace shadowing, and exposure to fabrication, design, logistics, engineering, and steelmaking environments. These placements introduce participants to real workplaces, build early confidence, and help young women understand the breadth of roles available across the supply chain.

Apprenticeships

The Apprenticeships stream supports women entering trades such as fabrication, welding, rigging, and drafting. Participants are matched with host employers and receive tailored mentoring and ongoing guidance throughout their training. This ensures women entering trade pathways have the tools, confidence, and structured assistance needed to succeed in male-dominated workplaces. The model also helps employers meet workforce capability and diversity goals through supported entry pathways.

Internships

Steel Chicks delivers structured 6- to 12-week internships across estimating, drafting, procurement, production, project administration, engineering, and compliance. Interns follow a clear learning plan and are supported by workplace mentors and regular check-ins, ensuring a practical, guided introduction to professional and technical roles. These placements build industry understanding, workplace readiness, and the confidence required to move into longer-term employment.

Impact and Evidence Base

Employer demand for structured entry pathways remains strong, with fabricators, distributors, engineering firms, and training organisations seeking job-ready candidates and coordinated diversity initiatives. Pathway participants report increased confidence, clearer career direction, and improved readiness for technical and professional roles. Employers also note stronger engagement, improved workplace culture, and greater ability to attract and retain new talent when supported pathways are in place. This reinforces the importance of guided entry points and structured support for women transitioning into steel and manufacturing careers.



03

Education & Training

Steel Chicks delivers practical, industry-aligned learning designed to build technical understanding, sector awareness, and workplace readiness for women entering or progressing within the steel and manufacturing sectors.

Seminars

Steel Chicks provides accessible learning sessions that strengthen women's capability across both trade and professional roles. These seminars introduce key concepts, explore industry expectations, and build confidence through practical, real-world insights. They are designed to support participants at all stages of their career journey, from early exposure to ongoing professional development.

Intro to Steel

Intro to Steel is a foundational training program that introduces participants to steelmaking, the supply chain, industry processes, safety principles, and career pathways. The course provides a consistent baseline of knowledge, helping new entrants, students, and career changers develop a strong understanding of the industry and its opportunities.

Launch into Work: Women in Steel

In collaboration with Apprenticeship Careers Australia and the Department of Employment and Workplace Relations, Steel Chicks piloted its first *Launch into Work* program in January 2026. The 4-week course combines site visits, workshops, and microcredentials, equipping women with workplace readiness, safety knowledge, technical skills, and preparation for steel careers while supporting employers to access job-ready candidates.

Pre-Employment Program

Steel Chicks' two-day pre-employment program provides a practical introduction to steel industry workplaces, building foundational knowledge, workplace readiness, and confidence. The program develops understanding of safety, workplace expectations, communication, and career pathways, supporting participants to enter industrial environments prepared for entry-level roles.

Workplace Inclusion Toolbox Talks

Steel Chicks now offers practical, on-site workshops that support employers to build respectful, inclusive, and gender-aware workplaces. These sessions provide clear, actionable strategies to strengthen culture, improve communication, prevent issues, and create psychologically safe environments that support retention and advancement.

Impact and Evidence Base

Early feedback indicates strong demand for confidence-building, practical training connected to real employment pathways. Participants report improved workplace readiness and clearer career options. Employers recognise value in strengthening capability and supporting diversity outcomes.



04

Professional Development

Steel Chicks strengthens leadership capability, workplace confidence, and long-term career progression for women in steel through structured mentoring, coaching, and targeted skills development programs.

Mentoring Program

The Steel Chicks mentoring program pairs emerging professionals with experienced industry leaders who provide tailored guidance, career support, and independent advice. Participants receive onboarding resources, goal-setting tools, and regular check-ins to ensure they have a structured, supported experience. This model builds confidence, broadens industry understanding, and offers women access to role models they may not otherwise encounter in their day-to-day workplaces.

Coaching & Leadership Workshops

Steel Chicks delivers short, practical workshops focused on leadership capability, communication, decision-making, and navigating male-dominated environments. The sessions help women develop influence, strengthen workplace resilience, and build the skills needed to step into supervisory or leadership

roles, and are designed to be accessible and relevant to women at all career stages.

Workplace Skills Series

This series offers targeted training on essential professional skills, including leadership, communication, time management, conflict resolution, teamwork, and job readiness. The sessions help women develop strategies to manage complex workplace dynamics and improve their confidence in professional settings, providing practical tools that can be applied across a wide range of roles.

Impact and Evidence Base

Participants consistently report increased confidence, stronger communication skills, and clearer professional direction following engagement with Steel Chicks' development programs. Employers note improved team capability, enhanced retention, and stronger workplace culture when women receive structured support. The demand for mentoring, leadership development, and skills-based training continues to grow, reinforcing the importance of accessible, industry-aligned professional development opportunities for women in steel.



Our People

Steel Chicks operates within a broad, interconnected partner network that brings together members and beneficiaries, employers, training organisations, government agencies, and community-based groups to achieve a shared purpose for the steel industry.

Our beneficiaries are women working or aspiring to work in steel, from students and apprentices to career changers, emerging leaders, and senior professionals. Comprising a membership base of over 100 people, they represent a diverse and cross-generational workforce—spanning the entire steel supply chain from fabrication and processing to engineering, logistics, project management, and commercial roles—of women at every career stage. Our programs and community activities are designed to support them to build confidence, capability, and long-term career progression.

We work closely with employers across fabrication, engineering, distribution, manufacturing, and allied sectors, who contribute placements, mentoring, workforce opportunities, employee memberships, and in-kind support.

Our education and training partners—including RTOs, TAFEs, secondary schools, and learning networks—co-design learning resources, host site visits, provide accreditation pathways, and connect young women with high-quality entry points into industry careers. Steel Chicks also works with government agencies including Workforce Australia, strengthening its program alignment with workforce priorities, social procurement frameworks, and sector capability needs.

Community organisations, women's networks, and other social enterprise amplify Steel Chicks' visibility, extend our reach, and support our inclusion efforts. This ecosystem is supported further by external professional consultants, mentors, and internal operational staff who contribute governance, program design, evaluation, and participant support.

These relationships form a coordinated, industry-aligned model that builds workforce capability, strengthens talent pipelines, improves diversity and inclusion outcomes, and provides meaningful opportunities for women across Australia's steel construction and manufacturing sectors.

31

YEARS OF EXPERIENCE

1200+

SUCCESSFUL PROJECTS

250+

JOBS PROVIDED



Our Founder

Maria Mavrikos is the Founder and CEO of Steel Chicks and a recognised leader in Australia's steel and manufacturing sectors, with more than three decades of experience spanning steel fabrication, project delivery, workforce development, and industry advocacy.

Her career has centred on elevating women in traditionally male-dominated environments and strengthening the capability, safety, and sustainability of the steel workforce. Maria has played a pivotal role in industry reform through her long-standing leadership positions, including serving as a Board Member of the Australian Steel Institute (ASI) and contributing to the ASI Diversity & Inclusiveness Committee. She is also an active member of the Steel Fabricators Association of Victoria, a committee member with The Steel Club of Victoria, and the appointed Lead for Lendlease's Women in Construction Pilot Program. Maria further contributes her expertise to the Local Jobs First Commissioner's Industry Advisory Group, supporting policy alignment and inclusive workforce planning across Victoria.

Maria's leadership has been widely recognised through numerous awards reflecting her influence, technical capability, and commitment to gender equity. These include the prestigious **Australian Chamber of Commerce & Industry** Business Excellence Award (2019); **Kane Constructions** Most

Valuable Player – Specialist Subcontractor Award (2017) and Steel Structure Award (2015); **Outcomes Business Group** Business Outcomes Award (2016); and **Australian Steel Institute** Sustainable Steel Award (2015), Buildings – Large Projects Award (2014), and multiple Fabricators Awards (2006, 2008, 2014). Earlier in her career, Maria was recognised by the **National Association of Women in Construction (NAWIC)** and the **City of Melbourne** with the Crystal Vision Award for Advancing the Interests of Women in Construction (2005) and the **Victorian Building Commission** Award for Outstanding Achievement as a Businesswoman (2005). She was also a finalist in the **Telstra Young Women in Business Award** (2004).

Through Steel Chicks, Maria continues to drive national change by building pathways, strengthening inclusion, and advancing women's participation in the steel and advanced manufacturing industries. Her leadership blends technical acumen, industry insight, and a deep commitment to empowering women, shaping a more equitable, capable, and future-ready workforce.



Join Us

Join the network backing women to grow, lead, and thrive in the steel industry.

Be part of a growing movement of women changing the face of the steel industry—by encouraging more women to enter it, and supporting them to thrive.

Steel Chicks was built to drive gender equity in the steel industry by empowering women to enter, re-enter, and rise through the ranks. Our memberships



Industry connection and community

Members-only networking to support industry insights and relationships, and reduce isolation in a traditionally male-dominated industry



Supported career pathways

Guidance and mentoring support in work experience, apprenticeships, and internships to build confidence and pathways to rewarding careers

are designed to equip female employees with the skills, networks, and confidence they need to thrive at every stage of their careers in steel.

Members gain access to education and professional development resources, support for career pathways, and access to a national community of women working across the steel industry. We offer:



Education and training resources

Priority and discounted access to Steel Chicks educational events, industry training resources, and RTO-partnered training courses



Professional development opportunities

Priority access to coaching, mentoring and leadership programs designed to support the career goals and leadership of women in steel

Explore individual membership options to join a national network supporting women to build sustainable careers in steel

LEARN MORE

[*https://www.steelchicks.com/collections/individual-memberships](https://www.steelchicks.com/collections/individual-memberships)



Empowering Women

Transforming Industry

Be part of a growing movement of businesses shaping the future of a more inclusive steel industry.

Attract, support, and retain diverse talent to build capability and contribute to a stronger, more inclusive workforce.

Our corporate memberships are designed to deliver capability building through improved retention, performance, and leadership development in steel



Access to future talent pipelines

Direct connection to women entering and progressing in steel through supported programs and pathways



Workforce capability development

Mentoring, coaching, leadership programs and tailored training that strengthen performance and retention

Explore corporate membership options to support your workforce capability while contributing to a more inclusive steel industry

workforces while contributing to long-term cultural and industry change.

Whether it's supporting early-career entrants, returners, emerging leaders or established professionals, we offer the structured tools, support, and community to help women thrive, including:



Brand visibility and industry engagement

Profile your organisation through events, initiatives, speaking opportunities and partner recognition

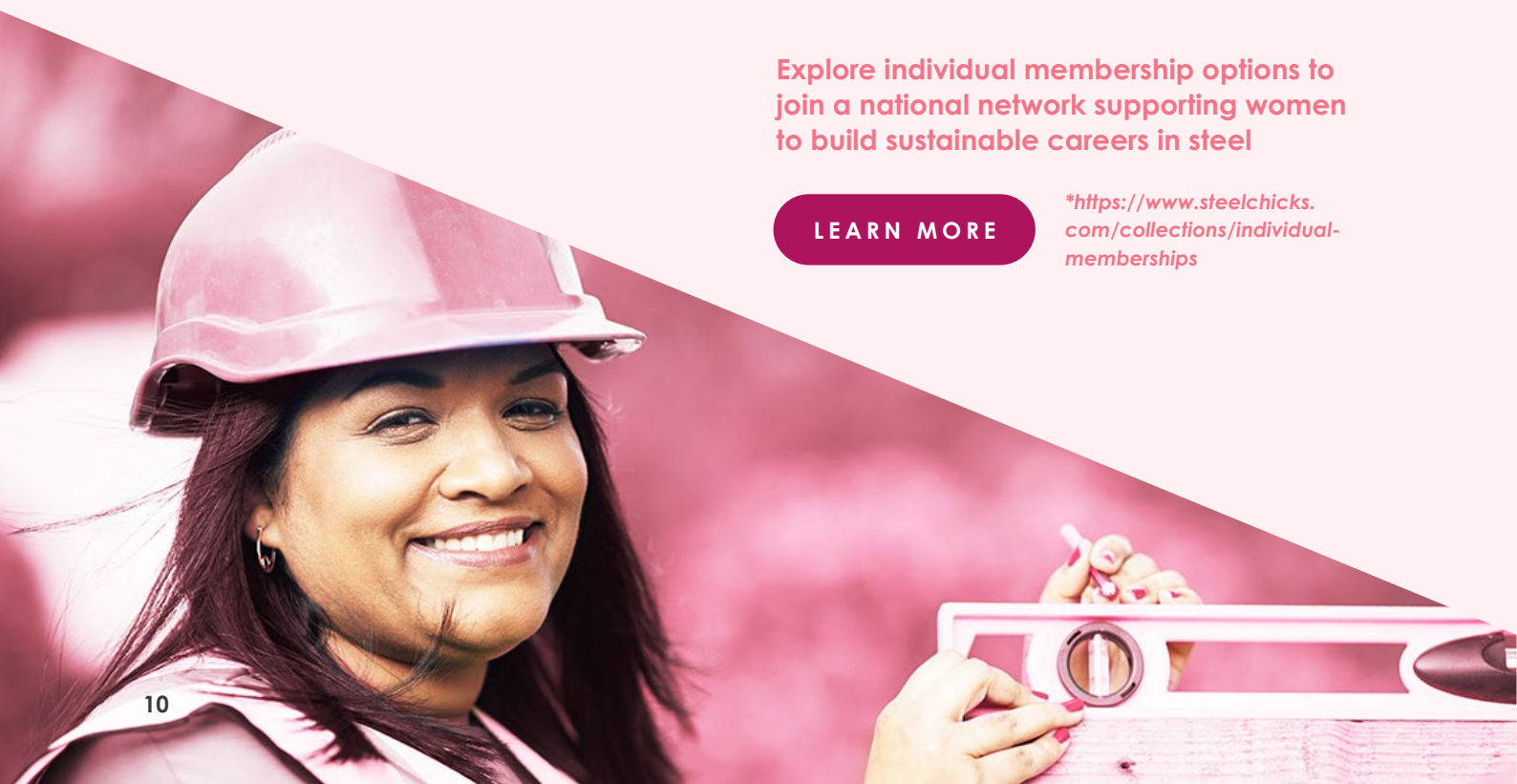


Measurable social impact

Contribute to tangible gender equity outcomes that strengthen the steel industry now and into the future

LEARN MORE

<https://www.steelchicks.com/collections/corporate-memberships>





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