

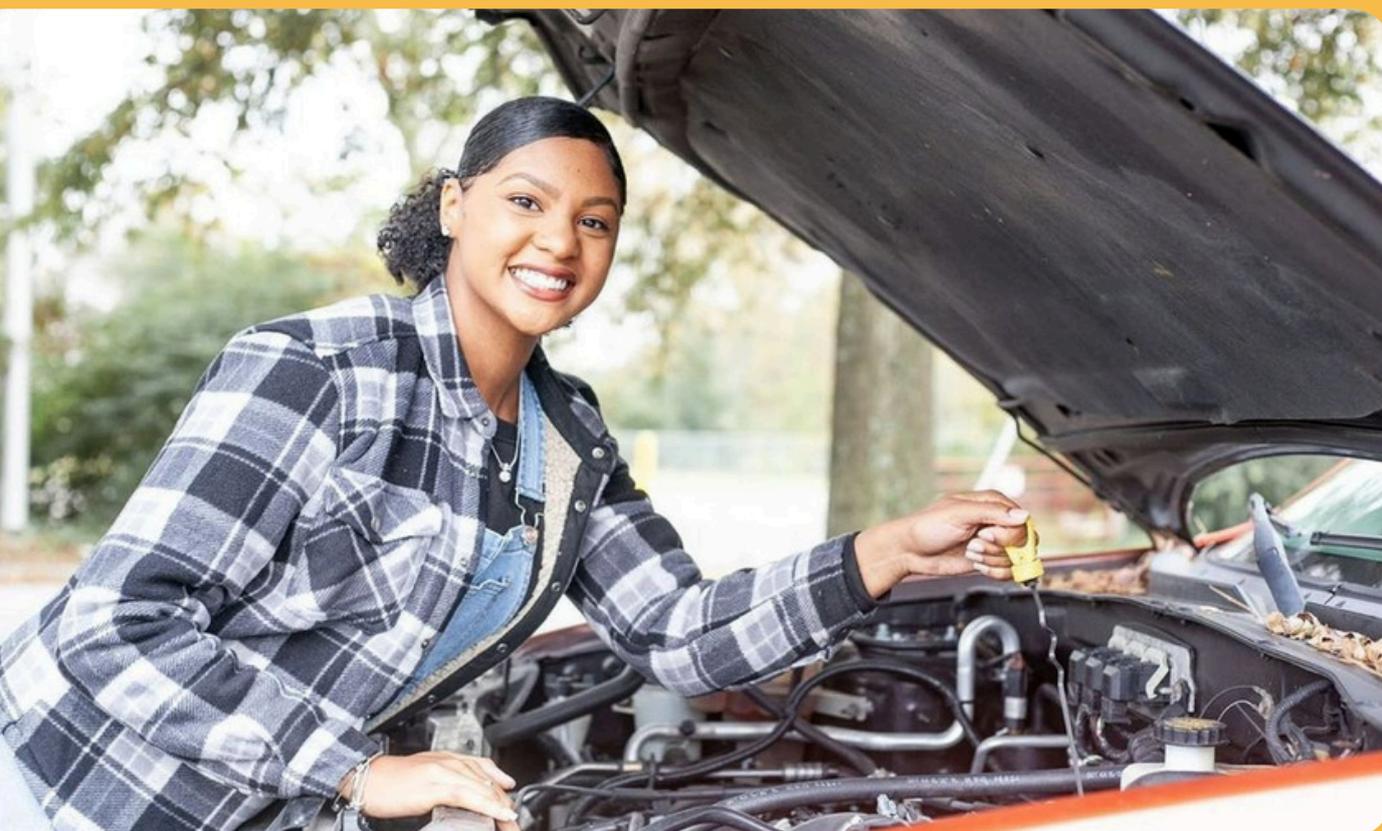


**Louise Azzopardi**  
**Training and**  
**Development Solutions**

# **IMPACT**

# **REPORT**

# **2025**



*Ashlee, Mechanic*

# Contents

Letter from Louise	3
Strategic Priorities Social	4
Enterprise approach	5
Performance overview	6
Dawn's story Capability	7
building Client feedback	8
Alice's story Reach and	9
engagement Building	1
Confidence podcast	0
Partners and collaborators	11
A vision for the future	13
	14
	16



*Maxine, spray painter*

## **ACKNOWLEDGEMENT OF COUNTRY**

Louise Azzopardi Training and Development Solutions acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respects to their Elders past, present and emerging and recognise the strength and resilience of Aboriginal and Torres Strait Islander peoples. This report was created on Ngunnawal Country.

# LETTER FROM LOUISE



**LOUISE  
AZZOPARDI**

**95%** ↑

Annual revenue growth

**64%** ↑

Annual growth in clients

## GRIT, GROWTH AND GUMPTION

When I started in the trades at 15, I didn't see many people who looked like me, sounded like me, or understood what it meant to be a woman on the tools. Despite women comprising approximately 28% of apprentices and trainees nationally, women represent less than 3% of qualified tradespeople. This is something I want to change!

This company, the services it provides and the vision it has for the future was born from lived experience in the field, and a genuine passion to see meaningful improvement in the sector. Our aim is to support qualified tradeswomen to succeed throughout their careers, and to support businesses to make their workplaces more inclusive and safe.

Through targeted strategies, determination and support from partners and allies, Louise Azzopardi Training and Development Solutions has experienced rapid growth. This impact report represents a collective four years of advocacy, podcast episodes, workshops, conference keynotes and coaching sessions.

I have had the opportunity to meet, connect with and support so many incredible and inspiring people. I've had the privilege of coaching women facing burnout, gaslighting and isolation, and watched them reclaim their voice, their goals and their pride. I've seen women go from doubting themselves to mentoring others. That's the kind of ripple effect we're here to create.

So, thank you to every woman who has applied, participated, shared her story or backed herself. Thank you to the sponsors, partners and allies who have believed in what we are building, your support has turned ideas into lasting change.

- Louise Azzopardi



# STRATEGIC PRIORITIES

*Aisha, light vehicle mechanic*

## OUR VISION

Tradeswomen are free from discrimination in the workplace, are empowered to succeed, and have long and fulfilling careers in trades.

## OUR MISSION

- To give tradeswomen the support, strategies and skills they need to succeed in trades at all career stages.
- To give employers the tools to create inclusive workplaces where tradeswomen are respected, valued and supported.

## WHAT WE DO

- Provide coaching, mentoring and development programs for women in qualified trades.
- Facilitate training and educational programs to build the capability of employers to create inclusive workplaces where tradeswomen are respected, valued and supported.
- Foster community networks and build public awareness of the barriers tradeswomen face in the workplace, and the inherent value they bring to the sector.

# SOCIAL ENTERPRISE APPROACH

Louise Azzopardi Training and Development Solutions is a **cross-subsidy social enterprise**, delivering accessible product and services to meet a community need.

We reinvest our profits to provide women in qualified trades with coaching, mentoring and support, and to work with their employers to enhance workplace safety and inclusion.

We have recently become a member of Social Enterprises NSW & ACT (SECNA) and aim to enhance our impact measurement in 2026, along with exploring certification as a social enterprise.

*Kymerly, electrician*



# PERFORMANCE OVERVIEW



The company has seen an average **annual revenue growth of 95.3%**. Using a cross-subsidy social enterprise model, over 90% of revenue is reinvested towards the company's vision and mission.



Over the past four years we have supported **67 coaching clients**, with an average annual increase in clients of 59%.



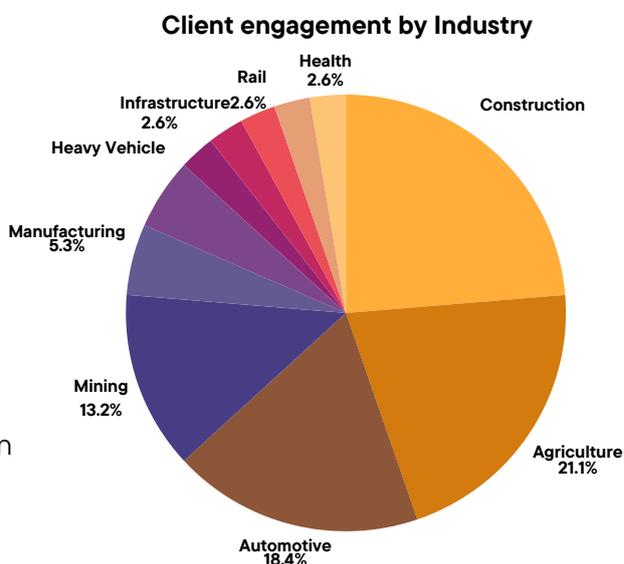
We have supported clients from a variety of qualified trade industries, with construction, agriculture, automotive and mining representing about 76% of clients.



Clients experienced positive outcomes includes an increase in confidence and support seeking behaviours and reduction in burnout.



Louise has participated in **67 speaking engagements** including conference keynotes, workshops and panel discussions. These sessions have **engaged over 5300 people** in key topics including imposter syndrome, supporting apprentices to thrive, managing anxiety and creating confidence and challenges tradeswomen face.



## HIGHLIGHTS

**67**

Individual clients

**42**

Business Collaborators

**14**

Panel Sessions

**53**

Workshops facilitated

# CLIENT STORY

**Note:** These client stories have been de-identified to protect their privacy. They provide an insight into our coaching and mentoring programs individual impact.

## Dawn

### RECLAIMING BALANCE AND FINDING PURPOSE

Dawn was a recipient of the coaching scholarship in 2024, while working in a small light-vehicle workshop, with a team of three people including the business owner.

With two mechanics missing from the roster, customers were beginning to be let down and the pressure on the existing staff was immense. Dawn takes enormous pride in her work. She cares deeply about doing right by her customers, and in an effort to keep the workshop running, she routinely took on more than was sustainable. Over time, this led to burnout.

Throughout her coaching sessions, Dawn began to step back and look at the situation with clarity. She explored the facts, challenged her beliefs and discovered she had a deep passion for supporting more women to enter and stay in the automotive industry.

An opportunity came up to work as an apprentice mentor. She had some initial doubts that she was capable, but when we reflected on her past experiences and openness to learn she was encouraged and decided to apply. She is now working as an apprentice mentor specialising in female apprentices.

“Being mentored by Louise has been transformative for me. Her background in trades and working in male dominated industries has given me a lot of relatable guidance and tools to accelerate my growth and shape my journey in ways I couldn't have imagined.”

- Dawn

Dawn turned her challenges into a pathway to positive change for others. Her story is a powerful example of what happens when tradeswomen are given the space, tools and support to step into their strengths.

# CAPABILITY BUILDING



*Nexgen and CathWest Innovation College Trade Day*

*Our practical workshops for apprentices, employers and sector leaders cover topics such as sexism, imposter syndrome, overcoming perfectionism and tools to help apprentices thrive. The workshops blend real-world scenarios with actionable strategies.*



*Darwin Power and Water Workshop*



*John Holland Apprentice Workshop, Sydney*



*Women in Fleet Panel, Sydney*

# CLIENT FEEDBACK

## Jillian MobilePlant Mechanic

"I met Louise years ago through work as a young apprentice lacking confidence. While she wasn't officially mentoring at the time, she was my first mentor in the trades industry. Seeing another woman up there working, teaching and living through the highs and lows was what I needed at the time to know I could make it through. I reconnected with Louise a few years later as an official mentor and it was a truly invaluable experience. She is an absolute godsend and a natural mentor; she comfortably and confidently helped me build the critical skills needed to navigate daily situations and build my confidence. I would recommend Louise in a heartbeat to anyone navigating the trade industry."

## Mia Third-year Electrician

"Louise has been such a game changer for me, especially as a woman in the trades. She really gets the unique challenges we face and has always been there to support and encourage me through them. With her help, I've gained confidence, clarity, and a better sense of direction in what can sometimes feel like a tough field to navigate."

## Jess Electrician

"I'm so lucky to have had the chance to work with Louise. My confidence in the workplace has been built back up. It was a massive bonus that Louise has experienced so much in her own trade. This made her able to relate to everything I had been through and be able to give me the best advice and tools to use. I would recommend Louise to everyone."

## Krystal Fourth-year Plant Mechanic

"I cannot speak highly enough of Louise and the incredible impact she has had on my scholarship journey. As a mentor, she brings a rare combination of deep expertise, genuine encouragement, and a personal commitment to seeing her students succeed. Thanks to her guidance, I not only felt more prepared, but I also approached the scholarship process with greater confidence and clarity. Having Louise in your corner makes all the difference. Her deep knowledge of the field, combined with real-world experience and a practical approach, has helped me grow both professionally and personally. This program is highly recommended and knowing Louise was always there for a discussion or some knowledge with regular video or phone calls was a great balance and knowing you always had someone in your corner regardless of the situation and will continue to still keep in contact with Louise and follow on the journey of woman in trades and mining."

# CLIENT STORY

## Alice

### FROM SURVIVING TO THRIVING

Alice was a recipient of the 2024 and 2025 coaching scholarships. When she first joined the program, Alice had experienced persistent bullying and felt she had to constantly prove herself to be taken as seriously as her male colleagues. By the time she entered the program, she carried the weight of those experiences through self-doubt, hesitation and a belief that she wasn't as capable as those around her.

Throughout her coaching sessions, Alice began to rebuild her confidence from the inside out. Together, we worked on reshaping her beliefs about her skills, her value and her capacity to keep learning and growing. As her mindset shifted, so did her performance at work. The tasks that she initially thought she would never be able to do, she became the 'go-to' person for.

Alice's transformation didn't go unnoticed. In 2024, she was named as a finalist in the NSW Training Awards and went on to receive the state award for Women in Trades, as a testament to both her technical skill and her personal growth.

“The time I've spent with Louise so far has been nothing short of incredible! She has helped me navigate through so many different situations and has given me the support and tools I need to remove myself from specific mindsets, and put myself in a better frame of mind to understand and deal with what life throws my way!

I would absolutely recommend her to any tradie for that extra boost of support and understanding!”

- Alice

Alice's story reflects what the coaching program is all about, supporting tradeswomen to reclaim their confidence, recognise their strengths and step into careers they deserve.

# REACH AND ENGAGEMENT



Accelerate, Women in Trucking Conference, Texas, USA



2025 Empowered Women in Trades Awards, Sydney

In 2025, we continue to grow our presence and influence across the trades sector through intentional, values-aligned engagement. We have focused on organic reach, community building and genuine collaboration. This approach has resulted in strong reach and engagement across social media platforms, website, podcast and in-person events.

Our content has prioritised storytelling, practical mindset tools, and visibility for women in trades. Our online presence now serves as both a support hub and an advocacy platform, amplifying the voices and experiences of tradeswomen across Australia.

In 2025 Louise attended 25 community and industry events including the Accelerate conference & expo, Empowered Women In Trades (EWIT) Awards, NSW Training Awards, SmallBiz Expo, Future Drive Conference, Science Alive! Exhibition, Brisbane Truck Show, Women In Industry Awards, Sydney Build Expo and Us in trades.

**14,130**

**Followers** across  
Facebook, Instagram  
LinkedIn.

**164,496**

**Views** on LinkedIn  
in 2025.

**570**

**Dedicated newsletter  
subscribers**



*Brisbane Truck Show*

Do you have an event that you'd like to share? Reach out and let us know!



*Science Alive, Adelaide*



*Housing Industry Association - Building Women, Sydney*



*NSW Training Awards, Sydney*



*Life the Battlefield podcast with Mario Bekes*

# BUILDING CONFIDENCE PODCAST

The Building Confidence Podcast is about growth, realistic tools, practical strategies and support. Whether you're restarting out, facing challenges or looking to level up, the podcast brings real conversations and inspiring stories of women in trades.



**6700**

Listeners

**130**

Episodes

**5**

Sponsors



Join the  
community now

## PODCAST LISTENER FEEDBACK

*"Listening to Louise's podcast at the start of my mechanical fitter apprenticeship made me feel less alone in such a male-dominated field. Hearing her share her experiences and the challenges she's overcome within her own journey through the trades has inspired me to take on extra challenges and*

*created my own gratitude for myself. I have also been able to connect with other tradeswomen in the fine community Louise has created through her podcast, 'Building Confidence'. It has been a powerful source of support and motivation"*

- Apprentice Fitter

*"This podcast is so helpful and insightful! The contents are so spot on and relevant it reminds you you are not alone with frank, honest and compassionate advice. I wish it had been around while I was an apprentice. I also love that the sponsors for the show are genuinely services and products all tradeswomen should know about."*

- Cabinet Maker

# PARTNERS AND COLLABORATORS



Without the generous support of our sponsors, partners and collaborators, our work would not be possible. We'd like to thank these organisations, businesses and networks for their investment, support and trust.



# A VISION FOR THE FUTURE

Our vision for the future is bold and unapologetic:

A trades industry where women are free from discrimination in the workplace, are empowered to succeed and have long and fulfilling careers in trades. A future where they don't just survive, they lead and thrive.

As Louise Azzopardi Training and Development Solutions continues to expand our programs, reach and engagement our mission and vision remain the same. We envision an industry where:

- Qualified tradeswomen have access to systems, support, coaching and leadership pathways.
- Mindset tools are as common on worksites as toolkits and PPE.
- Employers invest in retention and wellbeing, not just recruitment.
- Tradeswomen are visible, valued, and supported at every stage of their career.

To get there, we are scaling our impact. In 2026, we are:

- Expanding our scholarship program.
- Deepening our monitoring, evaluation and impact reporting.
- Building strategic partnerships with sponsors and industry bodies.
- Expanding our industry and social enterprise networks.

We are also excited to explore new ways to embed our work into workforce development pipelines and emerging programs.

The road ahead is long, but we're not walking it alone.



*Aisha, light vehicle mechanic*



*Paballo, light vehicle mechanic*



*Melissa, welder*



*Emily, mechanic*



## GET IN TOUCH

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