

FOR IMMEDIATE RELEASE

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Auto Women Expands Nationally, Accelerating Support for Women Across Australia's Automotive Industry.

Auto Women, the rapidly growing initiative dedicated to empowering and elevating women in the automotive industry, is proud to announce its expansion from a Queensland-based program to a nationwide movement. This marks a significant milestone in the program's mission to connect, support, and advocate for women across every corner of the Australian automotive sector.

Founded in 2022, Auto Women was created with a simple but powerful vision: to inspire confidence, build community, and champion success at every stage. What began as a Queensland initiative has quickly become a vibrant community of women representing diverse professions across the automotive industry - including technicians, service advisors, apprentices, business owners, administration officers, motorsport professionals, and more.

As Auto Women expands across Australia, the initiative will unlock greater access to community, education, and career-building opportunities for women nationwide. The national rollout will see new events, resources, and partnerships established in multiple states and territories, creating consistent support for women.

"The national expansion of Auto Women is more than growth - it's momentum," said Kellie Dewar, Co-Founder of Auto Women. "We've seen firsthand the impact that community and visibility can have on confidence and career pathways. By expanding nationally, we are ensuring women in every region have access to the opportunities and resources that our Queensland community has benefited from."

"This movement is powered by women empowering each other - and by the many allies, mentors, and industry partners who believe in the future we are building. The national expansion reflects the demand, the momentum, and the incredible impact of women in automotive across Australia," Dewar added.

Expanding nationally represents only the beginning of Auto Women's long-term vision. Over the coming months, the initiative will introduce new resources aimed at early-career development, cross-industry mentorship, and leadership pathways, as well as partnerships with aligned organisations and stakeholders that will continue to strengthen the reach and impact of initiatives that support women at every stage of their automotive journey.

As Auto Women accelerates into this new chapter, its mission remains unchanged: to build a more inclusive automotive industry by amplifying the voices, talents, and leadership of women.



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Background:

Established in 2022 by the Motor Trades Association of Queensland (MTA Queensland), Auto Women is a national initiative dedicated to advocating, promoting, and connecting women in the automotive industry. Through scholarships, events, resources, and advocacy, Auto Women champions visibility, leadership, and equality for women in trades and traditionally male-dominated roles. Expanding nationally in 2025, the program continues to drive progress and create opportunities for women shaping the future of automotive.

AUTO WOMEN



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