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11 September 2026

Auto Women Partners with Performastery to Deliver First-Of-Its-Kind Leadership Pathways for Women Working in Automotive

Auto Women is excited to announce a new partnership with Performastery Leadership Facilitation, creating a dedicated leadership pathway designed specifically for women working in automotive and other traditionally male-dominated industries. Through two flagship programs, emerging leaders and experienced professionals will have access to targeted development opportunities that support career progression from first-time leadership through to executive-level responsibility.

Auto Women co-founder Kellie Dewar said the partnership represents a major investment in the future leadership pipeline of the automotive industry.

"While there are many leadership programs available, very few are designed with the unique experiences of women in male-dominated industries in mind," Ms Dewar said.

"This partnership with Performastery enables us to offer dedicated leadership pathways that support women at every career stage, helping them build the confidence, capability and networks needed to step into leadership roles and continue progressing throughout their careers".

The first program, Leaders Unleashed: *Sprint Hurdles*, is designed for women who are emerging leaders, supervisors, and professionals stepping into leadership for the first time. The 16-week program focuses on leadership confidence, communication, emotional intelligence, leadership presence, and practical people leadership skills.

The second pathway, Leaders Unleashed: *Ascension*, is designed for experienced leaders seeking to increase their leadership impact and prepare for more senior strategic or executive-level positions. The 11-week program focuses on executive influence, strategic leadership, decision-making, and organisational thinking.

Together, the programs form a comprehensive development pathway designed to strengthen the pipeline of capable women leaders across automotive and other traditionally male-dominated industries.

Fiona Cullen, Director of Performastery, said the partnership addresses a longstanding gap in leadership development opportunities for women.



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"Leadership development is most effective when it acknowledges the real-world challenges participants face. There is no shortage of capable women in our workforce. What we often see is a shortage of confidence in women who are more capable and leadership-ready than they realise. The Leaders Unleashed programs have been designed specifically to change that. To build the confidence, leadership capability and self-belief women need to step forward, lead with impact, and help shape the future of our companies and industries. We're excited to partner with Auto Women to create more opportunities for women to recognise their potential and confidently step into greater leadership responsibility in male-dominated industries."

Ms Dewar said the partnership aligns with Auto Women's broader mission to create meaningful and lasting career opportunities for women in the automotive industry.

"If we want to see more women progressing into leadership and executive positions across automotive, we need to do more than encourage them to enter the industry. We need to support them to stay, grow, and lead."

"Investing in women is an investment in the future of automotive. By creating access to leadership development that is practical, relevant, and tailored to the realities of our industry, we're helping build a stronger and more diverse leadership pipeline for the future."

The Leaders Unleashed program marks the beginning of a long-term commitment by Auto Women and Performastery to developing the next generation of female leaders in automotive. By accelerating career progression and increasing female representation in leadership and executive roles, the Auto Women Scholarships are building a stronger, more inclusive future for the automotive industry. To learn more about Leaders Unleashed, visit <https://autowomen.com.au/scholarships/>.

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For more information:

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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.

