

Building *bloody* Change

IN CONSTRUCTION



Where the industry is now

Construction remains one of Australia's most male-dominated industries. Women are leaving at high rates in part due to inadequate facilities.

On many construction sites:

- Sanitary bins are missing, inconsistent, or poorly serviced
- Free period products are not available
- Menstrual health and wellbeing is taboo

These gaps create daily, practical barriers that contribute to poor retention of women in the industry.

In fact **\$9.6 billion** is the total figure attributed to missed work days due to periods as found by Share the Dignity's 2024 Bloody Big Survey.

Why Building Bloody Change?

You cannot build an inclusive industry without dignity on site.

Building Bloody Change, an initiative by Share the Dignity, exists to reduce this, translating research, lived experience, and equity commitments into practical action on site.

Becoming a workplace that is Building Bloody Change:

- Strengthens workforce retention
- Demonstrates genuine commitment to gender equity
- Aligns with WHS, wellbeing, and ESG priorities
- Sends a clear message about who belongs in construction (everyone)

Key actionable items for the construction industry

Real change starts with two simple, achievable actions:

- ✓ **Sanitary bins in every toilet that are serviced and emptied regularly**
- ✓ **Free period products available on site**

These small changes are a powerful signal of respect, safety, and inclusion.

*Dignity is not optional.
It's time to Build **Bloody** Change.*

Case study

Need for period products

A 19-year-old construction apprentice began her career while living in her car. Each month, she had to choose between filling her depression and anxiety medication or buying period products. With no free products available on site, managing her period was another barrier to staying in the industry.

Need for sanitary bins

A woman working on a construction site shared that there were no sanitary bins in the toilets. Afraid of using the shared eating-area bin, she hid her used tampons in a clip-seal bag in her pocket until she could dispose of them when she got home.



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