

LAUNDRY ASSOCIATION OF AUSTRALIA

# WELD

Women's Empowerment and Leadership Development

Expression of Interest - Committee Membership 2026–2028

## About the LAA WELD Initiative

The Laundry Association of Australia (LAA) is proud to launch the WELD Initiative - Women's Empowerment and Leadership Development - a dedicated committee committed to advancing the role of women across every level of the commercial laundry sector in Australia.

The commercial laundry sector is essential to Australia's healthcare, hospitality, aged care, corrective services and manufacturing industries. Women play a vital and growing role in this sector - as operators, technicians, managers, executives and business owners - yet opportunities for structured leadership development, mentorship and industry recognition remain limited.

WELD exists to change that.

Established under the LAA banner, the WELD Committee will drive programs, resources and events that actively support women to grow, lead and thrive in the commercial laundry industry. The Committee will operate as a formal advisory body to the LAA Board, with representation from laundry operators, allied trade businesses, and emerging industry professionals across all states and territories.

## Our Vision, Mission & Purpose

### VISION

A commercial laundry sector in Australia where women lead with confidence, equality and purpose at every level of the industry.

### MISSION

To empower women in the commercial laundry sector through leadership development, mentorship, advocacy, recognition and connection.

### PURPOSE

To build a stronger, more inclusive industry by investing in the skills, networks and confidence of women across the laundry supply chain.

## What the WELD Committee Will Do

The WELD Committee will be the driving force behind a suite of initiatives designed to create lasting change for women in the sector. Key programs and activities will include:

- **Leadership Development**  
Structured programs to build leadership capability, business acumen and career confidence for women at all career stages.
- **Mentorship Program**  
Pairing emerging women in the industry with experienced leaders for structured, one-on-one mentoring across a 12-month cycle.
- **Advocacy & Industry Voice**  
Providing a formal voice to the LAA Board on issues affecting women in the sector, including workplace policy, pay equity and career pathways.
- **Women's Forum at LAA Conference (2028)**  
Co-hosting and expanding the Women's Leadership Forum at the LAA National Conference, providing a dedicated program with small round table discussions, keynote speakers and networking.
- **Resources & Content**  
Developing industry-specific resources for women including toolkits, guides, webinars and case studies published through the LAA platform.

## Committee Structure & Commitment

The inaugural LAA WELD Committee will comprise up to 10 members, drawn from across the LAA membership - including laundry operators, allied traders, equipment suppliers, and service providers from all states and territories of Australia.

<b>Committee Size</b>	Up to 12 members for the inaugural 2026–2028 term
<b>Term Length</b>	2 years (2026–2028), renewable by mutual agreement
<b>Meetings</b>	Monthly recommended/ Quarterly (minimum) - held online via video conference; in-person at the LAA National Conference annually. What's App group to be set up by the CEO.
<b>Time Commitment</b>	Approximately 3–5 hours per quarter (meetings, reading materials, working group contributions as required)
<b>Roles Available</b>	<p><b>Chair (1 position)</b></p> <p><b>Deputy Chair (1 position)</b></p> <p>General Committee Members (up to 8 positions)</p>
<b>Remuneration</b>	Voluntary (unremunerated). Members receive complimentary registration to the LAA Women's Leadership Forum at the Annual Conference and recognition in LAA communications.

## Who We Are Looking For

We are seeking passionate, engaged women and allies from across the LAA membership to join the WELD Committee. You do not need to have held a formal leadership position before - we are looking for people who are committed to supporting women in our industry and willing to contribute their time, ideas and experience.

Strong candidates will demonstrate one or more of the following:


- Current or recent experience in the commercial laundry sector - as an operator, supplier, technician, manager or business owner
- Passion for gender equity, leadership development and creating career opportunities for women in industry
- Ability to commit to the time requirements of committee membership (approximately 3–5 hours per quarter)
- Strong communication skills and the ability to represent the diverse interests of LAA members across Australia
- Experience in any of the following areas is highly valued: mentorship and coaching, event organisation, advocacy, communications, or program development
- Emerging leaders are strongly encouraged to apply - the WELD Committee actively seeks members at all career stages

Open to: The WELD Committee is open to all LAA members - women and men who are committed to gender equity in the sector are welcome to apply. The Committee will seek to reflect geographic diversity across Australian states and territories.

## EXPRESSION OF INTEREST FORM

LAA WELD Initiative - Committee Membership 2026–2028  
Women's Empowerment and Leadership Development

Please complete all sections of this Expression of Interest form and return it to the LAA via email at [admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au) by the closing date. All EOIs will be reviewed by the LAA Board and applicants will be notified of the outcome within four weeks of the closing date.

 **EOI Closing Date: Thursday, 31 July 2025** | Submit to:  
[admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au)

### SECTION A - Personal Details

<b>Full Name</b>	
<b>Preferred Name</b>	
<b>Job Title / Role</b>	
<b>Organisation / Company</b>	
<b>State / Territory</b>	
<b>Email Address</b>	
<b>Phone Number</b>	
<b>LinkedIn Profile URL</b>	Optional
<b>Membership Type</b>	<input type="checkbox"/> Laundry Operator Member <input type="checkbox"/> Allied Trader / Supplier Member <input type="checkbox"/> Other LAA Member
<b>Gender Identity</b>	<input type="checkbox"/> Woman <input type="checkbox"/> Man <input type="checkbox"/> Non-binary / gender diverse <input type="checkbox"/> Prefer not to say

## SECTION B - Role Preference

Please indicate the role(s) you are expressing interest in. Note that Chair and Deputy Chair roles will be determined by the LAA Board in consultation with applicants.

<b>Role Preference</b>	<input type="checkbox"/> Chair - I am interested in leading the WELD Committee as Chair <input type="checkbox"/> Deputy Chair - I am interested in the Deputy Chair role <input type="checkbox"/> General Committee Member - I wish to contribute as a committee member <input type="checkbox"/> I am open to any role and happy to be directed by the Board
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## SECTION C - Your Background & Experience

<b>How long have you been involved in the commercial laundry sector?</b>	
<b>Please briefly describe your current role and organisation</b>	Approx. 3–5 sentences
<b>Describe your experience with or commitment to gender equity and women's empowerment in the workplace</b>	Approx. 100–200 words
<b>What skills, experience or perspectives would you bring to the WELD Committee?</b>	Approx. 100–200 words
<b>Areas of Expertise (select all that apply)</b>	<input type="checkbox"/> Leadership & management <input type="checkbox"/> Mentorship & coaching <input type="checkbox"/> Communications & marketing <input type="checkbox"/> Event management <input type="checkbox"/> Advocacy & policy <input type="checkbox"/> Human resources & workplace culture <input type="checkbox"/> Technical / operations <input type="checkbox"/> Business development <input type="checkbox"/> Other (please specify below)
<b>Other areas of expertise (if applicable)</b>	

**SECTION D - Motivation & Goals**

<p><b>Why are you applying to join the LAA WELD Committee? What motivates you?</b></p>	<p>Approx. 150–250 words</p>
<p><b>What do you hope to achieve for women in the commercial laundry sector through your involvement with WELD?</b></p>	<p>Approx. 100–200 words</p>
<p><b>Is there a particular WELD program or initiative you would like to champion or contribute to?</b></p>	<p>e.g. mentorship program, annual awards, Women's Forum, resources</p>

**SECTION E - Availability & Commitment**

<p><b>Can you commit to Monthly or quarterly meetings (online) for a 2-year term (2026–2028)?</b></p>	<p><input type="checkbox"/> Yes - I can commit to the full 2-year term  <input type="checkbox"/> Yes - subject to employer / personal approval  <input type="checkbox"/> I would like to discuss the commitment further before confirming</p>
<p><b>Are you able to attend the LAA National Conference in person?</b></p>	<p><input type="checkbox"/> Yes  <input type="checkbox"/> Most years - travel dependent  <input type="checkbox"/> No - I would attend virtually</p>
<p><b>Are there any constraints on your availability we should be aware of?</b></p>	<p>Optional - e.g. known travel restrictions, parental responsibilities, seasonal business pressures</p>

**SECTION F - Professional Reference**

Please provide one professional referee who can speak to your suitability for committee membership. Referees should be a current or former employer, industry colleague, or fellow LAA member. Referees will only be contacted for shortlisted applicants.

<p><b>Referee Full Name</b></p>	
<p><b>Referee Job Title / Organisation</b></p>	
<p><b>Referee Email Address</b></p>	
<p><b>Referee Phone Number</b></p>	
<p><b>Relationship to Applicant</b></p>	<p>e.g. current employer, industry colleague, LAA member</p>

**SECTION G - Declaration & Privacy Consent**

By submitting this Expression of Interest, I confirm that:

- The information provided in this form is true and accurate to the best of my knowledge
- I am a current financial member of the Laundry Association of Australia (LAA), or am applying on behalf of a current LAA member organisation
- I have read and understood the WELD Committee commitment requirements outlined in this EOI document
- I consent to the LAA storing and using the personal information provided in this form for the purposes of assessing my EOI and, if appointed, administering my committee membership
- I understand that personal information will be handled in accordance with the LAA's Privacy Policy and will not be disclosed to third parties without my consent
- I understand that submission of this EOI does not guarantee appointment to the WELD Committee

<b>Full Name</b>	
<b>Signature</b>	Sign above (printed copy) or type full name as digital signature
<b>Date</b>	

**HOW TO SUBMIT YOUR EOI**

**Email:** [admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au)  
**Subject Line:** LAA WELD Committee EOI - [Your Full Name]

**Closing Date:** Friday, 31 July 2025 (5:00pm AEST)

**More Information:** [laundryassociationaustralia.com.au](http://laundryassociationaustralia.com.au)

**Enquiries:** 0460 793 779

**Thank you for your interest in the LAA WELD Initiative.**

Together, we are building a stronger and more inclusive commercial laundry industry for Australia.