



**Women
at Kinetic**

Action Plan 2026-2029





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Introduction from Group CEO

Kinetic continues to trailblaze the path to increase the number of women in the transport sector; and as programs like Women Up Front and our Women’s Network have grown, so too have our ambitions.

In 2026, we’re proud to launch Women at Kinetic – an evolution of our earlier initiatives and a reaffirmed commitment to an inclusive, gender balanced workforce.



As outlined in our refreshed Sustainability Strategy, we were committed to achieving gender balance through a vision of 40% women, 40% men and 20% of any or no-specific gender by 2030. Our adoption of the 40:40:20 vision demonstrates this commitment, sets us apart in the transport sector and helps to ensure we continue to foster a workforce that reflects the rich diversity of the many locations where we operate.

Through the Women at Kinetic Action Plan, we’ll continue breaking down barriers, building inclusive leadership and a place where everyone feels safe, welcome and included at work.



Michael Sowards
Group CEO

Action Plan

We’re committed to making meaningful progress through the Women at Kinetic Action Plan 2026 -29. Our goals are built around clear and measurable actions. We’ll measure our progress annually and adapt our approach to stay accountable and on track toward a more balanced, inclusive workforce.

OUR PLAN FOCUSES ON THE FOLLOWING PILLARS:

Attraction

Engagement and Culture

Work Environment

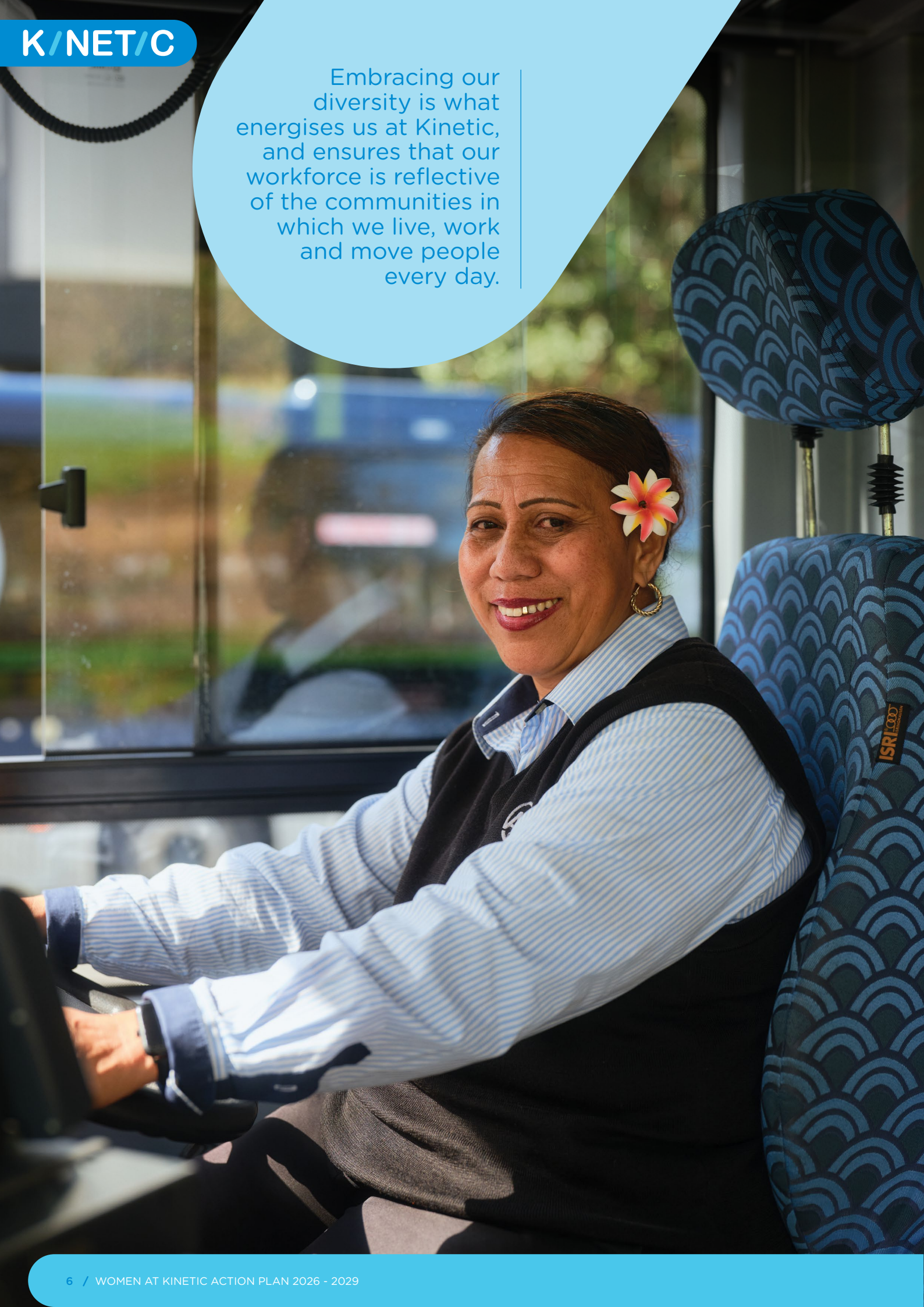
Year One

Career and Leadership

Community



Embracing our diversity is what energises us at Kinetic, and ensures that our workforce is reflective of the communities in which we live, work and move people every day.



PILLAR

Attraction

Promote our EVP to ensure that Kinetic is seen as an employer of choice for women.

Action	Outcome
Build and deploy collateral that attracts persona-relevant female applicants to Kinetic including, but not limited to: website update, clearly articulated job descriptions, people stories that accurately depict a day in the life of a Bus Driver or tradesperson.	Applicants will have an improved understanding of Bus Driver and Trade job requirements. Female Bus Drivers who are engaged and stay with Kinetic for three years plus.
Partner with job networks to help women find meaningful work that aligns with their skills, values and personal responsibilities.	Improved reach and access to our target audience.
Ensure all recruitment events and activities include female employee representatives.	All candidates have a feeling of inclusion and belonging.
Engage with industry associations, employee and Union representatives to develop campaigns that attract more women to our industry, particularly in driving and trade roles.	Shared, improved understanding of female workers' needs, the barriers they face, and increased participation.

PILLAR

Year One in the Driver's Seat

Improve our training and onboarding processes to drive engagement and retention of female Drivers during their first 12 months at Kinetic.

Action	Outcome
Evolve our Women up Front Driver Training and Onboarding Program to suit the unique learning and engagement needs of female Drivers.	A modernised, female-focused learning and onboarding experience that results in female Drivers feeling more confident on the road.
Launch a targeted Trade Apprenticeship Program for females.	A modernised, female-focused learning and onboarding experience that results in female trades feeling more confident in their roles.
Implement a six-month Buddy Program for new female Drivers and workshop staff.	New female staff feel a sense of belonging in their new work environment.

PILLAR

Engagement and Culture

Continue to keep our female workforce engaged and psychologically safe at work.

Action	Outcome
Stand up and utilise our Women's Working Group and Networks as well as other sources of information, such as exit surveys, for continuous improvement.	Our female team members feel free and safe to share their experiences at work, and trust that change will follow.
Promote gender equity allyship across the business through targeted programs.	Our female team members feel supported by their male team mates and leaders.
Demonstrate our positive obligation and commitment to a workplace free from discrimination and sexual harassment.	People of all genders feel safe to be themselves at work and call out inappropriate behaviours and breaches of policy.

PILLAR

Career and Leadership

Provide industry leading career and development pathways for our female workforce.

Action	Outcome
Create bespoke internal learning opportunities for high potential female team members.	Women have access to learning opportunities and career development options that will enhance their prospects of promotion, driving equity amongst genders in leadership.
Promote opportunities for women to participate in external learning/mentoring/ development programs.	Women have access to role models, mentoring and growth opportunities at work.
Build a Cadet Program aimed at increasing female leadership in the transport industry.	Aspiring females realise opportunities to develop successful careers within transport, encouraging others to do so as well.

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Valuing our diverse workforce strengthens our culture, drives innovation, and helps us deliver better outcomes for our people and the communities we serve.

PILLAR

Work Environment

Ensure a welcoming, safe and inclusive environment for our team.

Action	Outcome
Explore implementation of flexible and family-friendly rosters for Drivers.	Improved work environment for Drivers with caring responsibilities.
Ensure safety campaigns and strategies cater for female Drivers.	Female Drivers are confident and feel safe to deal with difficult passengers, challenging routes and fatigue.
Continue to improve break and bathroom facilities for females.	Access to cleaner, more hygienic facilities, which female team members feel comfortable using, particularly at break locations.
Research parental leave and childcare options that will support our workforce.	A family friendly culture, that normalises caregiving. Remove a barrier to employment/return to work following parental leave.
Provide continuous education that specifically caters for topics that are impactful and specific to women.	Women feel supported that they can bring their whole selves to work.

PILLAR

Community

Be representative of our communities, ensuring women's voices, experiences and needs are represented.

Action	Outcome
Continue to support community initiatives that benefit women or progress females in the workplace, including but not limited to International Women's Day, industry driven activities and Internships.	Our workforce reflects the diversity of our community. We promote opportunities for women and girls in our community.
Achieve/maintain accreditation and recognition as an employer of choice for women.	Kinetic is positioned as an employer of choice for women.
Promote the engagement of female-owned businesses in our procurement processes.	Advancement of female-operated businesses within our community.
Commit to community-led and industry programs that aim to make public transport safer and more accessible for women and girls.	Women and girls feel safer using public transport, thus increasing patronage and community participation.

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