

FLORENCE

CONSTRUCTING A NEW PERSPECTIVE



**KATRINA
BARKER**

*for the love
of the game*



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FLORENCE FORGING AMAZING CAREERS

Florence magazine is such a popular and vital piece of the puzzle in helping women achieve their dreams of having a rewarding career in the construction industry.

With each new edition of Florence we are shining a light on the amazing women making a difference and balancing the challenges of life and work.

No-one embodies the challenge of the balancing act than our cover star Katrina "Cheech" Barker.

Not only does she have a successful career as a carpenter, Katrina also lines up for the Waratah Women in the Super W Rugby Union competition.

This superstar rugby player has also represented Australia in national Rugby 15s Wallaroos on numerous occasions and the Women's Rugby 7s side.

When she's not on the site, she's training for her rugby teams, which she does for the "love of the game" because the monetary rewards are very low.

Read more about her story from page 8.

Alice Pamment (p 14) shares the story of her partnership with her brother Joey in their business Pamment Projects. From growing up on a farm in Queensland's Sunshine Coast hinterland to running a well-respected and awarded construction firm in Sydney, this duo bring together their different skills in perfect harmony.

We meet Hacia Atherton (p 18) and find out how a life-threatening horse riding accident led her to create Empowered Women in Trades, a registered charity organisation to support educational institutions and workplaces to encourage women to see trades as a viable career path.

There are also many other stories on this edition, all shining a spotlight on amazing things women are doing to make construction a better place for everyone.



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GRAND DAME BUILDS LEGACY

Florence Taylor paved the way for women in construction

Florence Taylor was a pioneer of women in the construction industry and her legacy is still being felt.

As an architect and publisher, Florence believed in the notion that "a woman to marry, get into the confines of the home and never be articulate in public affairs is a disgrace" and her achievements in the male-dominated architectural industry proves that.

She was known for her energy, determination and outspoken nature, a nature which distinguished her well throughout her colourful career, first as a draftsman and ultimately as a publisher of trade journals.

She was widely respected, even if her questions and criticism irritated some of her professional colleagues.

Her achievements within both of her fields had an indelible impact on the public acceptance of women in the professions.

She was a tall, striking woman, with blonde hair and blue eyes, and was known for dressing (even in the 1930s) in long sweeping skirts and a picture hat decorated with ostrich feathers.

She was born on December 29, 1879, at Bedminster, Somerset, England and was the eldest daughter of John and Eliza Parsons.

The family immigrated to Australia in 1884, where her father worked in the sewerage construction branch of the Department of Public Works, which gave Florence her first taste of working in the construction industry, as she assisted her father with his engineering calculations.

It was her father's death in 1899 that pushed Florence into the architectural industry when she decided to become a draftsman to support her family.

She learned her trade under architect Edmund Skelton Garton, and simultaneously attended night-classes at Sydney Technical College until 1904.

During her time with Garton's

office she was promoted to chief draftsman.

Once she completed her training she became chief draftsman to J. B. Clamp, who nominated her in 1907 for associate membership of the Institute of Architects of New South Wales.

Despite his defence of her talent (she "could design a place while an ordinary draftsman would be sharpening his pencil"), the nomination was defeated.

But this did nothing to deter Florence from thriving practice designing homes.

It wasn't until 1920 that Florence was eventually invited to join the Institute of Architects, which she accepted.

On April 3, 1907 Florence married George Augustine Taylor.

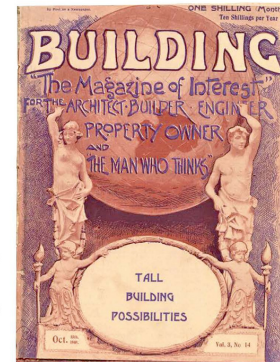
Florence and her husband were founding members of the Town Planning Association of New South Wales in 1913 and she was its secretary for many years.

Together they started the Building Publishing Co Ltd, which produced trade journals, three of which Florence edited: Harmony, Young Australia and the Australian (later Commonwealth) Home.

Through their journals they campaigned for urban planning, improved construction methods and better materials; they also promoted the interests of engineers, architects and builders.

When George Taylor died suddenly in 1928, Florence was determined to carry on their business and although eight of the 11 journals the business was publishing was forced to cease, she maintained Building (later Building, Lighting and Engineering) (1907-72), Construction (1908-74) and the Australasian Engineer (1915-73), and edited them herself.

She continued to produce town planning schemes but relied on others to draw them as she was unable to spare time from publishing.



Architect and publisher Florence Taylor, One of the periodical's Florence published during her career.

PHOTOS: COLLECTIONS OF THE STATE LIBRARY OF NEWSOUTHWALES.



Pamment perfect

Sibling team Alice and Joey Pamment put aside egos and build something special

Family partnerships and business can be fraught with challenges and clashing egos.

But for brother-sister duo Joey and Alice Pamment, every day working together to build their business, Pamment Projects, is a natural extension of the close bond they have shared since childhood.

Growing up in Queensland's Sunshine Coast hinterland on a family farm, the pair learned from a young age the value of hard work, being outdoors and supporting each other in life.

"We grew up in a large Queensland farm house on a property in the Sunshine Coast Hinterland with our mum, dad and Noah's ark worth of farm animals," Alice recalls.

"Our mum worked at the local primary school, where uniforms and covered shoes were optional (haha).

"We were always active outside of school — riding bikes, climbing trees, building cubby houses and helping Dad with farm work and Mum with the gardens and feed our animals.

"I think we finally got commercial TV reception when we were in high school. Our childhood felt modest and simple compared to what we knew of city life, but our parents made sure to take us on trips to Fraser Island a couple of times a year and beach holidays at Christmas with our cousins."

"We used to ride our push bikes one kilometre down our dirt road each day to get the school bus," Joey recounts.

"We had all fun toys — cars, motorbikes, hunting. But when growing up on farm you have to do farm work, so we were fixing fences, rounding cattle, building stuff. I loved doing things to keep me busy."

It was this exposure to working with his hands at a

young age that pushed Joey into the construction industry, which ultimately led to forming Pamment Projects with Alice in 2019.

Pamment Projects start its B-Corp Certification process this year. Alice said this is because they "appreciate that we have an environmental and social responsibility and hold high standards for our business evolution and reputation".

"We are as passionate about passive design and developments as we are with high-end bespoke buildings. We want to see the longevity and health of a building withstand harsh Australian climates and to support the wellbeing of its occupants."

Joey and Alice have combined their careers in construction and interior design to create an extraordinary building experience, empathetic to the benefits of a strong builder and designer connection.

Joey has been in the industry since he was 18 and moved to Sydney about seven years ago to grow his experience, working for larger Tier 2 builders and luxury developers in the Eastern suburbs.

"I was a foreman on Tramshed at Glebe and other amazing projects," Joey said.

"I studied interior design at Enmore in my 20s and worked for architects and interior designers in Sydney, London and France for 10 years until Joey and I started Pamment Projects," Alice said.

"Joey moved to Sydney about five years after I did.

"We lived together and would spend a lot of time talking about starting our own business one day. We knew there was a gap in the market for a new building company of young professionals, like architects, interior designers, project managers mixed with site management and bespoke carpentry.





As well as being an interior designer, Alice has recently completed her Certificate IV and Diploma in Building and Construction (Building) and has applied for her Builders License.

She has also just started a Building Biology Diploma part-time.

"Then I had a lot of people asking me to build their homes and do renos.

"I felt like I had all the site experience I needed, so we could get started. Our first project was small bathroom and reno on a granny flat, (which was) around \$75,000, then we signed up a \$1.4 million duplex at Woollooware."

And while starting a business with your sibling might instil a sense of trepidation in some, Alice and Joey jumped at the chance.

It is their complete faith in each other's ability and work ethic that helps drive the pair and keep the business and their relationship strong.

"It just feels normal to work with Joey or at least it doesn't feel unnatural," Alice says.

"We inspire each other and keep each other motivated and grounded.

"I have learnt so much about building and project management from Joey. He is an amazing leader and has a super power in his management style that motivates his team to work hard but to enjoy it all and not take everything too seriously.

"He makes building look easy and not much fazes him, which is a quality I wish I had!

"We share the same morals around business and we give each other the freedom and support to grow professionally.

"When we have tough days I know we are very lucky to have each other to work through things together."

"I love working with Alice! We are an awesome team and get through the work quickly," Joey says.

"It's great to have someone that you 100% trust and has your support and we understand each other. It's really great. Some people don't like working with family, but we keep our ego out of the way and concentrate on being better each day."

ethics and management styles and preferred being our own bosses, so when the time was right we hit the ground running with some of our contacts.

"We worked to our strengths and hired help for the areas we weren't familiar with in business."

"We knew we had to wait for the right time," Joey said.

"We both saw in our separate workplaces where mistakes would be made by not having tight relationships between design and building professionals.

"We felt like we wanted to create a collaborative construction company in hope to appreciate both industries better.

"We were both independent and had a similar work

Alice and Joey see themselves and each other as being good leaders, both in their business and the wider industry, with Joey winning the Young Builder of the Year award in the Master Builders Association of NSW Excellence in Housing & Pool Awards 2022.

"Myself and Alice have always been a good leaders, so I think that is why we started the business as we felt like we could do it better than what was in the market. Or at least try," Joey said.

"A big part of what we do, aside from the physical work is creating and maintaining strong relationships with our employees, architects and of course all the clients," Alice said.

"Joey and I have always helped people so we naturally try to provide comfortable and collaborative

environments to get our projects out of the ground and delivered to happy home owners.

"It is important to us to have good-hearted, kind people working with us and for us. We are really proud of creating a family

culture with our team and sub-contractors."

As future change makers in the industry, Joey and Alice see women as a vital part of that change.

"I think more women in the industry would be great; building is easy once you learn," Joey said.

"You have to do everything step-by-step and women are great at being organised and planning things out.

"There is good money to be made for women also."

"It's likely that your existing skills are already transferable to a construction company or sub-contractor or supplier's business," Alice added.

"There is always a position for a woman in every business in this industry and you are probably the missing link that the team has been looking for.

"And if you do not yet have the qualification for your dream tradie-job, it is very easy to start an apprenticeship and learn on the job while studying.

"Apprentices are in demand so you will have dozens of employers wanting to take you on and pay you to learn; that includes Pamment Projects."

"Get out there women and smash it! Without you, men will still be hiding in the dark," Joey said.

66 WE SHARE THE SAME MORALS AROUND BUSINESS AND WE GIVE EACH OTHER THE FREEDOM AND SUPPORT TO GROW PROFESSIONALLY...