

INFORMATION FOR MENTEES

What is ASTRA?

ASTRA is the peak body for the subscription television industry. ASTRA's job is to advocate for policy changes to help the industry grow, and manage events that promote the industry and develop its people.

Why is ASTRA sponsoring a mentoring program for women?

The equal representation of women on Australian screens and in boardrooms is crucial to our success as an industry. The creative sector thrives on diversity more than most. For instance, it ensures we commission and broadcast content that reflects the audiences we serve.

For many years ASTRA has led industry efforts to advance the participation of women in television, with a landmark annual breakfast and networking drinks attracting more than 1000 women annually.

What is Circle Mentoring?

Circle Mentoring is designed to allow two mentors to work with multiple mentees. The relationship between a mentor and mentee fosters the development of the mentee by sharing knowledge, expertise, values, skills and perspectives.

It is a method for businesses to provide support in the workplace for employee orientation, career advancement and problem solving.

Circle Mentoring affords mentees the opportunity to network with other individuals as well as learn from their peers. It also allows mentees to build skills, knowledge and achieve their development goals, while it provides the opportunity for the mentor to further enhance their skill set as a coach and an advisor.

How does it work?

Mentors and mentees will meet together several times over a series of months, usually for 90 minutes per session.

The exact number of meetings, meeting times, length and location will be agreed by the group at the first session.

Benefits of mentoring

For mentees:

- Promotes the acquisition of knowledge, skills, style and insights
- Provides direct contact with executive leadership and peer networking
- Expands understanding of the company and improves working relationships
- Enhances job and career satisfaction
- Reinforces focused career planning
- Fosters a trusting relationship that serves as a platform to develop a person's professional passions, skills and experience
- Enables greater control and ownership of development

For mentors:

- Facilitates a deeper understanding of the concerns of employees at all levels
- Enhances coaching and listening skills
- Allows executives a structured way to give back

For the industry:

- Transfers knowledge and skills between experienced leaders and emerging leaders
- Enhances cross-functional and cross-industry exposure
- Helps attract, retain, and develop talent
- Shapes the future leadership pool
- Contributes to ASTRA's leadership development and diversity objectives