

# SIA Chief Executive closes 'CelebratingHerStory' campaign

News story

Michelle Russell reflects on the SIA's #CelebratingHerStory campaign, which started on International Women's Day.



Security Industry Authority

Throughout this month we have been celebrating the contribution of women in the private security industry. We have been captivated by their inspiring stories as they have reflected on their role and responsibilities within the industry.

At the SIA we believe the industry should be representative of those it seeks to protect in all its diversity including the 50% of the public who are female. The proportion of female: male licence holders has stayed pretty stable at around 10% for several years. There is more we can all do to show security is truly open to all, that there are opportunities for all and the outdated images of "manned" guards from 20 years ago no longer apply.

A diversified workforce fosters creativity and a fresh approach, the value of all, including women and the perspective and intuition they bring to this industry should not be underestimated.

My deepest gratitude to all the women who came forward and shared their inspiring stories with us this month and my very special thanks to all the women working day in, day out in the industry – you are simply the best! Thank you to everyone who read, liked, shared and commented on our blog and posts, for amplifying these voices and for #CelebratingHerStory with us. We hope to be able to continue to shine the light on more inspiring stories from the industry in the future.

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