

MEDIA RELEASE



AFL, Slack, News Corp and the Victorian Government give teenage girls a ‘future booster’ with Girledworld’s state-wide employability skills and industry mentoring program.

10th March 2020

Off the back of the Andrews Labor Government’s *Gender Equality Bill 2019* passing through Victorian Parliament – a landmark step in breaking-down gender barriers in the workplace – University of Melbourne-founded, award-winning education company girledworld will activate workplaces across Victoria from March to June 2020 to boost future career opportunities, employability skills and invaluable industry mentorship of hundreds of female high school and tertiary students.

Girledworld Cofounder and CEO Madeleine Grummet said the *girledworld Workplace Mentoring & Employability Skills Program* will connect students with leading women in the Victorian business, corporate and startup ecosystem, smash workforce gender stereotypes, and provide students with critical insight into the new world of work, STEM and workforce soft skills to boost their employability and future career opportunities.

The program is supported by the Victorian State Government, along with multiple major businesses and technology sector companies including Silicon Valley communications giant **Slack**, **Square** (backed by **Twitter** founder Jack Dorsey), **AGL Energy**, **EY**, the **Australian Football League**, **News Corp** and many more.

The girledworld Program will launch today in Victoria to coincide with this year’s global International Women’s Day theme #EachForEqual (aligned with UN Women’s new multigenerational campaign Generation Equality) and will conclude on June 26, 2020.

Equipping, educating and empowering the next generation of women with the skill-sets, mindsets and industry mentors they need to succeed is critical to their future career pathways, and will contribute to the creation of the future jobs and industries that will drive our Victorian economy.

Quote attributable to Minister for Jobs, Innovation and Trade Martin Pakula

"We're proud to support this program, because we recognise how important it is to prepare young Victorians for the future of work and the digital economy."

Quote attributable to AFL General Manager Commercial Kylie Rogers

"The AFL is thrilled to be involved in a program which supports the development of young Australian women and helps them realise their potential through invaluable industry experience and on-the-job learning."

We are passionate about providing opportunities for everyone, no matter their gender, background or ability, and to be able to inspire young women to step into a career in sport is just one way we hope to achieve gender equality and representation."

Quote attributable to Victoria's Lead Scientist (DJPR) Dr Amanda Caples

"We know that hearing stories of career pathways directly from women is a powerful way to expand the horizons of young girls. We need to change the workforce of the future to achieve gender equality. Women need to be qualified for jobs of the future which will increasingly require strong STEM skills."

Quote attributable to Slack APAC Head of Marketing Julie Walker

"At Slack, we are passionate about increasing the number of historically underrepresented individuals throughout the workplace. Having a diverse and inclusive workforce is the key to encouraging creativity and innovation throughout Australia. We're thrilled to partner with Girledworld on this initiative and provide young women with a window into a range of exciting new career opportunities."

Quote attributable to girledworld Cofounder + CEO Madeleine Grummet

"The world of work is changing fast. We need to give today's students access to workplaces, so they are prepared and equipped to step up into the jobs and industries of the future. This program is about giving young women access to real-world career education, employability skills like problem-solving and critical thinking, and the opportunity to learn from outstanding Victorian business leaders and entrepreneurs."

Quote attributable to girledworld Cofounder + COO Edwina Kolomanski

"Young women need to get out of classrooms and into the real-world so they can see what they can be. Best practice career education and employability education needs to provide students with immersive and practical experiences to enable students to develop critical 21st century employability skills they need to thrive in an uncertain Future of Work. This program provides students with real experiences and access to inspiring women to better inform their career goal setting and decision making."

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