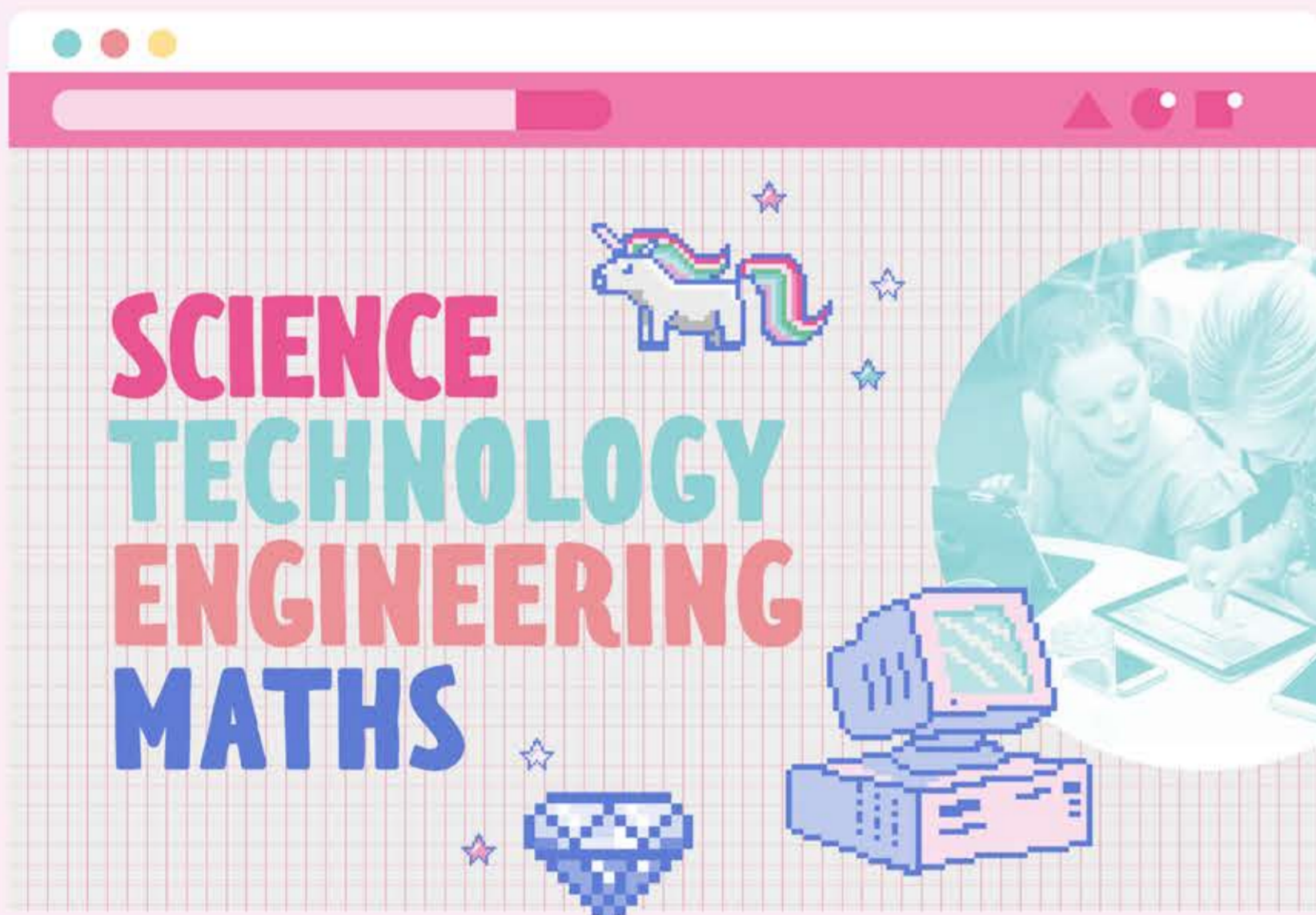


sunsilk x GIRL GEEK ACADEMY

STEM SCHOOL HOLIDAYS WORKSHOPS

We teamed up with Sunsilk to help 'Rethink Pink' with **FREE school holiday workshops** to equip mums and girls to support each other in learning more about STEM careers.

BOOK A SPOT!



SOOO, WHAT IS STEM?

STEM stands for **Science, Technology, Engineering and Mathematics**. STEM learning brings these subjects together to help us understand the world, and prepare for future possibilities and careers.

Whether your daughter wants to be a Games Designer, Climate Scientist, CEO, Geologist or just navigate the world of the future - increasing STEM skills is incredibly important to their overall success - and Girl Geek Academy is committed to helping wherever we can.

BOOK YOUR SPOT!

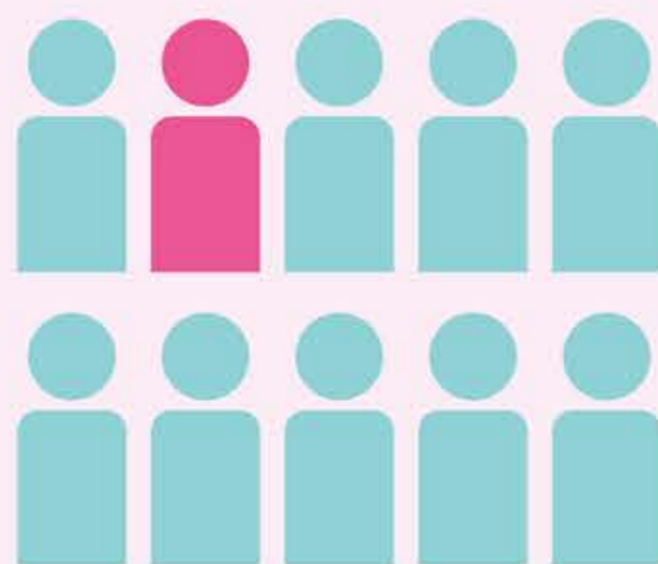
WHY ARE STEM CAREERS IMPORTANT?

"Gender inequality in STEM industries limits progress and innovation. The experiences of diverse women and girls is crucial in solving the problems that shape our lives. We need more women and girls in STEM to play a vital role in solving the world's future challenges."

SARAH MORAN
Girl Geek Academy CEO



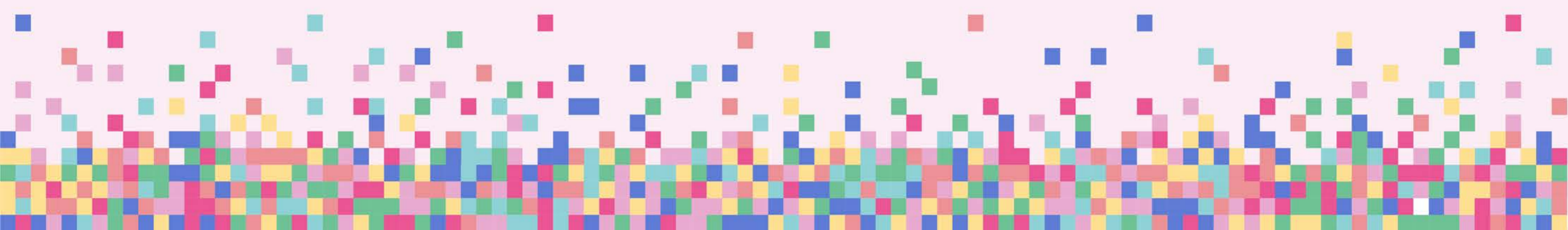
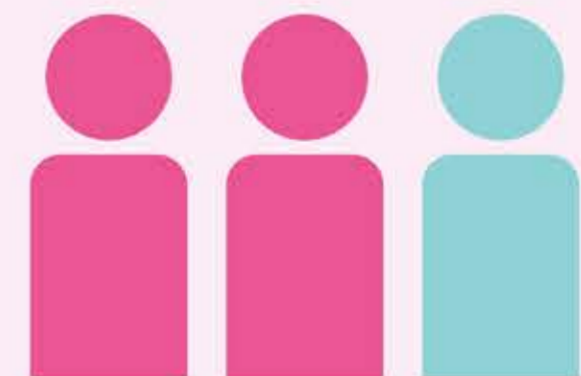
During 2021 Sunsilk surveyed over 1400 women from across Australia & NZ to uncover misconceptions around careers and futures in STEM. We discovered;



ONLY **1 IN 10 MUMS** HAVE A STRONG UNDERSTANDING & KNOWLEDGE OF **STEM SKILLS** TO IMPART TO THEIR **DAUGHTERS**

ALMOST **2 IN 3** GIRLS LIST THEIR MUMS AS THEIR MOST

INFLUENTIAL ROLE MODEL





sunsilk x GIRL GEEK ACADEMY

STEM SCHOOL HOLIDAYS WORKSHOPS

Week 1 (NSW, VIC & ACT school holidays)

Science: Tuesday 21 September

Technology: Thursday 23 September

Week 2 (Australia all states school holidays)

Engineering: Tuesday 28 September

Maths: Thursday 30 September

Week 3 (NZ, SA, WA, TAS, NT school holidays)

Science: Tuesday 5 October

Engineering: Thursday 7 October

Learn new things together with other families across Australia and New Zealand. You're invited to learn practical STEM skills together through a series of FREE fun & interactive online workshops.

BOOK YOUR SPOT!

WHAT WILL YOU LEARN?

The workshops will run over the September/October school holidays and will feature 4 different modules



THE SCIENCE OF HAIR

We all know the importance of washing our hands but why do we clean our hair and how does it work? How strong is our hair? Do different products affect our hair in different ways? Let's explore the surprises of science in something as simple as our hair.



ENGINEERING EMPOWERED

In this workshop we'll be teaching you how to create a shampoo bottle using 3D modelling. From the initial design concept through to the physical product development, you'll walk away with a 'Rethink Pink' shampoo bottle engineered solely by you!



TECH FOR TWO

Give "Pink" a new perspective by creating your own two-player videogame, snazzed up with a fantastic pink colour pallet (that we'll be choosing!). Together, we'll learn how to create the code, and draw how the game will actually look. This beginner friendly workshop is the perfect way for mums and girls to learn tech together.



MATHS FOR MUM & ME

Maths is used for LOTS of different things, but often at school it can feel a bit like we only ever use it in the classroom. In this session, we'll be learning how we can change the world, with maths! In this workshop we'll teach you how to create a plan and we can all use maths to bring our ideas to life.

WHY SUNSILK AND GIRL GEEK ACADEMY?

Our shared goal to increase the number of women and girls in STEM

Sunsilk is on a mission to inspire women and girls alike. Our research shows young girls are feeling a career in STEM is not achievable for them. Through our partnership with Girl Geek Academy and Sunsilk's Rethink Pink campaign, we aim to bring mums and daughters together to better understand the career pathways available to them in STEM industries.

What is the 2021 Sunsilk Rethink Pink Study?

New, independent research commissioned by Sunsilk, surveyed 1,000 Australian and 400 New Zealand women, to uncover the issues currently facing women related to STEM and the limiting beliefs of which may be holding them back in understanding the possibilities for a career and future in STEM. An online quantitative survey was conducted during March 2021 with controlled interlocking quotas set on age, gender and state, to ensure a nationally representative sample of the women in Australia & New Zealand, aged 16-60+. The research was conducted by Pure Profile.

