

# 2024 Impact Report

# UNIQ You



A year of growth.

With the generous help of our partners and supporters, we're strengthening the pipeline of females entering under-represented industries. Together, we've helped thousands of female students across Australia.

## Major Partners

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## Partners

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## Ambassadors & Supporters

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## Acknowledgment of Country

In the spirit of reconciliation UNIQ You acknowledges the Traditional Owners of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

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**For the purpose of this report the following terms have been defined below:**

**Advisors:** Women working in under-represented industries acting as role models. **Girls/Females/Women:** This category includes all individuals who identify as women, including cisgender women, transgender women, and intersex women, as well as non-binary, gender-fluid, and other gender-diverse individuals who identify as women in any way.



# Letter from the Chair

Individual journeys.  
Collective impact.

As I reflect on my first year as Chair of UNIQ You, I want to acknowledge the incredible work of my predecessor, Matt Lee. His leadership laid a strong foundation for us, and I'm honoured to continue the momentum of this impactful organisation. UNIQ You is proud to play a part in the national movement to encourage Australian girls and young women to **broaden their horizons and maximise their potential** through pursuing careers in under-represented industries.

While anti-discrimination, safety and bias remain systemic and complex issues which we must collectively work to address, young women are now also proactively seeking and building their own networks, forging career pathways that were previously unseen or perceived as inaccessible, and challenging established norms in industries dominated by men.

Our role in this change is to generate the **interest, knowledge, and confidence** that female high-school students need to engage in pathways into industries where women are under-represented. We achieve this by providing young women and girls with direct access to trailblazing female Advisors who are thriving in these industries.

Our focus is on enabling early intervention at a critical point in the decision-making trajectory of high school students. Our impact data shows that our program works to:

- influence subject choices
- improve visibility of the roles available to female graduates
- demystify and address misconceptions about working in these industries; and

- inspire young female students to look beyond the traditional career pathways they may perceive as their options.

This year, UNIQ You has grown from a Queensland-based service to now also include schools and students in Victoria, with a pilot project launch in New South Wales and agreements in place to also extend to Western Australia and the Northern Territory in 2025. This phenomenal interest and support of our work reflects the importance our industry partners and educators place on the early and proactive development of interest, confidence and knowledge of young students in career pathways in under-represented industries. This year, we will focus on our systems, governance and processes to sustain this growth and to ensure that our participants in schools and workplaces continue to enjoy and benefit from a safe, supportive and energising experience.

Our collective impact is achieved by UNIQ You working alongside our dedicated industry partners and collaborators who are authentic, deeply committed to supporting diversity, talent and success for women in their industries and by always remembering that the success of our organisation is based on **enabling and honouring the aspirations of each student** who invites us into their unique journey.

None of this is possible without the leadership of our CEO Val Ridley or the enthusiastic and professional commitment of our wonderful UNIQ You team.

I am excited and look forward to seeing all that we will accomplish in the coming year.

Thank you.

*Jacqui*



# Letter from the CEO

## Scaling for Impact: The Moment is Now!

At **UNIQ You**, we're proud to stand shoulder to shoulder with our industry and education partners, driving real, meaningful change for young women across Australia. As I reflect on our journey over the past year, I want to express my heartfelt gratitude to the board for their unwavering support and to the UNIQ You team for their passion and dedication. I'm not only filled with pride but also energised and excited about the bold future we are building together.

In today's fast-evolving world, where the workforce is transforming at an unprecedented pace, the need to scale our service has never been more urgent. Educators are under immense pressure to keep up with the rapid shifts in technology, emerging roles, and the ever-growing skills gap. Our **scalable virtual service** is reaching young women across Australia, importantly including those in remote and regional communities, and providing them with critical real-time access to authentic role models from under-represented industries, our Advisors. By amplifying the voices and journeys of women already leading the charge, we're not just keeping up—**we're leading the way** in a space where no one else has ventured yet.

Now, more than ever, young girls need to see someone just like them, proving that they too can succeed and lead in fields once thought out of reach, or worse invisible to them. UNIQ You Advisors don't just inspire—they **empower** girls to see themselves in these roles, to know that it's not just possible, but achievable. Our service is about offering relatable role models—women who, in

some way, have walked a path that feels attainable and relevant to the girls who look up to them.

At **UNIQ You**, we know the importance of **early intervention**. We meet girls at a critical juncture in their high school careers—right when they're making choices that will shape their futures. With **real-time, authentic information**, we give them the tools they need to understand not just the **traditional career paths** but also the **emerging roles** and opportunities that are part of the **4th industrial revolution**.

In 2024, we saw our network grow significantly, with over 2000 young women engaging in real-time conversations with nearly 100 industry Advisors. This rapid growth is a clear sign that the demand for our service is greater than ever. Looking ahead to 2025, our challenge is to **expand our reach and deepen our impact** while maintaining a **personalised experience** for each student. How do we ensure that every girl's unique aspirations remain at the heart of our work?

The answer lies in our continued partnerships with organisations and individuals who share our commitment to diversity, talent, and empowering women to succeed in under-represented fields. By staying grounded in our mission to support each student's individual journey, we will continue to **elevate their voices** and help them carve out pathways toward careers that align with their passions and potential.

To me as we move into 2025 our role is clear: to respond to the urgent need to scale, and to deliver real opportunities for young women.

Val

# Who We Are

## Our Vision

A world where every girl is empowered to explore, access, and thrive in any career, free from gender barriers.

## Our Mission

To inspire high school girls by connecting them in real-time conversations with trailblazing women working in under-represented fields, empowering them to envision and pursue diverse career pathways with confidence and curiosity.



| Above: UNIQ You Team, January 2025

## Our Values

**Keeping it real:** We are committed to building genuine connections through real-time, authentic interactions, ensuring transparency, data and evidence driven decisions, real feedback and open communication.

**Shifting the dial:** We will push boundaries, advocate for change, demand better outcomes and strive for continuous improvement.

**Looking out for each other:** Our community is one of support, challenge and potential. We all share the same objective.

**Being comfortable with the uncomfortable:** We will lean into the difficult conversations, challenge ourselves and our stakeholders and be brave.

**Honouring all voices:** Individual experiences and expression are what make us unique! Every voice matters and will receive validation and celebration in our community.

# What Have We Learnt?

UNIQ You gathered feedback from 57 high school girls and 10 educators across six schools in Queensland and Victoria as well as 68 Advisors. This data was collected through focus groups, interviews, and structured feedback sessions as part of UNIQ You's Measurement, Evaluation, and Learning (MEL) Framework to evaluate the program's impact.



**Student:** Sheridan, San Damiano College

## Our Students are telling us

- UNIQ You has given them new perspectives and shown them new roles
- Having conversations with women in industry who are “just like them” has been inspiring and built their confidence
- They find it unfair that women still earn less than men for the same job
- They fear judgment based on looks, experience, and gender when choosing careers
- Work-life balance and safety at work are key factors in their career choices

## Our Educators are telling us

- UNIQ You helped them feel better equipped to guide students on career pathways into industries where females are under-represented
- They want to integrate UNIQ You into the classrooms and lesson planning
- They'd like to connect with other schools participating in the UNIQ You program
- They recognise the need for diverse influences to support students in the transition from classroom to career pathways



**Educator:** Roshea Buksh, San Damiano College



**Advisor:** Darcy Modina, BMD

## Our Advisors are telling us

- UNIQ You provides an essential first step for female students exploring career paths
- They want to better understand the key points of influence from classroom to career
- They want to connect with other Advisors in the sector
- They want to support UNIQ You's national and international growth

# Our Impact 2024

In 2024, **2,098** girls across **61** schools had conversations with **86** Advisors from **17** industry partners representing **10** male-dominated industries in Australia.

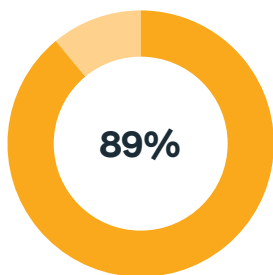
# 2,098

Girls reached

# 54%

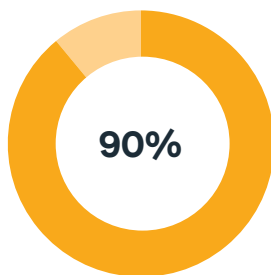
Discovered roles they had never heard of

### Knowledge



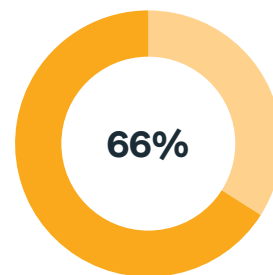
Increased their **knowledge** of under-represented industries

### Interest



Increased their **interest** in pursuing under-represented industries

### Confidence



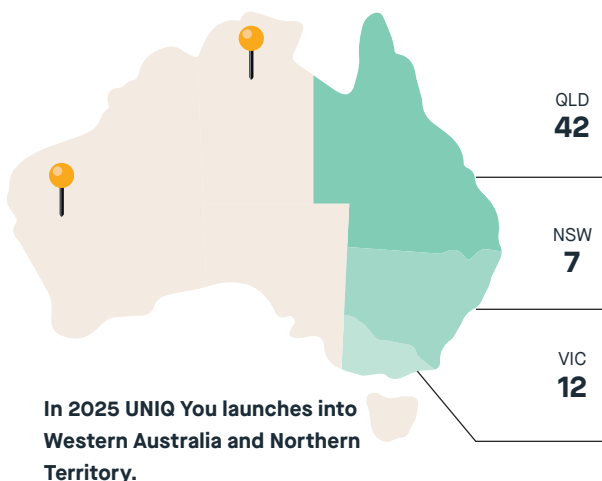
Increased their **confidence** to pursue under-represented industries

# 143

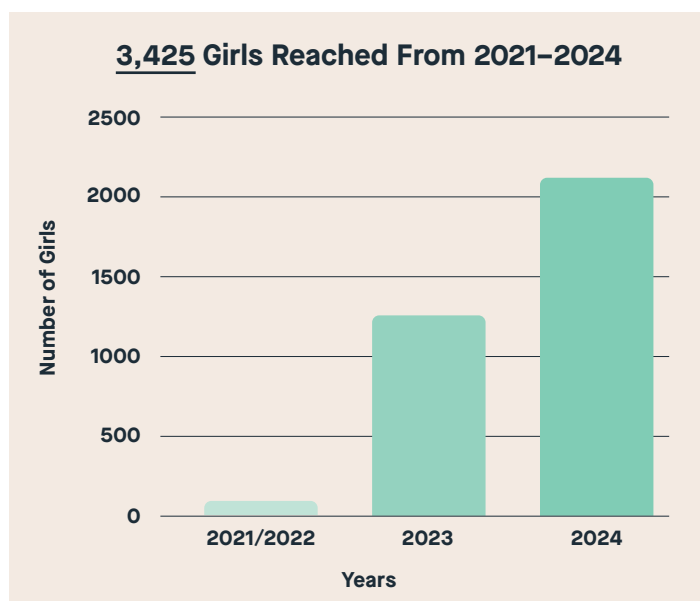
Sessions Delivered

- 74** Whole Class Presentations
- 54** Small Group Conversations
- 15** Deep Dive Conversations

## Participating Schools



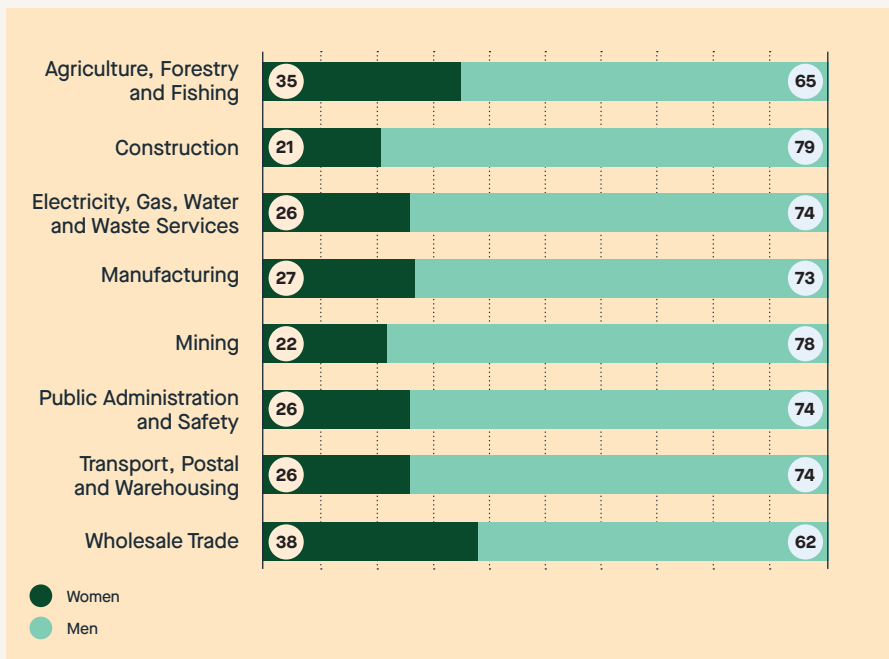
## 3,425 Girls Reached From 2021–2024



# Our Advisors

In 2024 we engaged with over 85 trailblazing women across 10 industries under-represented by women.

Proportion of Men and Women in Male-Dominated Industries 2023 – 2024



Source: Australia's Gender Equality Scorecard 2023–2024, key results from the Workplace Gender Equality Agency's Employer Census 2023–24, November 2024

**86** Advisors

**73%** STEM background

**8%** Aboriginal & Torres Strait Islander

**45%** From regional areas



Allison Gwilt



Allison Roberts



Brooke James



Brooke Martinsen



Clare McKellar



Danielle Leray



Gabriella D'Agata



Gemma Sibillin



Jessica Milschus



Jessie Nott



Kiersten Graae



Kym Lilford



Madeleine Sehaber



Mary-Ellen Feeney



Navjot Kaur



Nicole Berghuis



Saba Munir Ahmed



Saphy Hau



Toni Coughlin



Trang Pham





**Amber  
Dean**



**Andrea  
Edney**



**Annabel  
Hofstee**



**Ashleigh  
Mansfield**



**Asiya  
Mohammad Raza**



**Brodie  
Barker**



**Brooke  
Griffin**



**Brooke  
Tooze**



**Caitlin  
Edgar**



**Candice  
McLean**



**Chanelle  
Olive**



**Chantal  
Keane**



**Chantelle  
Love**



**Chloe  
Swiney**



**Darcy  
Modina**



**Demi  
Pye**



**Elena  
Rusca**



**Elizabeth  
Kelly**



**Ellie  
Salmon**



**Emily  
Walsh**



**Eva  
McLoughlin**



**Georgia  
Kelly**



**Ginni  
Brown**



**Grace  
Engwerda**



**Jacinta  
Burns**



**Jennah  
Williams**



**Jenny  
Whitaker**



**Jessica  
Eadie**



**Joanna  
Ly**



**Julie  
Smith**



**Kariza  
Martin**



**Kat  
Norman**



**Katherine  
Hall**



**Katie  
O'Donoghue**



**Kelsey  
Williams**



**Latisha  
Whalan**



**Lauren  
Mua**



**Laurence  
Ledrut**



**Leah  
Stapleton**



**Machel  
Tamani**



**Maddison  
Petrie**



**Madeleine  
Pavlides**



**Melanie  
Trent**



**Melissa  
Butler**



**Melissa  
MacFarlane**



**Michele  
White**



**Monica  
Louda**



**Nansita  
Charan**



**Natasha  
Page**



**Nicole  
Brunner**



**Nikki  
Rankine**



**Ojasvi  
Gupta**



**Rachael  
Kelly**



**Rebecca  
Birmingham**



**Rebecca  
Coulthard**



**Ronit  
Better**



**Sarah  
Webster**



**Soledad  
Rodriguez**



**Sonja  
Toft**



**Stephanie  
Abbott**



**Stephanie  
Castaldo**



**Tahlia  
McCarthy**



**Teena  
Glassick**



**Viha  
Parekh**



**Viviana  
Gamboa Pickering**



**Zoe  
Steloon**

**Meet our Advisors here:**



# Our 2025 Priorities

Since we launched in 2021, UNIQ You has seen engagement in our program grow exponentially every year. National expansion and scale are UNIQ You's priorities, our 3-year plan includes the engagement of 25,000 girls in conversations.

As the UNIQ You community grows across Australia, we continue to ensure that our program is designed and delivered in alignment with contemporary global and national educational and career development principles.

Founding Principles	UN Goal 4 Quality Education	UN Goal 5 Gender Equality
<b>OECD Response</b>	Build a common understanding of the knowledge, skills, attitudes and values students need in the 21 <sup>st</sup> century.	Early intervention. Gender-equitable education systems empower girls and boys and promote the development of life skills.
<b>Industry Benchmark (Gatsby)</b>	A stable careers program at the heart of education and leadership.	Inclusion and impact for every young person. Personal guidance.
<b>4th Industrial Revolution</b>	Requires educators to have the role of preparing students for the future.	Acknowledges that the fields most relevant to Industry 4.0 are the very ones where women remain under-represented in most countries.
<b>Australian National STEM Strategy 2016-2026</b>	Industry's role in supporting teachers and teacher professional development.	Acknowledges inequities currently exist in STEM and has a goal to lift all student engagement and attainment in STEM.
<b>Australian Curriculum</b>	UNIQ You's service not only supports and enhances the General Capabilities outlined in the Australian Curriculum, but it also aligns closely with specific disciplines, including STEM education, fostering a holistic approach to preparing students for future careers in male-dominated industries.	
<b>UNIQ YOU's Role</b>	A scalable easy to access service allowing career pathways to be demystified, visible, relatable and achievable to students.	Empowering women and girls to pursue non-traditional careers and fostering equal opportunities in education and employment.
<b>UNIQ YOU 2025 Priorities</b>	Engage deeply with more schools, educators and high school girls across Australia. Provide easy access to, and authentic connections with, role-models working in the female under-represented labour market. Empower educators to support and engage high school students in their journey.	
<b>Enablers</b>	<ul style="list-style-type: none"> <li>• Partnerships / Grants</li> <li>• School Scholarships</li> </ul>	



*Girls' confidence in STEM decreases between 14-18 years and they are half as likely as boys to choose STEM subjects as they often do not see relevance or a career link.*

Dept Industry, Science & Resources 2024 data.

UN Goal 8 Decent Work and Economic Growth	UN Goal 10 Reduced Inequalities	UN Goal 17 Partnerships
Bringing experience into the school setting. Equity in education.	Experiential and destination data. Governments taking a systemic approach.	Sector and community engagement. Creation of partnerships and collaborations. Promoting fruitful partnerships with business and industry.
Meaningful and varied encounters with employers and employees.	Focus on the use of information and data. Linking curriculum to careers.	Engagement of parents and carers. Learning from labour market information.
Presents a need for businesses to plan for job creation, equitable distribution of gains and wider social protections.	Relies on there being equal access, opportunities and rights for women and minorities.	It is essential for educators partnering with businesses and industry to continue to educate students for the world of tomorrow.
Awareness of the range of careers available for people with STEM skills and knowledge required to take advantage of these opportunities.	Understanding and measuring the outcomes and impacts of partnerships.	Facilitating effective partnerships with tertiary education providers, business and industry.
<p>UNIQ You's service not only supports and enhances the General Capabilities outlined in the Australian Curriculum, but it also aligns closely with specific disciplines, including STEM education, fostering a holistic approach to preparing students for future careers in male-dominated industries.</p>		
Our service is online, safe and structured within the context of the school environment.	Longitudinal and behavioural change by empowering young women to pursue careers in male-dominated industries, dismantling gender-based barriers, and creating a more equitable workforce.	Sector, school, industry partners and Advisors are engaged and working together to enable outcomes.
Safeguarding and quality experience Ensure student voice and feedback is central to the evolution of our program and offerings.	Building our evidence base, evaluations framework and deep engagement with the experiences and outcomes of our participants.	Sector, advocacy, influence and collaboration.
<ul style="list-style-type: none"> <li>• IT / Cybersecurity</li> <li>• Safer Technology for Schools</li> <li>• Governance and policy review</li> </ul>	<ul style="list-style-type: none"> <li>• Research</li> <li>• Measurement, Learning and Evaluation Framework</li> <li>• Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Industry and government partners.</li> </ul>

# Our 2025 Objectives

Our 2025 priorities will be to ensure that every UNIQ You participant will:

1

## Have access to our service at the right time and in the right place

We will do this by:

- Engaging deeply with our existing schools and expanding our network of schools to ensure that we are reaching schools from a broad and diverse ICSEA, community setting and economic demographic
- Empowering educators to build their knowledge and confidence in supporting young women to consider careers in male-dominated industries
- Engaging with a diverse range of Advisors to enable every student to find “someone like them” in our community

2

## Participate safely and confidently in our program

We will do this by:

- Undertaking a safeguarding review which will ensure continuous improvement and development of student, Advisor and participant safety and wellbeing
- Developing our online system to align with the Safer Technologies for Schools standards
- Encourage participation, engagement and co-design in our systems

3

## Have their voice heard in the shaping of our service

We will do this by:

- Developing our evidence, impact and experiential and behavioural data frameworks so we can clearly communicate our learnings
- Build student voice across our schools
- Ensure our Advisors and Partners are engaged deeply with the UNIQ You mission
- Engage with peer organisations, industry bodies and the tertiary sector so that our program meets the needs and expectations of the broader ecosystem of support for female high school students

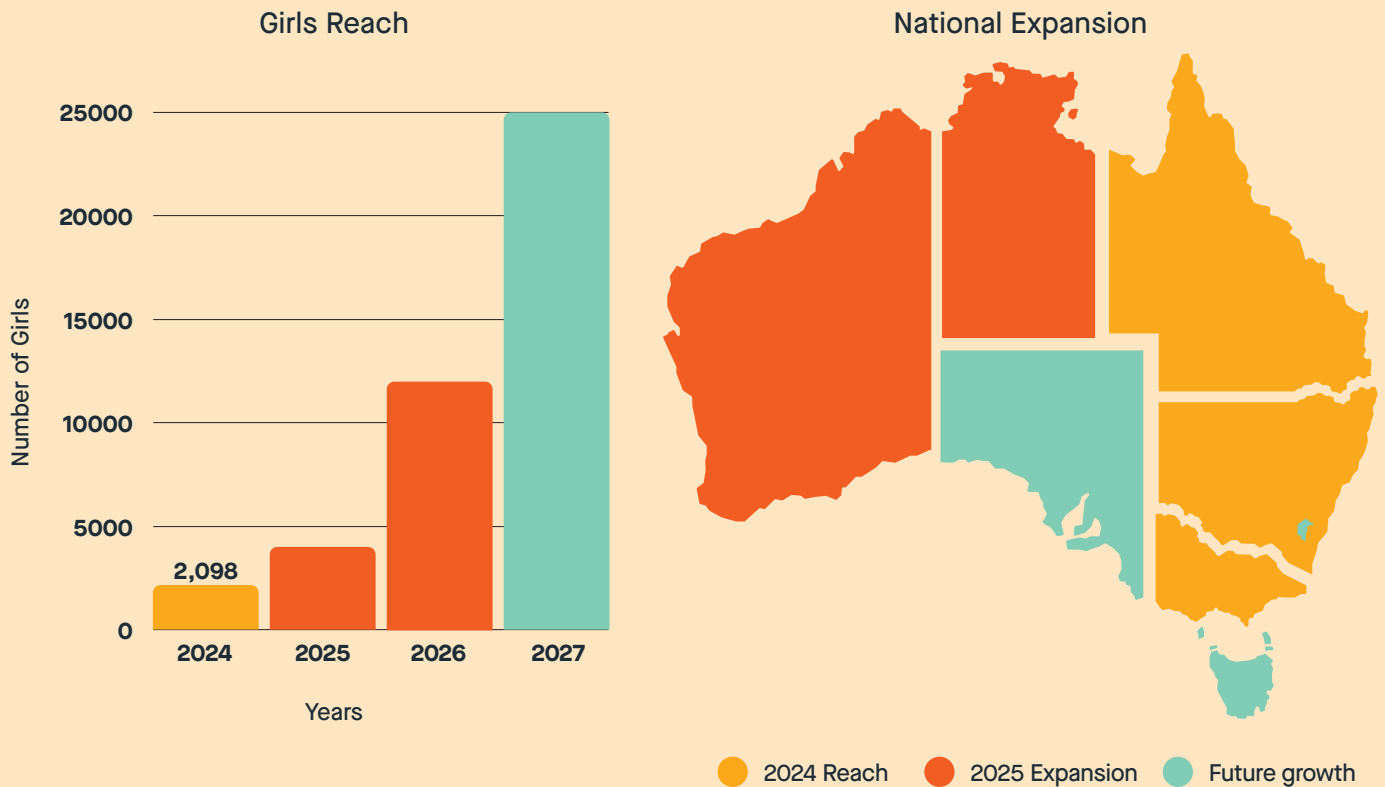


**Students:** Lashai (left) and Polina (right), San Damiano College

# Our Growth and Expansion

A record number of girls were reached in 2024 with the service positioned for exponential growth in the years to come.

## Projected Future Growth



**Advisor:** Melissa MacFarlane,  
Queensland Fire Department

# Participant Insights

The following perspectives and insights from UNIQ You participants—industry partners, educators, Advisors, and students—offer a deeper understanding of the program, highlighting its transformative impact on young women and the invaluable connections it fosters between education and future career pathways.



**Katie O'Malley**  
BMD, Founding Partner



As a founding partner for UNIQ You, we've really seen the benefit of engaging with women early in their career through their STEM programs, which helps them make career choices and enables them to take the next step into some non-traditional career pathways. Bringing bringing a lot of females into our industry really supports diversity and inclusion.

*Katie*

Integrating UNIQ You into the classroom is a fantastic opportunity because it actually makes the curriculum come alive. It just allows our girls to see all the different opportunities that are available to them. Because you can't be what you can't see and so it gives them different perspectives and gets them to dream big. I've seen the students gain confidence by being a part of the UNIQ You conversations because it allows them to hear their narrative and stories and also ask the Advisors questions about when they were 15 and 16. It's helped dissipate some of the nerves or worries that they have, and I've seen the girls starting to feel a lot more confident and not so worried about their future.

*Roshea*



**Roshea Buksh**  
San Damiano College



**Melissa MacFarlane**  
QFD, Advisor



UNIQ You is providing young women with an opportunity to take control of what it is they want to do, by providing them real life people that they can ask real questions of. We are real people that they can connect directly to.

*Melissa*

By seeing the Advisors, what they do in their lives, it just makes us think that we can go out and do the same thing.

It was really inspiring to see that there are other jobs that we can get into that we didn't know about before.

*Lashai*



**Lashai**  
Participating Student



# Our People

## Board



**Jacqui Walters**  
Chair



**Matt Lee**  
Non-Executive Director



**Val Ridley**  
Chief Executive Officer  
& Executive Director



**Tanya Andrews**  
Founder & (Non-Executive  
Director concluded July 2024.)



**Janet Bellinger**  
Finance Manager  
& Company Secretary

## Team



**Val Ridley**  
Chief Executive Officer  
& Executive Director

I bring a mix of vision, purpose, and relentless drive to break down barriers for girls, with a deep commitment to educational equity and gender equality. My goal is to create sustainable growth and long-term solutions that build a better future for every girl.



**Janet Bellinger**  
Finance Manager  
& Company Secretary

I always strive to create an inclusive, supportive environment. I stay organised and proactive, ready to assist wherever needed, while enjoying being part of a team with a positive culture that values collaboration and personal growth.



**Kerry Byrom**  
Operations Manager

I love meaningful work that has a lasting impact, while fostering a positive team culture along the way. Organised, driven and always ready to combine purpose with a little fun, I believe we can achieve amazing things together.



**Balveen Ajmal**  
Impact Lead

UNIQ You presents a compelling opportunity to learn from our students and support them in achieving their goals. I bring experience in developing evidence based and data led strategy, governance and communications to engage with our stakeholders and build sustainable organisations.



**Cristina Campagna**  
Program Manager  
QLD & VIC

I believe in breaking down barriers and fostering meaningful connections to create positive change in education. I use my experience in teaching and leadership to empower students to have a say in their education and future.



**Rebecca Jeffrey**  
Program Manager  
WA & NT

I'm passionate about empowering students and educators to navigate challenges, build confidence, and embrace new opportunities. I combine innovative approaches, leadership, and tech to ensure that every experience is accessible, impactful, and human-centred.



**Hannah Goodfellow**  
Engagement Manager

I am collaborative, creative, and a strong communicator, dedicated to fostering genuine connections and keeping things running smoothly. I believe in the power of authentic storytelling to inspire and engage, driving positive team dynamics and client relationships.



**Helen Rowe**  
Engagement Coordinator

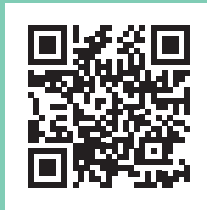
I love bringing people together to create fun, collaborative spaces where ideas flow and connections thrive. With a passion for problem-solving and making things run smoothly, I'm always looking for new ways to engage, inspire, and add energy to everything I do!



**Chandler Riker**  
Marketing Coordinator

I'm enthusiastic and creative, bringing fresh ideas and fun to every project whether it's connecting with stakeholders or coordinating events. I love being part of a team that applies passion and dedication to everything they do.

Watch Our Impact  
Video Here:



UNIQ you

[uniqyou.com.au](http://uniqyou.com.au)



@uniq-you

