



When we expand what a girl believes is possible, we expand what is actually possible - for industries, for communities, for the country.

Somewhere in Australia right now, a teenage girl is deciding what to study next year. She is choosing from the options she can see — the paths she has been shown, the careers she can imagine for herself. If no one has ever shown her that she could work in engineering, construction, energy or technology, that option simply does not exist for her.

UNIQ You exists to change that moment.

Australia faces a genuine and growing challenge. Across STEM, construction, energy, transport and infrastructure, workforce shortages are intensifying. At the same time, women remain critically underrepresented in most of these industries — not because they lack capability or ambition, but because the pathway has never been made visible to them at the moment it matters most.

This is not a problem that can be solved at the point of hiring. It must be addressed years earlier, when young women are still forming their sense of what is possible.

Five years on, UNIQ You is demonstrating that early, scalable, human connection works. When girls sit across from a woman working in an industry they had never considered — and hear a story that feels real and relevant — something shifts. Their sense of what is possible expands. That is the beginning of a pipeline.

Building that pipeline, at the scale Australia needs, requires a shared commitment across sectors.

For industry, UNIQ You offers a direct, measurable and cost-effective way to invest in the future workforce — and to meet the growing obligations around gender equality that the WGEA Gender Equality Targets Act 2025 now places on employers with more than 500 staff. Participating companies are not just fulfilling a reporting requirement. They are shaping a generation.

For government, early pipeline investment of this kind deserves recognition and support as workforce and social policy. Programs that reach girls in Years 9 to 12 — particularly in regional, remote and First Nations communities — represent some of the highest-leverage interventions available, and they cannot be sustained on industry partnership alone.

For schools and educators, UNIQ You's model is designed to extend your work — not add to your load. When career conversations with real industry role models become part of school culture, the impact reaches far beyond a single session.

And for the parents and carers who help shape what young women believe is within their reach — your influence matters enormously. UNIQ You is committed to finding new ways to reach you directly, not just through schools.

The data in this report reflects what happens when all of these groups work together. It also reflects the significant opportunity that remains. More girls. More schools. More industries. More communities.

The momentum is real. What it needs now is investment to match.

**Jacqui Walters FAICD**

Chair, UNIQ You