



An Australian Government Initiative

Women in STEM Ambassador

YEAR IN REVIEW 2020



UNSW
SYDNEY

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IMPACT AT A GLANCE

THE AMBASSADOR HAS COMMUNICATED WITH



17,800

EDUCATORS & YOUNG PEOPLE

VISITED

46



SCHOOLS

FUTURE YOU DIGITAL
CAMPAIGN REACHED

2.3M



PARENTS, CARERS & EDUCATORS



115

HOURS OF
OUTREACH
ACTIVITIES

1.1M

VIDEO VIEWS ON
**TOTALLY
AWESOME**

301,000



MICROSITE ENGAGEMENTS

EVALUATION GUIDE
DOWNLOADED

290

TIMES LOCALLY &
INTERNATIONALLY

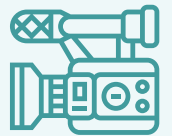


552,211

UNIQUE
VIEWER REACH
THROUGH

**TOTALLY
AWESOME**

1,536



MEDIA APPEARANCES/MENTIONS



COMBINED REACH OF

51.6M



2.8M

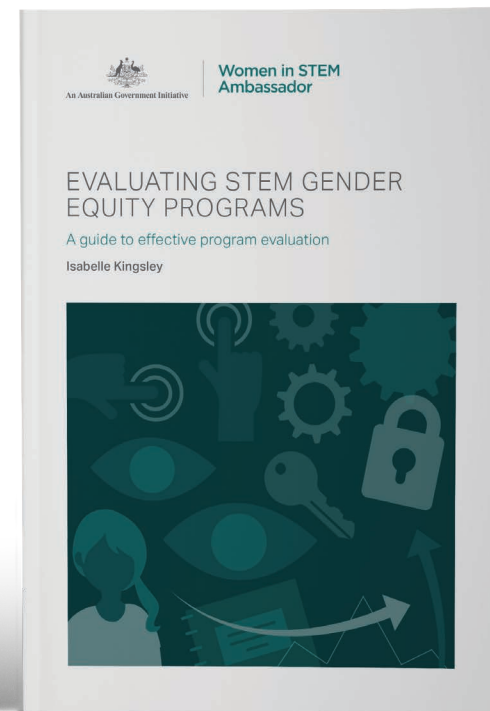
SOCIALS AUDIENCE

“ Australia is leading the world in tackling barriers to women’s economic participation in the fastest growing professions – those requiring STEM skills. Enabled by the Australian Government’s investments, we are now working diligently towards a future where all young Australians recognise STEM skills as crucial to a strong society and a brighter future. ”

– Professor Lisa Harvey-Smith

Executive Summary

Since her appointment in late 2018, Professor Harvey-Smith has worked across the STEM sector to raise awareness and to remove barriers to the participation of women and girls in STEM.



She has communicated directly with more than 17,800 educators and young people, including visits to 46 schools across Australia. Her message about exciting future STEM careers for everyone have reached a combined 51.6 million Australians through media and social media.

In her first two-year term the Ambassador undertook 115 hours of public outreach and engagements across Australia, communicating with 35,150 people including students, teachers and educators, policymakers, STEM research organisations and industry representatives.

In 2020 the Ambassador's team launched the Future You Digital campaign, reaching a huge 2.3 million children, parents and carers. Throughout the campaign we had over 2.5 million completed video views driving 140,000 clicks to the Future You website.

We had 1.1 million video views across our partners Totally Awesome network. Overall, the Future You microsite had 142,232 unique page visits and the mini games were played over 2000 times.

Our pilot Evaluation Guide for Women in STEM programs launched in March 2020 and has been downloaded by over 290 people in Australia and internationally. International downloads include: New Zealand, Japan, U.S., U.K., Spain, Denmark, Africa, Japan and Canada.

Between May and July 2020, the Evaluation Guide was tested by 13 Women in STEM and Entrepreneurship rounds 1 and 2 grant recipients. 28 gender equity program providers gave feedback to inform the final version of the guide which launched in December 2020.



Professor Harvey-Smith speaking at the STEM Women database launch

Our Anonymised Review study has seen four large Australian research organisations and funding bodies take part in the national trial and we have already seen significant structural changes to their funding schemes.

As we rapidly transitioned to virtual engagement in 2020 we showcased many exciting, diverse careers in STEM while shining the light on gender equity in STEM. Events included a 3-part Astrophysics Live online program with Lisa Harvey-Smith which included star-gazing, Super STEM Careers Q&A for National Science Week where 90% of event participants agreed that listening to STEM professionals made them more interested about jobs in STEM fields, and STEM Story time (supported by Questacon) which had 3-6 year old's building their very own space helmet and questioning gender preconceptions about astronauts.

Media coverage of the Women in STEM Ambassador was predominantly on radio, online and TV, with mainstream media as the leading source of coverage, including ABC, News Corp and Nine Publishing. In 2020 our media activity totalled 1,536 media appearances or mentions reaching a collective 51.6 million people and consistent 100% favourability. The Office has grown its social media following and reach to a potential audience of 2.7 million people.

Overview

This annual review provides a summary of the activities and achievements of the Office of the Women in STEM Ambassador in the 2020 calendar year.

About us

The Office of the Women in STEM Ambassador is an Australian Government initiative to address gender equity in science, technology, engineering, and mathematics (STEM).

In October 2018, the Australian Government announced Professor Lisa Harvey-Smith as the Women in STEM Ambassador, a position outlined in the 2018-19 Budget as part of a \$4.5 million package to encourage more women into STEM education and careers.

In September 2020, The Hon Karen Andrews MP, Minister for Industry, Science and Technology announced the continuation of Professor Harvey-Smith's important work as the Australian Government's Women in STEM Ambassador for an additional two years. The Australian Government is providing \$3 million over 2018-19 to 2021-22 for the Women in STEM Ambassador initiative.

The Women in STEM Ambassador initiative is funded by a Commonwealth Grant and hosted at the University of New South Wales. We work with stakeholders across government, education and training, research and industry sectors to enhance the visibility of Women in STEM and drive needed cultural and social change for gender equity.

Our Purpose

Led by Professor Lisa Harvey-Smith, the Office promotes awareness of STEM careers to young people, parents and carers, and works with educators to challenge gender stereotypes and promote inclusive and engaging STEM education for all.

The Office works with stakeholders across government, education and training, research and industry sectors to drive cultural and systemic change to institutions and workplaces that remove structural barriers and enable the full participation of women and girls in STEM education and careers.



Photo credit John Carroll – UNSW Canberra

Our Vision

We are a leader in action for gender equity in STEM, encouraging and empowering girls to pursue STEM study and careers and advocating for systemic and cultural change across the sector.

The four pillars to drive achievement of our purpose are:



INCREASE VISIBILITY OF WOMEN IN STEM ROLE MODELS

The Women in STEM Ambassador is a visible role model with a consistent national profile, and raises the visibility of women in STEM role models.



STEM EDUCATION

Empowering girls and supporting their teachers and parents/carers to encourage girls' STEM interests.



ADVOCATE FOR GENDER EQUITY IN STEM

The Ambassador is recognised as an authoritative source of knowledge on gender equity in STEM and engages with stakeholders across the sector to promote action to address gender inequity.



STEM CAREERS

The Ambassador's activities attract women to STEM careers, and support the sector to address inequities that prevent organisations from retaining women in STEM fields.

The key audiences we engage with are educators, families, STEM workplaces and government decision makers. These pillars and audiences have been utilised in a matrix structure to underpin engagement.

YEAR IN REVIEW 2020

Our Activities

The Office of the Women in STEM Ambassador aims to increase the participation of women in STEM studies and careers by engaging stakeholders across education, industry, state and federal governments and research.

Our work is aligned with the Australian Government's Advancing Women in STEM strategy and the Women in STEM Decadal Plan. Our activities raise awareness of gender equity issues, advocate for change and enhance the visibility of women in STEM.

We work at a national level to raise awareness of issues affecting women and girls' participation in STEM and drive cultural and systemic change to address barriers to gender equity. We achieve this by engaging with key stakeholders to support actions for women in STEM, raising awareness of opportunities available in STEM for women and girls, acting as a visible role model for students and influencing leaders and policy makers to promote decision making that supports improved gender equity in STEM.

The Ambassador's first term has focussed on building the public profile of the Ambassador and building relationships with the STEM community, engaging with teachers and other educators to communicate strategies to engage girls in STEM in the classroom, talking with parents and carers to encourage children's interest in STEM and providing advice to industry leaders and policymakers on women in STEM. To assess achievement of outcomes of our first term, we have used web and media analysis, internal content and activity tracking and engagement feedback.



Outreach

The Ambassador undertook 115 hours of outreach and engagements across Australia, communicating with 35,150 people including students, teachers and educators, policymakers, STEM research organisations and industry representatives. Notable activities included:

- Keynote addresses at the Women in STEM Decadal Plan symposium, the Catalysing Gender Equity in STEM conference and the launch of the STEM Women website.
- Delivering the keynote address at the inaugural Hopper Down Under conference in Australia
- Delivering a virtual keynote at the Girls Day Out in STEM 2020 to 798 young women
- Participating in Monash University's 'Let's Talk STEM' webinar, which was viewed by 7,200 educators
- Keynote at the NSW Regional STEM Education Conference 2019, to an audience of 600 teachers
- ASEAN Women in Innovation Leadership Dialogue panel speaker
- Presenting at the European Gender Summit in Amsterdam
- Publishing four articles on gender equity in STEM in *The Conversation*, including one co-authored with Chief Scientist Dr Alan Finkel
- Authoring forewords for publications for school students including the 2019–20 STEM Careers Guide, the Careers with STEM: Maths magazine and the 2020–21 STEM Careers Handbook

In response to demand for virtual education offerings during the pandemic our office transitioned our planned events for the year and engaged in virtual outreach with:



Professor Lisa Harvey-Smith speaking at the Pathways to Gender Equity in STEM Symposium.

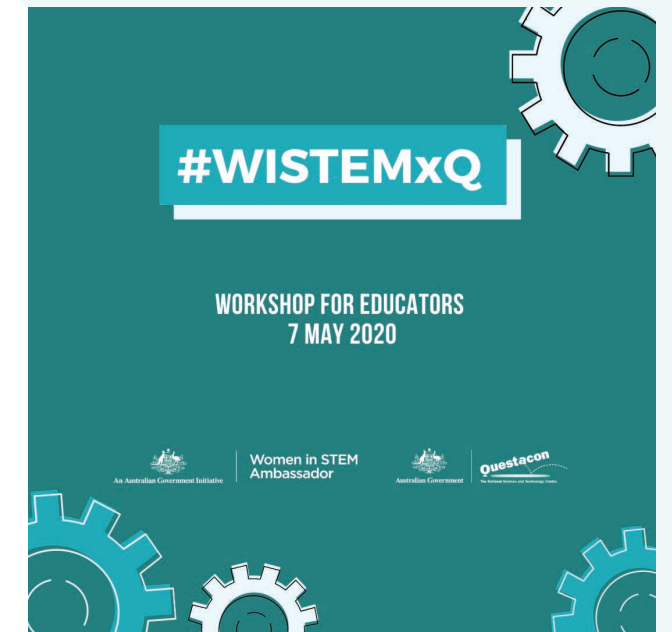


Professor Harvey-Smith at SMAGS Astronomy Club

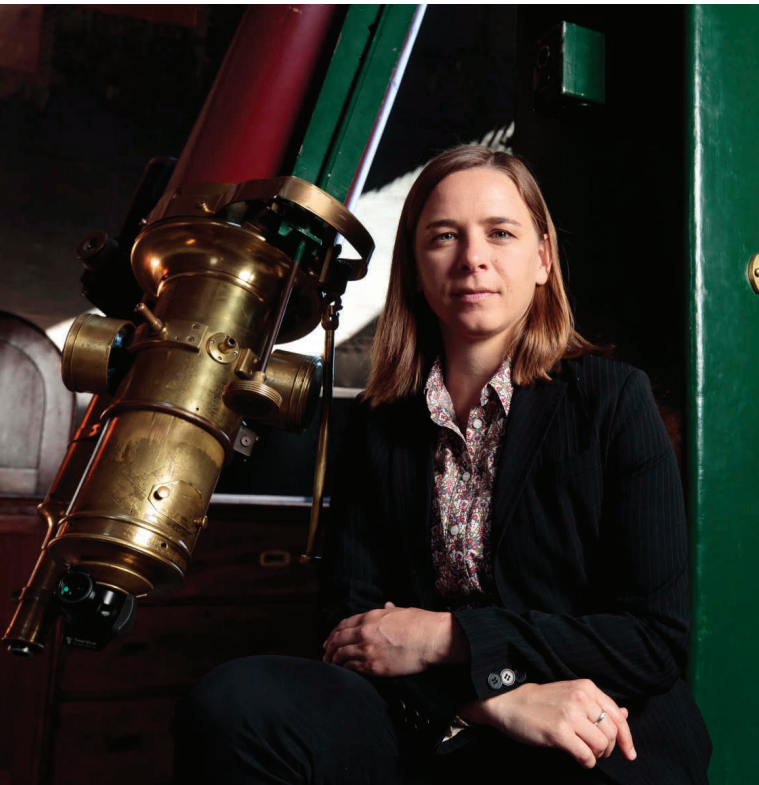
#WISTEMxQ

On 11 February 2020 (the International Day of Women and Girls in Science), we announced a partnership with Questacon encompassing two activities, one for educators and one for early learners and their parents/carers.

The events were redesigned to reach audiences the Ambassador would normally engage with in person. In May 2020 the #WISTEMxQ Women in STEM workshop for educators in partnership with Questacon was delivered online to 43 educators from across Australia. The workshop provided action-focused solutions and strategies to increase girls' participation in STEM and featured six speakers from Science and Technology Australia's Superstars of STEM program.

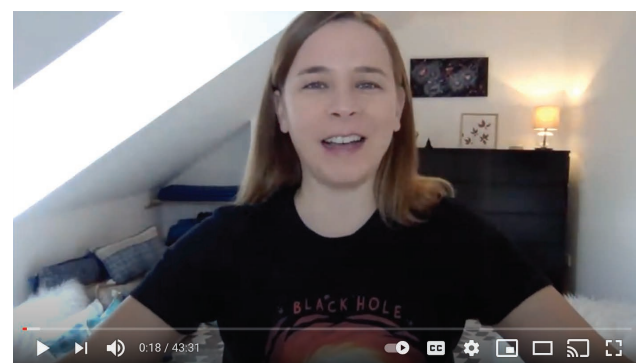


The second activity as part of the #WISTEMxQ partnership was published on 8 October 2020 for preschool aged children, called STEM Story time. The video aimed to challenge stereotypes about STEM careers through the main astronaut character, and the resources gave parents and carers information about gender stereotypes and bias in STEM and strategies to encourage children. The initiative was also delivered as a workshop by early education centres and libraries. The video received 430 views and the STEM story time webpage had 2,590 unique visits.



Astrophysics Live with Lisa Harvey-Smith

A 3-part YouTube Live series for children was developed in response to physical distancing due to the pandemic and the rapid transition to online learning. Partnering with NSW Department of Education DART Connections to promote live interactive videos featuring astrophysics activities and Q&A for children, the three-part series totalled 677 bookings and 466 live viewers (363 people asking questions/interacting online), and 2,495 total views.



Astrophysics Live with Lisa Harvey-Smith

Super STEM Careers

The Office of the Women in STEM Ambassador delivered a live, interactive, virtual STEM careers Q&A for high school students for National Science Week. The event raised awareness of STEM career opportunities and profiled diverse women in STEM role models. The event was joined live by 129 attendees and as of January 2020, the YouTube video recording has received an additional 325 views. After the event, 90% of event participants agreed listening to STEM professionals made them more interested about jobs in STEM and 90% agreed they wanted to study STEM because they want to contribute to society. Speakers were Professor Lisa Harvey-Smith, Dr Kalinda Griffiths (epidemiologist, Yawuru women and Superstar of STEM) and Marita Cheng AM (engineer and tech entrepreneur, founder and CEO of Aubot, founder of Robogals).

Future You

Future You was launched in 2020, a new digital initiative to inspire girls to see their future selves in a range of jobs using STEM skills. The Future You online platform is aimed at children aged 8 to 12, as well as their parents and carers, and features 12 diverse and aspirational characters, including a builder, miner, game designer, farmer, nurse, ecologist and a Moon to Mars Mission Director. The campaign includes a website with video animations, skill-based games and information about STEM.

In 2020 the Ambassador's team launched the Future You Digital campaign, reaching a huge 2.3 million children, parents and carers. Throughout the campaign we had over 2.5 million completed video views driving 140,000 clicks to the Future You website.

We had 1.1 million video views across our partners Totally Awesome network. Overall, the Future You microsite had 142,232 unique page visits and the mini games were played over 2000 times.

Children who saw the campaign reported a significant lift in interest of STEM jobs and subjects with a shift from 74% to 92%. Future You has driven an increase in strong interest in STEM jobs and subjects among children – with strong interest among girls increasing three-fold. For parents, the campaign raised parents' opinion of the importance of STEM skills for their children's future job prospects, particularly shifting 'very important' for their children to have such skills.



Research Projects

The Evaluation Guide

Our official website launched in May 2020, alongside the launch of the National Evaluation Guide. The 'Guide' enables program leaders to conduct meaningful program evaluations and share them with the broader community. Since publication in May 2020, the Guide has been downloaded by over 290 people in Australia and internationally. International downloads include: New Zealand, Japan, U.S., U.K., Spain, Denmark, Africa, Japan and Canada.

Between May and July 2020, the National Evaluation Guide was piloted by 13 Women in STEM and Entrepreneurship grant recipients. 28 gender equity program providers provided feedback to inform the final version of the guide.

In December 2020, the final version of The Guide was published by the Office of the Women in STEM Ambassador and provides practical tools for anyone running a gender equity program to evaluate their project and focus on what really works.



Isabelle Kingsley launches The Evaluation Guide

“ The Evaluation Guide is an incredible tool. Its utilisation will provide credibility to gender equity activities and play an important role in future diversity and inclusion in STEM work. The guide is clear and well organised. I primarily used the Evaluation Planning Tool and enjoyed prompts to define the (program) audience and goals. I can see how this would have been a very productive process at the beginning of the project. ”

– Feedback survey respondent



Isabelle Kingsley, Research Associate

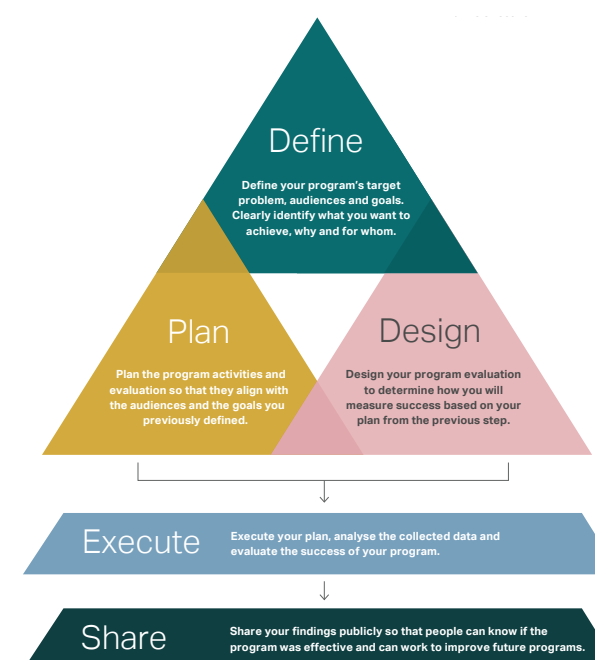
Anonymised Review

Isabelle Kingsley, Research Associate, designed a study of anonymised review in the application processes for allocation of research resources and engaged with key national research organisations to participate. The results will provide a strong evidence base to inform government and the STEM sector on equitable processes.

Four large Australian research organisations and funding bodies are taking part in the national study: CSIRO, Australia's Nuclear Science and Technology Organisation (ANSTO), National Computational Infrastructure (NCI), and Astronomy Australia Limited (AAL).

Since March 2020, the Office has worked closely with all four organisations to facilitate and make significant structural changes to their funding schemes. These four organisations made changes to their procedures, systems, and application portals in order to integrate and commit to implementing anonymous review practices.

The project is ongoing, with the aim to submit the study for academic publication in 2022. The study is a key action in the Australian Government's Advancing Women in STEM strategy and 2020 Action Plan.

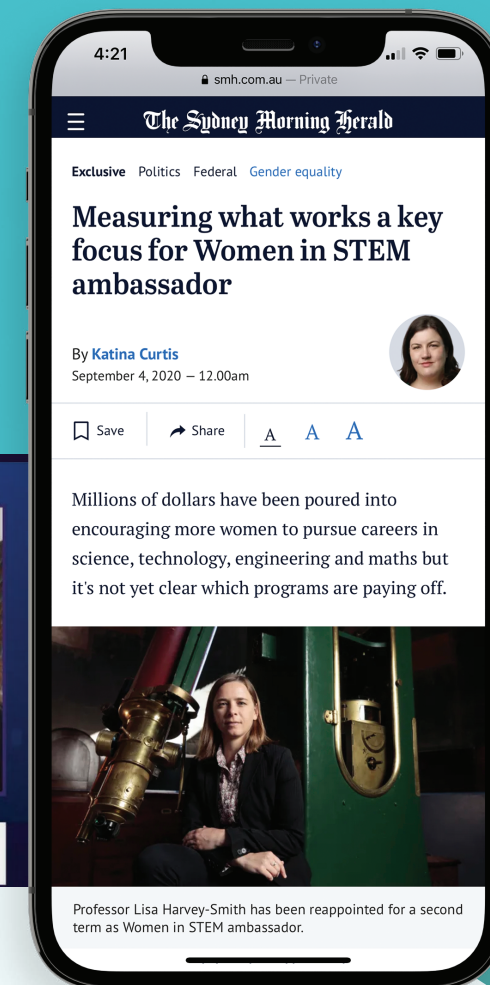
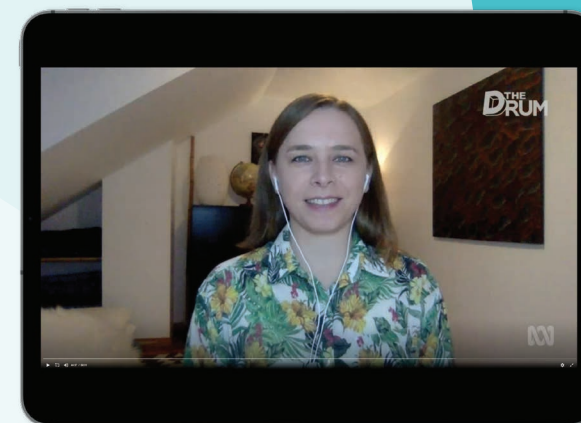
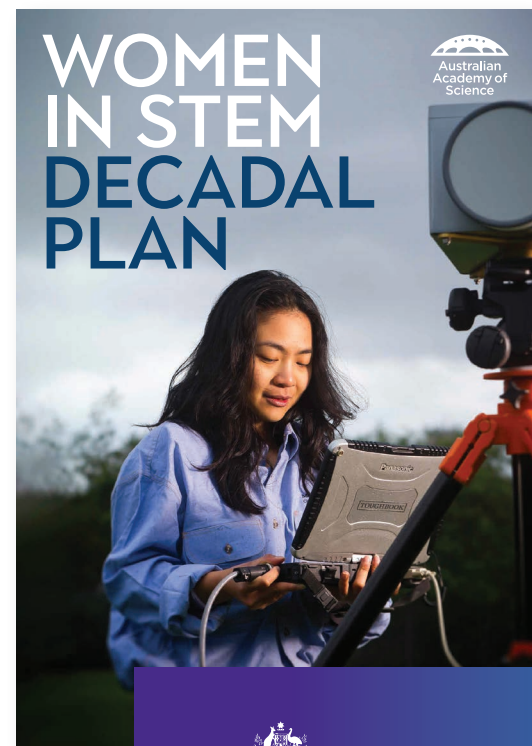


Advisory Role

We have been involved in providing feedback on several documents for consultation, and advice on actions and initiatives to reduce barriers to women's participation in STEM. In response to the impact of the COVID-19 pandemic on women in STEM, the Office provided advice and recommendations to The Hon Karen Andrews MP, Minister for Industry, Science and Technology and the Department of Industry, Science, Energy and Resources on ways to support women in STEM in COVID-19 economic recovery. Selected recommendations were carried forward by policy makers. The Office also contributed as co-authors of the Rapid Research Information Forum report on the impact of the COVID-19 pandemic on women in the STEM workforce.

We also provided feedback on the guidelines for the 2020 WISE grant round to ensure projects focus on creating systemic change, and input into the design of the parents/carers and teachers Youth Insights survey. Additionally, we provided input into key projects for the STEM sector including the Women in STEM Decadal Plan, the Chief Scientist's STEM workforce report, the Australian Cybersecurity Strategy, and the National Skills Commission National Skills Priority List.

The Ambassador also provided advice to leaders and policy makers by attending meetings of the National Science and Technology Council, the National COVID Coordination Commission, The Federation of Australian Chief Scientists and the Women in STEM Advisory Council roundtable.



Media

Media coverage of the Women in STEM Ambassador was predominantly on radio, online and TV, with mainstream media as the leading source of coverage, including ABC, News Corp and Nine Publishing. In 2020 our media activity totalled 1,536 media appearances or mentions reaching a collective 51.6 million people and consistent 100% favourability.

The three key messages in media coverage over the Ambassador's first term included:

Science is interesting and fun

Build visibility and drive needed cultural and social change for gender equity in STEM

We need to build a gender-balanced workforce supported by an inclusive workplace culture that values diversity

1,536 MEDIA APPEARANCES

51.6M REACH

This media activity and broad engagement with key audiences and STEM stakeholders indicates that we are active in the community and strongly communicating key STEM gender equity messages in line with the position aims. The significance of the Women in STEM Ambassador initiative in supporting women in STEM was recognised by its inclusion as a case study in the 2020 Women's Economic Security Statement.

Social Media

The Office has grown its social media following and reach to a potential audience of 2.8 million people. There was a 1-6% increase in followers after key events and announcements on social media, indicating support for the Ambassador role and continued interest in the Ambassador's activities following engagement with the Office.

Our social channels are an important avenue to communicate the work of the Office to our stakeholders in the STEM sector.

Lisa Harvey-Smith & the Office of Women in STEM Ambassador channels combined followers:

 25,908

 8,435

 3,099

 4,756



 LAUNCH OF THE NATIONAL EVALUATION GUIDE

39,469
IMPRESSIONS



Left to right: Lauren Sullivan, Clara Gomes, Siobhan Campbell, Rachel Misitano, Susie Shaw

Our People

The team includes the Women in STEM Ambassador, a Program Manager, Campaign Coordinator, Project Officer, Research Associate, Digital Content Officer, and Program Support Officer. These roles equip the Office with a diversity of expertise to enhance our capability to conduct gender equity research, communicate our messages to a broad audience and allow us to expand our impact.

Who we work with

We have developed relationships with stakeholders across education, industry, research and government to:

- Identify and support existing gender equity activities
- Coordinate and collaborate on initiatives
- Communicate the case for change

A few of the key stakeholders we collaborated and communicated with in 2020 are listed below.

GOVERNMENT

NSW Department of Education, Forum of Australian Chief Scientists, NT Department of Education, AusIndustry, DIIS, Questacon, ANSTO, DFAT

PEAK BODY

Academy of Science, SAGE, Engineers Australia, Science and Technology Australia, MCC STEM, Academy of Technology and Engineering, Australian Science Teacher's Association, Universities Australia

EDUCATION

ANU, UTS, Monash and UNSW Engineering Faculties, educators

RESEARCH

ARC, NHMRC, Monash Education Futures, CSIRO, National Computation Infrastructure, Astronomy Australia Limited, ANSTO

INTERNATIONAL

NZ Ministry of Business, Innovation and Employment, UNESCO, Advance HE

MEDIA

Refraction media, ABC TV and radio

OTHER

Parents/carers, school students, Women STEM professionals

Annual Budget

The Women in STEM Ambassador initiative is funded through a Commonwealth Grant Agreement, which provides \$1.5 million in funding over two years.

The cost breakdown of the budget and expenditure as at December 2020 is shown below.

	TOTAL PROJECT BUDGET (\$)	2020 EXPENDITURE (\$)
Labour costs	1,288,000	607,000
Direct costs	71,000	53,000
Contract expenditure	42,000	9,000
Domestic and international travel	71,000	5,000
Staff training	3,400	2,200
Audit costs	10,000	10,000
Reporting costs (quarterly, annually and end of project)	14,600	11,100
Total project costs	1,500,000	697,300



OUTLOOK 2021

Our key projects and goals for 2021

Five key streams of work aim to attract women and girls to STEM and foster an environment that retains women in STEM and enables them to progress their careers are:

- Future You
- The Anonymised Review Study
- The Evaluation Guide
- Communications & Outreach
- Advisory role for Government & Industry

Future You

Future You, a national initiative that raises awareness of STEM careers and provides role models to help kids dream up a future version of themselves in a STEM career was launched in 2020. It aims to create a positive shift in the perception of STEM study and careers being ‘for girls’ by challenging stereotypes and showing diversity and can be found at womeninstem.org.au/futureyou

The digital content is vibrant and engaging and can be used by teachers in the classroom to talk about STEM careers and link STEM to classroom learning. 2021 will see further development of the campaign and a focus on showcasing STEM careers in areas of growth. Content and communications will be strongly supported by strategic partnerships.





The Anonymised Review Study

2020 saw four large Australian research organisations and funding bodies joining us to take part in the Anonymised Review study – Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia's Nuclear Science and Technology Organisation (ANSTO), National Computational Infrastructure (NCI), and Astronomy Australia Limited (AAL).

In 2021, we will continue to work closely with all four organisations to facilitate and make significant structural changes to their funding scheme as the project is ongoing, with the aim to submit the study for academic publication in 2022.

Communications & Outreach

The issues facing women in STEM are well-defined and researched. The Ambassador's work has helped shift the conversation around gender equity in STEM to promote action, enable educators and hold STEM organisations accountable to implement effective measures, thereby cultivating systems that support women to stay in STEM careers, addressing obstacles to career advancement, and empowering all girls to pursue STEM study and access opportunities.

In 2021 we will continue to positively engage our audience in conversation about gender equity, inform them of our work and direct them to resources that support solutions to current equity and diversity issues. We are focused on organic, sustainable audience growth with positive, action-based messaging.

Advisory Role for Government & Industry

In 2021, we will continue in our advisory role to stakeholders across education, industry, research, and government to:

- identify and support existing gender equity activities
- coordinate and collaborate on initiatives
- communicate the case for change to promote gender equity

The Ambassador will continue as a leader and voice for women in STEM at a national and international level, while also encompassing advocacy with tangible influence on decision making and projects which will have a lasting impact on the STEM community by changing systems which disadvantage women in the STEM workforce.

The Evaluation Guide

In 2020, the Office of the Women in STEM Ambassador developed a National Evaluation Guide for STEM gender equity programs (the Guide). The Guide delivers on a key recommendation of the Women in STEM Decadal Plan. It is also an integral part of the Australian Government's Advancing Women in STEM 2020 Action Plan.

The Guide is a simple evaluation tool that offers practical advice and breaks down program evaluation into 5 easy steps. It outlines how to create an evaluation plan, put it into action and share the findings. In 2021, a toolkit will be developed to further support the implementation of the guide in gender equity programs.



Appendix 1

Women in STEM Ambassador Work Plan 2021

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
1	Communication activities to position the Ambassador as a recognised leader and expert on women in STEM.	HIGH	• Government Departments • DISER • STEM organisations • Educators • Families	• Increased visibility of the Women in STEM Ambassador as an expert in gender equity in STEM. • Increased visibility of the Women in STEM Ambassador as a role model. • Increased awareness of the Office of the Women in STEM Ambassador. • Increased awareness of the breadth and depth of the Office of the Women in STEM Ambassador's activities.	1.1	Publish Annual Review 2020 and disseminate to key stakeholders.	January 2021	February 2021	Business as usual	• Attract
					1.2	Publish Women in STEM Ambassador initiative evaluation report 2019-2020.	January 2021	February 2021		• Retain & Progress
					1.3	Submission of 2021 Annual Work Plan in February based on Minister for Industry, Science and Technology Statement of Expectations.	January 2021	February 2021		
					1.4	Regular communications across social channels and the WISA website to communicate the work of the Office and key gender equity messages.	January 2021	December 2021		
					1.5	Proactively seek opportunities to share Australia's unique policy and institutional responses on gender equity in STEM with partners in international fora.	January 2021	December 2021		
					1.6	Proactively engage with mainstream media to promote the role of Women in STEM Ambassador, the case for gender equity in STEM and Australia's unique policy and institutional responses on gender equity in STEM.	January 2021	December 2021		
2	Communication activities to promote diversity in STEM careers and key messages around gender equity in STEM, engaging a broad range of traditional and new media.	HIGH	• STEM organisations • Researchers • Educators	• Positively framed, action-focused gender equity in STEM communications delivered to a broad audience. • Increased awareness of the Office of the Women in STEM Ambassador. • Increased awareness of an intersectional lens when addressing the barriers faced in STEM.	2.1	Develop a stakeholder engagement plan to support the aims of the Ambassador.	January 2021	February 2021	Engagement	• Attract
					2.2	Develop a plan for outreach and community engagement activities	January 2021	February 2021		• Retain & Progress
					2.3	Development of communication strategy to reach audiences outside of the STEM community.	January 2021	February 2021		
					2.4	Implementation of stakeholder engagement plan with monthly reviews and assessment of communications, engagement levels and resonance with the target audience.	January 2021	December 2021		

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
					2.5	Implementation of outreach and community engagement plan with monthly reviews and assessment of communications, engagement levels and resonance with the target audience.	January 2021	December 2021		
					2.6	Create content aligned with key events (e.g. International Day of Women and Girls in Science, International Women's Day, NAIDOC Week, National Science Week) and to communicate the activities of the Office of the Women in STEM Ambassador	January 2021	December 2021		
					2.7	Support existing Government's Women in STEM initiatives by sharing content on social media platforms and co-creating content when requested (e.g. video content).	January 2021	December 2021		
					2.8	Ongoing implementation and monitoring of the communications strategy across online, social, print, radio and television media.	February 2021	December 2021		
					2.9	Communication activities focused on re-engaging girls and women who have left STEM pathways during COVID-19	February 2021	December 2021		
					2.10	Increased media appearances through mainstream media outlets to promote the role of Women in STEM Ambassador, the case for gender equity in STEM and Australia's unique policy and institutional responses on gender equity in STEM.	February 2021	December 2021		
					3.1	Work with committed organisations to develop and implement trial for their application rounds.	January 2021	December 2021	Project	• Retain & Progress
					3.2	Anonymised review study data collection: Grant rounds for Astronomy Australia Limited and National Computational Infrastructure.	January 2021	February 2021		
					3.3	Ongoing review of data collected	February 2021	December 2021		
					3.4	Anonymised review study data collection: Grant rounds for CSIRO and ANSTO.	May 2021	December 2021		
3	Implement anonymised review in research resource allocation application/selection processes.	HIGH	• STEM organisations • Government departments (AusIndustry, DFAT)	• Implementation of anonymised review for an application process in research/STEM organisations. • Ongoing data collection adding to the evidence for this measure as a method to reduce bias in an Australian context.						

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
4	Assist government-funded Women in STEM programs to investigate their reach and efficacy by implementing the Evaluation Guide and develop an Evaluation Toolkit to support program managers to conduct evaluations and share data.	HIGH	• DISER • STEM organisations	• Implementation of the Evaluation Guide as a recommended resource for WISE grant recipients to enable government-funded Women in STEM programs to self-evaluate. • Development of a toolkit for 2022 launch to further support the implementation of the guide in gender equity programs.	4.1	Communications activities to support the launch of the final Evaluation Guide for Women in STEM programs.	January 2021	January 2021	Project	• Retain & Progress
					4.2	Draft conceptual outline of the toolkit and stakeholder consultation.	February 2021	May 2021		
					4.3	Support implementation of the Evaluation Guide with WISE grant recipients.	March 2021	July 2021		
					4.4	Deliver workshops to support implementation of the Evaluation Guide (minimum 3)	March 2021	December 2021		
					4.5	Stakeholder consultation completed – commence development of first version of the toolkit.	July 2021	December 2021		
5	Implement the National Awareness Raising Initiative to promote STEM career pathways, reduce stereotypes and gender bias and increase the visibility of girls and women in STEM.	HIGH	• DISER • STEM organisations • Primary school students (ages 8-12) • Educators • Families	• Creation of an evidence-based, targeted digital initiative to raise awareness of STEM careers; increase the visibility of girls and women in STEM education and professions and address public perceptions of STEM careers. • Children see STEM jobs as exciting and attractive and parents and children perceive STEM careers to be for men and women equally. • Girls are encouraged and empowered to pursue STEM studies and careers • Campaign leverages partnerships to develop content and expand reach.	4.6	Develop an Evaluation Toolkit for release in 2022 to support program managers to conduct evaluations and share data.	July 2021	December 2021		• Attract
					4.7	Profile best-practice examples of stakeholders using the Evaluation Guide (minimum 4)	January 2021	December 2021		
					5.1	Expand on successful elements of the pilot Future You campaign and transition to an on-going program with a continuous communications plan.	March 2021	December 2021	Project	
					5.2	Partner with high-profile STEM organisations to create authentic content and expand the initiative's reach.	March 2021	December 2021		
					5.3	Partner industry and other leaders in areas of national significance, such as manufacturing, technology and resources to develop content that profiles and promotes areas of national skills need.	March 2021	December 2021		

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
6	Collaborate on activities and associated media campaigns around key dates/events.	HIGH	• STEM organisations • Families • Educators	• Increased visibility of STEM role models and awareness of gender equity messages among broader community.	6.1	Work with STEM organisations on activities for the International Day of Women and Girls in Science.	January 2021	February 2021	Business as usual	• Attract • Retain & Progress
					6.2	Amplify the voices of those with lived experience of facing multiple barriers to participation and/ or have been historically underrepresented in STEM for key dates and throughout the year.	March 2021	December 2021		
					6.3	Seek collaboration opportunities for events/ activities for National Science Week 2021 (August 2021)	March 2021	August 2021		
7	Communicate with educators, education providers and students about gender equity in STEM education and to promote best practice to reduce gender bias and stereotypes.	HIGH	• Educators • Students • Families	• Share the importance of STEM careers with young people across Australia and teachers and parents/ carers are supported to encourage girls' STEM interests. • Girls are encouraged and empowered to pursue STEM studies and careers. • Increased awareness of the barriers to girls' participation in STEM in education. • Educators are empowered to implement best practice in their classrooms/ activities.	7.1	Talk to teachers, educators and careers' advisors about gender equity at conferences and school visits.	February 2021	December 2021	Engagement	• Attract
					7.2	Engage education professionals and peak bodies to address gender equity in STEM.	February 2021	November 2021		
					7.3	Engage virtually or through visits with schools, colleges, universities, early childhood education centres, VET providers and cultural institutions across Australia to talk to the sector's education providers and students.	February 2021	November 2021		
					7.4	Highlight the increased barriers to participation and underrepresentation of diverse groups in STEM including Aboriginal and Torres Strait Islander women, those living with disability, residing in regional or remote locations, and those from culturally and linguistically diverse backgrounds.	February 2021	November 2021		
8	Communicate the case for gender equity and the Women in STEM strategy across the sector - via conference keynotes, panels, speeches and articles.	HIGH	• STEM organisations • Educators • DISER	• Raise awareness of Women in STEM issues among key audiences including teachers, industry and research organisations. • Increase the awareness of an intersectional lens when addressing the barriers faced in STEM.	8.1	At least 25 conference talks, panels, media appearances and articles per year that make the case for gender equity in STEM.	February 2021	December 2021	Business as usual	• Retain & Progress
					8.2	Support the promotion and implementation of key government-funded activities as evidence based interventions for the sector.	February 2021	December 2021		
					8.3	Profile the increased barriers to participation and underrepresentation of diverse groups in STEM and evidence based interventions to address these challenges. These groups include Aboriginal and Torres Strait Islander women, those living with disability, residing in regional or remote locations, and those from culturally and linguistically diverse backgrounds.	February 2021	December 2021		

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
9	Provide input and feedback on documents for consultation from government departments and STEM organisations as requested.	HIGH	- Government - STEM organisations	Advise STEM community on actions to improve gender equity and inform on policy.	9.1	Support the Department of Industry, Innovation and Science in the development and ongoing implementation of gender equity in STEM initiatives.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress
					9.2	Provide feedback on discussion papers, guidelines and other documents as required.	February 2021	December 2021		
					9.3	Advise government departments and STEM organisations on activities focused on re-engaging girls and women who have left STEM pathways during COVID-19	February 2021	December 2021		
10	Support awards committees and public campaigns to encourage prize nominations at the appropriate time.	LOW	Government	Increased applications/nominations and recipients who are women in STEM.	10.1	Promote PM's prizes, Eureka Prizes and other awards to women.	February 2021	December 2021	Engagement	Retain & Progress
					10.2	Advise Prize Organisers on strategies to make selection process more equitable.	January 2021	November 2021		
					10.3	Raise awareness of bias in selection processes.	January 2021	December 2021		
					10.4	Celebrate successful women in STEM and support their nominations for awards.	January 2021	December 2021		
11	Participate in academic research collaborations that study the gender factors within STEM education and engagement.	MEDIUM	- STEM organisations - Research institutions	- The Office of the Women in STEM Ambassador maintains research connections and relationships with experts. - Participate in collaborative research opportunities e.g. published papers, research reports	11.1	Pursue research publications from the activities of the Office where appropriate.	February 2021	December 2021	Business as usual	Retain & Progress
					11.2	Office of the Women in STEM Ambassador to present work at relevant conferences.	February 2021	December 2021		
					11.3	Collaborate with researchers who are active in the STEM gender equity research space on new research projects.	February 2021	December 2021		
12	Work with national research funding councils to identify opportunities to improve gender equity and diversity in STEM.	MEDIUM	- ARC - NHMRC - DISER/AusIndustry	Provide advice and support for funding organisations to identify and implement measures to improve gender equity in allocation of research funding.	12.1	Support research funding organisations to identify areas for improvement and encourage implementation of evidence-based changes to address these areas.	February 2021	December 2021	Engagement	Retain & Progress
					12.2	Provide advice and feedback where requested on consultation documents, reports, etc.	February 2021	December 2021		
					12.3	Meet with ARC, NHMRC and AusIndustry to keep up to date with activities and identify where our office can offer support.	February 2021	December 2021		

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
13	Support SAGE and Champions of Change Coalition (CCC) with their vision and values leadership. Promote their work and publications broadly.	MEDIUM	- SAGE - Research institutions - CCC - STEM organisations	Broad communication of SAGE and CCC work for gender equity in STEM.	13.1	Support and share the activities and research outputs of SAGE and CCC as needed.	February 2021	December 2021	Engagement	Retain & Progress
					13.2	Meet regularly with leaders of SAGE and CCC STEM to discuss opportunities and provide advice when requested.	February 2021	December 2021		
14	Promote the Women in STEM Decadal Plan and support its implementation.	MEDIUM	- Australian Academy of Science - STEM organisations	- Promotion of the Decadal Plan through talks, media, etc. as appropriate - Collaboration with the Academy of Science to support its implementation as needed.	14.1	Continued promotion of the Decadal Plan widely through speeches, media, and other activities.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress
					14.2	Use the Decadal Plan to inform the activities of the Office of the Women in STEM Ambassador.	February 2021	December 2021		
					14.3	Encourage stakeholders to implement relevant Decadal Plan recommendations. Provide advice to Decadal Plan Champions if requested.	February 2021	December 2021		
15	Promote diversity of speakers at conferences and events.	MEDIUM	- STEM organisations - Industry - Government Departments	Raise awareness of the importance of diversity at STEM events and enhance the visibility of women in STEM through events.	15.1	The Women in STEM Ambassador participates in diverse panels and encourages event organisers to achieve diversity among panellists and speakers.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress
					15.2	Promote existing high-quality resources for event organisers to achieve diversity.	February 2021	December 2021		
16	Support existing women in STEM initiatives including the STEM Women website, the Girls in STEM Toolkit and STA's Superstars of STEM.	MEDIUM	- Australian Academy of Science - STA - Government Departments	Increased visibility of women in STEM role models and support platforms to promote STEM careers to women.	16.1	Promote the STEM Women database and Girls in STEM Toolkit as appropriate through keynote speeches and other communication channels e.g. social media.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress
					16.2	Provide support to the Superstars of STEM as a mentor and notify the Superstars of media opportunities as appropriate.	February 2021	December 2021		
					16.3	Collaborate to ensure the Office of the Women in STEM Ambassador's work aligns with existing initiatives.	February 2021	December 2021		

No.	Activity	Priority	Stakeholders/ collaborators	Outcomes	KPI no.	KPIs	Start date	End date	Type	Priority area
17	Support stakeholders across education, industry, research, and government to identify opportunity areas to drive change, support existing gender equity activities, and coordinate on initiatives.	MEDIUM	- Australian Academy of Science - STA - Government STEM organisations - Research institutions - Educators	As a result of interaction with the Women in STEM Ambassador, organisations within the STEM sector act on gender equity issues and implement measures to attract and retain women in STEM study and careers.	171	Engage non-traditional STEM stakeholders in gender equity initiatives to develop relationships, make the case for change, and influence the implementation of evidence-based interventions and policies to support Women in STEM.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress
18	Advise leaders and policy makers on issues affecting women and girls in STEM and evidence-based interventions and policies to support Women in STEM.	MEDIUM	- Australian Academy of Science - STA - Government Departments - STEM organisations - Research institutions - Educators	The Ambassador is recognised as a leader and expert on women in STEM and influences policy and strategies to benefit women in the STEM workforce.	181	Inform gender-sensitive responses for COVID-19 recovery to maintain progress towards equity for women in the STEM-skilled workforce and re-engage girls and women who have left STEM pathway as a result of the pandemic.	February 2021	December 2021	Business as usual	- Attract - Retain & Progress



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