

2022 - 2023

IMPACT REPORT

CODE LIKE A GIRL

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WHO WE ARE



Bridging gaps and building futures – Code Like a Girl is an Australian social enterprise that's mission is to increase the representation of women and gender-diverse people in the tech industry.



2022-2023 FOCUS AREA

ONLY **15%** OF SOFTWARE ENGINEERS ARE **WOMAN.**

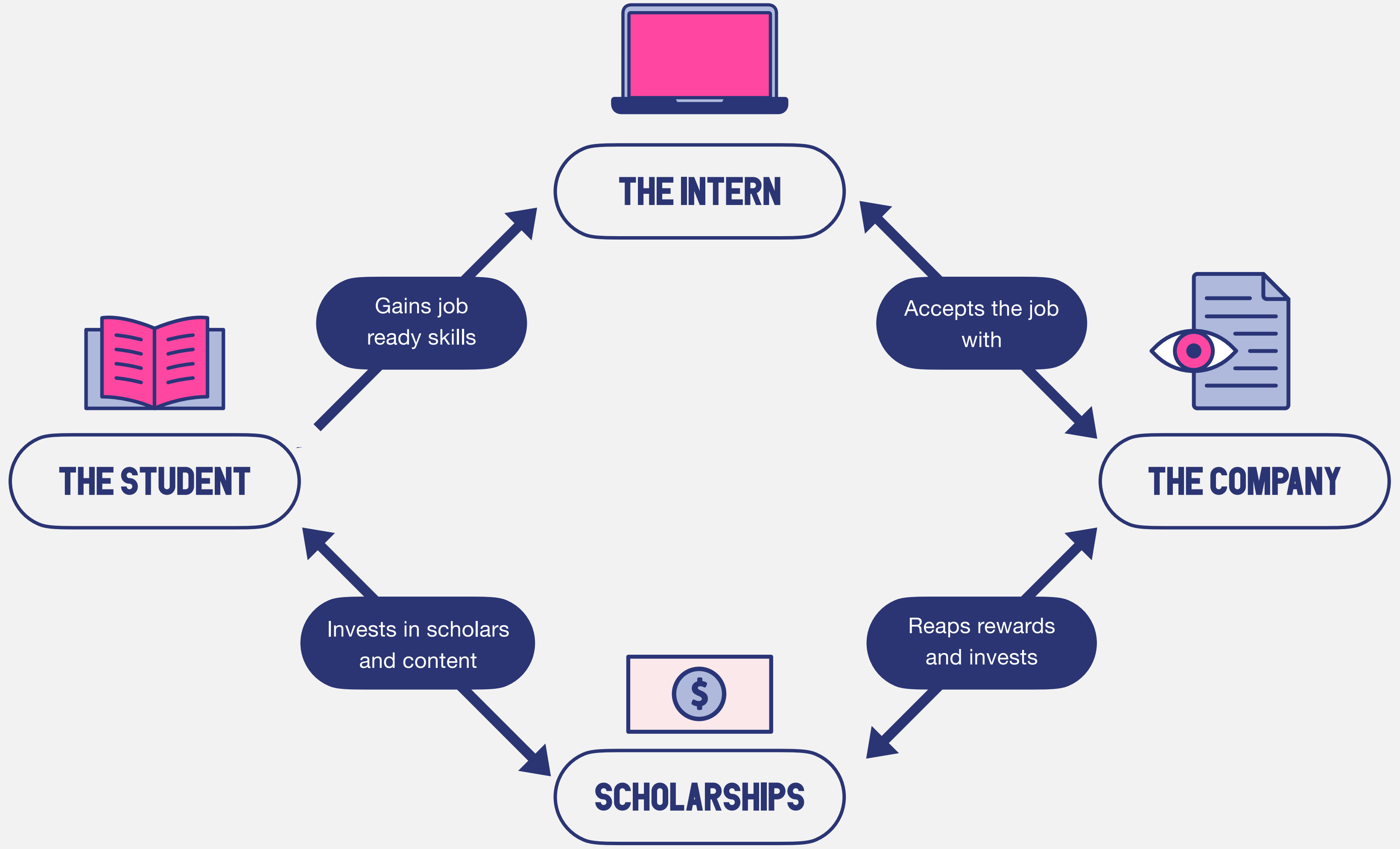
The tech council of Australia reported that women in Australia are twice as likely to transition into tech after the age of 25 than prior. Despite this age groups evident motivation, these women encounter an array of obstacles that significantly impede their entry into the tech job market.

Research underscores that these challenges are compounded due to the convergence of various barriers, intricately linked to their underrepresentation in the industry. An essential dimension of this challenge is their inclination towards alternative education routes that offer flexibility and inclusive learning environments, diverging from the conventional tertiary pathway.

This preference, while reflective of their unique learning styles and circumstances at this stage in their life, can inadvertently become a roadblock in their quest for education and employment within the lucrative tech sector.

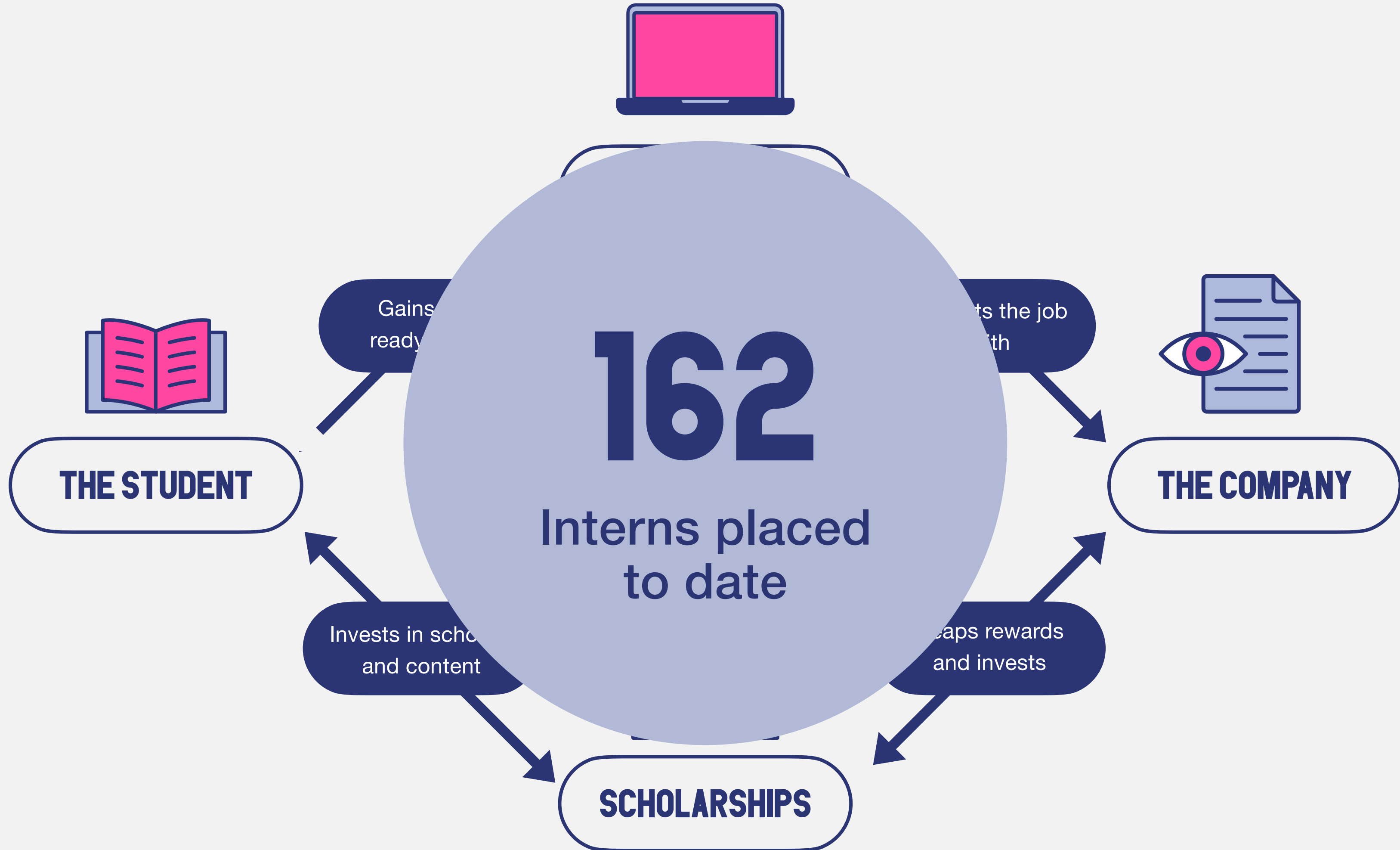
2022-2023 **IMPACT MODEL**

A tech-focused end-to-end career service, we provide comprehensive support for women and non-binary individuals venturing into the tech industry. Whether they're starting from scratch or come with a solid foundation, we've established career-changing pathways that lead to real employment outcomes no matter your background.

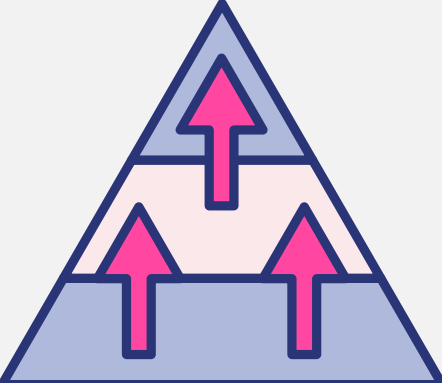


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SUPPORTED BY A VIBRANT COMMUNITY



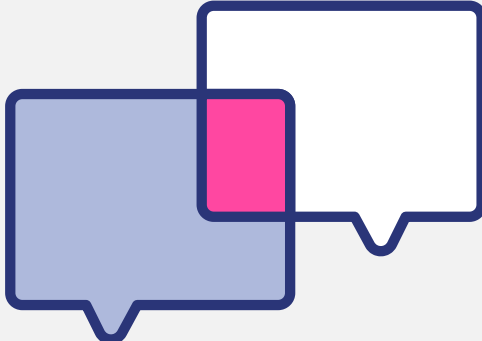
**CAREER DEVELOPMENT
WITH PROFESSIONALS**



**VIRTUAL CAREERS
FAIR & SUMMIT**



**IN PERSON
SOCIAL MIXERS**



MENTOR MATCH

I'M NEW!

I'M NEW!

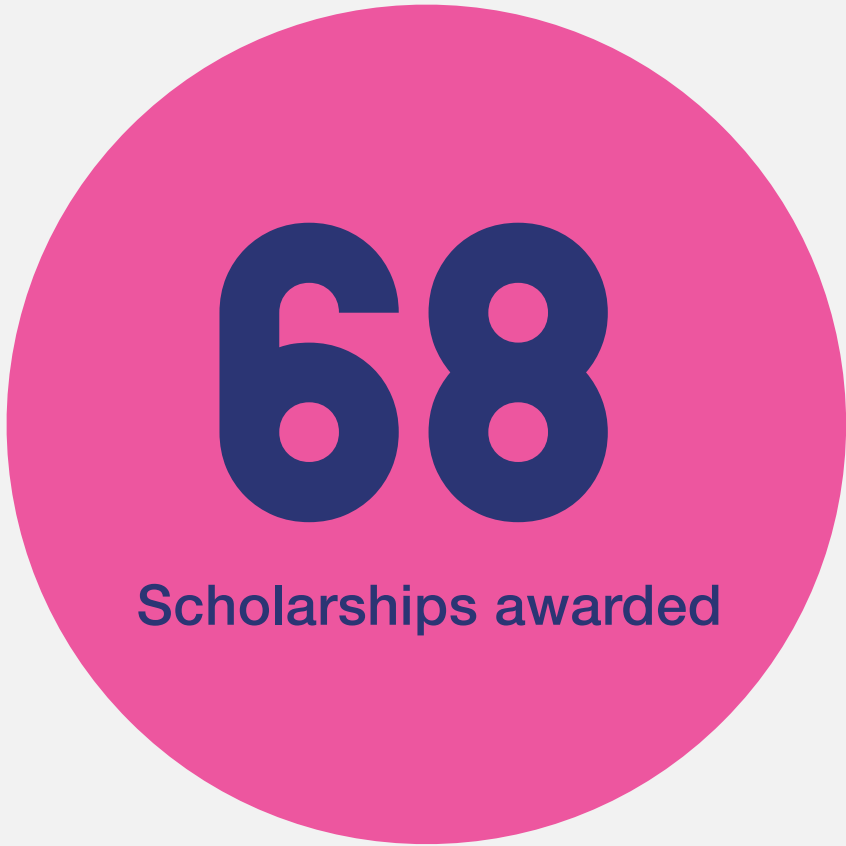


SUPPORTED BY A VIBRANT COMMUNITY

“I have really enjoyed learning with CLG but the most valuable thing I have gained is a community. When I've been down or disheartened I've been lifted up and given practical assistance by this beautiful team.
Thank you!”



SCHOLARSHIP FUND 2022 - 2023



THANK YOU!



OUR COMMITMENT TO EVALUATION

At Code Like a Girl, our commitment to continuous improvement propels us forward. We approach our initiatives with careful consideration, conducting rigorous evaluations to deepen our understanding of their impact. We wholeheartedly pledge to share our insights, acknowledging that collective learning propels progress.

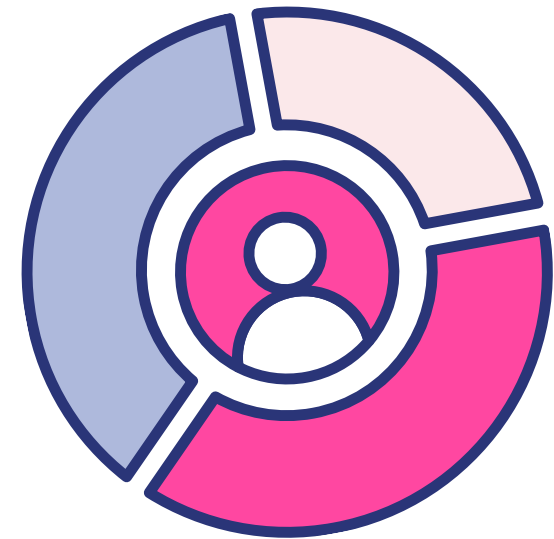
We're not merely bystanders to change; we're active contributors, striving to make a meaningful impact.



UN SDG GOALS



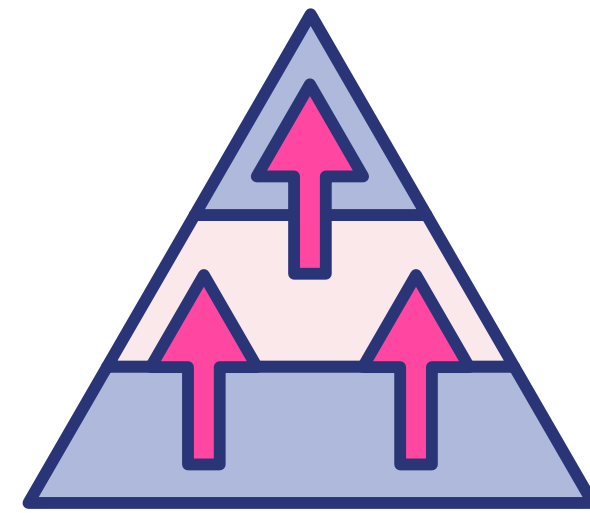
OUR APPROACH
EVALUATION AREAS



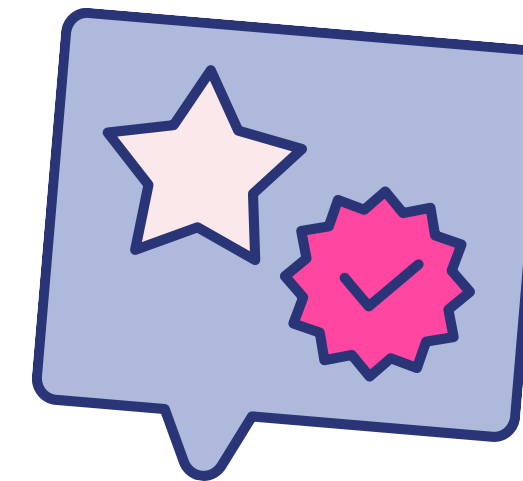
**DEMOGRAPHIC
ANALYSIS**



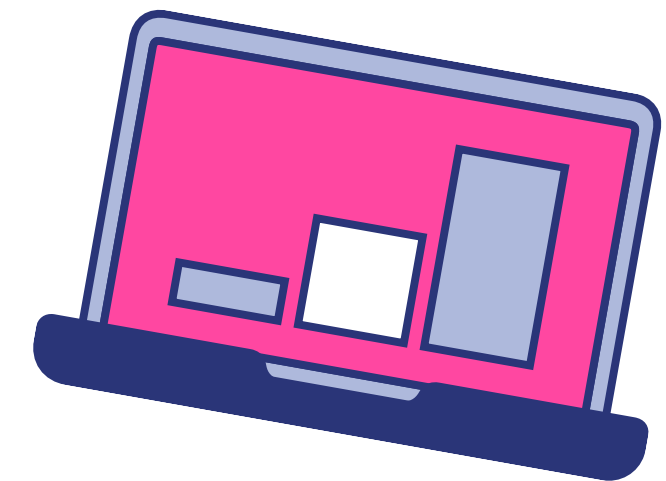
**SKILL
ENHANCEMENT**



**CAREER AWARENESS
& EMPLOYABILITY**



**PROGRAM OUTCOMES
& FEEDBACK**



**PLATFORM
METRICS**

OUR APPROACH

EVALUATION METHODOLOGY & FRAMEWORK

1

DATA ANALYTICS AND SOFTWARE TRACKING

Quantitative

Implement improved data collection practices that assess how our programs (and platforms) cater to the diverse needs of our audiences in the areas of engagement; learning momentum and challenges.

2

SURVEY

Quantitative & Qualitative

Gather collective insights and satisfaction levels at the beginning, during and post engagement, to provide deeper understanding and help us build better programs.

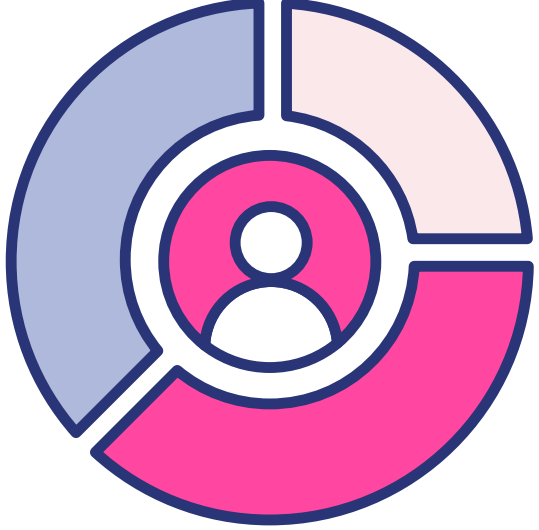
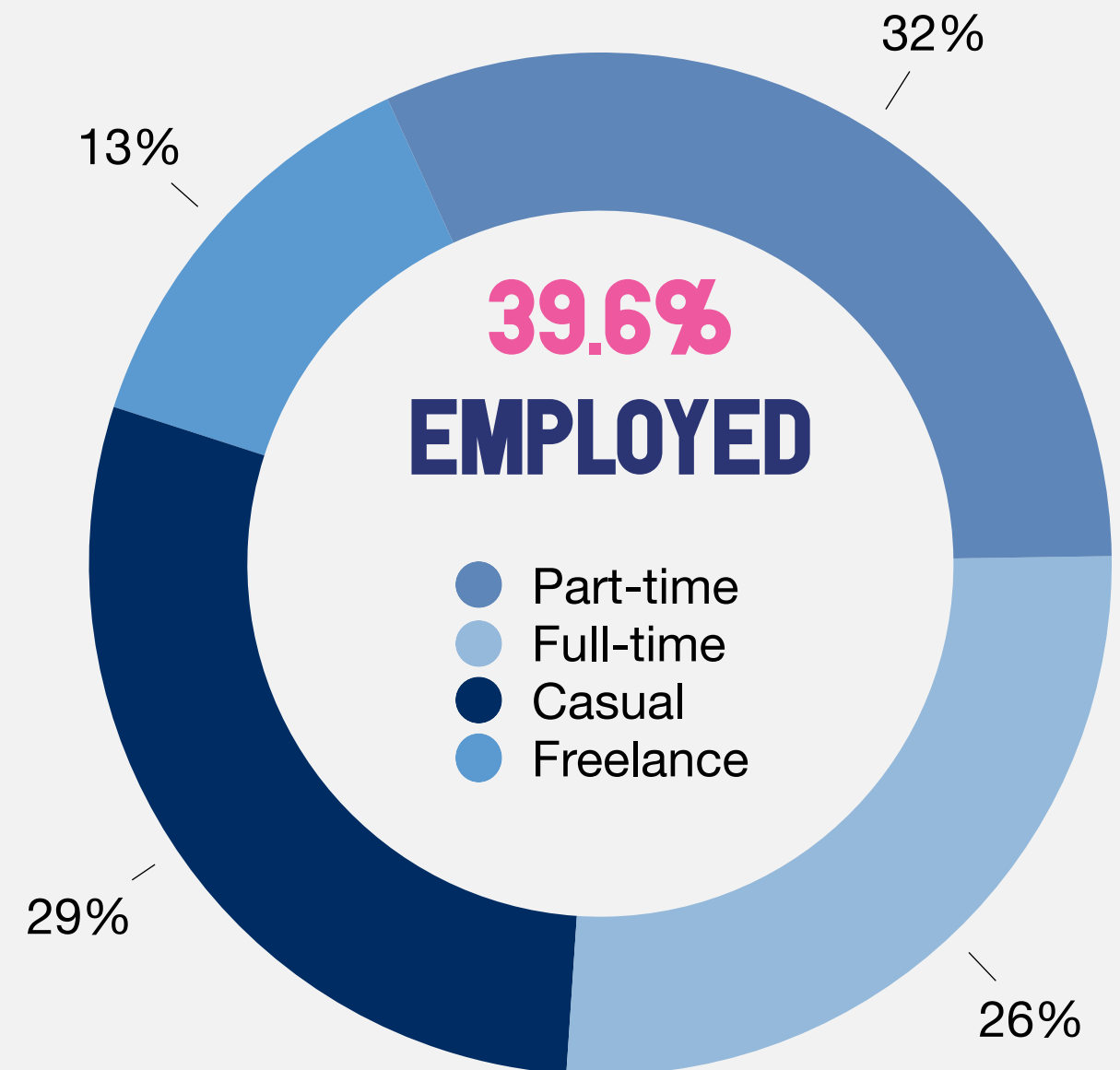
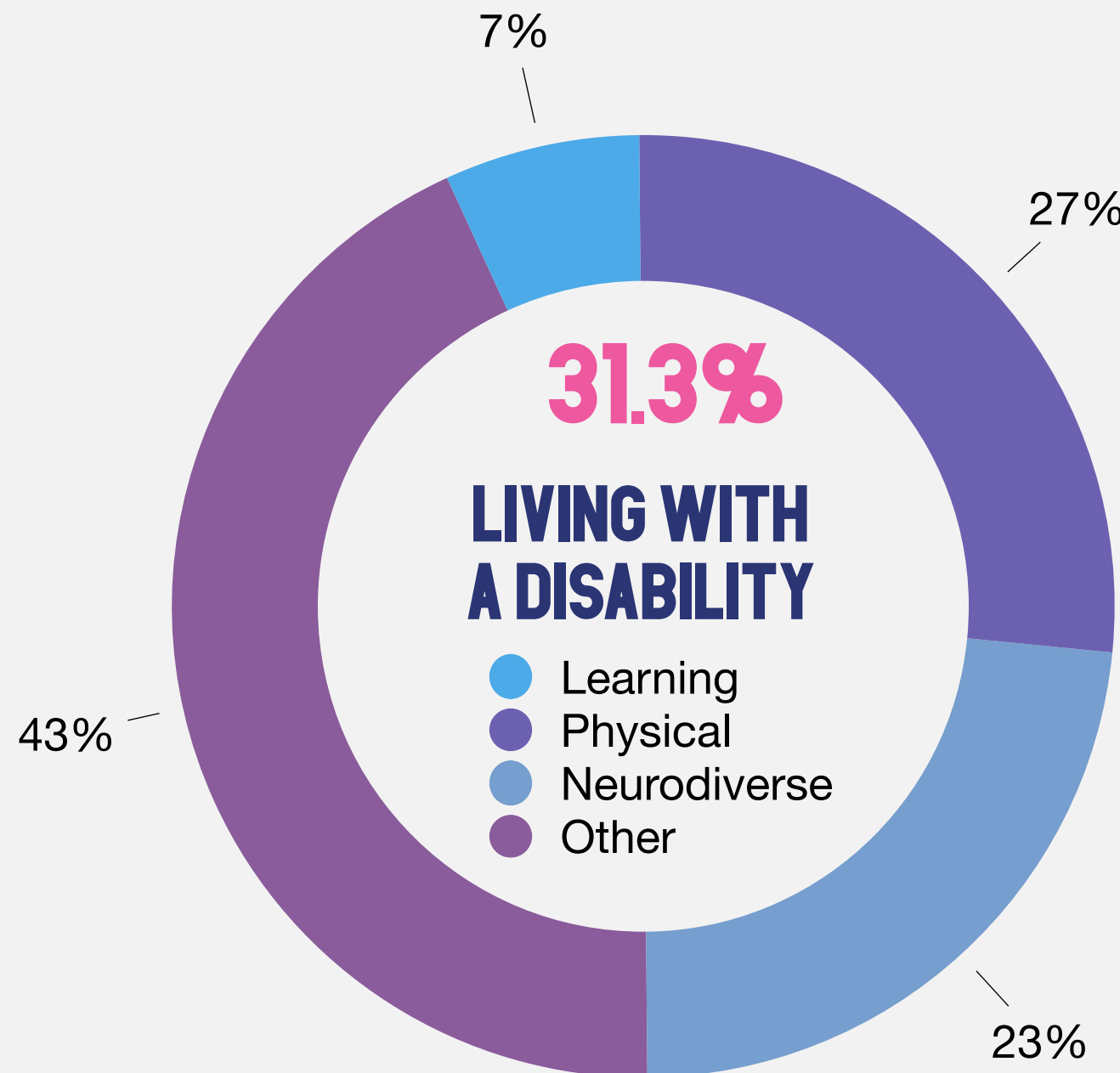
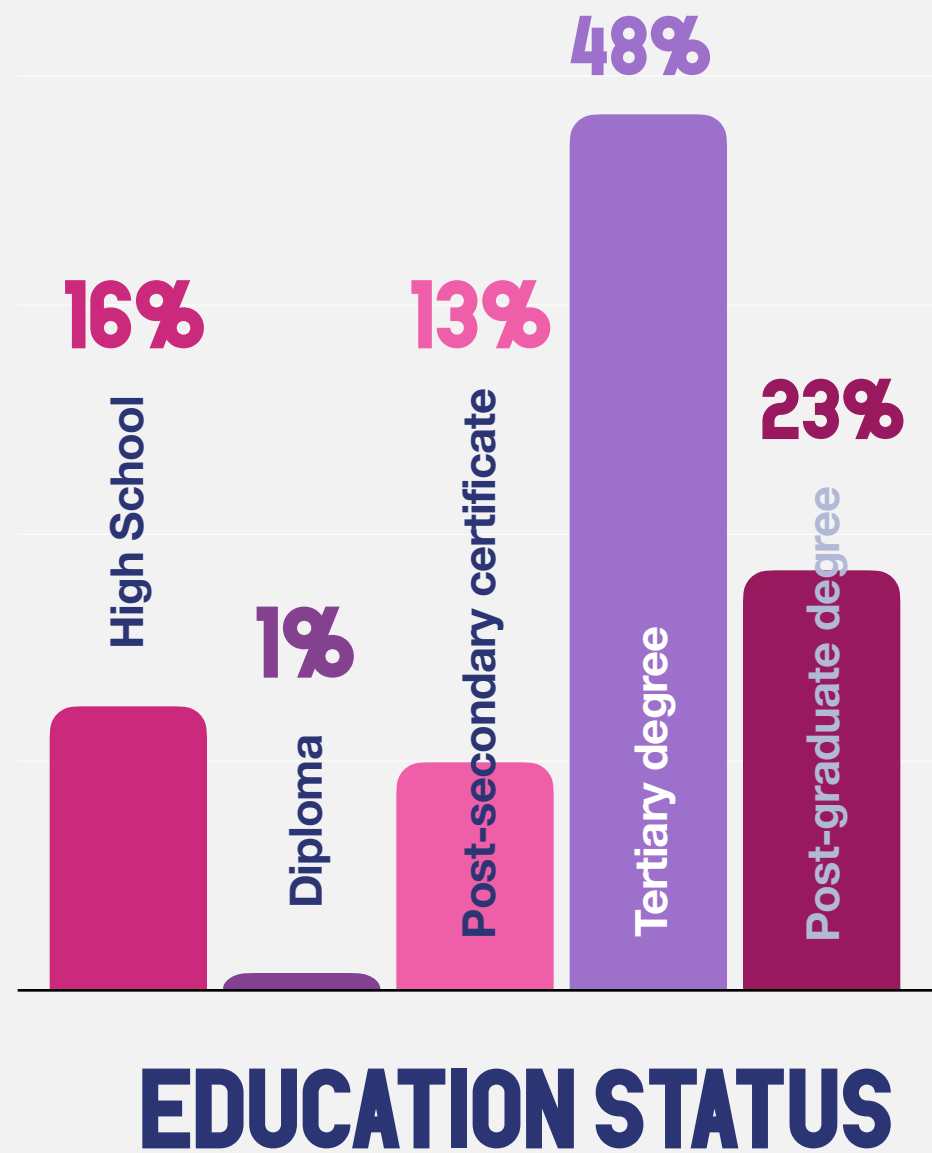
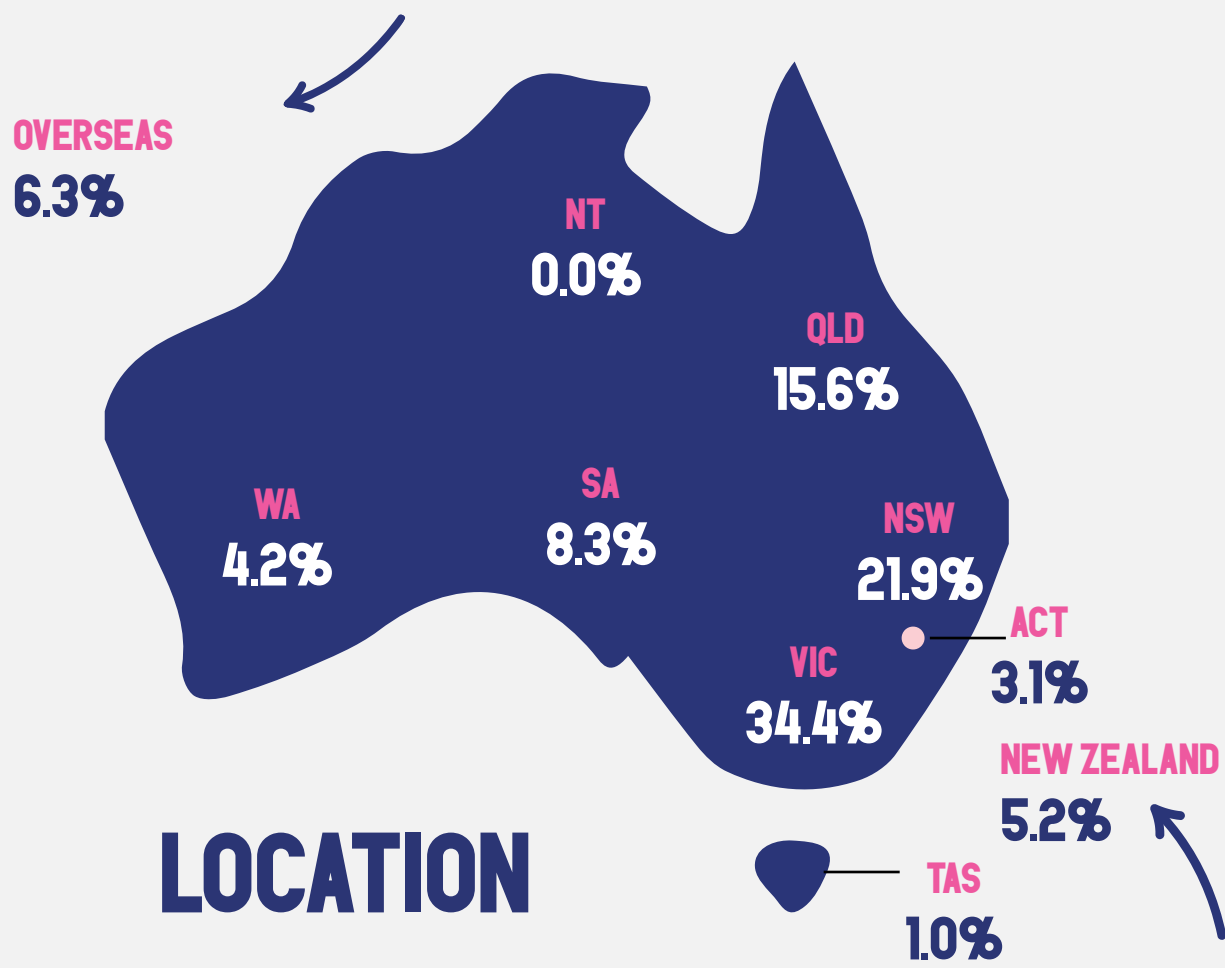
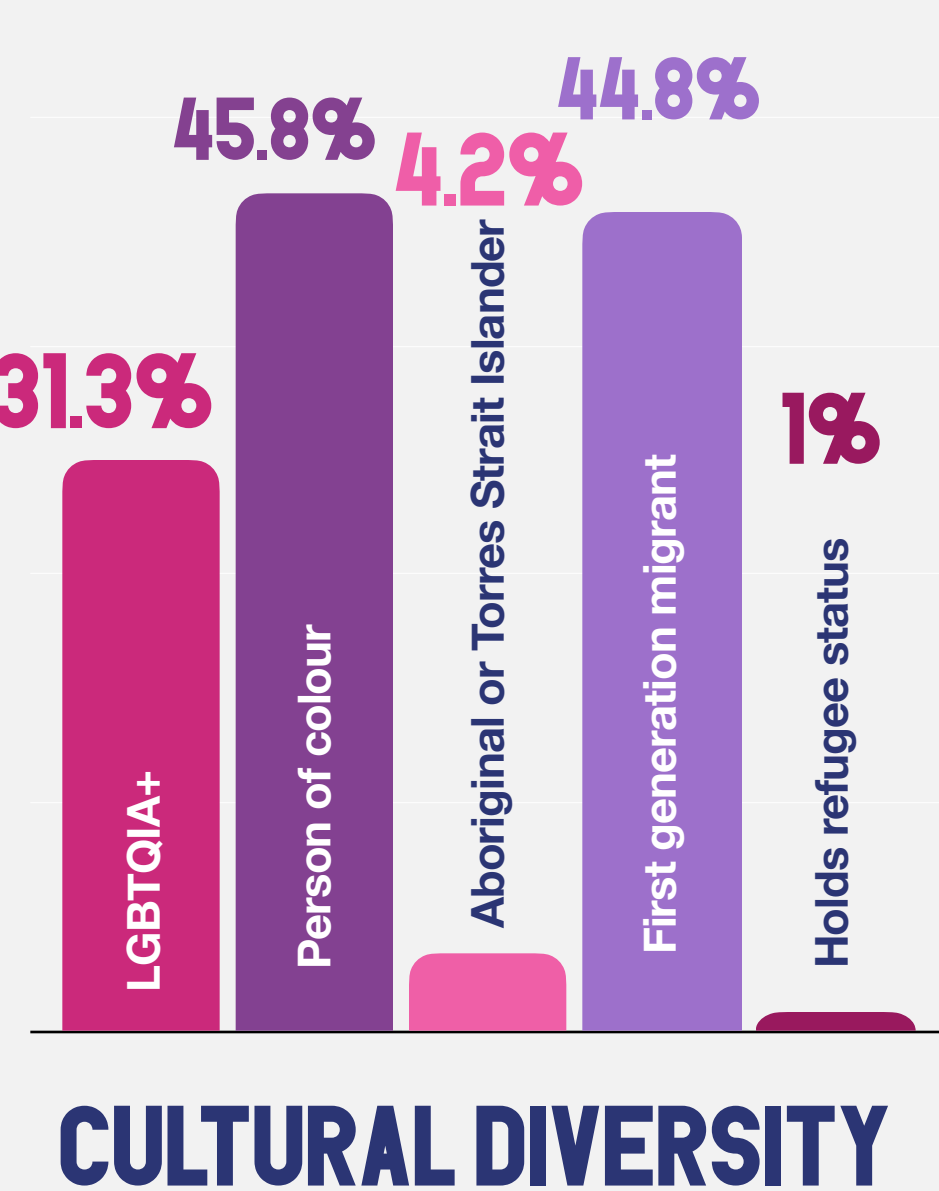
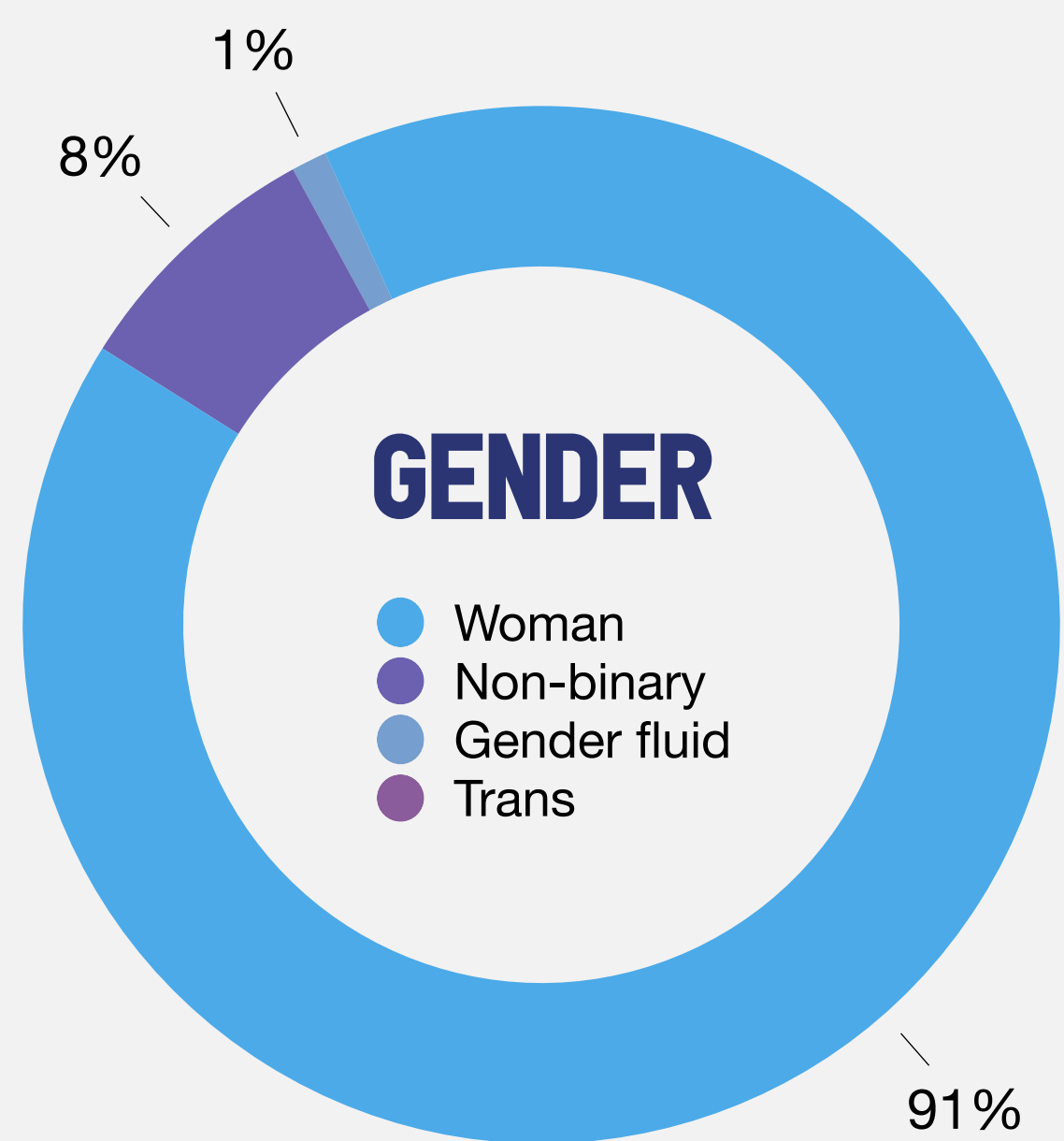
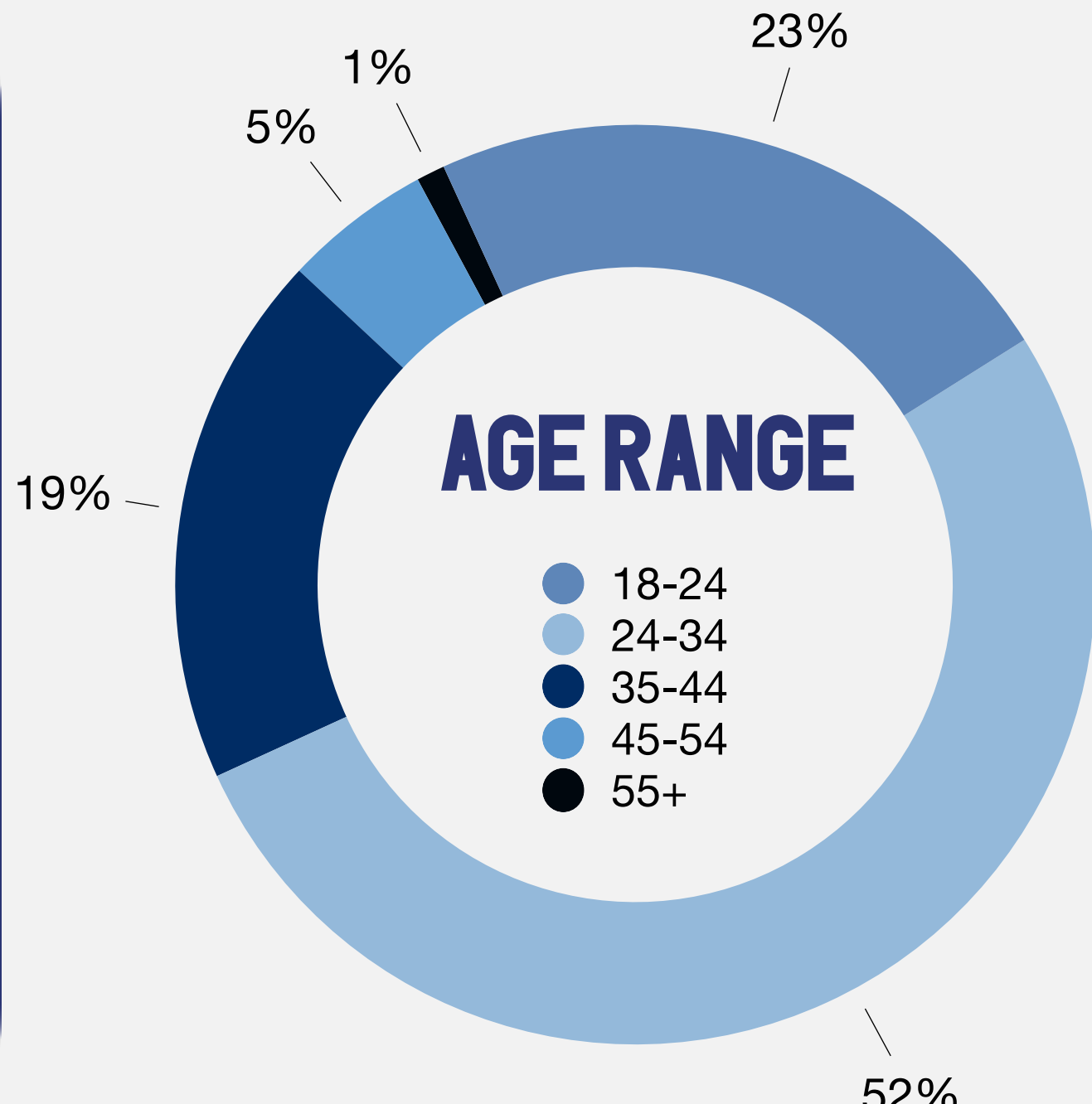
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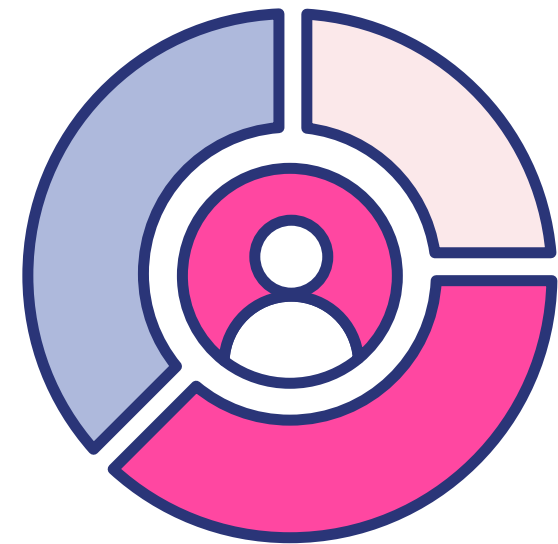
LONGFORM INTERVIEWS

Qualitative

Initiate in-depth interviews to gather qualitative insights, and explore participants' shared experiences, perspectives and outcomes resulting in their participation in our programs.

DEMOGRAPHIC ANALYSIS

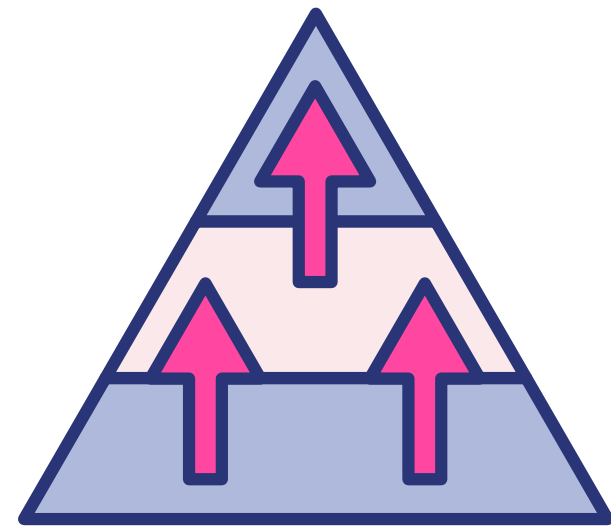



2024 FOCUS**DEMOGRAPHIC
ANALYSIS**

REFUGEE COMMUNITIES & REMOTE TERRITORIES: PARTNERS AND OUTREACH

Our focus for 2024 is to widen our reach in remote territories across Australia and refugee community outreach programs. Our mission cannot be achieved if access to our programs is limited to the lucky few. Help us build a stronger and more connected community by collaborating with us.

We invite our partners and the wider community to work with us to broaden our collective reach and mission in these underrepresented communities to ensure equal opportunities and access to coding and programming.



**CAREER
AWARENESS
AND
EMPLOYABILITY**

125

Careers Fair
Attendees

589

Applications to
Internship Program

800+

Expressions of
interest for 2024

INTERNSHIP

63

Interns placed

33

Converted to
permanent

31.3%

Part Time

45.8%

Full Time

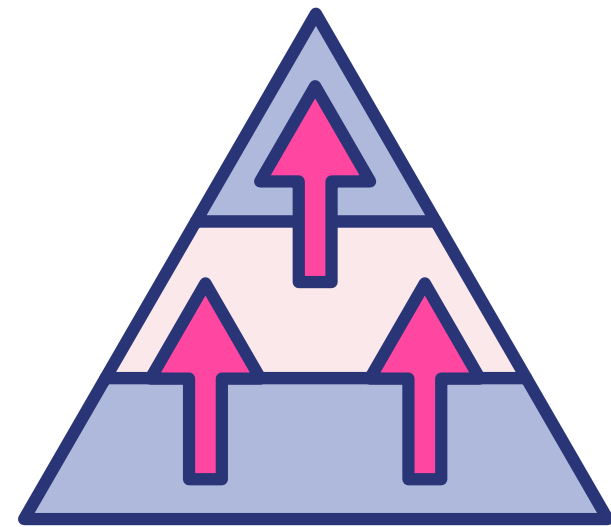
31.3%

3-Months

45.8%

6-Months

2024 FOCUS



**CAREER
AWARENESS
AND
EMPLOYABILITY**

SCALING PARTNER NETWORK

In 2024, we will continue to grow our partner network to enable increased career awareness and employability opportunities.

We're enhancing our internship program platform to ensure it continues to provide great user experience for both our industry partners and intern candidates. This has been driven in large part by the volume of interest from intern candidates - 800+ to be exact!

Thank you to all our partners who participated in our focus groups last year to help us continue to improve the platform. We encourage you to promote the program widely within your own networks to help us promote career awareness and employment pathways for our community.



**SKILL
ENHANCEMENT**

COMPLETION RATES (PAYING VS SCHOLARSHIPS)

Completion rates



6
Subjects
offered in 2023

132
Students enrolled
in 2023

1200
Workshop
attendees

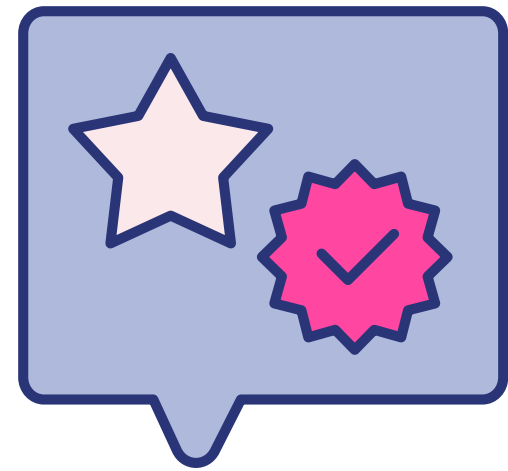


Really enjoyed the course. Most courses seem to follow the same basic structure but these courses flow in a way that makes more sense and really helps you understand what you have learned and how to put it all together.

2024 FOCUS**SKILL
ENHANCEMENT****INTRODUCING ASSESSMENTS & OPEN SOURCE PROJECTS**

This year we will focus on implementing additional layers of evidence-based assessment practices in our learning programs, along with real-life work projects

Self-reported outcomes continues to be important. However, in our quest to provide increased employment pathways for our program participants, implementing rigorous evidence-based assessment practices that can directly lead into the internship program is even more critical.



**PROGRAMS
OUTCOMES
AND
FEEDBACK**

20

Established pairings in the
Mentorship program

125

Careers Fair
Attendees

25

Public events,
workshops and info
sessions

52.4%

Interns converted to
permanent

63

Interns placed

EDUCATION & MENTORSHIP

117

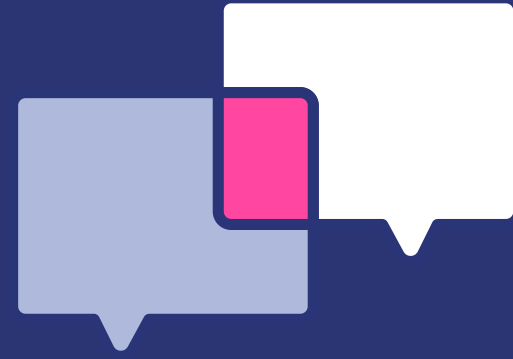
Applications to the
Mentorship Program

30

Participants in the 101
Foundations of Web Dev
Workshop

555

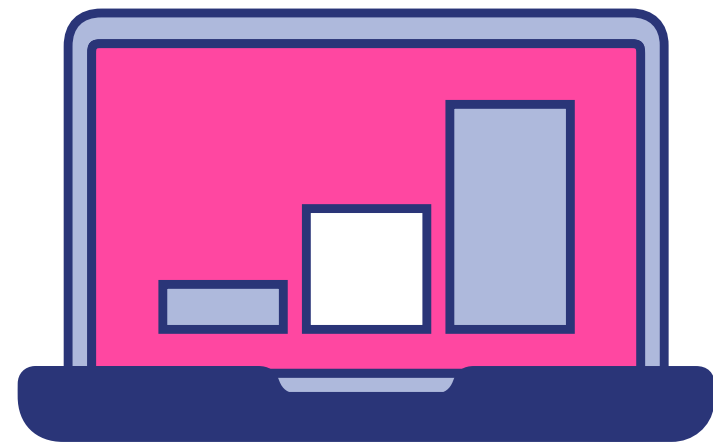
Participant EOIs in the 7-
week Augmented Reality
course



I would wholeheartedly encourage women, especially those from non-traditional tech backgrounds, to seize this incredible opportunity offered by CLG. This internship goes beyond simply applying your technical skills; it's a comprehensive learning experience that introduces you to the multifaceted roles within the tech industry. During my time with IAG, I was not treated as just 'another intern' but as an integral part of the team, fully immersed in the company's culture. CLG and IAG offer a nurturing environment where you're supported every step of the way, allowing you to grow both professionally and personally. It's a unique chance to be part of a community that values your contributions and invests in your development.

PAULINE LIU

INTERN ALUMNI (2023)



PLATFORM METRICS

ONLINE REACH



10.82M

Impressions via Facebook and Instagram in 2022-23

143K

Impressions in last 12 months on LinkedIn

55,790

Total followers

WEBSITE



72K

Website users up 18% from previous year

101K

Website sessions up 9% since previous year

208K

Website page views up 10% from previous year

SAVE THE DATE

FEBRUARY 2024

- **NEW ON-DEMAND INTERN DATABASE**
Onboarding session

MARCH 2024

- **ANNUAL VIRTUAL CAREERS FAIR**
Onboarding session. Actual event in August.

APRIL 2024

- **MENTORSHIP PROGRAM**
Onboarding session

NOVEMBER 2024

- **ANNUAL SOCIAL MIXER + EOY PARTY**
Not to be missed!



THANK YOU

CODE LIKE A GIRL