

WOMEN IN STEM DECADAL PLAN CHAMPION

→ WK Digital



WK Digital - Women in STEM Decadal Plan Champion

WK Digital is a digital marketing & software development agency specialising in eCommerce & PHP development, marketing program strategy & execution as well as systems and security support for existing web properties. Our digital solutions come in many forms but ultimately its about implementing the design, software and marketing strategy that sees companies grow sustainably both in revenue and profitability.

WK digital is committed to championing gender equity in the tech sector by aligning with the Women in STEM Decadal Plan in three key areas: Leadership, Visibility and Education.



WK Digital - 2021 Decadal Plan Report

Leadership

"I want to be clear that my goal in talking about the gender gap is to stop talking about the gender gap as soon as possible. Shifting the conversation to high performing companies managed by the best people is an exciting reality, but we aren't there yet."

Amanda Rodgers, WK Digital CEO

Founder and CEO of WK Digital Amanda Rodgers leads from the front on issues of gender equity in STEM, keeping an eye on the future and taking action every day.

WK Digital donates our time and company resources to support women and girls in STEM and particularly tech innovation. As an SME our strategic partnership with the Tech Girls Movement Foundation is central to our leadership in this space.

LEADERSHIP | Amanda Rodgers, Founder and CEO, WK Digital
Activities and commitments designed to achieve gender equity

- Board member at Tech Girls Movement Foundation (TGMF)
- Support Brisbane Women in Blockchain
- Support Tech Girls Movement Foundation
- Volunteer at Hopper Down Under
- Build and manage TGMF rebrand and web portal
- Mentor schoolgirls in STEM entrepreneurship projects
- Public speaking on gender equity in STEM to children and peers
- Encourage other STEM experts to become mentors and judges for TGMF
- Engage other company leaders as potential sponsors for TGMF

Visibility

WK Digital engages in a range of activities promoting Women in STEM and aimed at inspiring the next generation of Women in STEM.

Rebrand and Web development for the Tech Girls Movement Foundation

WK Digital embarked on an ambitious project to increase and promote the visibility of women and girls in STEM. As part of our philanthropic work WK Digital staff provided pro bono marketing, branding and technical advice which led to a TGMF brand refresh, strategy and web portal.

“The branding refresh at TGMF in March 2020 was a liberating process. It demonstrated our positioning within the sector and confirmed our growth from humble beginnings in 2014. The process was a collaboration with our board, supporters, partners, mentors, and teachers, all of which stated a brand refresh would cement our maturity within the Australian STEM education sector.”

Feedback from TGMF Founder & CEO, Dr Jenine Beekhuyzen OAM

Hopper Down Under (Grace Hopper Celebration)

The inaugural Hopper Down Under celebration of diversity in technology was held in Brisbane in 2019. The conference was created by women technologists, for women technologists and hosted over 700 delegates. WK digital donated time to this significant event with CEO Amanda Rodgers a volunteer coordinator and session organiser.

Brisbane Women in Blockchain

Brisbane Women in Blockchain is a platform for women to learn and share about blockchain, to connect with each other and shape the direction this technology takes. The group, founded by Katrina Donaghy, highlights the accomplishments of women in this space showcasing visible, attainable role models. Importantly this is in Brisbane, where WK Digital is based, many similar opportunities are only available in Sydney and Melbourne. Amanda's ultimate goal is to promote blockchain as a technology that girls and women can and should be involved in.

Public Speaking and Mentoring

CEO and founder of WK Digital Amanda Rodgers speaks in various forums about the gender gap in technology. She is focussed on communicating the diverse career opportunities in STEM, what girls need to know now to join the workforce in 5 years time, the power of choices and underpinning this with financial literacy.

Education

"My career choice has opened so many doors for me, but the reality is that girls are not pursuing Science, Technology, Engineering or Maths (STEM) in large enough numbers."

Amanda Rodgers, WK Digital CEO

WK Digital's engagement with girls in STEM goes from grassroots mentorship at schools all the way to the boardroom. We aim to inspire and support girls in STEM and build the pipeline to address the skills shortage in our industry.

Our partnership with the Tech Girls Movement Foundation allows us to engage with schools, teachers and girls. It is an example of how corporates, especially SMEs can collaborate to make an impact. WK Digital supports the Techgirls vision of "A society in which girls confidently lead in STEM entrepreneurship and contribute to their community and the economy."

WK Digital actively encourages other SMEs to support girls and women in STEM education. Working within our professional networks to develop and engage other corporate sponsorship opportunities for Techgirls.



“STEM education for girls is not just about closing historical gaps, it's also about numbers that don't lie. APAC companies with at least 20% women board directors have financially outperformed their peers every year since 2007.”

Amanda Rodgers (L) after presenting at Cannon Hill Anglican College on International Women's Day.

Additional Questions

Which decadal plan recommendations are you committing to?

WK digital is committed to championing gender equity in the tech sector by aligning with the Women in STEM Decadal Plan in three key areas:

- Leadership, Visibility and Education

Do you have any specific gender equity goals or targets you are working towards over the next 12 months?

- Recruitment strategy and internship program
- Revisiting and updating the Women in STEM Decadal plan report

How can individuals/organisations best be supported to advance gender equity?

Access to reliable, up to date, facts and stats. Benchmarking helps us to push towards best practice and communicate with other leaders. Rather than rely on ad hoc publications we can rely on information from a reputable source such as the Women in STEM ambassador. This ensures the information can stand up in conversations and public speaking engagements.

This should include relevant comparisons and benchmarks. For example: What was it this year? Can I come back to the same place to see change year on year? How does this compare across Australia? Where is QLD lagging behind? Where are we leading?

Are there any constraints taking your gender equity strategies forward?

As an SME it is challenging to engage with graduates and education providers to offer internship opportunities to female graduates.

Towards Gender Equity in STEM

WK digital is committed to championing gender equity in the tech sector by aligning with the Women in STEM Decadal Plan. The Plan provides a unique opportunity to help address systemic barriers faced by Women in STEM and we look forward to continuing our championship of the plan.

2022 | WK Digital | Decadal Plan Update