



### Score Card – How did the Screen Goddess IT Calendar perform against stated objectives

Fundamentally, the 2 key reasons for producing the calendar were to raise awareness of women in IT and to raise funds to assist with ongoing projects to sustain that awareness. The first via capturing media attention and therefore increased stories, print and digital media reaching target audiences that we have failed to reach via traditional means. The second resulting in increased girls and women taking up technology studies and careers.

Specifically, 5 objectives were stated:

1. Smash through the perception of the geeky technologist
2. Raise awareness of the diversity of Women in IT
3. Generate media sensation to put a spotlight on the industry and increase national interest and awareness
4. Raise money for non profit groups that run initiatives to encourage females to take up technology studies and to enter technology careers
5. Promote organisations and companies involved in and supporting IT, through sponsorship/promotional opportunities on each page of the calendar.

The scorecard below provides objective evidence of how the Screen Goddess IT Calendar initiative has over achieved on all the soft objectives, though under achieved on the one hard (financial) objective. We go as far as to say that we believe the screen goddess initiative has been the highest impact initiative in the gender and IT area ever conducted in Australia!

<sup>1</sup> images from the Screen Goddess IT Calendar Poster Series

<b>Objective 1 : Smash through the perception of the geeky technologist</b>	
<b>Key inputs / Resources</b>	<b>Status</b>
Smashed through by putting the issues on the table and generating hotly debated conversations in workplaces and web sites.	Over Achieved
<b>Achievement – Objective Evidence</b>	
<p>The central theme of thousands of comments on hundreds of international blogs was heated discussions about geekiness and the fact that many people in technology careers are not geeks, it is simply how they are portrayed in popular media. Achieved even beyond this into other industries by assisting 4 international groups with hints and tips on how to develop a like initiative for their specific industry – eg construction, multimedia, games, recycling/waste. Their issues are similar in trying to dispel an image and to attract young people to take up a career.</p> <ul style="list-style-type: none"> <li>• New people have already entered the industry as a result, and others wavering on departure have been reinvigorated: we have emails to prove this. One person even relocated from a non IT role in country NSW to an IT role in Sydney as a direct result.</li> <li>• A Canadian and a USA University have purchased the calendar for use as part of their technology courses.</li> <li>• We have received 49 written requests from females to be models for next year’s calendar.</li> </ul> <p>A comment from a woman in IT: “Just wanted to say Well Done! In school, I always hated the fact that you could either be smart and intelligent - in which case you were automatically a nerd - or fun and sexy, in which case you had to be less than intelligent. I knew I was intelligent, and desperately wanted to be allowed to be sexy and fun as well. But that was not an option for girls, while at least some of the boys could live in both worlds. Thank you, for standing up and voicing my thoughts. I hope you had tremendous fun shooting the calendar! Cheers, and keep up the good work.”</p> <p>A comment from a young male: "Hi, Congratulations on a bold concept and magnificent execution - this is an iconic production and one that IMHO, will be an eternal milestone in the folk-history of the IT industry in Australia. (How much does a junior sponsorship cost?) Thank you for making It a bit more fun, human, interesting and light.."</p> <p>A comment from 2 university researchers: “We admire the calendar that you created, and particularly the fact that it represents a lateral approach to addressing the problem. We, too, are of the view that a fresh approach is needed, as the conventional measures seem to have made little difference. If you were looking for academic collaborators in any of your future endeavours, we would be delighted to contribute.”</p>	

<b>Objective 2 : Raise awareness of the diversity of Women in IT</b>	
<b>Key inputs / Resources</b>	<b>Status</b>
High impact and on going influence via continuing activity.	Over Achieved
<b>Achievement – Objective Evidence</b>	
<p>The calendar itself strongly represents diversity as the models include African, Asian, Sri Lankan, European, Finnish, and white Australian ethnicities. Ages range from early 20’s through to 60’s. Roles range from database administration, programming &amp; networking though to project management, sales, educators and to executive management and entrepreneurs. Diversity of movies selected include Hollywood, Bollywood and Disney movies. It is becoming increasingly difficult to keep up with the demand from career and educational organisations and schools to provide contact to the goddesses for talks and advice as requests are received on a weekly basis. Examples of awareness raising are:</p> <ul style="list-style-type: none"> <li>• Education/school flyers have appeared with goddess themes and messages- eg: Educational Experience newsletter.</li> <li>• Uni’s have already started to use calendar images via flyers or the poster series at career expo’s.</li> <li>• Australian school teachers have emailed to thank the goddess project as they have used the website as a focus discussion point for open classroom workshops.</li> <li>• An Italian teacher purchased twelve (12) calendars to give to his students.</li> <li>• Six (6) leading Queensland schools have adopted into their 2007 ICT curriculum for year 11 and 12 girls, monthly discussions with the goddesses – some virtual some face to face.</li> <li>• Victorian and Qld schools have lent the poster series and displayed them at class and career information sessions.</li> </ul> <p>A 5 minute video of the diverse range of women in the calendar has been viewed by thousands on YouTube. This video also includes an original score that represents the values of creativity, innovation and a technology career. American, Canadian, NZ and Australians bid for the calendar poster series on ebay. Researchers are now starting to refer to the Screen Goddess initiative in publications. A presentation was made at an international conference in Singapore in November 2006 and another in Germany in February 2007. Based on the Feb 2007 presentation conference attendees borrowed the calendar series and purchased calendars to take to another international conference on Gender and IT in Helsinki in March 2007.</p> <p>A comment from a professor at a leading Australian University: “We need multiple measures to attract people with different demographics. A great example of this is the "Screen Goddess IT Calendar." I should mention that while this initiative has triggered some negative reactions in certain sections, it has generated more media interest and discussion of the ICT sector than a generation of well meaning pamphlets from the industry and industry associations. The controversy is an opportunity, it gives us a platform. The calendar also shows an alternative view of people in the ICT area in a brilliant way. We have a lot to offer very different people. We need to emphasise and exploit that diversity to generate interest.”</p>	

<b>Objective 3 : Generate media sensation to put a spotlight on the industry and increase national interest and awareness</b>	
<b>Key Statement</b>	<b>Status</b>
The Screen Goddess IT calendar has been a catalyst for on going stories and interest	Over Achieved - Went beyond national into the international sphere.
<b>Achievement – Objective Evidence</b>	
<p>Hundreds of web blogs and forums sprang up. Stories ran in countries around the world. Young girl magazines representing the target market ran articles or made mention of the calendar , e.g. ‘New Woman’ in Australia and ‘For You’ magazine in Germany. Dozens of radio interviews were held mostly on ABC radio network (which extended the reach into a number of regional and rural areas).</p> <p>For over a week the story was the number one viewed story on both The Age and SMH. The SMH mash up blog and the news.com.au blog were long running and attracted hundreds of comments/active participants. Sample places the story appeared are:</p> <ul style="list-style-type: none"> <li>• IT recruitment sites – eg: Contractor UK, CareerOne,</li> <li>• Respected Technology Publications: Computerworld, CIO, PC World, IT World.</li> <li>• Local print press – Ballarat Courier, Geelong Advertiser, Brisbane Sunday Mail, Perth Sunday Times</li> <li>• Regular print press – MIS, BRW, SMH, The Age, The Australian, Herald Sun.</li> <li>• And direct to our young female target market via– New Woman, For You. Women’s Lifestyle, Beauty and Fashion web sites, Girl Games Sites</li> <li>• Some unexpected places such as– SAP, Internet Retailer Association, the well respected Inquirer – one site has even created a quiz about the calendar and careers in IT.</li> </ul> <p>Print and web stories appeared in unexpected places such as Middle Eastern Times and Jewish Times. The Screen Goddess story appeared in Italian, Vietnamese, Finnish, Norwegian, Swiss, Austrian and many times in German. Even today stories still run: Feb 2007 saw stories in BRW and Victorian press, whilst March 2007 has seen a feature in the Columbia Chronicle (Chicago). Television stories appeared on Sunrise, A Current Affair and some Australian news stations, on BBC World News and Geek Girl TV in the USA. International web radio has podcast some interviews; the most notable is an extensive interview on Prodos International, a site targeted towards intelligent rational thinkers. We attracted the attention of Jessica Mae Stover, an American media star who appeals to many: she covered the calendar on her show that is viewed by an audience of five million tweens, teens and young adults.</p> <p>An anonymous correspondent said: “Well done for raising public awareness to the extent that respected Business Journals are researching the declining participation of Australian women in the most lucrative technology roles, which underpin most modern business sectors. Raising public awareness outside industry circles is a difficult task for which you should all be congratulated.”</p> <p>Possibly an even greater long term area of impact is that we have attracted the attention of LA producers and are currently trying to raise funds to pilot a ‘Girls Gone Tech’ TV show that is targeted at young women and presents a healthy technology life and career perspective.</p>	

<b>Objective 4 : Raise money for non profit groups to encourage females to take up technology studies and to enter technology careers</b>	
<b>Key Statement</b>	<b>Status</b>
The project ran at a loss; the innovator lost \$25,000 of own funds, women in IT groups received small financial returns.	Under Achieved
<b>Achievement – Objective Evidence</b>	
<p>Sales Stats to date are that greater than 60% of sales have been to females. 20% sales were overseas into 23 countries other than Australia: Ireland, Scotland, England, Germany, Austria, Switzerland, Hungary, Czech Republic, Netherlands, Norway, Sweden, Finland, Denmark, Italy, Portugal, France, Brazil, Argentina, Canada, USA, Singapore, Fiji, New Zealand. The calendar innovator Sonja Bernhardt lost approximately \$25,000 on the initiative (from her own personal funds) and six months of time away from her usual business (software development) to manage the project. The sales model was to make most profit from bulk corporate and Christmas sales – this was not achieved as conservative corporates did not embrace the initiative. Sponsors’ investments were kept at a minimal level and project costs were high due to inclusion of models from across Australia and associated travel costs, quality costuming and graphics, plus multi-state launch events. The final sales count of less than 3,000 is below expectations (expected to sell 20,000). Even though the project ran at a loss, some women in IT groups did receive a small amount of money (few hundred dollars) for commissions on sales – those groups are from Qld, NSW, SA, WA, NT and New Zealand.</p>	

<b>Objective 5 : Promote organisations involved in and supporting IT, through promotional opportunities on each page of the calendar.</b>	
<b>Key Statement</b>	<b>Status</b>
Supporters received extensive exposure via the calendar, web site and associated media.	Achieved
<b>Achievement – Objective Evidence</b>	
<p>As a direct result of the Screen Goddess IT calendar, the AWISE (Australian Women in IT and Science Entity - awise.org.au) web site had a massive increase in hits (and has sustained a % of those in the months since) and an even more impressive 3,500% increase in subscribers to the AWISE newsletter. Informal sponsor reports also indicate traffic increase generated from screen goddess stories. In addition, a series of women in IT in Australia who were not connected to their local groups that have since been e introduced, which has resulted in more hands for voluntary activities and grass roots involvement.</p> <p>During its peak media time, Screen Goddess web site totals over a 7 week period were in excess of 21 million hits, 2.3 million page views, 350 GB bandwidth and 531,000 sessions. These days the site receives approximately 8,000 unique visitors a month including sighting sponsor logos and click through to sponsor sites.</p>	