



## 'Code Like A Girl' Launches

'Code Like A Girl', a digitally led initiative to help inspire and support women in code, launches today in Melbourne Australia.

Founded by Ally Watson, female developer at award-winning digital agency Deepend, Code Like A Girl is an online inspiration network and blog for female coders and women in the wider tech industry. As part of the ongoing programme of activity, Code Like A Girl will host monthly events and meet-ups, bringing their members together to celebrate and discuss their passions and expertise.

The inspiration behind setting up the Australian arm of this global initiative, has been Watson's own experiences in the male-dominated industry over the last five years. There is an ongoing diversity problem within the technology and development sector, driving two key trends; not enough women are getting into development and when they do, there is a limited long term career path. In 1991 women held 37% of all computing jobs, today they hold just 26%. 56% of women in tech leave at the mid-level point of their career, compared to 17% of men, when the loss of their skills is most costly to companies[1].

With numerous initiatives taking place around the globe to encourage women to enter tech, Watson wanted to create a network closer to home; within the creative hub Melbourne where she lives and works.

Expanding on tech's gender divide, founder Ally Watson said: "Unconscious bias means that from a young age girls are not exposed to problem solving and electronic based games in the way boys are. This disparity has led to a greater number of boys being interested in technology and pursuing the sector as a valid education and career path. My core focus for Code Like A Girl is to help likeminded women in the sector grow and support one another, in what can sometimes be a daunting industry for females."

Coding is one of the most important skills of the 21st century and there is a significant talent drought, the industry needs more computer scientists. Research indicates that the sector is heading towards a skills crisis; by the year 2020 there will be 1million more jobs than there are people with the skills to fill those jobs.[2]

Deepend, Australia's largest independent digital agency is the primary sponsor and a key driving force behind Code Like A Girl. Kath Blackham, Managing Director of Deepend and board member of SoDA has offered her full support to the initiative as a mentor. With a career that has spanned over 15 years at the forefront of the digital industry, Blackham has provided a wealth of knowledge and guidance.

She comments, "As a team made up of digital innovators and technology leaders, the broader Deepend Group and I, are proud to support such an inspirational network. Code Like A Girl provides a central hub to connect and meet with others to network and discuss current trends and issues within the digital industry. Women are hugely under-utilised when it comes to the sector and have so much to offer. We need to turn the sliding trends of women in technology around and Code Like A Girl is a fantastic way to tackle the problem."

Deepend are leading the charge with their diversity numbers with female developers working across both their Sydney and Melbourne offices, almost

50% of the technical producer team women.

Code Like A Girl's official launch event will take place on August 6th

Event: Code Like A Girl launch event

To RSVP: <http://www.codelikeagirl.com.au/>

Time: 6.30 – 8.30pm

Date: Thursday 6th August 2015

Location: Deepend Melbourne, 1 Cubitt Street, Cremorne, VIC 3121

Speakers: Ally Watson Founder of Code Like A Girl, Jo Cranford, Development Team Lead at Culture Amp, Shevaun Coker Senior Developer from Envato, Giselle Rosman Director IGDA Melbourne Chapter, and Johana Foster Vice President for the RMIT Society for Women in Information Technology

Sponsored by Deepend, GitHub, Treehouse

Code Like a Girl Links:

<http://www.codelikeagirl.com.au/>

<https://www.facebook.com/codelikeagirlau>

<https://twitter.com/codelikeagirlau>

Deepend is proudly part of a four-agency collective, the Deepend Group, an independent, digital communications and innovation consultancy group. The Deepend Group portfolio includes the leading specialist agencies Deepend (Digital), How To Impact (Innovation), Nomad (Mobile) and History Will Be Kind (PR/Social Media).

[1] Harvard Business Review: <https://hbr.org/2014/10/hacking-techs-diversity-problem>

[2]<https://code.org/promote>

## Contacts

April Rose  
02 80464848

[mailto: a.rose@deepend.com.au](mailto:a.rose@deepend.com.au)