

MEDIA RELEASE

COSBOA and The Academy for Enterprising Girls

Today is one of the most important days of the year but one that is often forgotten – The International Day of the Girl. Today COSBOA is thrilled to continue the work with 89 Degrees East in launching [The Academy for Enterprising Girls](#), an educational platform aimed at giving girls aged from 10 to 18 the skills they need to get on the pathway to becoming small business owners and operators. Enterprising Girls is about helping young Australian women develop the mindset and passion for entrepreneurial and STEM (science, technology, engineering and mathematics) subjects, that will set them up for future success. This is a project made possible by funding from the federal government.

CEO, Peter Strong, said today “working with an organisation as professional and innovative as 89 Degrees East ensures positive progress through engagement of girls themselves in the project development and assessment activities.”

The project has been funded by the Australian Government, through the Office for Women, under the *Future Female Entrepreneurs Program*. Significant corporate support has also been provided by major high profile tech companies. 89 Degrees East is developing the digital platform for the Academy, including the e-learning modules, and will also facilitate the delivery of a national program of in-person workshops for girls.

Mr Strong stated “There is of course no reason why girls and young women cannot start a small business and become successful entrepreneurs. In fact, there are many doing this right now but that does not receive the profile that it should.”

“It is gaining the knowledge and particularly the confidence to start up a business that will give women greater economic security as our economy continues to develop. The Academy will support girls and young women to quickly gain the relevant knowledge and instill the confidence to get out there and start their businesses.”

“It is terrific that girls (and their teachers and parents) will have ready access to information, role models, and workshops that will support them to confidently consider becoming small business owners and operators.”

The digital platform includes videos from female role models. These are real stories that will inspire girls and young women (and men and boys too). COSBOA is also forming a group, *The Women of COSBOA*, to provide further role models and support to the project and the girls themselves. This will be an amazing group of women who have successfully made their way through life and through small business.

Mr Strong concluded “the International Day of the Girl may be today, but it’s important that it’s not forgotten tomorrow.”

For more information please contact:

Peter Strong, CEO: Mob 0433 644 097

ceo@cosboa.org.au

COSBOA Website: www.cosboa.org.au