

## CHOOSEMATHS CAREERS AWARENESS

*More than a number*

### Key Stats

- Campaign will run over **3** years
- **12** Careers Ambassadors featured in launch
- Launched to over **10,000** Schools in May 2017
- **1700** Students attended **7** screenings of Hidden Figures

Launched in June 2017 across 10,000 schools nationally, the **CHOOSEMATHS** Careers Awareness campaign is a key component of the Australian Mathematical Sciences Institute's (AMSI) five-year Choose Maths project funded by the BHP Billiton Foundation.

Industry remains clear in its demand and need for mathematics and statistics. This campaign aims to address public perception of maths careers and prepare young Australians, particularly girls for the future by highlighting these jobs, where they are and the skills needed.

### Key Aims:

- **Promote** maths and statistics careers, in particular to girls and women
- **Inspire** students, particularly girls stories of real people in maths and stats
- **Increase awareness** of jobs requiring maths and statistics
- **Empower teachers and parents** to foster maths and stats engagement, including through understanding of real-life context and application
- **Improve Year 12 student higher level maths participation** (advanced and intermediate) mathematics, in particular girls

### Resources

- Launch packs – posters, booklet and postcards featuring the inspiring stories of twelve mathematics and statistics professionals.
- Website:
- Multimedia resources
- Learning materials

We will be expanding available resources with the addition of multimedia and learning resources as well as new ambassador profiles.

### Hidden Figures

In the lead up to this month's launch, Choose Maths has hosted screenings of Hidden Figures. Held in four major capital cities and attend by 1700 students, these sessions provided a preview of the campaign as ambassadors shared their stories and maths journeys with students. More screenings are planned.

### Funding

Delivered by AMSI, this campaign is funded by the BHP Billiton Foundation as part of the Choose Maths project.

### More Information

For more information on the campaign, visit [CHOOSEMATHS.ORG.AU](http://CHOOSEMATHS.ORG.AU)