

International Women's Day (March 8, 2018)

Workplace gender inequality is negatively impacting girls' professional aspirations

Report reveals that the gender wage gap, underrepresentation of women in professional leadership roles and everyday sexism are impacting girls before they even enter the workforce.

Teenage girls in Canada are extremely aware of the inequalities many women encounter in the workforce – and it is impacting their aspirations before they begin their careers. A new Girl Guides of Canada–Guides du Canada (GGC) report, *[Women in the Workforce – Impact on Girls](#)*, reveals that issues like the gender wage gap, the under representation of women in corporate leadership roles and everyday sexism are influencing how girls view their own potential and the professional opportunities available to them. Released in advance of International Women's Day (March 8), the Girl Guides of Canada report highlights the negative impact of women's workplace experiences on teenage girls.

Among the report's findings:

- One in four (24%) girls aged 15-17 do not feel motivated to pursue their dream career because they are concerned they will be compensated less than their male counterparts
- One in four (25%) girls aged 15-17 in Canada report that they do not know any female role models who have their dream job
- Two in ten girls (19%) agree that their teachers treat them differently in class because they're a girl
- One in ten girls (12%) agree that an adult – whether it's a teacher, coach or parent – has excluded or prevented them from joining a club or team specifically because they're a girl

"It's clear that teenage girls in Canada are very aware of the gender inequalities they'll likely face in their future professional life," says Jill Zelmanovits, CEO of Girl Guides of Canada. "What they're also telling us is that it's negatively impacting their personal aspirations for what opportunities they can pursue. Some girls are dialing back their ambitions sensing that they won't have equal opportunities or receive equal compensation or recognition for their success."

Gender inequalities in school

The GGC report also revealed that girls face gender-based discrimination in school – the very place that is supposed to be preparing them for their professional futures.

"As one girl shares in the study, she heard repeatedly from her male peers in her coding class that



the only reason she was doing well was because of the boys she was sitting next to – and the teacher agreed,” says Ms. Zelmanovits. “It’s clear that girls are not being recognized for their potential or their abilities.”

Need for Girl Empowerment

As International Women’s Day approaches, GGC is highlighting the need for girls to have meaningful opportunities to explore their potential and determine the future they want for themselves. “We all play a role in ensuring girls know that their ideas and aspirations matter,” concludes Ms. Zelmanovits. “Our report reinforces the need for girl-focused programs and giving girls meaningful opportunities to explore the infinite possibilities of the future they want for themselves, within a safe, female-only space.”

In the fall of 2018, Girl Guides of Canada will be launching brand new programming, directly addressing the barriers girls face through topics such as Girl Empowerment, Feminism, Self-esteem and Confidence, and Advocacy and Activism.

About Girl Guides of Canada

Girl Guides of Canada–Guides du Canada (GGC) empowers every girl in Guiding to discover herself and be *everything she wants to be*. In Guiding, girls from 5-17 meet with girls their own age in a safe, inclusive space to explore what matters to them. With programming options ranging from innovative STEM activities to outdoor adventures and discussions on mental health and healthy relationships, girls in Guiding can customize their experience to dive into the topics relevant to them. GGC is where girls take the lead, put their ideas into action and jump into awesome activities – all with the support of engaged Guiders who are committed to positively impacting their lives. Guiding is all about supporting girls as they take on challenges and grab hold of every opportunity that comes their way.

For more in-depth information about the Girl Guides of Canada study, please visit <https://www.girlguides.ca/workplacereport>.

For further information: or to arrange an interview, please contact: Nina Yanko, Girl Guides of Canada, Tel: (416) 487-5281 x266, Email: yankon@GirlGuides.ca

