

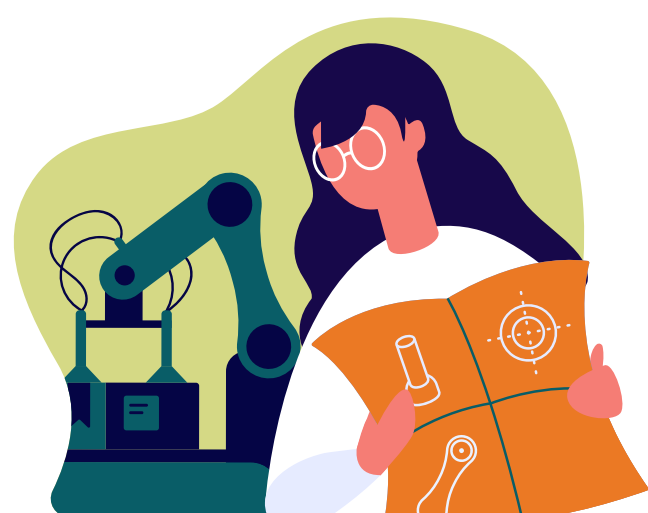
Can you help a young person's career take off in the aviation industry?

Inspiring Aviation Campaign

Reach for the Sky programme run by the Department for Transport



The Inspiring Aviation campaign aims to bring volunteers from the aviation sector into the classroom to share their inspirational career stories and spark imaginations, enabling young people to interact with career role models from different roles within the aviation sector.



Navigating unprecedented territory

The Covid-19 pandemic has placed the aviation industry in unprecedented territory and created a very difficult environment for those working in the sector.



Despite these significant challenges one thing does remain unchanged – the passion of those working in the sector in tackling gender and ethnic disparities and the preconceived stereotypes about the industry. Our research has shown that children from a young age

often have stereotypical views about jobs so it's important for the long-term future of the industry that we inspire them about the breadth of roles available in the aviation sector and other science and technology related careers.



Can you help?

We're keen to engage a wide range of diverse volunteers from across aviation to share their career stories with young people to demonstrate the breadth of roles that exist. If you're interested in taking part, you can read more

about the programme below and **on our campaign page**. Volunteer by clicking the sign up link below.

Sign me up!

Please also share to anyone in the sector you think might be interested in getting involved and supporting.



Drawing the Future

In 2018 the charity Education and Employers published a report demonstrating the young age at which gender stereotypes exist regarding future jobs and the simple power of introducing children and young people to a variety of role models from the world of work that help challenge stereotypes and broaden

their horizons. In their report ***Drawing the Future***, 13,000 7-11-year olds in the UK were asked to draw what they wanted to be when they were older. 5.2% drew a job related to the aviation sector, selecting either working in the air force, being an airline pilot or an astronaut. Within that, 2.1% of boys drew that they

wanted to be an airline pilot verses 0.5% of girls. This point is exemplified in the moving Redraw the Balance video.



You can't be what you can't see

We now have a simple ask – we need many more people from the sector to talk to children and young people about their jobs and their career pathways. The Inspiring the Future programme, run by Education and Employers, means connecting to schools is

simple. Volunteers register for free on the online database and then connect directly to teachers to be part of career chats. The new interactive virtual activities means this can be done effectively from wherever you are.

