

## Project Compass

### Start Something Fabulous – Because Girls Do

A young mum, scrolling through socials for a unique extracurricular for her 8yr old daughter, uncovered a two-fer with [Girl Guides Australia](#) (GGA). Guiding provides the diverse youth program she was looking for PLUS, an opportunity to widen the impact of her employer's philanthropic foundation.

The eponymously named [Carla Zampatti Foundation](#) was built to empower women in business and the arts. Fostering new talent, creativity and innovation, showing women that they can achieve anything. To date the Foundation has provided individuals with scholarships, higher education and funding but with GGA it could inspire thousands of Girl Guides to become confident and capable business leaders.

#### Answering the needs of girls

Girl Guides Australia [asked](#) girls 12-17yrs around the country what they wanted in their future and whilst 50% agree that being a girl can affect job opportunities 76% believe that women can excel in jobs typically dominated by men. 45% want control over their lives and 66% expressed excitement about being their own boss,<sup>1</sup>.

#### Empowering girls to “do” business

On International Women's Day 8 March 2026, Girl Guides Australia (GGA) and the Carla Zampatti Foundation are proudly launching Project Compass - developed with Australian Centre for Rural Entrepreneurship (ACRE) and Social Enterprise Academy. An entrepreneurial program facilitated by 4.7k volunteers and made available to 11.5k girls aged 8-17yrs to learn business basics through a social enterprise learning program and a chance to run their own social enterprise!

#### Leveraging a decade of success

In December 2025, [Australian Centre for Rural Entrepreneurship](#) (ACRE) was appointed the National Social Enterprise Curriculum Partner of Girl Guides Australia. After a decade of success with *Social Enterprise Schools* ACRE has adapted the curriculum exclusively for 'Project Compass'. This Girl Guides Australia initiative, funded by Carla Zampatti Foundation, will be an innovative addition to the impactful Australian Guide Program.

- Girls develop enterprising mindsets
- Girls get to create and launch a social enterprise

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<sup>1</sup> The full research report [Understanding girls and young women in Australia 2025](#)

- Girls get to trade at a Market Day
- Girls get the chance to present at a Shark Tank inspired event - Winner getting a cash donation to expand their business
- Volunteer leaders get access to training and FAQ sessions
- Participating volunteers get a certificate for supporting Guide businesses

*"This program is yet another way Girl Guides is providing opportunities for girls across Australia to develop skills that enable them to be leaders in their communities today and into the future" Dr Helen Reid, Chief Commissioner Girl Guides Australia*

## **Not just business but social enterprise**

Focusing on creating innovative businesses that put people and planet first, rather than revenue and personal gain, aligns with Guiding values. Encouraging Girl Guides to tackle social problems, improve communities, provide access to employment and to help the environment is a logical starting point for girls as they think about purposeful business ideas.

Project Compass makes the concept of entrepreneurship and all the methods and tools needed to start a business easy for girls to connect with, including, identifying market gaps, market research, data analytics, business and budget planning, prototyping, and pitching.

Project Compass ensures the girls earn their costs back and choose a relevant cause to donate 50% of their revenue to – the remainder can go back to their Guide unit. Alternatively, they may choose to create business around a product or service that directly impacts girls, community or environment.

## **Source of skills for Girl Guides and Volunteers**

Project Compass is a detailed 10-stage program facilitated by volunteers for girls, packed with easy instructive videos and resources. It's easy for volunteers to access the program, anytime and on any device, using the [award-winning Girl Guides Learning platform](#).

## **Project Compass enables girls and volunteers to develop transferable skills in:**

- Leadership
- Critical and creative thinking
- Career capability
- Global citizenship
- Entrepreneurship

## **Inspiring girls to become confident women**

Carla Zampatti AC was a champion of Australian women and a multicultural success story. A mother of three, and Nonna to nine, she thrived as a businesswoman through enormous radical and social change, designing clothes for women fighting for liberation through the

women's rights movement in the 1960s, to designing the interior of the new Ford Laser aimed specifically at the women's market in the 1980s, to empowering women today in leadership, the workplace, in their home and at major life events. She was the SBS Chairman, sat on many international corporate boards, won the first Australian Business Woman of the Year and was appointed Companion of the Order of Australia (AC).

*“Through Project Compass, Carla Zampatti’s legacy continues to inspire girls to explore their creativity, cultivate entrepreneurial skills, and develop the mindset and knowledge needed to bring their ideas to life. This program empowers young women to translate ambition into action, preparing them to lead projects, launch businesses, and shape their own careers with confidence and purpose.”*

*Alex Schuman, CEO, Carla Zampatti*

**– ENDS –**

## MEDIA CONTACTS

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## PARTNERS

### **About Girl Guides Australia**

We provide a space where girls can turn what they choose to do into springboards for who they can become. Gaining life and leadership skills through activities, community involvement and achievement awards. Designed to empower, our framework allows girls to lead their units and the adventures they have supported and mentored by adult volunteers.

Our mission is to empower girls and young women to discover their potential as leaders of their world. <https://www.girlguides.org.au/>

### **About Carla Zampatti Foundation – National Sponsor**

Since 1965, Carla Zampatti has been Australia's most enduring fashion designer, later becoming an icon for women, immigrants, and the arts. Her legacy continues

to support young women, migrants and entrepreneurs to achieve global ambitions through the Carla Zampatti Foundation (CZF).

The work of the Carla Zampatti Foundation works to positively impact the community by empowering women in business and the arts. Fostering new talent, creativity and innovation showing women that they can achieve anything if they put their mind to it. <https://www.carlazampatti.com.au/pages/carlas-legacy>

### **About Australian Centre for Rural Entrepreneurship (ACRE) – National Entrepreneurship Curriculum Partner of Girl Guides Australia**

ACRE has been delivering the Social Enterprise Schools program in Australia for 10 years. Established in 2013, ACRE has a deep commitment to and proven track record of delivering activities and programs that raise aspirations and inspire entrepreneurship in communities. ACRE is the Australian licensee for the Social Enterprise Academy, a global network that originated in Scotland and has successfully engaged over 100,000 young people across multiple countries. <https://acre.org.au/>