INTERNATIONAL WOMEN’S DAY 2019

More Powerful Together

Toolkit

8 MARCH


#MorePowerfulTogetherWA #IWD2019WA #BalanceforBetter
Taking Action

This kit is to assist you to get involved in International Women's Day in your community.

It contains:

» Key facts, stats and messages
» Ways to get involved in International Women's Day 2019
» Other resources
Key facts, stats and messages

International Women's Day

International Women's Day is held on 8 March each year, with events and activities taking place across the globe. It celebrates the social, economic, cultural and political achievements of women. It also marks a call to action for accelerating gender balance to create a world where women and girls everywhere have equal rights and opportunities.

International Women's day in Western Australia is an opportunity to hold events that demonstrate our commitment to gender equality and to celebrate the contributions women make to our communities.

The Department of Communities is also launching a four-day social media campaign leading up to International Women's Day with the theme #MorePowerfulTogether. The focus is on all people, all genders, working together to advance gender equality through collective action. We are all more powerful together.

Statistics for Western Australian women

- 50% of Western Australians are women
- WA has the highest gender pay gap in Australia at 23% compared to 14% across Australia
- 56% of university graduates are women
- On average, men's superannuation balances are nearly double those of women
- 48% of people accessing homelessness services are women and 28% are children under 18 years
- Employed women are still doing three times more unpaid domestic work than employed men
- Under 30% of ASX 200 Board members are women

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2 ABS Cat 6302.0 Average Weekly Earnings, Australia, November 2018
3 ABS Cat 4125.0 - Gender Indicators, Australia, Sep 2018
Key messages

» International Women’s Day is a time to acknowledge women’s achievements and to highlight the work still to be done.

» Equality for women makes good business sense because we are more powerful together.

» We want Western Australia to be a place where every girl has the opportunity to fulfil her potential.

» The first step to achieving gender equality is understanding the issues and the role you can play, because we are more powerful together – visit www.communities.wa.gov.au/IWD

Hashtags

#MorePowerfulTogetherWA
#IWD2019WA
#BalanceForBetter
Get involved in International Women’s Day

The benefits of diversity and inclusion for business, the community and for individuals are wide-ranging. It makes our families and communities more welcoming places, it helps our businesses to deliver better outcomes and improves the safety of public spaces.

There are many ways that everyone – individuals, community organisations, businesses, State and Local Government departments, schools and universities – can take part in International Women’s Day.

Here are some ideas to get you started.

**Individuals**

» Use our social media profile picture frame with the hashtag #MorePowerfulTogether.
   To set up a social media profile pic frame:
   1. Hover over your Facebook profile picture
   2. Click on ‘Update’ and click on ‘Add Frame’
   3. Type ‘International Women’s Day 2019’ in the Search bar
   4. Select the ‘International Women’s Day 2019’ option, by the DSC WA
   5. Click on ‘Use the Profile Picture’

» Share our infographics on social media.

» Post an appreciation of someone who has supported you or inspired you as a woman #MorePowerfulTogether.

» Share with people in your life how important it has been when they have stood up to stereotypes and bias and how you are #MorePowerfulTogether.

» Attend an event to celebrate women’s achievements. You can find details on the events calendar at [www.internationalwomensday.com/Events](http://www.internationalwomensday.com/Events)

» Read a book or watch a movie written by or about women. Some lists of inspiring books for International Women’s Day are provided in the resources section at the end of this kit.
Workplace

» Promote International Women’s Day in your internal or external publications, such as your intranet, website or newsletter, and ask your staff for ideas on what you can do to celebrate it.

» Partner with a Commonwealth, State or local government agency to organise an initiative such as an information session for women on issues such as superannuation or leadership opportunities for women.

» Do an audit of your staff profile to see the gender-diversity at all levels of your organisation and make the results available to staff to ensure transparency.

» Invite an inspiring woman from the WA Women’s Hall of Fame to talk about her work at career forums or other events.

» Arrange for gender awareness training in your organisation.

» Email clients during International Women’s Day to highlight your organisation’s commitment to promoting a gender-diverse workforce.

» Hold forums or workshops on the economic benefits of a gender-diverse workforce.

» Acknowledge individuals in your organisation who show initiative in promoting a workplace free from sexual discrimination or harassment.

» Promote the achievements or activities of women’s groups in your next newsletter or profile a successful woman.

» Organise a collection of women’s corporate clothing to donate to an organisation like Dress for Success, which enables women to get meaningful employment and take steps towards financial independence.

» Consider sponsoring a women’s project or holding a fundraising event through organisations such as UN Women.

Community groups

» Organise an event – such as a fair, a music or dance performance, or a craft workshop – with another community group to increase community connections.

» Contact your local women’s organisation and offer to assist with organising a community event.

» Invite a speaker to your community organisation to give information sessions on equality, equal opportunity, discrimination or human rights.

» Hold a community quiz night on the theme of women, for example, women’s achievements, women in history or women leaders.

» Host a community activity, like an art exhibition, speech night or debate, centered on International Women’s Day.
Schools

» Hold discussions in the classroom relating to the significance of International Women’s Day. Guide the discussion by providing some statistics on women’s issues.

» Consider hosting a screening of the film Miss Representation which highlights the role of the media in shaping the lives of young women and girls.

» Invite an inspiring woman from the WA Women’s Hall of Fame to talk about her work at a career forum.

» Invite parents and the local community to get involved in an activity during International Women’s Day.

» Hold a mock debate relating to diversity or equality in your local community.

» Create whole-class or whole-school woman themed projects, such as school decorations, art displays, dance demonstrations and assembly performances.

» Incorporate International Women’s Day into regular classes, such as art, language or cooking, and use the results to further promote International Women’s Day within the school community.

Universities

» Hold forums, seminars, debates or lectures on equality, social justice or human rights.

» Work together with the student guild and campus clubs to create women-themed events such as public performances.

» Hold a poster or art competition with a women’s theme.

» Promote International Women’s Day in your internal or external publications, such as website, newsletter, magazine and email networks.

» Invite an inspiring woman to talk about her work at a career forum.

» Hold a sports event with teams of women or hold an event for women to try a range of sports, especially sports that are more often played by men.

Promoting your event

» Here are some easy things you can do to promote your event:

» Promote your event via the www.internationalwomensday.com/Events

» Write a media statement and email it to your local paper.

» Involve local women’s organisations and community groups.

» Sign up community leaders as champions for your event.

» Set up an email list.

» Put a sign or banner up at your venue.

» Put signs or banners up at local community centres.

» Inform local government staff and elected representatives about your event.

» Invite your local Member of Parliament to speak at your event.
Resources

UN Women Australia

» The Australian National Committee for UN Women is one of 18 National Committees globally. The National Committees support UN Women through membership programs, raising public awareness of gender and development issues and fundraising for UN Women projects around the world. The Australian National Committee for UN Women also works to strengthen the relationship between UN Women and the Australian government, as well as with other civil society groups in Australia and the Pacific region.

WA Women’s Hall of Fame

» The WA Women’s Hall of Fame was first established in 2011 in recognition of the Centenary of International Women’s Day held annually on 8th March. One hundred women were inducted at the centenary, across a range of sectors and celebrating a diverse set of achievements. Its purpose is to recognise and celebrate the achievements of Western Australian women past, present and future.

Equal Opportunity Commission (EOC)

» The EOC’s Human Rights Community Education Program aims to build awareness and understanding about human rights, and skills in exercising those rights in WA across a diverse range of communities. EOC can give community information sessions, forums, and workshops on request.

Voices of Australia: Education module - Human Rights and Equal Opportunity Commission

» This Voices of Australia: Education module enables students to increase their awareness about experiences of diversity, discrimination, race relations, friendship and respect. The teaching and learning activities are applicable for upper primary Civics and Citizenship, and lower secondary Civics and Citizenship, English, Personal Development and Arts.

Understanding prejudice in media

» This interactive module, Allies and Aliens: A Mission in Critical Thinking, is for Grades 7 and 8. It is from the Media Awareness Network in Canada teaches students to recognise bias, prejudice and hate propaganda on the internet and other media. A teachers’ guide accompanies the exercise. Suitable for upper primary and lower secondary school student.
Book lists

These are just some of the lists of inspiring books for International Women’s Day:

- www.bustle.com/articles/146403-15-books-to-read-this-international-womens-day
- www.nypl.org/blog/2017/03/08/365-books-women-authors-international-womens-day
- www.internationalwomensday.com/ReadingList-Schools (age 5–15)
- www.internationalwomensday.com/ReadingList-PioneeringWomen (age 15+)
- www.amightygirl.com

Promotional resources

The Department of Communities has this kit available for download at www.communities.wa.gov.au/IWD along with:

- Social media resources
- Free ribbons for order
- Downloadable posters to promote your event

Event kits are also available for order through www.internationalwomensday.com/Events

For more information

Visit the Department of Communities website at communities.wa.gov.au/IWD or contact us via:

Email: women@communities.wa.gov.au

Phone: 08 6217 6888 or Country free call: 1800 176 888.

Phone: Translating and Interpreting Service (TIS) 13 14 50

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