International Women's Day Toolkit

8 March | #GenerationEquality
Background

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 equality 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 demonstrate our commitment to gender equality and to celebrate the contributions women make to our communities.

Taking action

This kit will assist you to get involved in International Women’s Day in your community.

It contains:

- Key facts, statistics and messages.
- Ways to get involved in International Women’s Day 2020.
- Tips to host an event.
- Social media tools.
- Email signature block.
- Other resources.
International Women’s Day

The Department of Communities is launching a social media campaign in the week leading up to International Women’s Day on Sunday 8 March 2020. The theme is Generation Equality and the material on our website can be shared by your networks and on social media.

The focus is on joining forces across generations to achieve gender equality, ensuring every girl and woman in Western Australia has the opportunity to fulfil her potential.

The Western Australian Government has been developing Stronger Together: WA’s Plan for Gender Equality as a framework for government, business and the community to take action. With this plan, to be launched as part of International Women’s Day in March, we can all work together over the next ten years to create a better, fairer and more equitable community in Western Australia.

Statistics for Western Australian women

- 50% of Western Australians are women and girls.
- WA has the highest gender pay gap in Australia at 21.8% compared to 14% across Australia.
- 56% of university graduates are women.
- On average, women’s superannuation balances are approximately 60% of men’s.
- 68% of adults aged 18+ accessing homelessness services in WA are women.
- Women perform around 75% of all unpaid work, including caring for children and others, housework and administration and volunteering.
- 30% of ASX 200 Board members are women.
- 31.6% of WA Members of Parliament are women.
Key messages

- International Women’s Day is a time to acknowledge women’s achievements across the generations and to highlight the work that still needs to be done.

- 2020 marks a hundred years since women in Western Australia were able to run for parliament but women remain underrepresented.

- We need to join forces across generations to make Western Australia a place where every girl has the opportunity to fulfil her potential.

- WA is at risk of being left behind if we don’t harness the talent and potential of every member of the community.

- Progress towards equality has been too slow, the time for action is now.

- The first step to achieving gender equality is understanding the issues and the role you can play – visit www.communities.wa.gov.au/IWD.

- Equality for women makes good business sense.

- This International Women’s Day, we are calling on women and men to share their vision for an equal future and use the hashtag #GenerationEquality.

Hashtags

#IWD2020WA
#GenerationEquality

Ways to 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:
  » Hover over your Facebook profile picture.
  » Click on ‘Update’ and click on ‘Add Frame’.
  » Type ‘IWD 2020’ in the Search bar.
  » Select the ‘IWD 2020’ option, by Department of Communities.
  » Click on ‘Use the Profile Picture’.

• Post an appreciation of someone who has supported you or inspired you as a woman and use the hashtag #GenerationEquality.

• Share with people in your life how important it has been when they have challenged stereotypes and bias and how you are part of #GenerationEquality.

• Attend an event to celebrate women’s achievements. You can find details on the events calendar at www.communities.wa.gov.au/IWD.

• 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.

• Partner with a Commonwealth, State or local government agency to organise an initiative, for example 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. 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. Books and resources to assist are listed in the back of this toolkit.


• 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, at https://perth.dressforsuccess.org/ 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 workshop – with another community group to increase community connections.
- Look at ways to increase gender equality in your organisation and activities.
- 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. Books and resources to assist are listed in the back of this toolkit.
- Consider hosting a screening of the film Miss Representation, found here http://therepresentationproject.org/film/miss-representation-film/ 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 science, and use the results to further promote International Women’s Day within the school community.

Universities

- Consider what your university does to promote gender equality among staff and students.
- 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.
Host an event

Here are some tips to promote your event:

- Add your event to the website www.communities.wa.gov.au/IWD.
- 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.
- Set up a Facebook event page.
- Put signs or posters 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.
- Order free ribbons through the Department of Communities www.communities.wa.gov.au/IWD.
- Download posters to promote your event from www.communities.wa.gov.au/IWD.
- Put a sign or poster up at your venue.

Social media tools

A number of social media communications tools are being created for the International Women’s Day campaign, including infographics.

Check our International Women’s Day 2020 webpage www.communities.wa.gov.au/IWD closer to the campaign launch to find out more.

Email signature block

To use this signature block during the campaign, visit www.communities.wa.gov.au/IWD to download the signature block.

Other resources

Women’s Report Card

The Women’s Report Card presents a summary of key indicators relating to women in Western Australia.

The report details the status of Western Australian women across statistics in the priority areas of health and wellbeing, safety and justice, economic independence and leadership.

The aim of the report is to raise awareness of the barriers that still exist to women’s progress and gender equality. It provides an evidence base to inform policies, services and programs developed by government, corporate and community sectors.

The women’s report card can be found on the Department of Communities website www.communities.wa.gov.au/womensreportcard.
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.
https://unwomen.org.au/

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. Its purpose is to recognise and celebrate the achievements of Western Australian women who have made a significant contribution to the state’s history, culture and community. One hundred women were inducted at the centenary, across a range of sectors and celebrating a diverse set of achievements. Each year, the list of outstanding women grows as more women are inducted into the WA Women’s Hall of Fame.

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 and 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 students.


Women in Parliament


Book lists and videos

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

- https://www.penguin.co.uk/likeawoman/
- http://splash.abc.net.au/newsandarticles/blog/-/b/2450237/8-books-to-read-on-international-women-s-day
- https://www.penguin.co.uk/articles/find-your-next-read/reading-lists/2017/mar/international-womens-day-a-vintage-reading-list/
- https://www.nyppl.org/blog/2017/03/08/365-books-women-authors-international-womens-day
- https://www.amightygirl.com/
- https://www.internationalwomensday.com/School-Resources
References


2ABS Cat 6302.0 Average Weekly Earnings, Australia, May 2019

3ABS Cat 4125.0 - Gender Indicators, Australia, November 2019


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