

# International Women's Day 2024

**Count Her In: Invest in Women. Accelerate Progress.**



# Acknowledgement

Gippsland Women's Health (GWH) acknowledges Aboriginal and/or Torres Strait Islander people as the Traditional Owners and Custodians of country and pay our respects to Elders past and present for they hold the stories, traditions and culture.

We acknowledge the Gunai Kurnai, Bunurong, Bidwell, Yuin and Monero (Ngarigo) as the Traditional Custodians of the land and waters now known as Gippsland and acknowledge that they have never ceded sovereignty.

We commit to respectful truth telling and working in partnership with Gunai Kurnai, Bunurong, Bidwell, Yuin and Monero (Ngarigo) to improve the health and well-being and security and safety of all Aboriginal and/or Torres Strait Islander women.

GWH acknowledge the support of the Victorian Government.

# IWD 2024 Toolkit

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# What is International Women's Day?

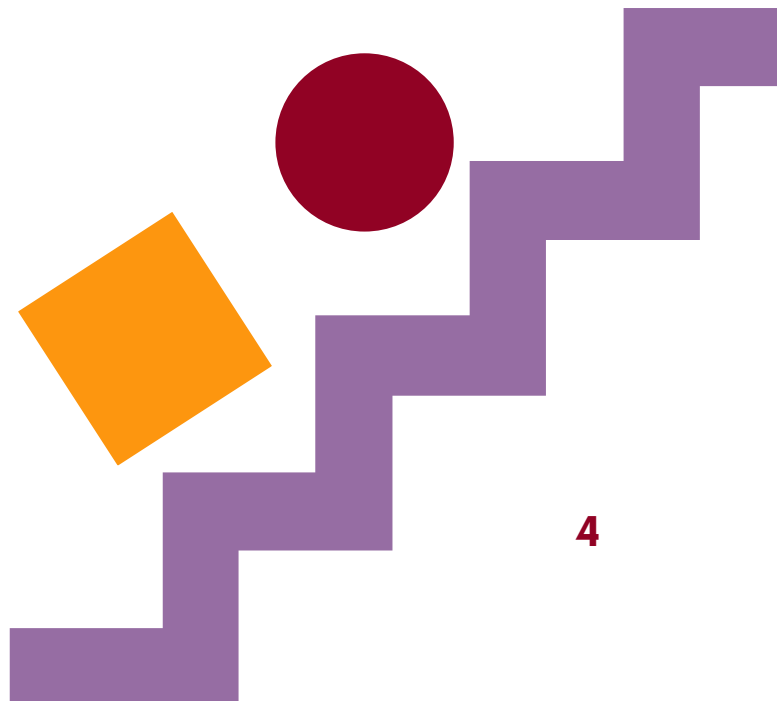
**International Women's Day (IWD) is celebrated annually on March 8. It is a day that all women are recognised for their achievements and highlights the right for women to participate equally in economic, political and community life free from discrimination and harassment.**

The **United Nations (UN)** started celebrating IWD in 1977 with a different theme each year focusing on gender inequality and reform. The themes have included reproductive rights, promoting women's leadership, preventing violence against women and encouraging equal access to work, education and training.

In recent years, there has been criticism that the intention of IWD has been diluted by commercial entities seeking to capitalise on the concept of IWD for marketing purposes. This is known as 'pinkwashing' and includes activities that enhance the image of an organisation without necessarily making any firm commitments to gender equality or structural change. Some examples are vague 'equality' social media messaging, business breakfasts and pink cupcake 'Mother's Day' style events.

Read more here:

**<https://www.un.org/en/observances/womens-day>**



# Why is IWD Important?

**In Gippsland, we want women to feel free to participate in all aspects of life free from violence, discrimination or harassment.**

Sadly, women in Gippsland remain disproportionately disadvantaged by the gendered impacts of health, wellbeing and safety inequality.

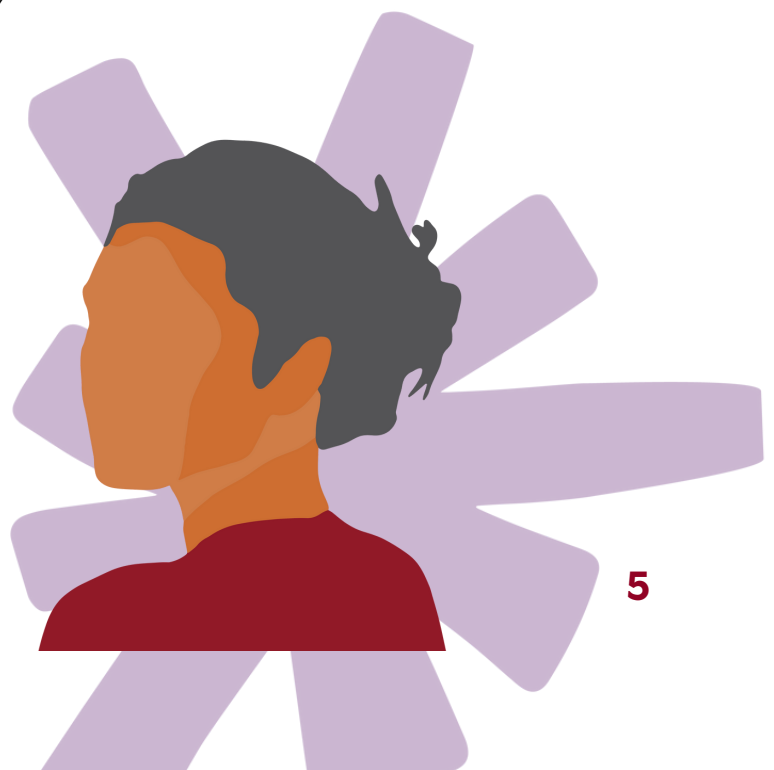
**Gippsland women continue to experience some of the worst rates of family violence in the state** and are consistently disadvantaged by lack of access to quality women's sexual and reproductive health care, services and information.

**Gippsland women are 50% more likely to experience homelessness and represent higher than the state average for obesity, anxiety and depression and harmful drinking\*.**

International Women's Day provides an opportunity to raise awareness of the issues affecting local women and what we can all do to make a difference.

**More importantly, it is a reminder that we must improve how we recognise women for their achievements and contributions within our communities.**

\*Source: <https://victorianwomenshealthatlas.net.au/>



# What Can You Do to Participate in IWD?



## **Use the United Nations Campaign**

Make sure you align your activities with the United Nations campaign. This year's theme is International Women's Day 2024: **"Invest in women: Accelerate progress"**.



## **Be Actions-Focused and Commit to Gender Equality**

Be clear about what actions your organisation is doing to promote gender equality all year round not just on International Women's Day.



**Complete a Gender Impact Assessment (GIA)** and implement policies and practices that promote gender equality within your organisation. GIA's are designed to help organisations think critically about how their policies and practices meet the needs of their staff and stakeholders. They also help to ensure that everyone has what they need to be successful.

For example, implement or review your organisation's policies that cover:

- Equal pay
- Family violence leave
- Flexible work arrangements
- Workplace discrimination and harassment

For more information, visit

[www.genderequalitycommission.vic.gov.au](http://www.genderequalitycommission.vic.gov.au)



## **Amplify Women's Voices**

Celebrate the women in your organisation and in the community by showcasing their achievements. With the focus on economic empowerment this year, highlight the progress your organisation has made towards achieving pay equity and increasing women's leadership opportunities.

## Be Inclusive

Ensure that you are listening to a range of diverse voices, including Aboriginal and Torres Strait Islander women, women with disabilities, the LGBTQI community, older women and women from migrant and refugee communities. Make your events accessible and affordable so that everyone has a chance to attend and participate. You can make your digital communications more accessible by using plain and simple language, using alternative text for images and using captions on videos and videoconferencing. You could also consider financial literacy workshops.

## Learn More

Gippsland Women's Health offers a range of learning and development options to build the capacity of our partners. Our strategic focus areas are:

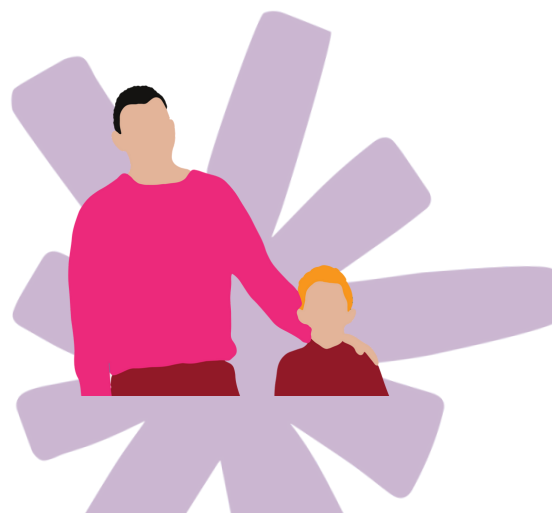
- Gender Equality
- Gendered Violence Prevention
- Sexual and Reproductive Health
- Mental Health and Wellbeing
- Women in a Changing Society

Get in touch to see how we can support you to meet the needs of your workforce, community and other stakeholders:

[admin@gwhealth.asn.au](mailto:admin@gwhealth.asn.au)

## Involve Men

**Gender equality is not just a women's issue. Involve men from all parts of the community as active and equal partners in supporting gender equality initiatives.** Men play a pivotal role and can demonstrate their commitment to gender equality by challenging sexist language and behaviour; promoting women's decision making and leadership; actively listening to women's perspectives, challenging disrespect towards women, and challenging the condoning of violence against women.





## Host an Orange Round

The Orange Round is an opportunity for sports clubs to show their support for gender equality and violence prevention.

Clubs are encouraged to consider how they can make their spaces more gender equitable, while also challenging traditional gender roles in their organisation. There are two Orange Rounds per year: Feb/March for summer sports and July for winter sports.

For more information see: <https://gippsport.com.au/orange-round>



## Have conversations about Gender Equality

Here are some ideas to get the conversation going:

- What does International Women's Day mean to you?
- What can we do to make our community safer for women?
- Does everyone in your household spend the same amount of time on housework?
- How do you organise the finances in your household?
- How do you recognise and celebrate diversity in your community?
- How can we raise our children free from gender stereotypes?
- How can we challenge traditional gender roles in our sports clubs?
- What qualities do you value in a leader? Are they traditionally more masculine or feminine qualities?
- How can we call out sexism when we see it?





# Attend an IWD Event



## Gender Equality Starts With You

Join us over your lunch break to get inspired about inclusion with the equality advocate queen - **Dr. Emma Fulu**. Hosted by Gippsland Women in Business, come grow your skills and knowledge and make new connections and friends.

- **Where:** De Grandis Winery, Traralgon East
- **Theme:** Inspiring a new generation of leaders
- **Tickets:** from \$65 - [www.eventbrite.com.au/o/gippsland-women-in-business-34305077277](http://www.eventbrite.com.au/o/gippsland-women-in-business-34305077277)



## Count Us In: Accelerating Gender Equality for Women with Disabilities Through Economic Empowerment

Guest speaker **Jessica Zammit** and a panel of lived experience experts will discuss the United Nations theme for IWD 2024, asking how we re-shape systems and remove barriers so that all women and girls can realise their full potential and build better economic futures for us all.

- **Where:** Online or in person at The Hotel Windsor - Melbourne
- **Theme:** Gender and disability inclusive practice for greater economic inclusion
- **Tickets:** Online - \$10 - \$20 - [wwdv.wildapricot.org/event-5569911](http://wwdv.wildapricot.org/event-5569911)
- In Person \$35 - \$70 - [wwdv.wildapricot.org/event-5569848](http://wwdv.wildapricot.org/event-5569848)



## EmpowHer East Gippsland

This event includes a stellar line-up of local women in leadership and business sharing impactful stories and experiences, as well as a keynote and Q&A with well-known Australian comedian, **Claire Hooper**.

Claire started on the stage - crafting engaging, innovative live shows that blended stand-up, theatre and some hammer dancing.

- **Where:** Forge Theatre, Bairnsdale
- **Theme:** Empower women in EG to learn, earn and lead.
- **Tickets:** from \$40 - [www.trybooking.com/events/landing/1168669](http://www.trybooking.com/events/landing/1168669)

## MORE EVENTS ON THE 8TH OF MARCH

### Baw Baw IWD 2024

Gippslanders are invited to join Baw Baw Shire Council and Women in Gippsland to celebrate with a night of networking and fun in the Arts Centre forecourt before heading into the theatre to hear from keynote speaker, **Julia Baird** and a panel of local guests.

- **Where:** West Gippsland Arts Centre
- **Theme:** Celebrate International Women's Day
- **Tickets:** \$18 - \$30 [www.sales.wgac.com.au/event/379:2423/379:3949/](http://www.sales.wgac.com.au/event/379:2423/379:3949/)

### Bass Coast IWD 2024

Celebrate IWD at Silverwater Resort, San Remo. Join us for a special lunch with keynote speaker **Nicole Livingstone OAM** - hear her inspiring stories as an Olympian and former head of AFL Women's Football. Plus, a panel of local women in sport will share their experiences.

- **Where:** Silverwater Resort, San Remo
- **Theme:** Women in sport
- **Tickets:** \$45 - [www.eventbrite.com.au/e/international-womens-day-2024-tickets-816120447227?aff=oddtcreator](http://www.eventbrite.com.au/e/international-womens-day-2024-tickets-816120447227?aff=oddtcreator)

### Count Her In: Invest in Women. Accelerate Progress

Based on the priority theme for the United Nations 68th Commission on the Status of Women, Count Her In will examine the pathways to greater economic inclusion for women and girls everywhere.

Hear from the leaders and change-makers who are working to re-shape the system and remove the barriers so all women and girls can unlock their potential and drive better outcomes for us all.

- **Where:** Melbourne Convention and Exhibition Centre
- **Theme:** Greater economic inclusion for women and girls everywhere.
- **Tickets\*:** Online: from \$60 - [www.iwd.net.au/virtual](http://www.iwd.net.au/virtual). In-person: from \$189 - [www.iwd.net.au/#Venues](http://www.iwd.net.au/#Venues)

### Latrobe Regional Health - IWD Lunch with Gina Chick

Gina is a renowned international rewilding facilitator, helping people of all ages to learn to be at home in the wild and with themselves. Spend a couple hours with Gina and you find out why she's the ultimate survivor in the bush and in life.

- **Where:** The Auditorium, Federation University, Gippsland
- **Tickets:** from \$75 - <https://bit.ly/3Utb77p>

# Words of Advice

**Giving women the space, capacity and opportunity to speak publicly and highlight their contributions and knowledge is something we love to see...and need to see more of!**

However, there are still some key considerations that you and your organisation can keep in mind when planning your IWD events and guest speakers.

- **Not having breakfast or after-hours meetings or events.** Women are often the primary carers at home and their mornings and evenings will be filled with getting the kids organised and may not have the luxury of having a babysitter / carer to assist.
- **Travel time and her own work commitments.** The expectation for her to 'drop everything and get there' is not reasonable, nor respectful. Alternatively, are you able to offer transport as part of the speaking arrangement?
- **Request her service or attendance well ahead of time.** Again, it's all about respect and consideration.
- **Pay women for speaking at events... even if she doesn't ask to be paid!** Organisations will have budgets for catering and other event fees, so it's time we appropriately recognise women for their talent, knowledge, experience and time.
- **Provide public recognition of speaking engagements** - whether that's through social media, media releases, newsletters or proper acknowledgement at the event.
- **Ensure she is appropriately introduced to key people at the event** - not only for recognition, but more importantly for networking opportunities and career advancement.
- **Make sure the environment is safe and welcoming.** Have you arranged someone to greet the guest speaker? Is there a private space for them to rehearse or have a quiet moment before taking the stage? Do you have the appropriate resources and processes in place to manage backlash or poor behaviour from the audience or your own staff? Do you have appropriate support systems for audience members to seek as needed after the event?

IWD Event and Guest Speaker

# Inclusiveness and Representation

A recent national survey revealed that almost **7 in 10 women don't feel represented** at Australian International Women's Day events, panels or in the media\*.

Among the groups who feel underrepresented:

**4 in 5** are Women of Colour

**75%** of People with a Disability

**79%** of Culturally and Linguistically Diverse Women

**79%** of LGBTQIA+ people

"[IWD] is a critical opportunity to set the international agenda on how we can build a path to **gender equity**."

To understand this bigger picture, **it is crucial that we have intersectional voices at the table, across race, class, disability, age and so on.**"

**Yasmin Poole - More Voices, More Representation partner and youth representative**

\*Source: Women's Agenda 2023

# IWD Collateral



Have a go at creating your own captions and messaging using the content in this toolkit!

Click on the image to download the [GWH IWD Social Tile](#)



Click on the image to download the [GWH IWD Flyer](#)

Click here for more IWD Resources!

# Happy International Women's Day!

**Count Her In: Invest in Women. Accelerate Progress.**

Follow us on social media  
[@GippslandWomensHealth](#) or visit  
[www.gwhealth.asn.au](http://www.gwhealth.asn.au) for our latest  
news and updates.

