

**GIPPSLAND
WOMEN'S
HEALTH**

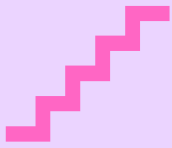
International Women's Day 2023

DigitALL: Innovation and technology for gender equality.



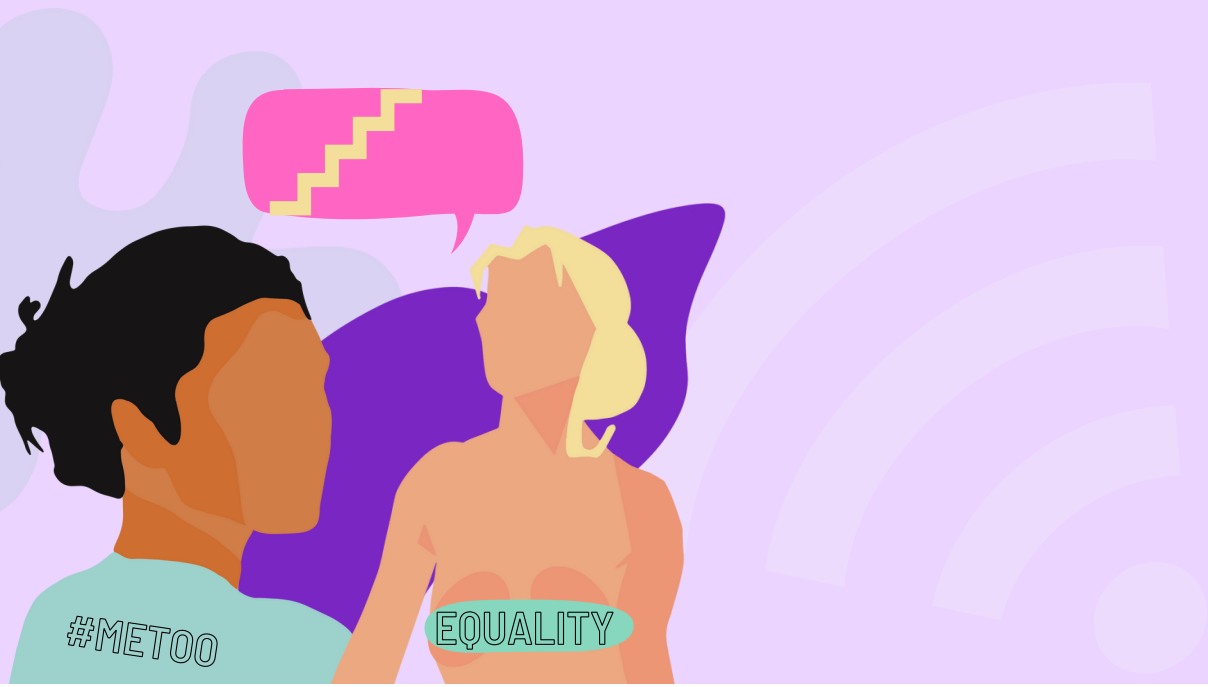
#METOO

EQUALITY



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What is International Women's Day?

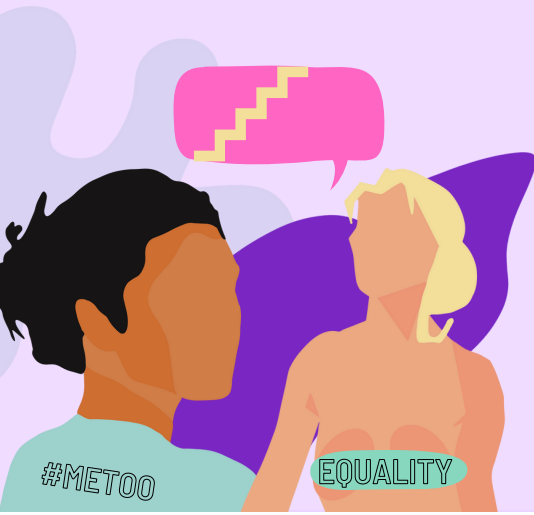
International Women's Day (IWD) is celebrated annually on March 8. The day recognises women's achievements and highlights the right for women to participate equally in economic, political and community life free from discrimination and harassment.

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 International Women's Day Important?

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

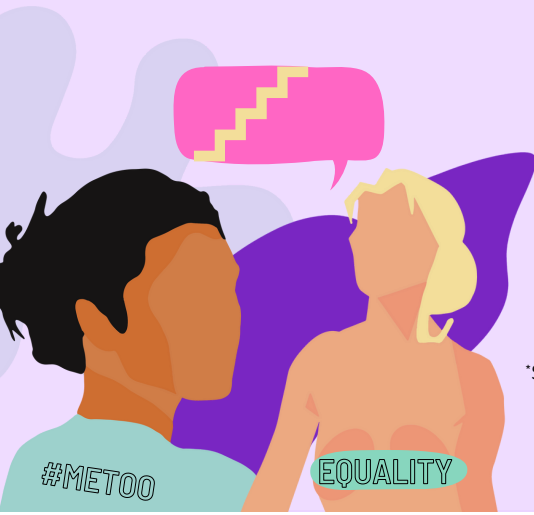
Sadly, women in Gippsland remain disproportionately disadvantaged by the gendered impacts of health, wellbeing and safety inequality.

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 2023: "**DigitALL: Innovation and technology for gender equality**".



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



Amplify Women's Voices

Celebrate the women in your organisation and in the community by showcasing their achievements. With the focus on information technology this year, highlight the technological contributions women in your community have made or how innovative technologies have helped combat discrimination or marginalisation.



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 information technology workshops or support for women who have been left behind in regard to digital skills and technology access.



Learn More

Host or attend a training session for your staff on gender equality or how to be an **Active Bystander**. Gippsland Women's Health run regular Active Bystander training sessions. The training is designed to teach you how to recognise risk situations, respond to disrespectful behaviour and challenge and introduce new ways of thinking. Being an Active Bystander means you can play a vital role in helping stop men's violence against women and create a safer Gippsland for our women and children. For more information contact **Fiona Passarin – Fiona.passarin@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 can do their bit by challenging sexist language and behaviour; supporting women in decision making and leadership; and challenging the condoning of violence against women.



Join 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 gippsport.com.au/gippsland-orange-round-2023/



Have conversations around 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 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

Women in Gippsland and Baw Baw Shire with special guest:

Clare Bowditch

When: March 9, 2023, from 7pm

Where: West Gippsland Performing Arts Centre, Warragul

Tickets: From \$20.00 - www.wgac.com.au

Clare Bowditch is an Australian musician, actress, radio presenter and business entrepreneur. Using stories from her own struggles and triumphs, Clare will talk about 'counting yourself in', developing your own inner-champion, and living a life of purpose and joy.

Bass Coast Shire IWD Luncheon with

Div Pillay

When: March 9, 2023, 12pm-2:30pm

Where:

Theme: 'International Women's Day – Embracing Cultural Diversity 2023'

Keynote Speaker: Div Pillay - CEO of MindTribes, Co-Founder of Culturally Diverse Women

Tickets: \$39.00 - www.basscoast.vic.gov.au/explore/whats-on

Hear stories from women within our community and be inspired by keynote speaker Div Pillay. Everyone is welcome.

UN Women Australia interview with

Tarana Burke, Alyssa Milano & Tracey Spicer

When: 3 March 2023, 12pm - 3pm

Where: Melbourne, VIC or access online

Theme: 'Cracking the Code: Innovation for a gender equal future.'

Tickets: from \$180 - www.unwomen.org.au/get-involved/international-womens-day/

The event will feature an in-depth interview with **Tarana Burke and Alyssa Milano**, founders of the '#MeToo' movement, and Australian Walkley Award winning journalist, **Tracey Spicer**.

**Click here for more
events in Gippsland!**

IWD Event and Guest Speaker

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 meetings or events.** Women are often the primary carers at home and their mornings will be filled with getting the kids ready for school, taking them to childcare, or in some instances 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

The Irony of IWD 2022 Feedback

*Source: Cheek Media Co.

Online polls and feedback* showed that people are tired of the same "pink-washing" activities that are pulled out once a year, with no real action or change in their workplaces.

Take a look, how many does your organisation resonate with?

We held an IWD morning tea, and then the only people to help clean up were women.

We had an IWD event but it wasn't compulsory for all staff to attend.

Gave us pink pens and our male CEO talked.

We changed our logo to pink for the day and all got a free cupcake.

We updated our email signatures to include "IWD March 8"... and nothing else.

We had an open invite to an IWD event but managers and supervisors didn't allow time for us to attend.

We had an IWD breakfast and all the people who brought food were women.

They put up pink lights in the foyer.

Principal said, "fun fact" and stated a stat about more women dying in natural disasters.

"Aging with Grace" seminar.

Organised a lunch, asked us to BYO plate of food to share, even though there is money in the budget.

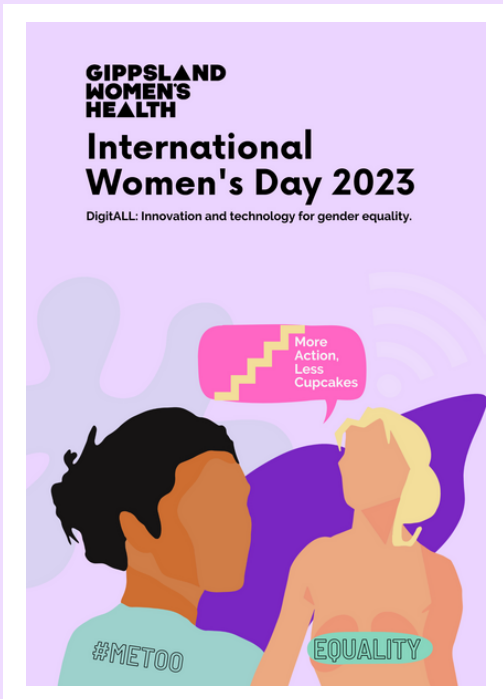
An IWD event about the wage gap but our male manager earns \$15k more than the female one.

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**

Happy International Women's Day

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



More
Action,
Less
Cupcakes

EQUALITY

#METOO

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