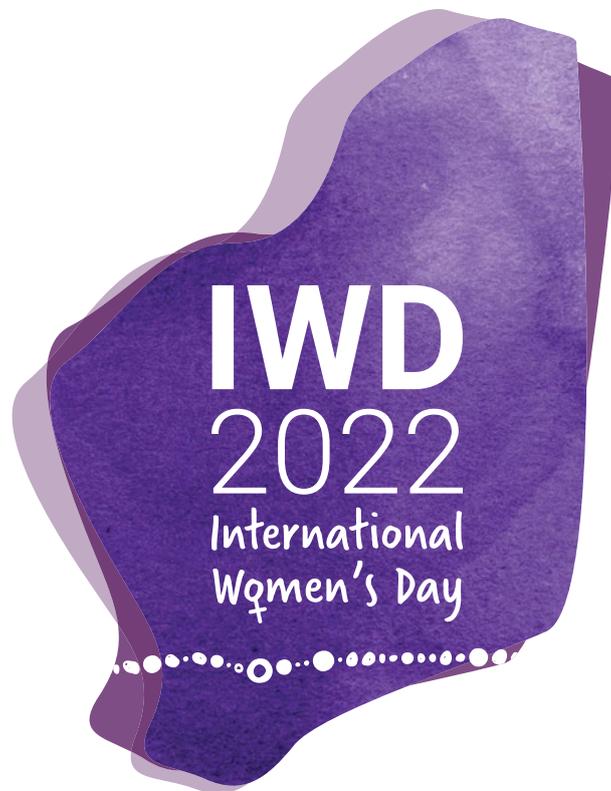




Government of **Western Australia**
Department of **Communities**



Toolkit

Break the bias

8 March | #BreakTheBias

www.communities.wa.gov.au/IWD

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 2022.
- Tips to host an event.
- Social media tools.
- Email signature block.
- Other resources.

You will need to familiarise yourselves with any current WA COVID-19 restrictions which can be found here –

<https://www.wa.gov.au/organisation/departments-of-the-premier-and-cabinet/covid-19-coronavirus-what-you-can-and-cant-do>.

Please take special note of any social distancing requirements.

It is also suggested that all events have sufficient supplies of hand sanitiser available.





Key facts, statistics and messages

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 Tuesday 8 March 2022

The theme is break the bias. The material on our website can be shared by your networks and on social media. The focus is on recognising and responding to the conscious and unconscious gender bias that is still evident in our communities.

Some women are affected by multiple types of bias or discrimination and face additional challenges or barriers to participation in their communities, workplaces and in leadership roles.

The Western Australian Government developed Stronger Together: WA's Plan for Gender Equality as a framework for government, business and the community to take action towards a better, fairer and more equitable community in Western Australia. The Department of Communities has been working closely across WA Government agencies and the community to lead change through the implementation of Stronger Together. Action plans will initially focus on recovery from the social and economic impacts of the COVID-19 pandemic on women.

Statistics for Western Australian women

- 50% of Western Australians are women and girls.¹
- WA's gender pay gap is 21.9% compared with 14.2% across Australia.²
- In 2020, 37% of women held a Bachelor Degree or above, compared with 29 % of men.³
- Women's average superannuation balances at, or approaching, retirement age are \$290,000, compared with \$360,000 for men.⁴
- Women perform around 75% of all unpaid work, including caring for children and others, housework and administration and volunteering.⁵
- 34.2% of ASX 200 board members are women.⁶
- 47% of members of the WA Legislative Assembly are women.⁷
- 44.2% of members of the Senior Executive Service in the WA public service are women.⁸
- Women make up 47% of the WA workforce compared to 36% in 1980 but are over-represented in part-time and casual work.⁹



COVID-19

- A survey conducted in May 2020 found that 3% of women in cohabiting relationships experienced partner violence for the first time during the COVID-19 pandemic, with Aboriginal women and women with restrictive long term health conditions at particular risk.¹⁰
- Early in the COVID-19 pandemic, women in Australia experienced severe rates of job loss – 8.1% compared to 6.2% for men.¹¹
- Women’s employment has recovered well but employment recovery since March 2020 is still lower for women at 85.4% compared with 90.8% for men (to October 2021).¹²
- Data on early access to superannuation during the COVID-19 crisis indicates that the impact on women’s average super balance was greater than for men, even though the average amount withdrawn by women was lower. Women withdrew on average 21% of their starting super balance compared to 17% for men. This will have a significant long-term impact on women’s retirement savings which are already significantly lower on average than men’s.¹³
- 34% of women who were fired or made redundant during COVID-19 experienced high or very high psychological distress, compared with 22% of men.¹⁴

Key messages

- On International Women’s Day, we celebrate the gains made towards gender equality and recognise the strong women fighting for change – but make no mistake, more still needs to be done.
- This International Women’s Day, we must all play a part to **#BreaktheBias** – women and girls in Western Australia deserve no less.
- Over the past year, we have seen a number of brave women speak out and highlight the blatant inequities many women and girls are still facing in Australia.
- All of us have a voice, and we can use it to shine a light on areas where progress is slow.
- We must build a culture that prioritises safe communities and workplaces so not only are women safe, but they can flourish.
- We have made good progress, but now more than ever we need action to prioritise women’s safety.
- By working together, we can create a better future for women and girls that is diverse, equitable and inclusive.

Hashtags

#IWD2022WA

#BreakTheBias



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

- Share our infographics on social media – available at www.communities.wa.gov.au/IWD during the campaign and use the hashtag **#BreakTheBias**
- Post an appreciation of someone who has supported you or inspired you as a woman and use the hashtag **#BreakTheBias**
- Share with people in your life how important it has been when they have challenged stereotypes and bias.
- 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.

- Promote the use of the International Women's Day signature block starting the week before International Women's Day. Visit www.communities.wa.gov.au/IWD to find the signature block.
- 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.
- Teach a lesson on the history of Edith Cowan. A fact sheet is available at www.communities.wa.gov.au/IWD.
- 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.

You will need to familiarise yourselves with

any current WA Covid restrictions which can be found here - <https://www.wa.gov.au/organisation/departments-of-the-premier-and-cabinet/covid-19-coronavirus-what-you-can-and-cant-do>. Please take special note of any social distancing requirements.

It is also suggested that all events have sufficient supplies of hand sanitiser available.

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 2022 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

The sixth edition of the Women's Report Card is being compiled and will be available in late 2022.

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. The UN Women Australia website also provides publications and resources about COVID-19 and gender equality. unwomen.org.au

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. www.wa.gov.au/service/education-and-training/community-education/community-education-and-training

Gender Equity Insights Series

Bankwest Curtin Economics Centre publishes an annual analysis of data collected by the Workplace Gender Equality Agency on gender equality policies and practices in organisations. This series contributes to the evidence base around gender pay gaps and other gender equity indicators with the aim of improving gender equality through Australia's workplaces. bcec.edu.au/projects/analyses-and-research-based-on-the-wgea-reporting-data-description-of-services/

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.

www.wawomenshalloffame.com.au

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. www.humanrights.gov.au/our-work/education/publications/voices-australia-rightsed



Managing Unconscious Bias

In a recruitment process, unconscious bias can affect the assessment of an applicant. To find out more about best practice in recruitment and for training to improve your awareness visit <https://www.wa.gov.au/government/multi-step-guides/hiring-managers-toolkit/attract/managing-unconscious-bias>

Women in Parliament

Resources about women in the Western Australian Parliament are available at <https://www.parliament.wa.gov.au/WebCMS/webcms.nsf/content/women-in-parliament> or <https://www.parliament.wa.gov.au/WebCMS/webcms.nsf/content/history-house-and-grounds-history-publications>

Edith Cowan

A resource providing information on Edith Cowan and her contributions and achievements is available at www.communities.wa.gov.au/IWD

Book lists and videos

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

- <https://www.penguinrandomhouse.com/the-read-down/books-about-women-who-changed-the-world>
- <https://www.penguin.co.uk/likeawoman/>
- <https://www.penguin.co.uk/articles/find-your-next-read/reading-lists/2017/mar/international-womens-day-a-vintage-reading-list>
- <https://www.bustle.com/articles/146403-15-books-to-read-this-international-womens-day>
- <https://www.nypl.org/blog/2017/03/08/365-books-women-authors-international-womens-day>
- https://guides.library.stanford.edu/childrens_women
- <https://clpe.org.uk/system/files/International%20Women%27s%20Day%202021.pdf>
- <https://www.amightygirl.com>
- <https://www.internationalwomensday.com/School-Resources>
- <https://www.internationalwomensday.com/Activity/12287/Greatest-ever-International-Womens-Day-videos>



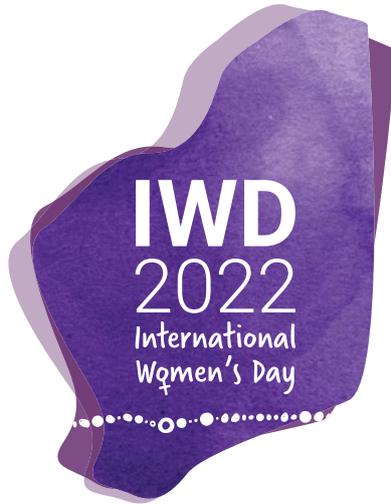
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3. ABS Cat 4125.0 - Gender Indicators, Australia, December 2020
4. Association of Superannuation Funds of Australia. Superannuation Statistics September 2021. 2108 - Super stats. indd (https://www.superannuation.asn.au/ArticleDocuments/402/2112_Super_stats.pdf.aspx?Embed=Y)
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8. Public Sector Commission Quarterly Workforce Reports, September 2021. <https://www.wa.gov.au/government/document-collections/western-australian-public-sector-quarterly-workforce-reports>
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13. Early super release gender data <https://corporate.amp.com.au/newsroom/2020/MAY/early-super-release-gender-data>
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#BreakTheBias



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