

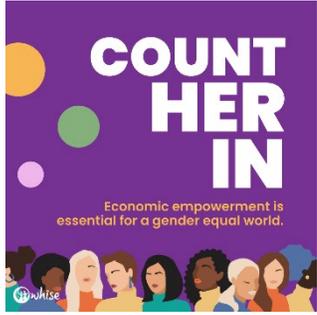
# INTERNATIONAL WOMEN'S DAY 2024



## SOCIAL TILES AND MESSAGING

### TOOLKIT



Tile Set	Alt Text	Instagram Copy	Facebook/LinkedIn Copy
	<p>Image reads "Count Her In: Economic empowerment is essential for a gender equal world." Beneath the text is a row of illustrations depicting diverse women.</p>	<p>This International Women's Day we say COUNT HER IN!!</p> <p>Gender equality remains the greatest human rights challenge.</p> <p>Investing in women is investing in human rights, and a cornerstone for building inclusive societies.</p> <p>#countherin #IWD2024 #IWD</p>	<p>This International Women's Day we say COUNT HER IN!!</p> <p>Gender equality remains the greatest human rights challenge.</p> <p>Investing in women is investing in human rights, and a cornerstone for building inclusive societies.</p> <p>Progress for women benefits us all.</p> <p>#countherin #IWD2024 #IWD</p>
	<p>Tile 1:</p> <p>For every \$1 a man makes, women earn 78c. Over a year, the average income difference is up to \$26,393.</p> <p>Tile 2:</p> <p>Economic Inequality is..." and then lists "The pink tax, the super gap, the gender pay gap.</p>	<p>\$26,393.</p> <p>That is the average yearly income gap between men &amp; women in Australia (WGEA).</p> <p>We'll let that sink in.</p> <p>#countherin #IWD2024 #IWD</p>	<p>Did you know women are more likely to retire in poverty?</p> <p>Over their lifetime, women earn less, accumulate less superannuation and pay more for women's consumer products and service (aka the "Pink" tax).</p> <p>#countherin #IWD2024 #IWD</p>

 <p><b>GLOBALLY, WOMEN HOLD</b> 26.7% SEATS IN PARLIAMENT 35.5% IN LOCAL GOVERNMENT 28.2% OF WORKPLACE MANAGEMENT POSITIONS</p> <p><small>©whise</small></p>	<p>Globally, women hold 26.7% seats in parliament, 35.5% in local government, 28.2% of workplace management positions.</p>	<p>The gender gap in power and leadership positions remains rooted around the world.</p> <p>#countherin #IWD2024 #IWD</p>	<p>The gender gap in power and leadership positions remains rooted in our society.</p> <p>Organisational policy reform and education will lead the change toward equitable outcomes.</p>
  <p><b>INVEST IN HUMAN RIGHTS</b> <b>INVEST IN GENDER EQUALITY</b> <b>INVEST IN WOMEN</b></p> <p><b>2022-23 FUNDING FOR WOMEN'S HEALTH SERVICES MEANT...</b> 253 Community partnerships 328 Initiatives delivered. 329 New organisations reached.</p> <p>Invest in Gender Equality.</p> <p><small>©whise</small></p>	<p><b>Tile 1:</b></p> <p>Illustrations of diverse women on the left hand side of image. On the right is says: "Invest in human rights. Invest in gender equality. Invest in women."</p> <p><b>Tile 2:</b></p> <p>2022-23 funding for Women's Health Services meant 253 community partnerships, 328 initiative delivered, 329 new organisations reached.</p>	<p>The Victorian Women's Health Services exists to challenge the structures and systems that led to gender inequality.</p> <p>We work with the community to generate grassroots change where it matters.</p> <p>#countherin #IWD2024 #IWD</p>	<p>The Victorian Women's Health Services exists to challenge the structures and systems that led to gender inequality.</p> <p>We work with the community to generate grassroots change where it matters.</p> <p>We need the Victorian government to continue to sustain funding in Women's Health and allow us to support optimal health and wellbeing outcomes for women.</p> <p>#countherin #IWD2024 #IWD</p>