

Diversity and Inclusion

International Women's Day

Event Brief



OVERVIEW

Women's economic empowerment is central to a gender equal world. When women are given equal opportunities to earn, learn and lead – entire communities thrive.

The theme for International Women's Day (IWD) 2024 is Count Her In: Invest in Women. Accelerate Progress.

It is important for organisations to acknowledge and celebrate IWD to:

- Foster a culture of Inclusion which in turn leads to:
 - increase in recruitment and retention of those from diverse backgrounds, creating a larger and stronger talent pool
 - greater innovation and creativity (rather than having 'one voice')
 - improved culture, leading to stronger engagement
- Challenge harmful social cultures and norms.
- Celebrate and promote the value of diversity and inclusion in our workplace and community.
- Raise awareness and address gender inequality.

TARGET AUDIENCE

All ACMA and eSafety employees.

Hybrid event, via MS Teams and in Person in Canberra.

DATE

1-8 March 2024

BENEFITS OF THIS AWARENESS DAY

- Acknowledge the valuable contribution that women make to the ACMA and eSafety.
- Reflect on progress, call for change and to celebrate the courage and determination of the women who changed history, and those who will advance gender equality into the future.
- Build on an inclusive culture that celebrates diversity and leads to strong business outcomes.

AWARENESS ACTIVITIES OVERVIEW

Below are some proposed promotional ideas to help acknowledge and celebrate IWD:

- **Host a guest speaker, Shalailah Medhora, journalist, Triple j's Hack program.** Shalailah will discuss what occurs when women get a seat at table, and the impact to workplaces and industries when they don't. The speech will focus on her experience in the media, politics and the corporate world followed by questions and answers.
- **Encourage staff to use IWD Teams backgrounds** between 1-8 March 2024.
- **Launch a Hub article** including:
 - The theme for IWD 2024 with a link to the UN Women Australia's website.
 - The history of IWD.
 - Promotion of the guest speaker event.
 - Information about other IWD events happening nationally.

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PROPOSAL

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