

INTERNATIONAL WOMEN'S DAY

COUNT HER IN: ACCELERATING GENDER EQUALITY THROUGH ECONOMIC EMPOWERMENT

Background

Each year on March 8th we celebrate International Women's Day. Gannawarra is proud to have held celebrations for International Women's Day since 2019. The day is a global event where we celebrate the social, economic, cultural and political achievements of women, while also marking a call to action for a gender equal future.

2024 EVENT AIMS

The event's aims were to celebrate local women while generating discussion around creating a gender equal future.

WHAT DID THE EVENT DELIVER?

IWD breakfast

- Yvonne Fabry (NDCH Nurse Practitioner), Rachel Robertson (Koondrook Small Business Owner) & Amy Treacy (Cohuna Small Business Owner) were our local guest speakers
- Amanda Wilson (GSC Director of Corporate Services) was the MC
- Approx. 45 community members attended the breakfast. The community were invited through social media, and personalised emails
- Community members were provided with coffee, and a light breakfast
- 16 attendees responded to the post event survey

IWD 5 Ways to Wellbeing Coffee & Create sessions

- 14 women attended the art session in Cohuna, facilitated by The Dandy Lion Studio. 11 attendees responded to the post event survey
- 10 women attended the session in Quambatook, facilitated by Caroline Ellis. 4 attendees responded to the post event feedback

WHAT DID THE EVENTS ACHIEVE?

IWD breakfast

- Attendees enjoyed hearing from local guest speakers
- Attendees are very likely to attend IWD event next year
- Attendees felt the guest speakers were great, and it showcased local women's talents and achievements well

IWD Coffee and Create

- Fantastic event to catch up and connect with other women



ATTENDEES

"LOVELY AND POSITIVE EVENT SHOW CASING OUR TALENTED WOMEN IN THE COMMUNITY".

-ATTENDEE AT IWD BREAKFAST

"LADIES RUNNING THE PROGRAM AND LADIES ASSISTING WERE SO FRIENDLY & CARING. LOVED THE VENUE- OUTSIDE".

-ATTENDEE AT COHUNA COFFEE & CREATE

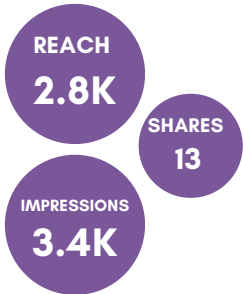
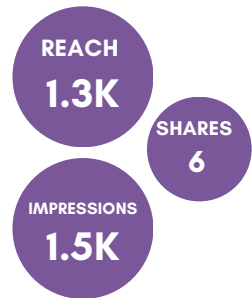
"SO WELL PUT TOGETHER AND A GREAT RANGE OF PRESENTERS".

-ATTENDEE AT IWD BREAKFAST



SOCIAL MEDIA REACH

IWD invitation and post event feedback was shared via Gannawarra Shire Council, Gannawarra Library Service and Northern District Community Health social media platforms.

Reach= total number of people who see your content
 shares= total number of people who have reposted your content
 Impressions = total number of times your content is displayed

- Nice and short. Speakers were fantastic.
- Loved that the event was indoors, rather than outdoors as in previous years. Loved the coffee and particularly enjoyed hearing the stories of inspirational local women, which included some of the challenges they have faced as women as they have pursued their life goals - I found this very relatable.
- Was interesting hearing peoples stories.
- Great intimate setting, fantastic stories shared by the speakers.
- It was interesting hearing local women's achievements.
- Each woman had a different story to share, overcoming various obstacles in life.
- Celebrating Local Women's achievements. All speakers told a real story of vision/hard work/ and the opportunities that can be created in our area.
- Ran to time, interesting speakers, that it was free, the venue was great for the number of people who attended.
- Variety of guest speakers was good. 3 a good number. Food was nice. Time to mingle after presentations was good.
- Just nice simple hour listening to inspirational speakers making you motivated for your day and weekend
- Food was delicious and speakers were interesting and from a range of backgrounds - just enough time for them to tell their stories.
- Great way to start the day. Lovely to learn more about local women and their achievements
- Networking and hearing new stories.

LEARNINGS FOR IWD BREAKFAST

- All attendees agreed the event length was about the right length of time
- We polled attendees to check what time they would like future events, breakfast is still the most popular time
- Attendees liked the venue inside, but a number of attendees felt the foyer was too small and made accessing the breakfast difficult. Also balancing breakfast and coffee on lap was difficult, tables and chairs would be better. One attendee mentioned the venue inside the library would work well, similar to the first IWD event
- One attendee mentioned it's a shame that more men didn't attend - men should also celebrate/respect IWD

OPPORTUNITIES FOR IWD BREAKFAST

- Attendees suggested 'Whilst everyone spoke really well, I think a Q & A format might be easier on the guest speakers'
- Guest speaker suggestions: Journey of a country girl originally from Kerang who has established a very large fashion business in Melbourne while managing a young family first starting at home attending a local market 10 years ago now 25 staff warehouses, styling sessions -Alison Moore F&N. Also Carole Wandin amazing story
- Suggestion only - Jacqui Hibbert as Australian Day Citizen of the Year - 2024 and Mary Fenton would be very entertaining to listen to. Thanks for great event
- Love the focus on providing a safe platform for local women to share their stories. I would like this to continue as there are so many more inspirational women to hear from. Perhaps as a side project, a program could be run that builds public speaking confidence just for local women. To create a safe environment to build confidence for local women to share their stories in front of a small group would be very empowering I feel and would see flow-on benefits to the wider community. I also feel that this would help to support more women across the wider community to be confident to step outside their comfort zone and tell their story, and by doing so normalise and de-stigmatise a lot of challenges as women we probably all experience in life, but don't generally talk openly about. This positive profiling of local women is also really important for young girls across our community so that we can build a community of confident women into the future

