

## A.GINFO 06 (2025)

### International Women's Day – 8<sup>th</sup> March, 2025

On 8 March, Girl Guides Australia celebrates UN Women's International Women's Day. The 2025 theme is "For ALL women and girls: Rights. Equality. Empowerment."

2025 calls for global action to:

1. **Advance women's and girls' rights**
2. **Promote gender equality**
3. **Foster empowerment**

Central to this vision is empowering the next generation, particularly young women and girls. Empowering girls and young women to be catalysts for lasting change is a mission GGA and UN Women share. Watch the UN Women Campaign Video [here](#)



#### **GGiA can support the three goals of IWD 2025 by:**

1. **Reposting the GGA Post showing the campaign video on social that says:**

*'Today is UN Women's International Women's Day 2025. We are proud to stand alongside our members to accelerate action and progress toward gender equity. We encourage all our leaders to share both the activity packs for Gender and Women's Rights and Voices Against Violence with their Units.*

*Together, we can break down barriers, challenge biases, and drive meaningful change to ensure girls and women everywhere can reach their full potential as equal citizens of the world.'*

**Tagged with:** #IWD2025 #ForAllWomenAndGirls #advocatelikeagirlguide #becausegirlsdo

2. **Re-sharing the existing [WAGGGS Gender & Women's Rights Activity Pack](#).**

It will help Girl Guides to develop a better understanding about gender, women's equality, and issues impacting the lives of women and girls worldwide. The pack is aimed at children aged 6-15yrs+.

[Download Activity Pack](#) or view it on the GGA Website [here](#).

3. **Re-sharing the existing [WAGGGS Voices Against Violence Activity Pack](#).**

This resource aims to help children and young adolescents to understand gender stereotypes and develop the mindset and strategies to challenge them. There are two packs, one is aimed at children aged 5-11yrs and the second is for 12yrs+.

[Download 5-11yrs Activity Pack](#) or [Download the 12yrs+ Activity Pack](#) or view the pack on the GGA Website [here](#).

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**Alternatively, you might like to be part of WAGGGS' social media campaign called #AccelerateAction – in support of the International Women's Day Charity.**

- **Capture a photo with the official IWD 2025 pose (see above) and share it on your social media along with a message about #AccelerateAction.**

This call to Accelerate Action emphasises the need for swift, decisive steps towards gender equality. It highlights the urgency of addressing the systemic barriers and biases that women face, both personally and professionally.

- **WAGGGS encourage everyone to wear their Girl Guide Uniform when taking part.**

Leading up to International Women's Day 2025, WAGGGS will be featuring the photos you share on social media using the #AccelerateAction pose. If you see it, please reshare, like, and comment!

- **Don't forget to use these hashtags and tag GGA and WAGGGS in your posts.**  
#AccelerateAction #IWD2025 #advocatelikeagirlguide #becausegirlsdo,

**For more information please contact:**

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