

## AGINFO 31/2025

### 'I DO' National Campaign - International Day of the Girl 2025 - 11 Oct 2025

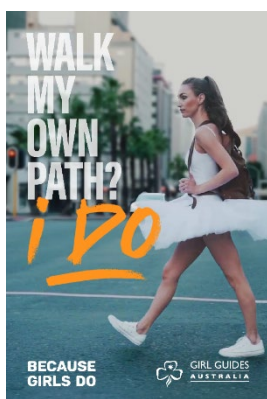
The United Nations International Day of the Girl highlights the need to address the challenges girls face and to promote girls' empowerment and the fulfilment of their human rights. Shaped through consultation with girls, the 2025 theme is **'The girl I am, the change I lead'**.



#### Girls aren't waiting for a better world; they are building it!

This International Day of the Girl, we are celebrating the fact that girls are 'doers' – people who take action, rather than just think or talk about it. At Guides, girls are supported to grow their 'doing' superpower, to turn their ideas into reality and make a real impact in their worlds.

If supported, girls have the potential to change the world as the empowered girls of today and as tomorrow's workers, mothers, entrepreneurs, mentors, household heads, and political leaders.



Achieving gender equality and women's empowerment is integral to each of the 17 Sustainable Development Goals ([SDGs](#)) adopted by world leaders in 2015.

An investment in the power of girls, upholds their rights today and promises a more equitable and prosperous future. One in which half of humanity is an equal partner in solving the problems of climate change, political conflict, economic growth, disease prevention, and global sustainability.



Girls are asking to be seen not only for the challenges they face, but for who they are and the solutions they bring. Yet, too often, their voices go unheard, their actions ignored, their needs and rights pushed aside. That's where Girl Guiding comes in!

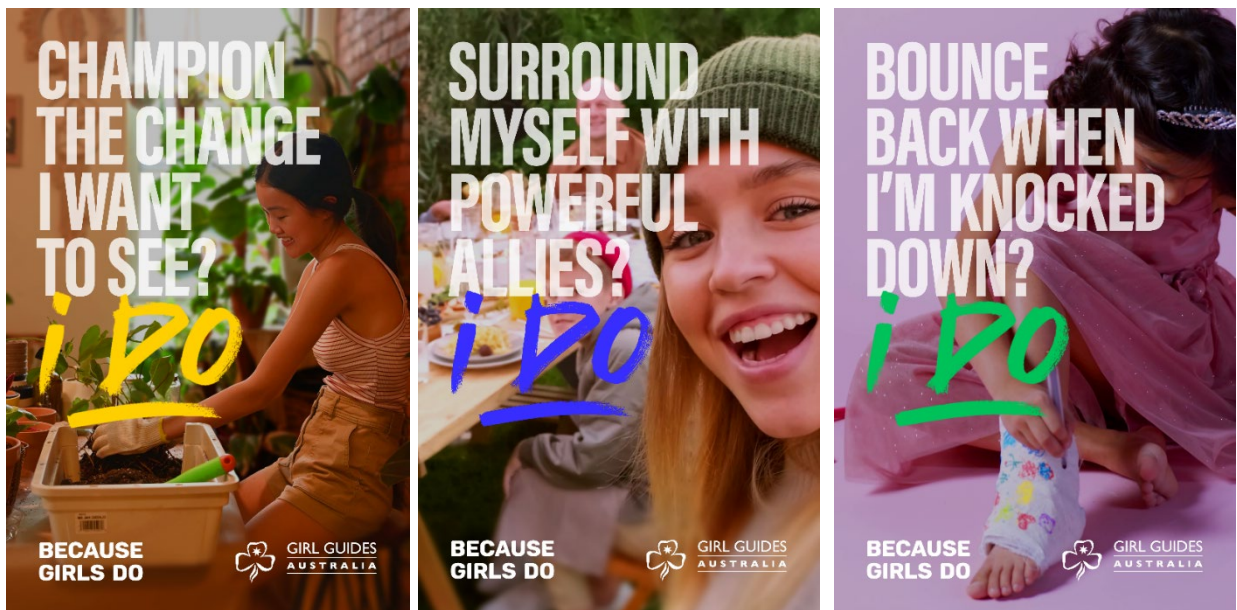
We exist to give girls the tools to own their identity, the safety to make mistakes and build the resilience to bounce back. From team leaders to behind-the-sceners, we champion all girls. We challenge them to make a difference and encourage them to turn the things they do into springboards for who they choose to become.

On this International Day, stand with girls and support their leadership.

1. Amplify the voices of girls by sharing this campaign on social - [FB](#), [IG](#) or [LinkedIn](#)
2. [Donate](#) to ensure girls continue to connect, learn, and get the support they need.
3. [Volunteer](#) to help more girls to benefit from Guiding.

When we invest in girls, we create a more equal, just and hopeful world - for everyone.

#IDO #IDG2025 #becausegirlsdo #GirlGuidesAustralia #TheGirliAm #TheChangeiLead



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