

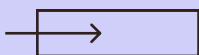
THIS IS THE *TEA.*

A **verve** guide on how to have real conversations and take meaningful action this International Women's Day.

(Minus the crumbs).

What you'll find in this guide

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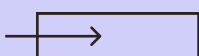
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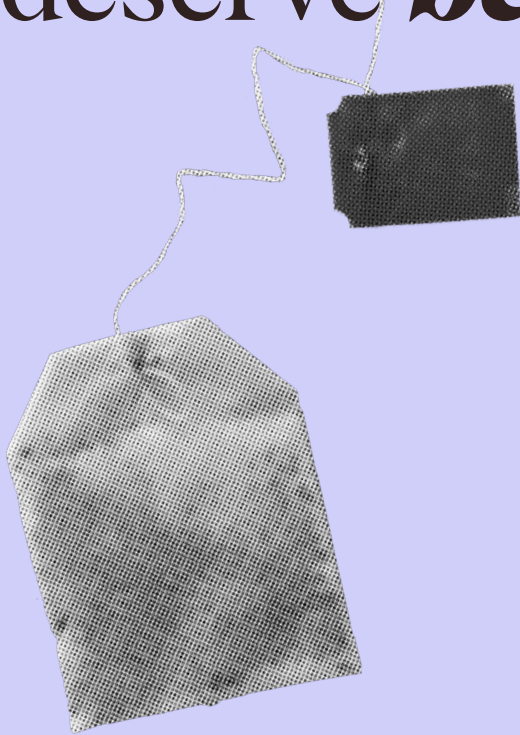


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Why IWD?

Because women deserve *better*.

01



March 8, 2025. It's not just a date, it's a statement. International Women's Day (IWD) is a global shoutout to women's achievements and a reality check for gender equality.

IWD isn't here for small talk around soggy sandwiches. It's a call to action. From closing the gender pay gap to smashing glass ceilings and taking a stand against gender-fuelled violence. It's a day to demand things improve and celebrate the progress we've made. Imagine a world where opportunity isn't boxed in by gender and differences are celebrated, not challenged. You've got the power to make that happen. For #IWD2025, we invite you to come together to #MarchForward and turn ambition into achievement.

In your hands is your ultimate guide to a legitimately powerful IWD event. One that fires up change, sparks bold conversations, and leaves a legacy. Go big, be loud, and stay unapologetically feminist. IWD has been shaking things up for over a century. Its mission is as important now as it was in 1911, when more than one million people attended rallies marking the day globally significant. Whether you're celebrating women's wins, calling out inequality or smashing barriers, every action matters.

IWD is for everyone who believes in gender equality & this guide was created so you can make your mark.

02

A note on language



You'll notice this guide uses terms like 'men' and 'women,' while recognising that gender exists beyond the binary. Since 2021, Australian employers have been able to report on employees identifying as 'non-binary' through the Workplace Gender Equality Agency (WGEA). However, the current sample size remains small, limiting broader representation in data. Despite these limitations, we're committed to advancing inclusive, safe, and representative practices in data collection to ensure all genders are acknowledged and supported, so you'll see us continue to use inclusive language, policies and initiatives. Our goal at Verve Super is to create a culture where everyone, regardless of gender identity, feels seen, valued and empowered.

03

IWD at *your org*

IWD is more about doing good than looking good. Push beyond the photo op and make sure your event is tailored to your org and meaningful for your attendees. Forget the cupcakes and ditch the unpaid speeches. Think bigger, braver, bolder.

3.1 Set an agenda that's **anything but basic** but makes sense for your team.

As a starting point, there are a few IWD themes doing the rounds. Australia's UN Women theme is "March Forward", because stepping back isn't an option. Globally, it's "Accelerate Progress" because let's be real, it's been s...l...o...w. At this rate, full gender equality is 134 years away according to the World Economic Forum. **No thanks.**

At Verve Super, we're marching forward. Whatever theme you choose, consider the people you are organising for, their goals, values and what you want to achieve this IWD.

3.2 **Reclaim** the stage.



Forget boring panels and workshops. This IWD, book a lineup of intriguing voices that don't normally get a platform. Think women who've smashed through barriers in male-dominated industries, parents who have built empires, and loud voices for gender justice.

Look closely at the people on your team (at all levels, not just leadership), there's likely some hidden talent waiting to shine. Make sure to pay your speakers fairly to compensate them for their time.

3.3 **Support women-**owned start-ups and local orgs.

Show you're not just talking the talk by hiring women-led, sustainable suppliers for everything IWD from speakers to catering. Partner with local organisations that are tackling gender inequality head-on. Think women's shelters, advocacy groups, charities. Get your team involved in making an impact where it's needed most.

Need help? [The IWD Women Owned Business Supplier Directory](#) is your new BFF.

3.4 Get *uncomfortable*.

Hand out conversation starters that don't shy away from hard truths. Print these out, slap them on your event tables, and watch the sparks fly.

2/3

women experience gender bias and discrimination in the Australian health system. **Why are we still tolerating this?**

Australian women spend

16 hours

on unpaid care work on average compared to 12 hours for men. Who's holding the system accountable?

44%

of federal parliamentarians are women, while 4.4% identified as LGBTIQ+. **Are we really seeing true diversity in our leadership?**

Nationally, women make up

22% of CEOs &

and 42% of managers. How does our own leadership team compare?

3.5 Track *impact*, not turnout & invite everyone.

Don't just count your guest list, IWD is a time to track real change. Take note of your organisation's blind spots. Is leadership showing up? How many women are in leadership roles? Are your gender policies progressing? Use your event to drive action, not just a feel-good moment.

And let's get one thing straight: **IWD is for everyone who's serious about creating real change.** Invite your male and non-binary colleagues and shout out allies in the office who are making a difference. Send your invites early and make it clear IWD is an event where everyone belongs.

Oh, and one more thing: IWD is a team effort, don't let planning fall on one or two women, it's a collective call to action.

Tip: IWD is Saturday, March 8, 2025, but many events will fall on Friday March 7. Anytime works, just don't let it be another day in the office.



04



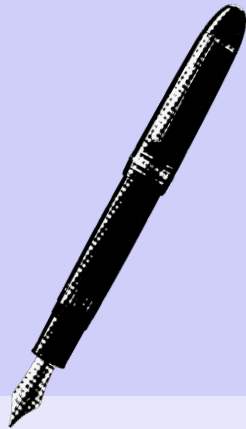
Need inspo? We've got you

Go beyond the usual with event ideas that challenge your team to think differently, spark real conversations and inspire action. We encourage organisations to come up with ideas that work within their culture and respond to their current environment of equality. This will look different for everyone, here's some thought starters.

4.1 *Flip* the script.

Show the reality of gender bias at work. Find a creative way for your team to experience the tough stuff women go through daily. It's difficult to stay complacent when you've lived in someone's shoes.

4.2 *Rewrite* the rules.



Set an all-hands challenge to reimagine your workplace policies through a gender lens. From parental leave to pay transparency, inspire your team to dream up what an equitable workplace looks like and commit to moving the best ideas forward.

Challenge your leaders to step up and speak openly about your workplace's gender equality goals, but don't sugarcoat the gaps. Share where the business is excelling, where it's falling short, and what's being done to improve. By owning the wins and failures, your leaders can set the tone for a culture of honesty, inclusion and accountability.

4.3 Honour the *trailblazers*.

Cover walls, floors and ceilings with photos, quotes and shoutouts to women who have changed the game. Celebrate the badass women on your team. They deserve it!

4.4 *Accelerate* progress.



Dedicate the day to fundraising for women-focused charities. Think raffles, auctions or matching donations from your workplace. In FY25, our team supported incredible organisations like [The Butterfly Foundation](#) and [Women's and Girl's Emergency Centre \(WAGEC\)](#).

This year UN Women Australia is also receiving donations for their vital work for women globally. Looking for more great causes? Consider [Sisterworks](#) which empowers migrant women, or the [Victorian Women's Trust](#). Raise funds, spark change and make a real difference!

05



Beyond *International Women's Day*

Keep the momentum going. Your event might be over, but the fight for equality continues. With a little post-IWD care, you can turn that one-day energy into lasting change.

5.1 Turn your event into a ***movement***.

Under the Workplace Gender Equality Act (2012), all non-public sector workplaces with 100+ employees must report to WGEA annually. Why not harness your IWD momentum to set bold goals? Think mentorship programs, bias training, pay reviews, or hitting diversity targets. Progress starts now!

5.2 Support or ***start some ERGs***.

Our team champions change through active Employee Resource Groups (ERGs) like SuperGenders and SuperPride. These groups create inclusive spaces and drive initiatives like menstrual and menopausal leave, super for part-time workers, and gender affirmation guidelines. They help us foster a workplace where everyone thrives.

5.3 Share, recap & ***improve***.

The event's over, but the conversation isn't. Hold your team accountable by documenting any commitments made on the day, assigning owners, and setting follow-up actions. Schedule a post-event check-in to review progress, share wins, and keep the impact of IWD going beyond the event.

And don't forget to celebrate! Post highlights, photos and videos on your company's socials with #IWD2025 and #MarchForward to show how your team is making waves.



Did you use this guide?

We'd love to hear your feedback. Let us know what you think with this quick survey.

[Take survey](#)

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06

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