

Why should you support the 'It's Time' Campaign for gender equality?

There are moments in history when dramatic change in society is possible. In the fight for gender equality, two waves of change stand out over the last 150 years: The women's suffrage movement of the early 20th century and the Women's Liberation Movement of the 1970s. These were times of dramatic change and hard won victories for basic human rights and they were driven and funded by individuals like you.

Yet in Australia, 50 years after the last major wave of change, there are significant inequalities:

- Women still receive on average 23% less remuneration than men
- Women's reproductive freedom is not legislated in every State of Australia
- 1 in 2 women are discriminated against at work for being mothers
- Girls receive 27% less pocket money than boys
- 1 in 5 women experience sexual violence after the age of 15
- Only 5% of our top businesses are run by women
- Australia ranks 48th in the world for political representation of women in Parliament
- Women are retiring on 42% less superannuation than men.

However, change is again in the wind represented by a swell of momentum across the globe; the continuing #MeToo and Time's Up movements in the United States, Women's Marches of last year, the growing participation in International Women's Day events and conferences. **This is the moment for this generation.** It's Time for gender

inequality to become something our great grandchildren will study in class and ponder, like we do about women's suffrage, how it was possible for such discrimination to occur?

Nearly all social change is driven by campaigns of awareness and increasingly, from a grass-roots level – where individuals get on board to make it happen. It is a very sad fact that most Australians are unaware of the statistics outlined above. The 'It's Time' campaign, we are asking you to donate towards, aims to educate every Australian through mainstream television and social media not only of the statistics, but of the need to change. Change does not happen by itself, it has to be driven. When everyday Australians see the need to drive change so will our elected Members and our employers. The 'It's Time' Television Commercial is the centre piece of our first campaign of awareness. It will be followed by specific campaigns highlighting specific issues, including those above.

We ask you to join us in the third and final wave of change.

Be part of the grassroots movement, tell your family, your friends and your colleagues. Be part of the moment in time, the movement that one day our great grandchildren will study and admire. It's Time.

Go to www.agec.org.au/take-action to support the third wave of change.



Australian Gender Equality Council
working for balance

#ItsTime

