



HeForShe

# Join the HeForShe Movement



**“I invite you to step forward, to be seen and to ask yourself, If not me, who? If not now, when?”**

**Emma Watson**

UN Photo/ Mark Garten

## What is HeForShe?

On the 20th of September 2014, UN Women Goodwill Ambassador, Emma Watson, delivered a powerful speech to the UN General Assembly inviting men to commit to gender equality by taking the HeForShe pledge. Her speech marked the global launch of the HeForShe campaign, which encourages men and boys to speak out, be engaged and take action against the inequalities faced by women and girls around the world.

**The Pledge:** I commit to taking action against gender discrimination and violence in order to build a more just and equal world.

### By taking the pledge you agree to:

- Challenging stereotypes of women and girls and speak out when you witness sexist comments or sexual harassment
- Not being a bystander to violence against women and girls; talk about it, get support and change cultures of violence
- Modeling gender equality on the home front by actively sharing house work in your family
- Actively promote opportunities for women in the workplace

## Why is HeForShe important?

Worldwide, women and girls face poverty and violence and are too often, left out of decision making about their own lives. Gender inequality is one of the most persistent human rights violations of our time. In order to achieve gender equality, we need men and boys to be engaged, to advocate and take action alongside women. Fundamentally, gender equality is not only a women's issue – it is a human rights issue which affects everyone.

It is time to acknowledge that women's empowerment is essential for inclusive economic growth, social cohesion and social justice, environmental balance, and for progress in all spheres of life. This is not about women or men, it is about crafting a shared vision of human progress for all – about creating a solidarity movement between women and men for the achievement of gender equality.

17.9% LESS



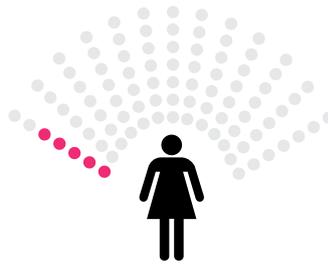
Women in Australia can expect to earn on average full-time weekly earnings of 17.9% less than their male counterparts for the same work<sup>1</sup>

1 in 3



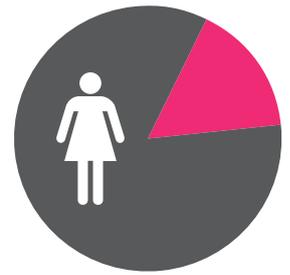
1 in 3 women will experience sexual violence in their lifetimes<sup>2</sup>

5.7%



In the Pacific just 5.7% of National MPs are women<sup>3</sup>

84%



84% of women in the Pacific are classified as 'vulnerable' workers and hold limited job or income security<sup>4</sup>



## How you can help

The HeForShe Campaign is challenging Australian men to show their support of the empowerment of women and girls by taking the **#HeForShe Pledge**. Will you join the conversation by taking the **#HeForShe Pledge** and committing to actions which contribute to gender equality in your own life?

## START YOUR JOURNEY AS A HEFORSHE SUPPORTER TODAY:

- 1 Sign the **#HeForShe** pledge
- 2 Take a photo of yourself with our HeForShe poster, outlining your commitment, and share it on social media. Don't forget to use the **#heforshe** hashtag and tag **@unwomanaust** on Facebook and Twitter
- 3 Donate to the Australian National Committee for UN Women to support gender equality and women's empowerment around the world.

**Think your mates are up to the challenge? Nominate them today to take the pledge.**

**REFERENCES:** 1. Workplace Gender Equality Agency, 2015, [https://www.wgea.gov.au/sites/default/files/Gender\\_Pay\\_Gap\\_Factsheet.pdf](https://www.wgea.gov.au/sites/default/files/Gender_Pay_Gap_Factsheet.pdf) 2. World Health Organisation, Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence, 2013 available at <http://www.who.int/reproductivehealth/publications/violence/9789241564625/en/> 3. World Health Organisation, Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence, 2013 available at <http://www.who.int/reproductivehealth/publications/violence/9789241564625/en/> 4. United Nations [2012] World Millennium Development Goals Report

FOR MORE INFORMATION

call us on (02) 6173 3222, email us on [events@unwomen.org.au](mailto:events@unwomen.org.au) or visit [www.unwomen.org.au](http://www.unwomen.org.au).