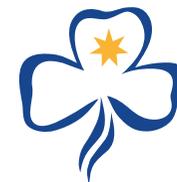




# ADVOCACY ACTION PLAN

2020/21 Girl Guides Victoria Youth Forum

**GENDER EQUALITY TEAM**



welcome

# WELCOME *from* GIRL GUIDES VICTORIA

As the peak organisation for girls aged 5-17, the Girl Guide mission is to empower all girls to become confident, engaged and responsible community members through a unique program that has been alive for over 100 years. Girls are encouraged to develop their sense of self, experience a sense of belonging and connection within their community, paving the way for a better world, *Girl-Led*.

Girl Guides are part of a bigger family, a global friendship, a worldwide movement, where girls contribute to our community through service. We value relationships to build understanding of others, to extend our knowledge of the world, to communicate on matters important to our cause and to provide opportunities for our members to grow.

When taking action, Girl Guides are informed, collaborative and engaged with their community and the world. Learning through action, learning through play, learning through teamwork, and learning by leading. Girls are mentored and gain skills to tackle life head on and express who they truly are. Treated as an individual, each and every girl is encouraged to do their personal best.

Girl Guides seek to contribute to the wider world around them to improve it for their friends, their family and community, whether at home or abroad. Girl Guides are alive to the issues of our times and want to have a say in their future, as global citizens. Through learning, our girls and young women create a foundation to harness their individual potential to make a difference. *Making sure that we are alive to the emerging needs of girls and young women is vital to our future.*



# DELEGATES

*With special thanks to mentor, Emily Milton-Smith*



**QUINN**



## WHAT ARE THE CURRENT ISSUES?

We want to address the issue of harmful stereotypes impacting girls and young women.

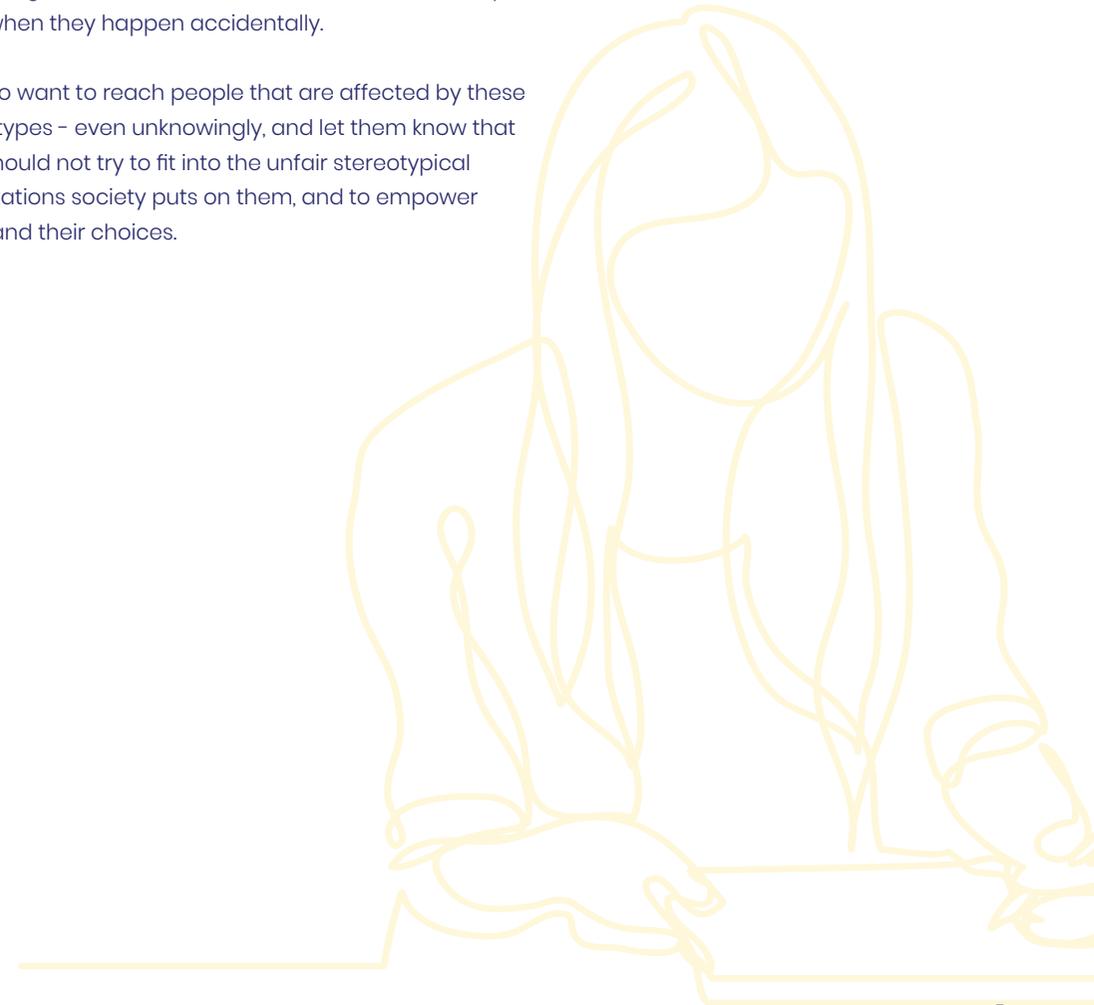
Gender stereotypes are a harmful issue in our society, particularly affecting girls and women, although not exclusive and men and boys can be affected too. Women can feel pressured or incapable when these stereotypes are imposed on them, and end up trying to conform to the community's stereotypical, unrealistic expectations.

Instead, they should be doing the things that they have a real passion for, that they love, or that make them happy. Stereotypes hold girls and women back from reaching their full potential.

## WHAT ARE YOUR GOALS TO ADDRESS THIS ISSUE?

We want to address harmful stereotypes people are making about gender, to raise awareness about these, and try to stop these from happening, as well as drilling it into younger audience's heads that these are not okay. - even when they happen accidentally.

We also want to reach people that are affected by these stereotypes - even unknowingly, and let them know that they should not try to fit into the unfair stereotypical expectations society puts on them, and to empower them and their choices.



## WHAT ACTIVITIES WILL YOU UNDERTAKE TO ADDRESS THIS ISSUE? WHAT RESOURCES ARE NEEDED?

We are hoping to create two things:

A social media campaign that people can share to get the message out (eg. weekly punchy sentences that challenge stereotypes, or raise awareness about them).

We would also like to create something similar, to cement equal views in younger audiences, such as posters (like the social media posts) that are hung up around the community (eg. schools, libraries, etc).

Campaign Ideas: - should be 'active/positive' - not "do not do X" but "do X", or empowering statements. "How would you feel if... if just because of your gender you couldn't go to school..... or were viewed as a lesser being."  
GIRLS JUST WANNA HAVE FunDamental rights .

Cross out gender norms - eg. write Girls Are Delicate (crossed out and replaced with something like Smart, Fierce or Powerful).

In campaign, include pop culture references that people can relate to. Add in sad facts, like the gender wage gap.

Keep it short, catchy and influential.



## WHAT IS YOUR TIMELINE TO ACHIEVE THESE GOALS?

Planning & Preparation: 2 months from May, organise team. Monthly posts that defy stereotypes, have a few posts prepared. Launch Date: International day of the Girl (October)

Campaign Delivery/Implementation (The Doing)

Close Date: An ongoing project but have an evaluation to measure impact - see what can be changed or done better.



