

COUNT HER IN

**Invest in Women.
Accelerate Progress.**



#CountHerIn this International Women's Day

We know that when women are empowered to have their own voice, agency, and meaningful participation in economic decision-making at all levels of society, everyone benefits.

Entire generational cycles of poverty are halted, workforce productivity boosts and economies grow, families have greater food security, and women and girls take control of their healthcare and reproductive choices and have more resources to leave violent and abusive situations.

When we Count Her In* to learn, earn and lead - entire communities thrive.

Investing in Women

Women's economic empowerment is central to realising women's rights and gender equality. Globally, women living in poverty are often forced into sexual exploitation and young girls can be excluded from education due to child marriage or boys' education being prioritised.

Ensuring women's and girls' rights across all aspects of life is a human rights imperative, and the only way to secure prosperous and just economies.

Accelerating Progress

While important progress has been made, women face significant obstacles to achieving equal participation in the economy.

Despite being more skilled and educated than ever before, women are still more likely to work in insecure, informal or low-wage jobs, and are often underpaid for the same work as men.

Many are denied access or control over vital resources such as bank accounts and loans, with almost 1 billion women excluded from financial services.

Gender-responsive Financing

Current economic models and budgets can lead to fiscal policies and budgets that are biased. By not considering women's needs, budgets can have unintended negative consequences. This is exacerbated during times of austerity, where women are often disproportionately impacted by cuts to essential public services and social protection.

Join us this IWD

This International Women's Day, join UN Women Australia as we examine the pathways for economic inclusion and investment to accelerate progress for women and girls everywhere.

Hear from the leaders and changemakers who are working to re-shape the system and remove the barriers so all women and girls can unlock their potential and drive better outcomes for us all.

Learn how we can transform these challenges into opportunities, through women accessing the vital tools and services needed to gain financial independence and secure livelihoods.

If we are to ever break the cycle of inequality, we must invest in women and girls.

Find out more at iwd.net.au

**IWD
2024**

Donate now

Women's economic inclusion is paramount to creating thriving, prosperous economies and the equal world we all want to see.

UN Women is dedicated to making this a reality. Working in over 100 countries across the globe, UN Women provides access to education, training and financial literacy, enabling women to learn the vital skills necessary to lift themselves out of poverty, gain financial independence and build a sustainable future for themselves, their families and even their communities.

But we know we can't do this work alone.

UN Women Australia relies entirely on voluntary contributions from governments, the private sector and passionate, generous individuals like you. By giving generously at our IWD events, donating during March, or fundraising in your workplace, community or school, your gift will support women to learn, earn, and lead.

How your gift can help

\$44 could help provide a young migrant worker in Asia with financial literacy training so she can open her own bank account and save for her future.

\$89 could provide two Syrian Refugees with access to an education.

\$179 could provide a woman entrepreneur in Myanmar with training and coaching to grow her business.

\$298 could provide vocational training and business skills to 20 refugee and asylum-seeking women survivors of human trafficking in Serbia.

**'Count Her In' is based on the CSW 68 priority theme: Accelerating the achievement of gender equality and the empowerment of all women and girls by addressing poverty and strengthening institutions and financing with a gender perspective.*

Did you know?

Around 2.4 billion women of working age are not afforded equal economic opportunity as men.¹

Nearly 1 in 3 adolescent girls from the poorest households around the world has never been to school.²

An additional \$360 billion per year is needed to achieve gender equality and women's empowerment.³

Only 26% of countries have a comprehensive system to track gender-budget allocations.³

Fully closing gender gaps in workplaces would add up to 428 trillion in annual GDP by 2025.⁴

In Australia, 1 in 6 women currently experience economic abuse by an intimate partner.⁵

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#CountHerIn



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1. World Bank (2022). Women, Business and the Law 2022.

2. UNICEF (2020). Addressing the learning crisis: An urgent need to better finance education for the poorest children.

3. UN Women (2023). Progress on the Sustainable Development Goals: The Gender Snapshot 2023.

4. Women Deliver (2019). <https://womendeliver.org/investment/boost-womens-economic-empowerment/>

5. <https://www.abc.net.au/news/2023-11-22/australia-abs-figures-economic-financial-abuse-childhood/103133396>