



Toolbox Talk

International Women's Day (IWD) 2025

Collectively, each one of us can help create a gender equal world.



International Women's Day
#AccelerateAction #IWD2025

International Women's Day (March 8) is a global event dedicated to recognizing the achievements of women and promoting gender equality. It's important that we take a moment to reflect on how we, as individuals and as a business, can accelerate our actions toward creating an inclusive, diverse, and respectful workplace for everyone.

What is International Women's Day (IWD)?

International Women's Day is celebrated globally every year on March 8th. It highlights the social, economic, cultural, and political achievements of women while raising awareness about gender equality issues. IWD is also a call to action for accelerating gender parity and empowering women worldwide.

In 2025, the theme for IWD is **#AccelerateAction**. This theme encourages us to move beyond words and take tangible actions to create meaningful change for gender equality. It's about taking swift and deliberate steps to ensure that women everywhere have the opportunity to thrive.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people. Today, IWD belongs to all groups collectively, everywhere. IWD is not country, group or organisation specific.

An equal world is an enabled world. Individually, we're all responsible for our own thoughts and actions - all day, every day.

We can actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations and celebrate women's achievements.

Collectively, each one of us can help create a gender equal world.

Why It Matters to Our Business

At Programmed, we are committed to fostering an environment where all employees, regardless of gender, feel valued, respected, and supported. This is why we're passionate about getting women into leadership, operations and trades roles, and women and men are working together to achieve gender balance.

Accelerating action toward gender equity is not just a moral imperative, it's also a driver of business success. When we actively support women in our workplace, we build stronger, more innovative teams and create better outcomes for our customers and communities.



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What Does Accelerating Action for Equity Look Like?

Accelerating action is about turning our commitments into real change. It means addressing the barriers women face in the workplace and taking proactive steps to level the playing field. Here are some ways we can accelerate action for gender equity:

- ▶ **Driving Equal Opportunity:** Ensuring that every employee, regardless of gender, has access to opportunities for career growth and development.
- ▶ **Pay Equity:** Committing to transparent pay practices and addressing any gender-based pay gaps.
- ▶ **Inclusive Leadership:** Creating pathways for women to reach leadership positions and ensuring that their voices are heard in decision-making processes.
- ▶ **Flexibility and Support:** Providing flexible work arrangements and supporting employees with caregiving responsibilities, which often disproportionately affect women.

What can you do?

- ▶ **Host an event** (e.g. morning/ afternoon tea) to celebrate the diversity of our people. Invite a team member or special guest to talk about IWD and what it means to them.
- ▶ **Challenge Stereotypes and Bias:** Everyone in the organization has a role in challenging gender stereotypes and biases. Speak up when you see or hear things that are harmful or limiting.
- ▶ **Encourage Work-Life Balance:** Support flexible working arrangements and ensure that all employees have the opportunity to balance their professional and personal lives.
- ▶ **Share Ideas and Resources:** If you have insights or resources on how to accelerate action for gender equity, share them! Your contributions can inspire positive change across the organization.

Our Partnerships:

Work180

Programmed are a Work180 Endorsed Employer. Work180 is a global jobs network that advocate for working women, providing job applicants with a directory of endorsed employers who support diversity, inclusion and equality.

Find out more about Work180 [here](#).



NAWO (National Association of Women in Operations)

Programmed is a proud member of [NAWO \(National Association of Women in Operations\)](#), a community of like minded leaders, individuals and organisations advocating for gender balance. We encourage you to take a look at their website and get involved with their events. Below is the calendar of upcoming events for 2025.

[2025 NAWO Calendar](#)