

# ADVOCACY

## MARCH FORWARD: VOICES OF THE FUTURE

*We want your voice in our TikTok/Instagram campaign!*

## ADVOCACY IS AS VITAL AS FUNDRAISING IN THE FIGHT FOR GENDER EQUALITY.

UN Women Australia's "March Forward: Voices of the Future" campaign empowers young Australians to share their perspectives on gender equality through creative 30 second videos. Here's a step-by-step guide for schools to participate:

- 1 Students create 30 second videos answering one of the following questions:**
  - Why is International Women's Day important to you?
  - What does gender equality mean to you?
  - Who is a woman (or women) you admire and why?
  - What does "March Forward" mean to you?
  - What changes do you want to see for a more equal future?
- 2 Be sure to use #MarchForward in your video**
- 3 Post your video to social media, tag @unwomenust (Instagram and/or TikTok) and also send your video to [communications@unwomen.org.au](mailto:communications@unwomen.org.au) together with your parental/guardian [consent form](#).**
- 4 Selected videos will be featured in a highlights reel at UN Women Australia's IWD live events in Brisbane, Melbourne, Perth and Sydney as well as the virtual stream.**

**We look forward to seeing students take part in this national dialogue on gender equality to inspire change!**



## TIPS FOR SUCCESS

- Ensure videos are no longer than 30 secs
- Emphasize authenticity and creativity in student responses
- Speak clearly and confidently
- Encourage diverse perspectives and experiences.