

From: s 22(1)(a)
To: s 22(1)(a)
Cc: s 22(1)(a) ; s 22(1)(a) ; s 22(1)(a) ; [White, Rochelle](#); s 22(1)(a)(ii) ; s 22(1) ; s 22(1)
Subject: #NominateAWoman social media campaign results [SEC=OFFICIAL]
Date: Monday, 11 September 2023 10:07:00 AM

OFFICIAL

Hi s ,

I wanted to share some of the stats on the engagement and reach of the #NominateAWoman social media campaign that rolled out in August 2023 which aims to help address gender bias in the Order of Australia. The stats are from the first 4 weeks from 2 August to 31 August 2023.

The campaign has received great engagement across all our social media channels, with the campaign reaching **550,385** people across its first two posts. We also provided a stakeholder pack to the National Women's Alliances last week, and two NWAs (ERA and Harmony Alliance) have shared the campaign and have committed to nominating some of their members.

Please see some key stats below.

Total to date #NominateAWoman Campaign

- The #NominateAWoman campaign has **reached 550,385 people**
- The content was engaged with **2,395 times**, with **1,035 likes**, **91 comments**, **238 shares** and **1,031 reads** of the news items

Launch Animation

- The launch animation across OFW, PM&C and Aug Gov social channels **reached 65,940 people** in total
- It was the **top performing post** for engagements, across all channels, between 2 August to 31 August 2023.

National Science Week Tile Series

- Across OFW, PM&C and Aus Gov social channels the tile series **reached 417,474 people** in total
- Across all channels it has been **shared 26 times**, received **568 likes**, **71 comments** for a total of **771 engagements** (total of shares, likes and comments)
- The **Aus Gov Twitter** was the **highest performing channel**, the thread **reached 221,781 people**

The next campaign messaging is due to be posted on **19 November for Women's Entrepreneurship Day** and then **International Civil Aviation Day** on **7 December**.

Please reach out if you have any other questions.

Thanks

s

s 22(1)(a)(ii) | Senior Advisor

Safety, Leadership and Comm-State Engagement, Office for Women

s 22(1)(a)(ii)

[@pmc.gov.au](mailto:pmc.gov.au)

DEPARTMENT OF THE PRIME MINISTER AND CABINET

PM&C
Secretary
Ms Hefren-
Webb
Ms Stratford
Ms Hall
Ms White
Mr Martin
Mr Lange

To: Minister for Women

OVERVIEW OF THE AUSTRALIAN HONOURS SYSTEM

Recommendations - that you:

1. Note the Office for Women (OFW) has undertaken a gender analysis of the Order of Australia to understand the barriers to improving women's representation. An overview is provided at Attachment A.

Noted / Please Discuss

2. Agree your preferred approach to delivering the Government's commitment to increasing the number of women recognised in the Australian Honours System (Order of Australia).

a. Option one – Increased promotion (recommended)

Agreed / Not Agreed

b. Option two – Targeted intervention

Agreed / Not Agreed

c. Option three – Structural reform

Agreed / Not Agreed

s 22(1)(a)(ii)

KATY GALLAGHER

Date: 22/3/23

Comments:

Key Issues:

1. This brief seeks your preferred approach to deliver on the Government's election commitment to increase the number of women recognised in the Australian Honours System by ensuring that women and men are nominated and awarded at equal rates, and appointing a dedicated position within the Office for Women (OFW) with responsibility for facilitating the nominations of women to the Order of Australia.
2. A gender analysis of the Order of Australia was undertaken to better understand the underrepresentation of women and the barriers to improving gender equality. An overview of this analysis is at Attachment A.

3. OFW have consulted with the Office of the Official Secretary to the Governor-General (OOSGG) and the Honours and Symbols Team within Governance Division in the Department of the Prime Minister and Cabinet (PM&C).
 - a. OOSGG is undertaking a range of efforts to improve gender equality in the Order of Australia. These are detailed at Attachment B. OFW has been unable to assess the impact of these efforts beyond public award list data, due to a lack of visibility of nominations which are held by the OOSGG.
 - b. The Honours and Symbols Team are working with OOSGG to changes to the Order of Australia awards dates and names following the death of the Queen.
4. Three options are provided for your consideration:
 - a. Option one focuses on promoting the Order of Australia nomination process and increasing the number of nominees through existing settings (recommended)
 - b. Option two builds on the first option and incorporates a more targeted outreach with jurisdictions, industry bodies and peaks.
 - c. Option three seeks to address structural issues impeding women's representation in the Order of Australia but is the most resource intensive approach.

Option one – Increased promotion (recommended)

5. In collaboration with OOSGG, OFW propose to:
 - a. leverage existing social media platforms and communications campaigns to educate and correct commonly held misconceptions about the nominations and awards process, and raise awareness on the importance of nominating women for the Order of Australia
 - b. develop new targeted materials, in conjunction with National Women's Alliances, to encourage increased engagement with the Australian Honours System and representation of women in the Order of Australia
 - c. incorporate women's representation in the Order of Australia in the National Strategy to Achieve Gender Equality as lever to change gender norms.
6. This option allows OFW to work within existing policy settings and relationships within the Australian Honours System and would not require additional resourcing.

Option two – Targeted intervention (additional resources required)

7. Building on option one, this approach also incorporates:
 - a. Greater collaboration with States and Territories, sharing best practices approaches from Victoria and Western Australia, and encouraging other jurisdictions to take similar action

- b. targeting industries dominated by men and collaborating with industry bodies and women's groups to highlight the achievement of women within key fields (e.g. construction, mining, sport, and engineering), including encouraging implementation of Order of Australia nominations into existing industry award systems
 - c. public reporting of women's representation in Order of Australia results and data analysis on the OFW website and social media.
8. This option would require two FTE resources in total (one FTE existing, one FTE additional). Unless nomination and award processes are improved, this approach risks increasing the nominations backlog.

Option three – Structural Reform (additional resources required)

9. There are opportunities for structural reform to improve gender diversity results in the Order of Australia. However this option would require significant additional resources across government and increased collaboration between the OOSGG and Governance Division within the department. It would likely require amendments to the *Constitution of the Order of Australia*, which will require the King's approval. These include:
- a. Streamlining of the nomination and award process to address the growing backlog led by the OOSGG
 - b. Addressing conscious and unconscious biases throughout the selection process
 - c. Introducing diversity and gender balance targets in nominations, awards at the individual level or in 'gendered' categories
 - d. Consideration of changes to the award announcement dates to remove participation barriers associated with Australia Day and the Monarchy
 - e. Increased frequency of award lists to assist with nomination backlog.
10. Further detail on structural reform opportunities is at Attachment B.
11. PM&C Governance Division and OOSGG are undertaking work to amend the names and dates of the Order of Australia following the Queen's passing presents an opportunity for wider reform.

Sensitivities

12. Structural reform will need Cabinet authority to gain engagement across government to allow priority to be given to addressing the backlog of nominations, improve operational processes and to boost nominations. OFW currently has limited levers in the Honours space beyond gender.
13. The Australian Honours System is administered by the OOSGG on behalf of the Governor General. Whilst OFW and the OOSGG have some alignment of views on approaches and effort required to boosting the representation of women in the Order of Australia, there remains areas of divergence that have not been resolved, including the benefit of targets and recognising the barriers to women's representation beyond nominations.

14. As a result of current operational processes and a large backlog of nominations, the current timeframe from submission of a nomination to an award takes approximately 18 to 24 months.
- a. OFW is unable to accurately quantify the backlog of nominations as figures are held by OOSGG
 - b. Efforts to increase gender equality in honours by the OOSGG has predominantly focussed on increasing women's nominations
 - c. There are concerns that without addressing the existing backlog of nominations, encouraging more nominations of women will worsen the backlog.

Financial Implications:

There are varying resourcing implications associated with both medium and high resourcing options which will impact OFW, the Governance Division within the department and the OOSGG.

Consultation:

N/A

Rochelle White
Assistant Secretary, Women's Policy and
International Engagement Branch
Office for Women
2 March 2023

Policy Officer: s 22(1)(a)(ii)
Phone no: s 22(1)(a)(ii)

ATTACHMENTS

ATTACHMENT A GENDER ANALYSIS OVERVIEW OF THE ORDER OF AUSTRALIA

ATTACHMENT B OPTIONS FOR STRUCTURAL REFORM OF THE ORDER OF AUSTRALIA



Australian Government

Department of the Prime Minister and Cabinet

OFFICIAL

Office for Women

Women in Honours

PLS

Historical Data: 1975-2023

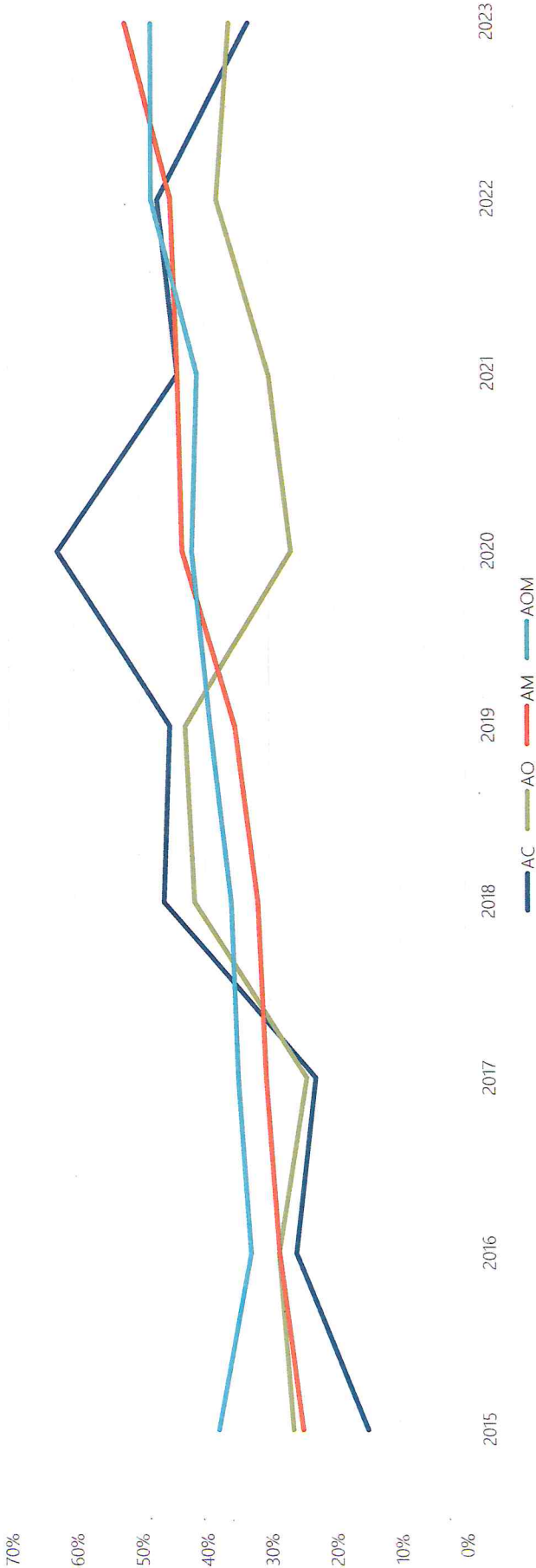
- Since 1975, women have received **30 per cent** of nominations and **33 per cent** of Orders of Australia
- In the 2023, women were recognised in the highest percentages since the introduction of the Australian Honours system in 1975.
- Honours awarded to women in 2023 Australia Day Honours List, broken down by level:
 - Companion of the Order of Australia (AC): **33 per cent**
 - Officer of the Order of Australia (AO): **36 per cent**
 - Member of the Order of Australia (AM): **52 per cent**
 - Medal of the Order of Australia (AOM): **48 per cent**

	1975-2023	2022	2023
Nominations**	30 per cent	46.3 per cent	46.96 per cent
Awards	33 per cent	46.6 per cent	48 per cent

*** Nominations figures are the nominations considered for award by the Council of the Order of Australia, not the number of nominations received by the public in that year*

Recent Trends 2015-2023

% of Each Level of the Order Awarded to Women

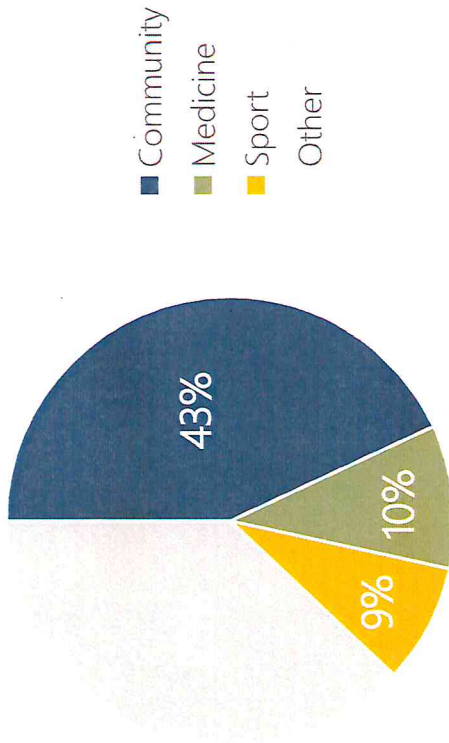


Key Point: There has been improvement in the past 5 years towards equal gender representation across all levels of the Order of Australia, however there is still work to do to achieve gender equality at the top levels of the Order.

Top 3 most nominated and awarded categories (2020-2023)

Community, Medicine and Sport categories make up 62% of all Order of Australia honours awarded in the last three years (and the last 50 years)

1. In the **Community Category**, 53% of nominees (1703 out of 3204) and 53% of award recipients (1199 out of 2260) were men.
2. In the **Medicine Category**, 61% of nominees (430 out of 705) and 61% of award recipients (332 out of 540) were men.
3. In **Sport**, 63% of nominees (343 out of 545) and 63% of award recipients (273 out of 435) were men.



Categories of Orders Awarded 20-23

Key Point: Data suggests that there is a bias in nominations towards categories/professions deserving of honours, where women are already underrepresented in society.

Nominations 2020-2023

- Out of the 31 categories, **only five categories had more nominations for women** than men:
 - The Arts; Conservation and the Environment; Disabled; Education; and Library and Related Occupations
 - One category had **no nominations for women** (Surveying and Mapping)
- **Five categories had nominated less than five women** between 2020-2023:
 - Building and construction; Industrial Relations; Information Technology; Mining; Transport;

A further **three categories** had nominated less than 10 women

-Dentistry; Engineering; Veterinary Science;

Key Point: This data highlights the existing under-representation of women in male-dominated sectors.

Options for Structural Reform of the Order of Australia

The Office for Women (OFW) has undertaken gender analysis of the Order of Australia results, which included an assessment of the existing and proposed initiatives to increase women's representation in the Australian Honours System.

There is opportunity for structural reforms as the Office of the Official Secretary to the Governor-General (OOSGG) and Governance Division within the Department of the Prime Minister and Cabinet, complete work to amend the names and dates of the Order of Australia following Her Majesty the Queen's passing.

Structural reform options sit outside the authority of OFW and the Minister for Women, and in some instances require His Majesty the King's approval of proposed amendments to the *Constitution of the Order of Australia*.

Options for Structural reform

1. Streamlining the nomination and award process - to address the growing backlog held by the OOSGG. This could include:
 - a. Increasing frequency of Council meetings to consider more nominations for awards per annum.
 - b. Establishment of an assessment function in the Secretariat to filter the nominations that progress to the Council for full consideration, making the efforts of Council more efficient. This could include options like a two-step nomination process, to reduce the burden on the process of nominating.
2. Address the underrepresentation in the Order of Australia awardees -
 - a. Increase training frequency for Council members to address conscious and unconscious biases throughout the selection process.
 - c. Implementation of gender balance targets to increase women's nominations and awards
 - i. Gender balance targets at the awards level
 - ii. Gender balance targets for segregated categories
 - iii. Wider diversity targets to increase representation more broadly.

OFW note the OOSGG Corporate Plan 2022-2023 sets out that targets for diverse nominations are being developed and will be implemented in the 2023-24 Financial Year.

3. Change the award announcement dates- may present barriers to nominations:
 - a. Facilitating engagement by removing associations with Australia Day and the Monarchy
 - b. Increasing the frequency of award lists to begin reducing the nominations backlog

OFW is aware that the Governor-General has sought His Majesty the King's in-principle agreement on potential changes to the awards dates and names.


Current Initiatives by OOSGG to improve Gender Equality in Honours

- Analysing data and research to target outreach and engagement
 - Commissioned social market research on the Order of Australia.
 - OOSGG have begun collecting diversity data on nominations. Results were expected in 2023 but have not been shared with OFW.
- Working with stakeholders (government and non-government)
 - Partnered with Chief Executive Women to nominate 920 women in senior leadership roles from their membership base.
 - A partnership with SBS to increase reach into First Nations and culturally and linguistically diverse communities. This has been complemented with other Governor- General outreach with communities and community leaders.
 - Engagement with over 50 industry associations (including Chief Executive Women, the Federation of Ethnic Communities' Councils, the Australian Local Government Association, SBS, NIAA, Reconciliation Australia), government departments, not-for-profits and influential individuals to commit to continue to work together, promote the Order and/or embed nominating into the administration of individual organisations.
- Creating promotion and guidance materials to help people engage with the Order of Australia
 - Content development that showcases a diversity of Order recipients and explains what the Order is and how to nominate, including television specials, social media, webinars and a new newsletter.
- Other work:
 - Received additional funding in 2020 for an Information and Communication Technology system upgrade due for completion mid-2023 – improve capability to address nominations backlog
 - Collaborating with the Australian Bureau of Statistics on the language and usability of the nomination form.

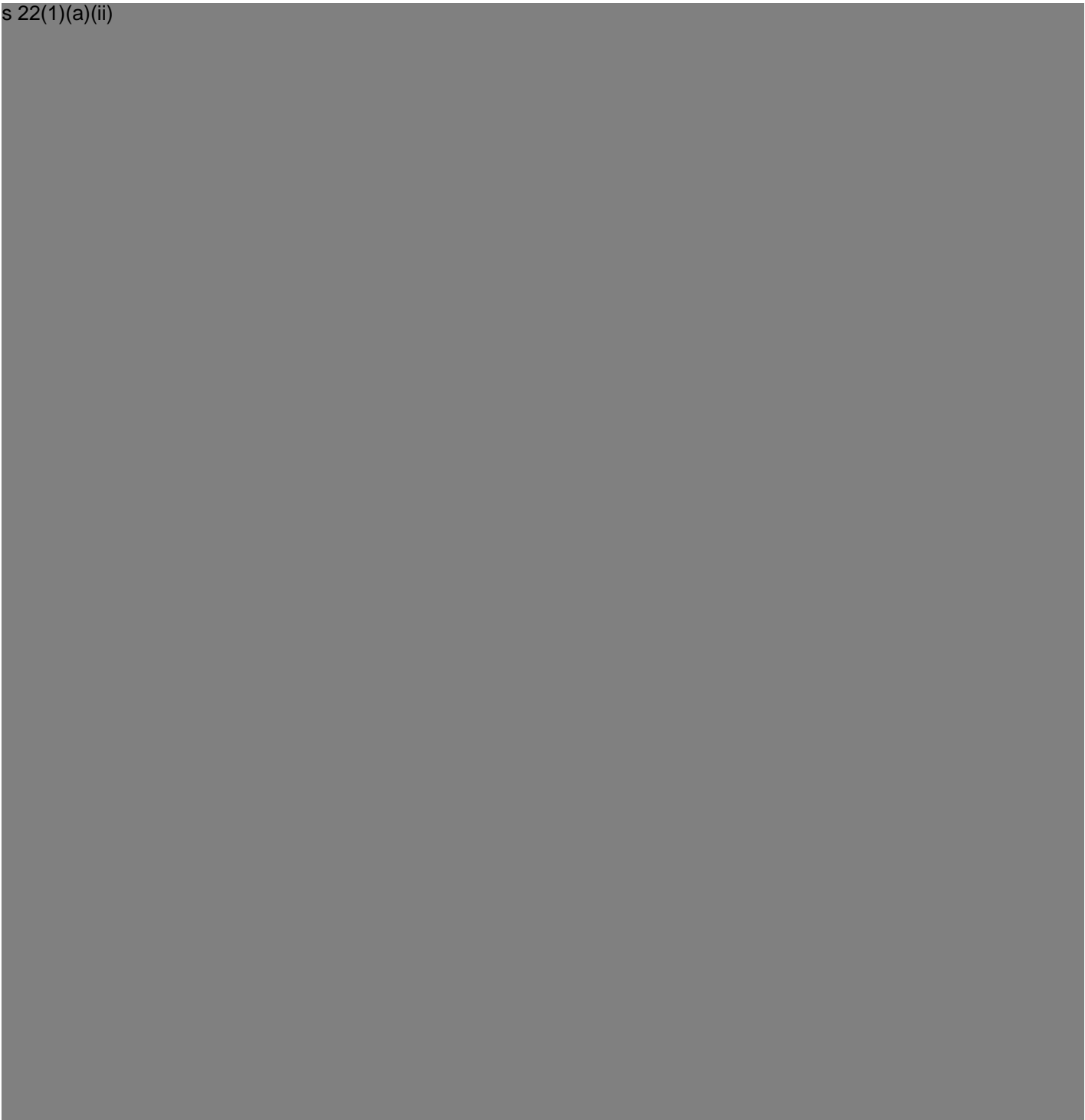
There are also initiatives external to the OOSGG aimed at improving women's representation in the Australian Honours system:

- Advocacy for gender equality in the Australian Honours system by advocacy group *Honour a Woman*, including developing a resource (*'Advancing Women: Women & the Order of Australia'*) to help guide people through the nomination process
- The Victorian government launched 'Recognition Matters' campaign in 2019 which aims to improve the recognition of women's contributions to Australia by providing advice on who can make nominations, who can be nominated and how to approach the nomination form for the Order of Australia.
- The Western Australian Department of Premier and Cabinet website encourages nominations to address disparities in nominations.

s 22(1)(a)(ii)



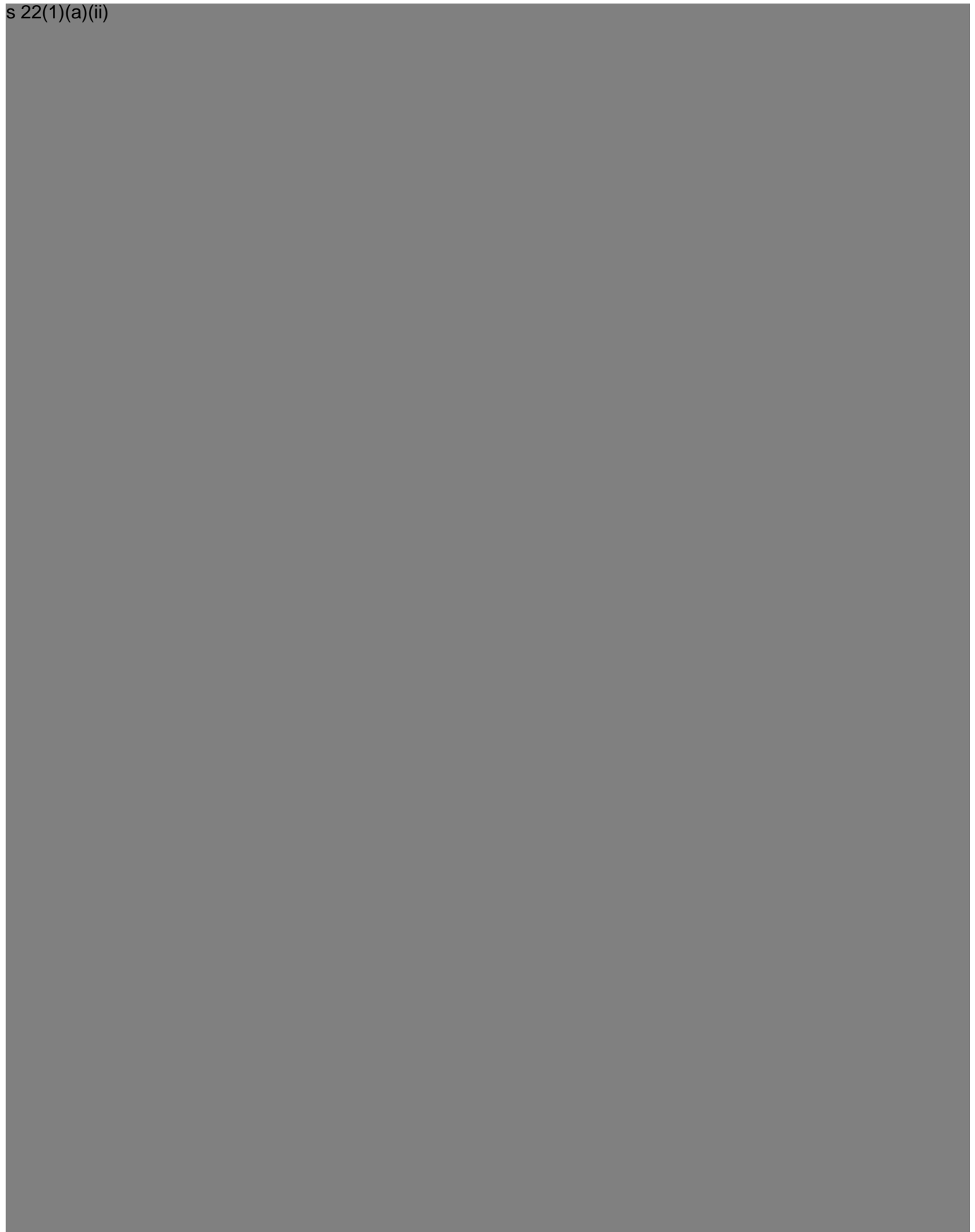
s 22(1)(a)(ii)



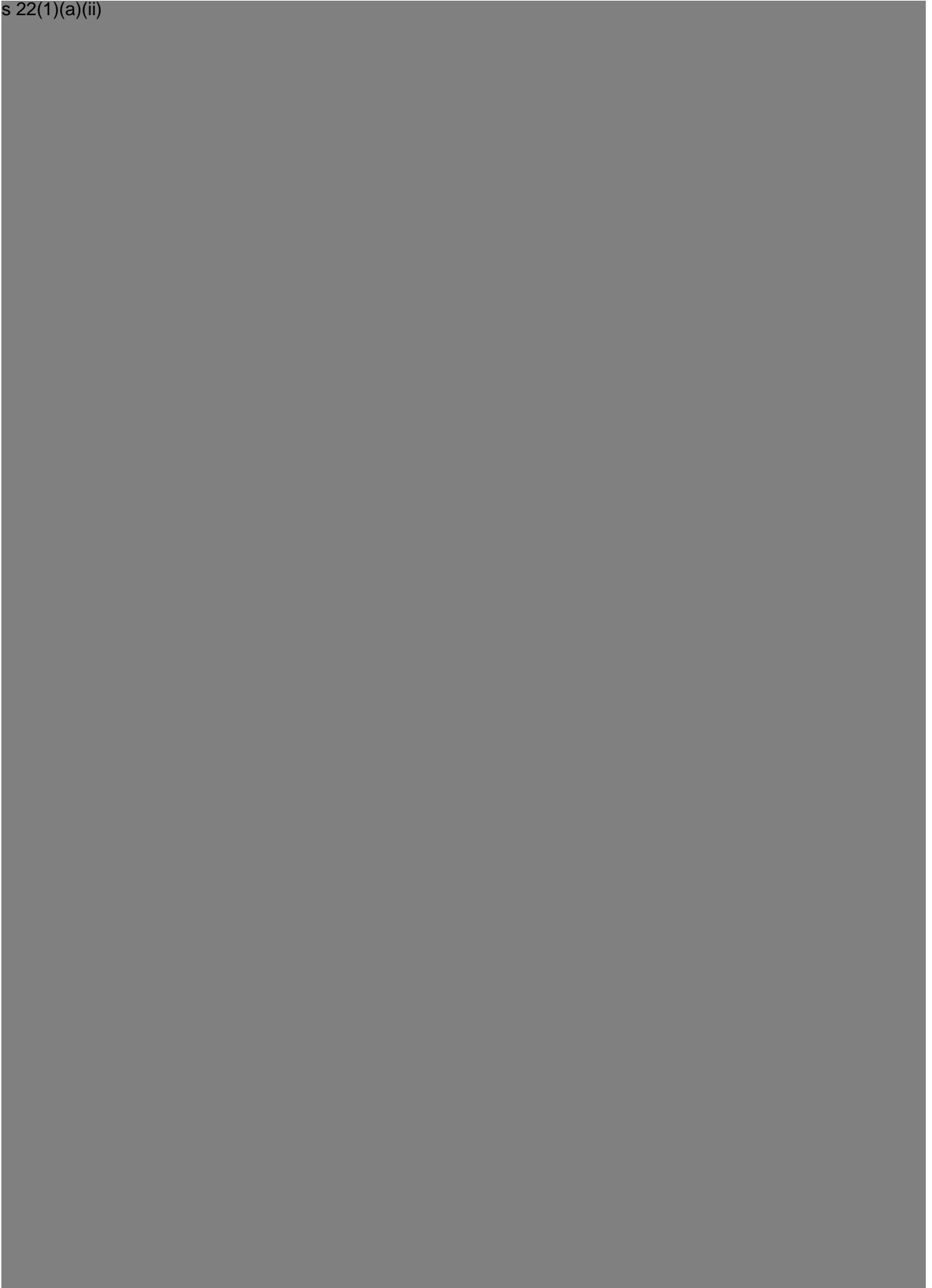
- In August 2023, the Office for Women launched the #NominateAWoman social media campaign to encourage the community to submit more nominations for women to the Order of Australia.
- The campaign was released via the Department of the Prime Minister and Cabinet's website and on Facebook as well as on the Office for Women's LinkedIn and Twitter on 2 August 2023.

- The campaign highlights the areas within the Order of Australia with lower nominations of women to encourage nominations for women in these areas, and more generally. The campaign's key message is that women contribute to our society in extraordinary ways every day, and this deserves recognition through our highest honours.


s 22(1)(a)(ii)



s 22(1)(a)(ii)



s 22(1)(a)(ii)



From: [White, Rochelle](#)
To: s 22(1)(a)
Cc: s 22(1)(a) s 22(1)
Subject: Background on #NominateAWoman campaign [SEC=OFFICIAL]
Date: Monday, 7 August 2023 3:18:17 PM
Attachments: [MS23-000133_002_MIN_SIGNED - MS23-000133 - Overview of the Australian Honours System.pdf](#)
[250523_Australian_Honours_Communications_Strategy - content_V4 \(OFW cleared\).docx](#)
[FINAL - NominateAWoman stakeholder pack.docx](#)
[NominateAWoman Talking Points.docx](#)
[RE New content promoting the Order of Australia SECOFFICIAL.msg](#)

OFFICIAL

Hi s 22(1)(a),

Here's some further detail on the development of the #NominateAWoman campaign and planned communication activities.

Campaign materials

Following the Minister's agreement for OFW to undertake increased promotion through communication campaigns (MS23-000133 - attached), in consultation Honours and Symbols Section in PM&C Government Division, we worked with with the PM&C communication branch to develop new targeted materials to raise awareness and correct misconceptions about nominations in the Honours systems.

We remained conscious of a range of sensitivities throughout the development of the material, including the independence of the Australian Honours system; Minister Gallagher's role in her position on the Council of the Order of Australia, which considers nominations for awards; and the views of the Office of the Governor General that we had heard over the past year.

The #NominateAWoman campaign was developed based on three purpose statements:

1. To increase the number and diversity of women being nominated in the Order of Australia, focusing on categories where women are currently statistically underrepresented.
2. To promote education and awareness of the Order of Australia and encourage more nominations to recognise women's contribution to Australia.
3. Raise awareness about the importance of nominating women for Order of Australia awards to address underrepresentation and persisting gendered biases. Having women from all backgrounds and experiences in visible leadership positions across all levels and sectors of society is key to driving cultural change and challenging gender norms and perceptions about what types of achievements are deserving of recognition. By publicly celebrating the achievements and experiences of women from all backgrounds across society, we can improve attitudes towards women and address inequality in our society.

The new #NominateAWoman campaign was launched on 3 August 2023 across OFW Twitter (now known as X), PM&C LinkedIn and Facebook as well as a news story on the departments website and internal intranet and TV screens. OFW comms will monitor social media engagement over the first 10 days to track how the campaign has performed. The campaign includes a range of creative assets including an animation, static social media tile and digital newsletter graphic. The #NominateAWoman hashtag was first used by OFW on social media in 2018 to call for more nominations of woman in the Order of Australia, [an old post can be found here on X](#) (formerly Twitter).

To support the Minister with the #NominateAWoman campaign, we have developed talking points and can also send through the creative assets and messaging should the Minister be interested in sharing the campaign on her channels.

The strategy aims to underscore the independence of the honours system where it states '*The Australian Honours system is independent and any communications regarding the system must not give the impression that the OOSGG, OFW, Minister for Women or PM&C are influencing the selection of nominees for awards.*'

Future campaign efforts

Future OFW led communications activities will focus on social media posts, which will complement Australia Day and Kings Birthday Honours communications on the under-representation of women in particular sectors/industries by leveraging the events and special days calendar, including but not limited to:

- National Science Week (week of 12 August 2023)
- Women's Entrepreneurship Day (19 November 2023)
- International Civil Aviation Day (7 December 2023)
- International Day of Sport for Development and Peace (6 April 2024)
- Sydney Build Expo (1-2 May 2024)

There is also an intention to share the attached stakeholder pack with the National Women's Alliances to support them to engage their membership to encourage them to submit nominations. The Alliances have access to existing networks of women from diverse backgrounds, who are particularly underrepresented in the Order of Australia awards. The stakeholder pack has been developed in consultation with Government Division and the Office of the Official Secretary to the Governor General.

We will also share future communication messaging and creative assets for #NominateAWoman with you and the media team ahead of time, including the drafted National Science week messaging and creative focusing on STEM.

Happy to discuss further.
Rochelle



Australian Government
Department of the Prime Minister and Cabinet

OFFICE FOR WOMEN

#NominateAWoman

Digital and social media stakeholder promotion pack

PM
&A

Why #NominateAWoman?

The Office for Women has developed the #NominateAWoman social media campaign to help raise awareness about women's underrepresentation in the Australian Honours system.

By encouraging people to nominate women for the Order of Australia, this campaign will help progress towards more equal gender representation in the Australian Honours system.

Gender Equality in the Order of Australia

The Order of Australia is the most prominent way for the Australian community to nationally recognise the services and achievements of outstanding individuals, and it needs to better reflect the contributions of Australian women. The Order of Australia must reflect who we are as Australians: our culture, our values, and the achievements we believe deserve to be celebrated. It is everyone's responsibility to ensure we recognise the talented women in our communities, and elevate the achievements we value.

The 2023 King's Birthday Honours list saw women receive more awards than men in the General Division of the Order of Australia for the first time in Australian history. While this is a positive development, there is still work to do to see a more diverse Order of Australia recipient list that reflects the Australian community.

The Australian Government is committed to achieving gender equality in Australia, and an important part of this is increasing representation and recognition of women in all areas of society. By championing the achievements of women on a national platform we will also help inspire women and young girls around the country to follow their lead.

Results for women in the Order of Australia

Historically, fewer women have been recognised in the Order of Australia because fewer have been nominated. There may be several underlying reasons - men are more likely to submit nominations for the Order of Australia and are more likely to nominate other men – but there is one simple solution: nominating more outstanding women.

While more nominations for women are needed across the board, women remain particularly underrepresented in areas of the Order of Australia where men are overrepresented in society, such as in the industries of architecture, law, medicine and sport. Additionally, in 2023, among a total 1656 recipients in the General Division of the Order of Australia, no women were awarded for services to surveying and mapping, engineering, industrial relations and building and construction.

Women's recognition in the Order of Australia is concentrated in areas and sectors that have been traditionally seen as the domain of women such as community, arts, education and conservation and environment. Recognising and honouring the contribution of women to all levels and sectors of society, particularly in traditionally male-dominated fields, is key to driving cultural change that challenges gender inequality and discrimination against women.

What you can do

Make nominations

You can help to elevate women and improve their representation by submitting nominations.

You can nominate the outstanding women in your alliances and networks that you think are deserving of national recognition. Nominations can be submitted at any time and help is available if you're unsure how to proceed.

Eligibility

Australians from all walks of life are recognised through the Order of Australia. They may:

- be a volunteer whose service is over and above the contributions of other volunteers
- have made an outstanding contribution within their professional field (whatever that is)
- have done both – made an impact in their job/s and contributed as a volunteer. Usually recipients have contributed in many ways.

To be eligible for the Order of Australia, your nominee must:

- be alive at the time their nomination is received
- be an Australian citizen or permanent resident
- have not been recognised through the Order of Australia in the last five years.

It doesn't matter what their background is or what type of work they do, if someone makes a positive difference they may be recognised – if they are nominated. No-one can be recognised without being nominated.

The process

Once a nomination is submitted:

- Candidates are independently researched by the Office of the Official Secretary to the Governor-General.
- Nominations are then considered by the Council of the Order of Australia (the Council), an independent body, consisting of 19 members, including representatives of each state and territory, public office holders and community members.
- After considering a nomination, the Council makes a recommendation to the Governor-General regarding whether the nomination should be awarded and at what level.

You can submit a nomination via the [Australia Honours and Awards Nomination Portal](#) on the Governor-General's website.

To help you write a nomination, you can use the online [question-by-question guide](#) on the Governor-General's website. You can also call 02 6283 3604 (business hours – AEST/AEDT) or email honours@gg.gov.au and someone will be able to provide general advice and guidance.

For more information on the Australian Honours system and submitting nominations for the Order of Australia, you can visit the [Governor-General's website](#).

Spread the message

This digital and social media promotion pack includes content created by the Department of the Prime Minister and Cabinet for the Office for Women's #NominateAWoman campaign.

As one of the National Women's Alliances we welcome you to use and share this content, through social media or through direct engagement with your members, to help spread this message and encourage your networks to nominate incredible women in their industry or community, for the Order of Australia awards, and help to advance gender equality in the Australian Honours system.

1. Share the Office for Women's posts.

- Through your own social media accounts, we encourage you to share the posts from the Office for Women and spread the word by:
 - Retweeting this [Twitter post](#)
 - Sharing this [Facebook post](#)
 - Liking and sharing this [LinkedIn post](#)

2. Make your own social media posts.

- You can also create your own post via your Alliances, or your members, social media account to help spread the message of #NominateAWoman.
- You can do this by:
 - Posting this social media tile at **Attachment A.**
 - Downloading and posting this [animation](#).
- If it helps, we have included some suggested text which you can use. You could use all of it or just some parts:

It's time to #NominateAWoman for the Order of Australia.

The Order of Australia celebrates the outstanding achievements, service and dedication of everyday Australians. In the 2023 King's Birthday Honours, for the first time in Australian history, more women received awards than men. To sustain this we need to ensure more outstanding women are nominated.

We know that women contribute to our society in extraordinary ways every day, and we want to ensure that communities across Australia are nominating women and seeing them awarded for their achievements and contributions.

Have an outstanding woman in mind? #NominateAWoman today! You can nominate and learn more about the Order of Australia here: [link to news story]

- In your posts we also encourage you to include images of your members, or women who you represent as a National Women's Alliance, to help highlight and promote the contribution that women make every day to the Australian community.
- Please tag OFW, PM&C and the official Australian Honours and Awards accounts in your posts:
 - [Office for Women Twitter](#) – @officeforwomen
 - [PM&C Twitter](#) – @pmc_gov_au
 - [PM&C LinkedIn](#)
 - [PM&C Facebook](#)
 - [Honours and Awards Facebook](#)
 - [Honours and Awards Instagram](#)
- Don't forget to include the hashtag: #NominateAWoman
- If you do include images of your members as a feature in your social media posts, please remember to ensure you have gained their consent to use their image.

3. Share through your websites/newsletters/emails:

- You could also use your regular written communication with members to share the message of #Nominate a Women. You can use this suggested text:

The Order of Australia celebrates the outstanding achievement, service and dedication of everyday Australians. In the 2023 King's Birthday Honours, for the first time in Australian history, more women received awards than men – however, this can't be a one off and we need more women nominated for recognition.

The Order of Australia is designed to reflect who we are and who we aspire to be. This is possible through nominating. Nominations should reflect who we are as Australians: our culture, our values, and the achievements we believe deserve to be celebrated. It's our responsibility to ensure we recognise the talented women in our communities to address attitudes towards women and girls and their role in society.

Through #NominateAWoman, the Office for Women is challenging attitudes and perceptions about what types of achievements deserve recognition. We know that women contribute to our society in

extraordinary ways every day, and we want to ensure these contributions are recognised publicly.

Everyone should be able to see themselves in the Order of Australia awards. We want to inspire women and girls across Australia to dream big and pursue their career aspirations – whether that be in sports, engineering, building and construction, veterinary science, dentistry or other industries. By publicly celebrating the achievements and experiences of women from all backgrounds across society, we can improve attitudes towards women and address inequality in our society.

Anyone can make a nomination and all forms of exceptional service, achievement and dedication are considered. You can nominate a woman you know today on the [Governor-General's website](#).

Be part of #NominateAWoman by nominating an extraordinary woman today.

- You can also include links to the Office for Women's content posted on:
 - Twitter - <https://twitter.com/officeforwomen/status/1686534876625846272>
 - Facebook - <https://www.facebook.com/pmcgovau/videos/293962136617161/>
 - LinkedIn - https://www.linkedin.com/posts/department-of-the-prime-minister-and-cabinet_nominateawoman-today-activity-7092300634900631552-FYHi?utm_source=share&utm_medium=member_desktop
 - [The official Honours and Awards Facebook and Instagram highlight inspiring recipients, provide detailed practical guidance and advertise upcoming information sessions.](#)

4. Start a conversation.


If you want to learn more or understand how to embed nominating regularly in your organisation, you can reach out to s 22(1)(a)(ii) in the Governor-General's office (email OoAcommunications@gg.gov.au or call s 22(1)(a)(ii)).

They are available to talk to you, present to groups you represent or answer questions.

If you have any questions, or would like any support with suggested text, please contact the Office for Women by emailing OFWLeadership@pmc.gov.au.

- On 2 August 2023, the Office for Women launched the new #NominateAWoman social media campaign to encourage Australians to nominate outstanding women for the Order of Australia.
- The #NominateAWoman hashtag is not new and has been used previously by the Office for Women to draw attention to nominating more women in the Order of Australia.

s 22(1)(a)(ii)



From: s 22(1)(a)
To: s 22(1)(a) ; s 22(1)(a) ; s 22(1)(a)
Cc: Rob Ayling; s 22(1)(a)
Subject: RE: New content promoting the Order of Australia [SEC=OFFICIAL]
Date: Thursday, 3 August 2023 4:36:12 PM
Attachments: [image005.jpg](#)
[image010.jpg](#)
[image011.png](#)
[image012.jpg](#)
[image013.png](#)
[image015.png](#)
[image016.jpg](#)
[image017.png](#)
[image018.jpg](#)
[image019.png](#)
[image001.png](#)
[FINAL - NominateAWoman stakeholder pack \(004\).docx](#)

Hi s 22(1)(a)(ii),

Thanks for making time this morning to talk through your new content.

We've revised the language around imbalances in nominating, and inserted information about eligibility and where to get help to nominate. All changes are in track change.

Call anytime if you'd like to discuss this – or anything else.

Kind regards,
Rachel



s 22(1)(a)(ii) | Manager, Outreach and Engagement
 Office of the Official Secretary to the Governor-General
 Government House, Canberra ACT 2600

s 22(1)(a)(ii)

E: s 22(1)(a)(ii) [@gg.gov.au](mailto:s 22(1)(a)(ii)@gg.gov.au) | W: www.gg.gov.au | ☐ ☐

Australian Honours: [Nominate](#) a worthy Australian.

The Office acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures and to their elders both past and present.

From: s 22(1)(a)(ii) s 22(1)(a)(ii) @pmc.gov.au>
Sent: Thursday, August 3, 2023 7:33 AM
To: Rob Ayling <Rob.Ayling@gg.gov.au>
Cc: s 22(1)(a)(ii) @gg.gov.au>; s 22(1)(a)(ii) @pmc.gov.au>
Subject: RE: New content promoting the Order of Australia [SEC=OFFICIAL]

OFFICIAL

Hi Rob,

I have just sent out the meeting invite and can confirm the pack isn't being sent out this morning.

Kind regards,

s 22(1)(a)(ii) A/g Director
 Safety, Leadership and Comm-State Engagement, Office for Women
 Department of Prime Minister and Cabinet

s 22(1)(a)(ii) @pmc.gov.au



The Department acknowledges and pays respect to the past, present and emerging Elders and Traditional Custodians of Country, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

From: Rob Ayling <Rob.Ayling@gg.gov.au>

Sent: Wednesday, 2 August 2023 6:04 PM

To: s 22(1)(a)(ii) @pmc.gov.au

Cc: s 22(1)(a)(ii) @gg.gov.au; s 22(1)(a)(ii) @pmc.gov.au

Subject: RE: New content promoting the Order of Australia [SEC=OFFICIAL]

Hi s 22(1)

Thanks for your response. I'm available at 11 tomorrow.

I'd appreciate it if you would agree that the attachment you shared not be distributed prior to that.

Thanks

Rob



Rob Ayling | Director, Communications and Creativity
Office of the Official Secretary to the Governor-General
Government House, Canberra ACT 2600

T: s 22(1)(a)(ii)

E: s 22(1)(a)(ii) | W: www.gg.gov.au | ☐ ☐

Australian Honours: [Nominate](#) a worthy Australian.

The Office acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures and to their elders both past and present.

From: s 22(1)(a)(ii) <s 22(1)(a)(ii) @pmc.gov.au>

Sent: Wednesday, August 2, 2023 5:26 PM

To: Rob Ayling <Rob.Ayling@gg.gov.au>

Cc: s 22(1)(a)(ii) @gg.gov.au; s 22(1)(a)(ii) @pmc.gov.au

Subject: RE: New content promoting the Order of Australia [SEC=OFFICIAL]

OFFICIAL

Hi Rob,

Thank you for reaching out, apologies on any miscommunication on our honours communications strategy. As discussed at our last meeting, we have agreed with the Minister to do a #NominateAWoman social media campaign and to develop content for our National Women's Alliances (NWAs) to engage their members.

I've attached the stakeholder pack for your visibility, which we are aiming to send to the NWAs later this week.

Happy to set some time with you tomorrow to discuss any concerns, do you have time between 11-1130 tomorrow or otherwise Friday?

We would also welcome any re-sharing on your social media channels, we have ensured our posts and content include links back to the GG website from the PM&C OFW website.

Kind regards,

s 22(1)(a)(ii) A/g Director
Safety, Leadership and Comm-State Engagement, Office for Women
Department of Prime Minister and Cabinet

s 22(1)(a)(ii) | e. s 22(1)(a)(ii) @pmc.gov.au



The Department acknowledges and pays respect to the past, present and emerging Elders and Traditional Custodians of Country, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

From: Rob Ayling <Rob.Ayling@gg.gov.au>

Sent: Wednesday, 2 August 2023 1:42 PM

To: s 22(1)(a)(ii) @pmc.gov.au>

Cc: s 22(1)(a)(ii) @pmc.gov.au>; s 22(1)(a)(ii) <s 22(1)(a)(ii) @pmc.gov.au>; s

s 22(1)(a)(ii) @gg.gov.au>

Subject: New content promoting the Order of Australia [SEC=OFFICIAL]

Hi Meaghan

I've just noticed the short animated video posted to PMC social media channels.

I'd very much appreciate the opportunity to talk through some of the messaging used.

I had thought after our last meeting that your Office would share your strategy with us at an appropriate point prior to implementation – appreciate that I may have misunderstood this and that your Office is under no obligation to. Regardless of the broader strategy I'd also appreciate if you can share, in advance if possible, future planned activity – at a practical level doing things like tagging (or collaborating with) the official Honours and Awards social media channels on content could be useful.

Please let me know if you have time to discuss.

Best

Rob



Rob Ayling | Director, Communications and Creativity
Office of the Official Secretary to the Governor-General
Government House, Canberra ACT 2600

s 22(1)(a)(ii)
s @gg.gov.au | W: www.gg.gov.au | □ □

Australian Honours: [Nominate](#) a worthy Australian.

The Office acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures and to their elders both past and present.

IMPORTANT: This message, and any attachments to it, may contain information that is deemed confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, may contain information that is deemed confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, may contain information that is deemed confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the