



Gender Equity/Women's Workforce Participation

Why does this matter? What's at stake?



The story you're telling:

"Australia needs to invest in children's development so that women can have the freedom to work and contribute to the economy. Our prosperity depends on all citizens being able to work and contribute to society."

Strategic way to redirect thinking away from patterns such as:



- Ageing Up
- Family Bubble
- Child Care = Babysitting
- Threat of Modernity

Particularly effective in building support for policies in these areas:



- Attribution of Responsibility (Policy Solutions)
- Child Care
- Child Maltreatment Policy

Concepts and ideas included in this frame element:

- As a nation, we depend on the contributions of all of our citizens—as members of the labour force and as active participants in our society and economy.
- By devoting resources to improve child development programs and services, we can ensure that people don't have to choose between work and quality care for their children.
- Australia needs to invest in children's development so that women can have the freedom to return to the workforce and contribute to the economy.

(Continued on reverse)