



MEDIA RELEASE

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A Victorian first for gender equality – putting media in the picture

MELBOURNE – 5 December 2016

Women's Health Victoria congratulates the state government on the launch of Victoria's first Gender Equality Strategy, affirming Victoria's national and international reputation as a leader in the prevention of violence against women.

Gender inequality plays out in all aspects of Victorian life. It is reflected in women's workforce participation and remuneration, the representation of women in media and public life, and with gender stereotypes that constrain choices and opportunities for young women.

"We are particularly pleased to see the inclusion of dedicated strategies for promoting gender equality through media, importantly addressing the representation of women and girls in advertising," said Executive Director Rita Butera.

Sexualisation and objectification undermines women's confidence and comfort in their bodies, increasing body dissatisfaction and anxiety, negatively impacting on physical performance and participation and reinforces problematic gender stereotypes that contribute to violence against women.

WHV looks forward to working alongside the government with major media entities to improve the representation of women in advertising, and all aspects of public life.

"This is a conversation that Women's Health Victoria looks forward to continuing at our upcoming event [Making Space for Women](#) which will invite participants to set a new vision for how we want to see women represented on our streets and in our communities," continued Ms. Butera.

The benefits of creating a more gender equitable Victoria are just as wide ranging for women as well as men, including a reduction in family violence and safer, more prosperous and inclusive communities.

-ENDS-

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About Women's Health Victoria

Women's Health Victoria (WHV) is a not-for-profit, state-wide women's health promotion, information and advocacy service, focused on improving the lives of Victorian women. WHV works collaboratively with women, health professionals, policy makers and community organisations to influence and inform health policy and service delivery for women. The work of WHV is underpinned by a social model of health and a commitment to reducing inequities in health which arise from social, economic and environmental determinants. **For more information, visit www.whv.org.au**