

Equal Pay Day 2018

About the day

The national gender pay gap has reached its lowest level in 20 years at **14.6%**. So, this year, Equal Pay Day will be on **Friday 31 August**, marking the 62 additional days from the end of the previous financial year that women must work to earn the same pay as men.

Using the latest Average Weekly Earnings data released by the Australian Bureau of Statistics, the Workplace Gender Equality Agency (WGEA) has calculated the national gender pay gap as **14.6% for full-time employees, a difference of \$244.80 per week**.

Focusing on the barriers to achieving pay equity, we invite you to have an open discussion about Equal Pay Day via your communication channels.

Key facts

- The national gender pay gap is 14.6%. It has declined from 15.3% in the past 12 months.
- On average, women working full-time earned \$1433.60 while men working full-time earned \$1678.40.
- Full-time average weekly earnings difference between women and men is \$244.80.

In this pack

This pack provides promotional resources you can share via your communication channels including:

Electronic Flyer

[Download](#)

This flyer is suitable for printing and displaying in your office, sharing as an attachment or copied directly into the body of an email.

Social Media Post

We have developed graphics and suggested content for your social media pages.

In particular, we invite your organisation (especially your CEO) to participate in the selfie campaign (see examples).

We will be using the hashtags: #EqualPayDay #RemoveTheBarriers

Social Media Graphics

Click on the designed links to open in your browser and right-click to save the image.



[Facebook](#)

[Twitter](#)

[LinkedIn](#)



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Suggested General Posts

- A 14.6% #genderpaygap is a difference of \$244.80 in weekly earnings between women and men. Let's #RemoveTheBarriers to pay equity. @wgeagency #EqualPayDay
- I support #EqualPayDay because **[insert why you support Equal Pay Day]**. Let's #RemoveTheBarriers to pay equity. @wgeagency
- Australia's latest National Gender Pay Gap has been calculated by @wgeagency! A 14.6% difference in earnings shows women continue to face significant barriers to accessing pay equity. #EqualPayDay #RemoveTheBarriers
- We pledge to #RemoveTheBarriers to pay equity and end the #genderpaygap this #EqualPayDay. @wgeagency

Selfie Campaign Posts*

- Proud to be a Pay Equity Ambassador on #EqualPayDay. **[Insert sentence about why]**.
- We support #payequity because **[insert sentence about why]**. #EqualPayDay

*Accompany your post with a selfie of you with our signs provided in this pack

I support **pay equity**

Equal
Pay
Day



31 August
2018



#EqualPayDay

Why I support **pay equity**



I will address the barriers

