



The theme for Queensland Women's Week 2023 is **Empower her voice; secure her future**. The theme builds on the momentum achieved through last year's theme which called on women and girls to tell their stories as we strive for change. All of us now have a role to play in empowering those voices as we work together as a community to achieve gender equality.

The theme is a celebration of women and girls who have stood up to be heard and acknowledges the fundamental right of every woman and girl to equally participate and be safe in all areas of our society including education, the economy and workforce, politics and, importantly, at home.

Official Website: <https://www.qld.gov.au/community/women/events/queensland-womens-week>

Download artwork: <https://www.publications.qld.gov.au/dataset/womens-week>

We recommend utilising the official artwork for any social posts to enhance awareness of the theme. The below frame has been created to help you to add it onto any image you choose for the social media post.





To celebrate Queensland's Women's Week (5-12<sup>th</sup> MARCH) – we invite all clubs and regions to join us in celebrating these outstanding individuals or women's teams. Share a photo of them in action, showcasing what they do best. Please tag **#BaseballQWW23** so we can re-share your posts.

1. Image of them in action: Share a photo or video of the woman or girl in action on the baseball field or behind the scenes. This could be a shot of them batting, fielding, pitching, umpiring, scoring, working on the grounds or in the canteen or any other aspect of our baseball community. Make sure the photo is clear and shows them in their element.
2. Why they deserve recognition: Explain why the woman or girl deserves recognition. This could be because they've shown exceptional skill, leadership, or teamwork on or off the field. Or it could be because they've overcome challenges or barriers to participate in baseball. Share their story and highlight what makes them special.
3. How long they've been a part of the baseball community: Share how long the woman or girl has been involved in the baseball community. This could be their first year playing, coaching, umpiring, scoring or volunteering, or they could be a seasoned veteran who has been involved for many years. Highlight their commitment to the sport and the community.

Examples of copy for social media posts:

#### For an individuals

*"Happy Queensland's Women's Week! 🧢 We want to take this opportunity to showcase the amazing women and girls in our baseball community. From players to coaches, umpires to administrators, you are all essential to making our sport thrive.*

*Today, we want to recognise [name of woman or girl]. She has been a part of our baseball community for [number of years]. Her dedication and passion for the game is truly inspiring. She [insert reason why she deserves recognition - e.g. has won multiple MVP awards, volunteers for countless hours at the club, mentors younger players, etc.]*

*Thank you for all that you do, [name]! Thank you for being a role model for other members of our community, regardless of gender, those who look up to you are inspired by your dedication to the sport. Keep on shining! 🧢 "*

#### For women's teams

*"Happy Queensland's Women's Week! 🧢 We want to take this opportunity to showcase the amazing women and girls in our baseball community. From players to coaches, umpires to administrators, you are all essential to making our sport thrive. We want to give a special shoutout to all the amazing women's baseball teams in our region/state. Thank you for your dedication to the sport and for inspiring future generations of female baseball players.*

*Here's [name of team] in action. These talented athletes have been a part of our baseball community for several years and have worked incredibly hard to get to where they are today.*

*Let's celebrate and support our women's baseball teams today and every day! #BaseballQWW23 "*