

## Share the message

Key messages about Recognition Matters

### Primary messages

- The Order of Australia honours women and men whose actions have set them apart and enriched our society.
- Men have consistently received around 70% of honours since the awards were established in 1975.
- Increasing the number of women nominated for, and receiving an Australian Honour, will help shift perceptions of women in leadership.
- Recognition matters. Acknowledging the contributions of Australian women places women's achievements on the public record and creates more visible role models.
- Improve the impact and influence of an outstanding woman's work by nominating her for an Australian Honour. Get advice and assistance at: [vic.gov.au/recognitionmatters](https://vic.gov.au/recognitionmatters)
- You can make a difference and improve the status of all women by nominating an outstanding woman for an Australian Honour. You don't have to know them and anyone can submit a nomination. Get advice and assistance at: [vic.gov.au/recognitionmatters](https://vic.gov.au/recognitionmatters)

### Theme one: Nominating

- Nominating someone for an Australian Honour is easy. Anyone can submit a nomination and you don't need to know the person you'd like to nominate.
- Australian Honours are for people who are making an outstanding contribution to their community and the country. They're for people of all ages and all life stages, not just for those at the end of their careers.
- Nominating an outstanding woman for an Australian Honour can be more exciting if you do it in a group. You can share the work and the celebration.
- To get advice on submitting a strong nomination visit the Recognition Matters page on the Vic.Gov website: [vic.gov.au/recognitionmatters](https://vic.gov.au/recognitionmatters)

### Theme two: Recognition Matters

- Recognition matters, don't leave it to someone else – you can make a difference today by nominating an outstanding woman for an Australian Honour.
- I/We/[Name of organisation] is increasing the visibility of women by nominating outstanding women for an Australian Honour.
- The Recognition Matters website provides people with practical tools and advice on how to nominate a woman for an Australian Honour: [vic.gov.au/recognitionmatters](https://vic.gov.au/recognitionmatters)
- Recognition Matters is an initiative by the Victorian Government to increase the number of women with an Australian Honour.