I've always needed feminism, even if I haven't been acutely aware of it.

I have a university degree, I own my own car, pay my own rent and depend on no-one but myself.

To be honest, I never really thought about the fact I grew up not only wanting these things, but feeling entitled to them.

And not being forced into marriage, not being told I wasn't worth as much as a man - these issues never even crossed my mind.

But on Wednesday, I woke up to the news that West Australian women face the biggest pay gap anywhere in the country at 25.3 per cent.

That's the most damning statistic from the Committee for Perth's Filling the Pool report, which also reveals that if rates stay the same, it could take 300 years for there to be an equal number of male and female chief executives.

Committee for Perth's chief executive Marion Fulker said it was vindication for women who had always felt like things weren't fair.

"One of the very telling things about the report is that it starts at graduate level. Two people walk out of university with exactly the same degree, one's a man, one's a woman, and the woman gets paid 9.4 per cent on average less," Fulker said.

"And that's just totally inequitable. It's totally unfair.

"Women are guilty of having conversations with each other about how unjust things are, and now we've actually got some practical steps they can take to advance gender equality, not the least of which is to bring men they respect into the conversation."

It's hard to believe in 2015 that university-educated women in Australia are still facing incredibly high levels of subtle sexism and gender inequality in the workforce.

I never thought it would be that bad.

Neither, apparently, did the hundreds of women on social networking sites like Tumblr and Twitter, who proudly declare they don't need feminism.

#WomenAgainstFeminism. Yeah. It's a thing.

The movement, which gained traction last October, involves a selfie and a handwritten note stating reasons why they reject feminism.

Some of the reasons include that they're not man-haters, they support equality (which is apparently different?) and that feminism destroys traditional family values.

It makes Avengers actor Mark Ruffalo furious.

Gender inequality in WA but you don't think you need feminism?

He recently posted a rage-inspired Tumblr response to their anti-feminism selfies, declaring their rejection of the women’s movement was degrading to rape victims and suffragette pioneers.

Associate Professor Bev Thiele, who specialises in women’s studies at Murdoch University, says women who reject feminism aren’t seeing the bigger picture.

"Some of the people, who don’t want to be called feminists, do so, I think, because they don’t see themselves personally as having experienced discrimination," Thiele said.

"And they lack the imagination therefore to understand they may be privileged, but other people are not.”

But WA women have been rudely reminded that equality is, in fact, not a given in the workforce.

The Committee for Perth’s report encourages women to stand up for themselves, be more confident in their abilities and be more willing to push for pay rises and promotions.

Fulker says in schools, girls need to be encouraged to study more STEM, or science, technology, engineering and mathematics based subjects.

"It really is quite stark about how girls are raised – boys don’t cry, but girls do. So it’s something that starts in our childhood and comes all the way through," Fulker said.

"Girls are often told, don’t go for the hard subjects, when they’re just as capable."

There’s also a major problem with the availability of childcare, which can only be remedied by the government.

But women need to recognise the fight for equality is far from over.

Feminism is not outdated - we need it now more than ever.