

## **ASIA & PACIFIC REGIONAL CONFERENCE – AUCKLAND 9TH & 10TH April, 2016**

### **Notes thanks to Mona Townson – BPW Warkworth**

The parade of flags which were placed behind the speaker's podium was impressive and indicated just how many countries were represented at this Conference. The Minister for Women, Hon. Louise Upton officially opened the Asia/Pacific Regional Conference.

#### **HON. LOUISE UPTON.**

- If women are given equal opportunities and equal choices they will be able to lead independent and sustaining lives.
- Women are missing out on Leadership opportunities because of 3 problems:
  1. Unconscious bias.
  2. Employment & Employer attitudes.
  3. Lack of opportunities for work.
- Need to inspire women and show case success and inspire others.
- WEP has now got 1000 businesses signed up around the world. (40 in NZ)

#### **DR YASMIN DARWICH. (International President)**

- Membership has increased by 12 clubs.
- Need to work harder in advocacy in own country & Internationally.
- Time for action for all women to support all women.

#### **SUSAN JONES (Asia/Pacific Regional coordinator)**

- There are 4,000 members in 37 countries in this area.
- There are many cultures, religions, languages – there is huge diversity but all want equality.
- There are 4 new clubs being opened in Mongolia.
- PNG Club of 45 members held an International Day Breakfast where there were 450 guests. The proceeds went to fund scholarships for education.
- A Federation needs 3 clubs and a total of 1100 members.
- Need to work together with men to improve membership and the work for women output.

#### **GUEST SPEAKERS:**

##### **MATTHEW TUKAKI (an entrepreneur & activist)**

- CEO of 6 businesses and a decision maker.
- Elected into a position at UN 'Global Compact from 2010-2013

- Small business – most start at home as women want a lifestyle change. Women sell to women and women will employ women. New economy focused. Women start businesses from 34 –54 years of age.
- What stops us to motivate ourselves (generic, not gender)
  1. Procrastination leads to failure. 2. Failure happens but pick yourself up and do it again. 3. Prepare. 4. Stop thinking about the idea but write it down as a reminder that you need to do it. 5. You don't know everything – you are not alone. 6. Research – if people do not buy what you want to sell, change it so they will buy it. 7. Don't build an 'item' and hope the buyers will come – build it because they want it and go and lead the people to you. You must go to your audience and convince them.
- Women need to create a movement and then there will be change because of the momentum.

#### **DR YASMIN DARWICH (international President)**

- Women have an untapped productivity – 50% of the world's.
- There are discriminating laws such as heritage, not allowed to own property, business customs.
- The earnings of a self-employed woman are 60% less than a man. Women create jobs, they are innovators and contribute to the GDP – the same as male entrepreneurs. This could double.
- The solution is education, support and connections.
- BPW membership in 110 countries is 35,000 members. The goal is to increase by 10% each year. Italy has 11,000 members, Australia 400. Creating promotional videos.
- Need to get young people engaged with BPW. They need to get financial support to attend conferences. 10 scholarships from Federation for the UN CSW60 last month. A start.

#### **DR AMANY ASFOUR (Vice President membership)**

- BPW Clubs need to be substantial and aware of BPW objectives & constitution.
- The members are the soul of the organisation and need to have ownership.
- Have services for BPW members – they need to be developed.
- Marketing, branding and visibility of all BPWs important if to get members.
- Have a promotions and friend and fellow programme for support.

#### **DR ARZU OZYOL (Vice President of UN)**

- BPW Have developed an on-line orientation for members before they attend UN. There are 10 modules. This has been shared with NZ Ministry delegation.

- Water is on the global agenda and so we need women involved in the water diplomacy.
- Africa has started to enact legislations to prevent child marriage and 20 states are asking for equal pay for equal work.
- Need to get women on Boards to influence and impact society.
- Good governance is evaluating and monitoring advocacy performance.

#### **CATHERINE BOSSHART (International Executive Secretary)**

- International BPW website is not working – much money and time has been spent on this issue.
- Geneva 2/3 of UN Conferences held here; BPW have 5 representatives in Geneva; there are 9,400 employees of UN.
- Role of BPW at UN – consultative status at ECOSOC (Economic Commission). We are able to delegate permanent representatives to the different UN agencies; can make oral and written statements; discuss draft shadow reports if invited.

#### **ANNETTE LU (BPW Taiwan and was Vice President of Taiwan for 2 terms)**

- It is time for women to lead the nation and the world. Need to put vision into practise.
- Taiwan has the first lady President and 38% of MPs are women.
- The system is that one man and one woman nominated for both the President and the Vice Presidents positions.
- Need the feminisation of civilisation – the ‘She’ century.
- It is important to work towards political, economic, and social empowerment for women.

#### **DANIELA RIGASSI (task forces and BPW Action)**

- Any member can propose a project but must have it approved by their club and federation before they can apply to the International BPW organisation for funds.
- At International level you get support from BPW, exchange ideas and experiences with other experts and get international attention. There is provision for support in administration and project management advice.
- BPW have a strong voice at UN and you will get a higher level of International influence.
- To be supported by BPW International you will need an action plan and an annual report. There is no financial support and the working language is English.

#### **FREDA MIRIKLIS (Past International President)**

- The system unconsciously excludes women and so we need to consciously include women to make it a level playing field.

- Need to rewrite the rules and develop a bigger vision. WEPs are helping women.

**ARANCHA GONZALEZ (Executive Director, International Trade Centre, Geneva)**

- “She Trade Campaign” a necessity for inclusive economic development.
- Only 1 in 5 small businesses owned by women. She Trade wants 1 million women in markets.
- Need data in order to share the knowledge.
- Better Trade policies need to be developed.
- Women need to use the market of 15 trillion.
- Use the technique of procuring co-operation.
- Need to set up mechanisms to support women in business.
- Be aware of supply constraints for women.
- There are credit limitations for women.
- Land rights are also an issue.
- She Trade are developing a website to find women who can become part of it.
- There are 8 areas of work for She Trade (some are textiles, tourism, hospitality, apparel etc.)
- WEP – need more businesses to sign up to these principles because they support women and this benefits communities and societies. They are more productive, diverse, competitive and the employees are paid more.

**PANEL: LADDER TO SUCCESS.**

**HON.LOUISE UPTON (chair)**

- There are challenges when the rung on the ladder breaks and you need to think out a new pathway.
- You need to use the circumstances to your advantage.
- There is no word such as ‘no’. You need to develop a determination gene.
- Attitude and determination are very important.

**KETLIN TACKMAN - FINLAND (Young BPW International)**

- Wants to show sons that she can do what she wants to do and achieve.
- Does the best she can but on occasions she fails but carries on.
- Advice – never say ‘no’. Get new experiences.

- Learn a day at a time and enjoy life.

#### **OTOHA HAYASHI – JAPAN**

- She is an international funding consultant but this took time as trouble with visas.
- Talking to members of BPW inspired her to rework towards her goals and not give up.
- Given support and mentoring.

#### **VIVIEN YEUNG – NEW ZEALAND (Young BPW NZ)**

- A chemical engineer at Fonterra working in a male dominated environment, which involves working in shifts.
- Goals change as you grow up
- Shared passions and success with networking at BPW got her job.
- Success is not a career but the journey.

#### **DR YASMIN DARWICH (International president.)**

- Became more aware of the need to be socially aware and responsible as she became an adult.
- Men have to recognise your profession (doctor) but want to diminish your position. Do not allow this to happen.
- Through BPW she got friends, personal growth and learnt about technology.

#### **NOK VIRAVAN (Past International President)**

- Joined BPW to make friends. Got mentoring about UN.
- Have faith in the decisions you make and eliminate the problems.
- Help women to help themselves – money does not have to be involved.
- ‘Give me a chance and I will make you shine’
- Help people climb the ladder of success.

#### **PANEL: SHIFTING THE NORMS IN BUSINESS TO CREATE CULTURAL EQUALITY.**

#### **DR CHEILLIE SPILLER (Assoc. Dean Maori/Pacifica, School of Business, Auckland University.)**

- Need to have work experience and education to be a success.
- Maori women are the 3rd most entrepreneurial in the world. \$46 million and growing.
- Unique values with their relationship with their culture.
- This leaves people in better shape.

- Have a respect for their spirituality.
- Purpose of their businesses is to create wellbeing in the social, economic and environmental worlds.
- Concerned about “who we are becoming along the way”.

**TRIENA ONG (Singapore Council of Women’s Organisations.)**

- Women entrepreneurs are leading the change as female roles are changing.
- Association for South East Asia involved with 10 countries. Run by women for women.
- Facilitate women in companies – they can go on line and ask for financial help and get \$200,000 in half an hour.
- Need support, networks and connections to develop Association.
- The universities are collaborating by developing an ethnic master’s degree.
- In Singapore there are 4 official languages and 4 religions.
- Discrimination in the work place in decline. The problem is political and not cultural.
- Need to promote equality through the community issues – supply of raw materials and items for sale.

**BERLINDA CHIN (Director of the Office on Ethnic Communities, NZ)**

- There are 213 ethnic diverse people living in NZ & there are 196 countries represented in NZ. The world is coming to New Zealand.
- There are 60% of these ethnicities living in the city of Auckland.
- Many ethnic women come into NZ on the ‘coat tails’ of their husband and although highly educated are unable to get a job. Don’t give up. One over qualified woman started her own business and now employs 80 people and has 3 business outlets.
- An ethnic Women Leadership programme called ‘Trail Blazers’ is giving insight into the business framework in NZ.
- Women need to learn how to conduct themselves in business – the process & the procedures.
- There is a resilience and determination to survive.
- Need to make the cultural diversity a positive aspect of business.
- Redefine what is ‘normal’. Diversity is success.

**PANEL: THE POWER OF ACCESS.**

**MICHAEL BARNETT (CEO Auckland Chamber of Commerce)**

- There are 200 million women in the world – a hidden force for business.
- Need to walk the talk as far as words such as ‘equality’, ‘quotas’, ‘preference’ as we do not deliver.
- Equal access to education etc. is the only way to make the world sustainable.
- Enterprising developments need to consider the supply chain in order to empower women.
- Governments need to reconsider trade agreements against women.

**ARANCHA GONZALEZ (Executive Director, International Trade Centre, Geneva)**

- Role of trade needs to be connected the demand with the supply. You need to be able to compete. and to be aware of the constant change and the need to adapt.
- Look at politics. Regulate the market for hidden bias and hidden discrimination.
- Need to have trade & marketing intelligence. Knowledge is important.
- Work on being competitive and up your game. Access to credit can be a problem.
- Must be able to sell your goods and so be connected to the market. Meet with clients and be on line.
- Adopt a value chain approach. In some countries women are forced to wait to get ‘Certificates of Produce’. Gender issue.

**ANNE TESCH (Executive Director WEConnect International Australasia)**

- Need to foster a trade environment so women can partner with different countries and communities. Have a data-base so that you are able to connect with larger businesses. Add value and both parties win. With only 1% in corporate businesses.
- Most women fit into micro businesses. Can create economic prosperity chain by connecting into the global supply and efforts.
- Lots of potential but effort needed to happen to make a sustainable community.
- Be certified by WEConnect and be part of the global network but there is a stringent audit process. The business must be owned by a woman (51% at least).

**CAROL HANLON (BEGlobal)**

- By creating women businesses they get economic empowerment.
- Need to provide them with the skills and show them how to build relationships as many of the women work at home. Don’t know what you don’t know.
- There is a barrier of time poor family commitments. Also a lack of confidence to grow which impacts on self-esteem.

- Women work in business but not ON business.
- At BEGlobal you can be trained on line with 3 seminars each month. Have to pay but get some sponsorship.
- Get access to global supplies & markets. Also gain promotion.
- Able to see what competitors are buying – do you need to change direction.
- There are 3 billion consumers on our doorstep.

#### **PANEL: THE POWER OF INCLUSION**

##### **DANIELLE SCHOFIELD (Young BPW & Coca Cola Amatil NZ)**

- Gold Sponsor Coca Cola has 1,000 employees and signed up to WEPs.
- Embrace diversity and gender equality through action, mentoring and reporting.
- There is a 1.4% pay gap but managers receiving 'un-bias' training.
- Need discipline – rule your mind or it will rule you.
- Diversity helps to reinvigorate personal growth through networking and the sharing of knowledge.
- Find your passion, back yourself & get support.
- Always look to the future.
- Look deeper and creatively to use information & intelligence.

##### **MATTHEW TUKAKI, (CEO & founder of Entrehub.org)**

##### **DR JACKIE BLUE, (NZ Human Rights Commissioner for equal Employment opportunities) MYRNA TANG-YAO, ((CEO Richprime Global & Chair Philippine Commission on Women)**

##### **SINA WENDT-MOORE, (Chief Executive of Leadership New Zealand)**

Combined comments:

- You need to prove that you are better than a man to be accepted.
- Need a vision to achieve what you want.
- Need great leadership to bring through Women in business & politics.
- Need to acknowledge discrimination and diversity of women and use this to advantage.
- If you are in politics and in the Cabinet they don't look to see if a person is qualified for the job. It is up to the person to make themselves heard.



- The change of attitude comes from the CEO but must be checked to see if the change is happening at all levels in the company.
- Need to bring diverse leaders together in order to be successful
- Trudeau (Canadian Prime Minister) had to ask up to 14 times for women to take up the mantle of politics before they made a decision to be involved.
- Younger men are more accepting of the changes in society but older men have an 'attitude'. Women need to make men realise that we are equal and drop their bias in order to have a gender equal partnership.
- Boys are feeling that girls are too strong! We need a balance.
- Having difficulty of getting a job for your business because you are a woman – need 'to dance with them'! Say yes but add a suggestion and they will have to follow.
- The Union needs to represent the gender makeup of the people they represent, as this is not reflected in their organisation. Need to mentor the women and have an affirmative policy. This will power women economically.

**PANEL: MY COUNTRY, MY VOICE.**

**RASILA HAMZAH (BPW Malaysia)**

- 7% of women are sitting on Boards – not enough. The Government encouraged to put a quota to get more women on Boards.
- New BPW club being developed in Kuala Lumpur.
- BPW is invited to all the Government forums.
- 50% women work in Embassies but leave after 5 years for family reasons. Need to be retrained.
- The future in 10 years' time wants to see 50% of women on Boards, Young BPW members in senior management levels and have BPW members coming from the schools.

**JASMYN MUMME (BPW Australia)**

- Leading strong women makes you stronger. Governance has value but do not need restrictions.
- Hard to find BPW information on the web site.
- BPW has a target to put 6 young women on the BPW Board for a year.
- Pay gap exists need to inform people. Often in businesses the women do not pay themselves a wage!
- There is a barrier for older women to stay in work.

- Getting data from 100 employees to get knowledge and use it effectively.
- There are pay forums being held at Universities.
- In 10 years' time would like to see women in power in all areas of life and show that women are equal.
- Opportunities are limited by your own passions.
- Women need confidence which comes from knowledge and skills. Need good communication skill and mentoring to lead to gender equality.

#### **VICKY MEE (NZ President)**

- How can one person change things? Through personal connections.
- People need to be asked to help and they will generally respond.
- Problem with Zero Hour contracts but now has been rectified.
- WEPs now in 40 businesses but developing a new tool kit about 'How to do it'
- Problem with how you value different jobs – structural discrimination.
- In 10 years' time see equal equality and gender balance in NZ.
- Hold Leadership forums for other communities in the country.
- Check and see how many companies have signed up to WEP.

#### **SUSIL NELSON (BPW Papua New Guinea.)**

- It is a positive inclusive club where the President has a PNG President which is a positive role model for other young women.
- There are lots of opportunities for women because of their association with BPW.
- When women get into a top position they help other women to achieve.
- This club has lasted 45 years because they have prepared young people through a mentoring programme for work and presented scholarships to the community for education and livelihood skills training.
- Getting IT training and equipment into the schools.
- Need to focus on education and health policies.
- In 10 years would like to see an equal spread of BPW members in their four regions with active, vibrant membership.
- Need more Young BPW members – have 333 student members at the moment. Has a succession plan for someone to successfully take on the mantle of PNG President.

## **COMMENTS FROM INTERNATIONAL CLUBS.**

### **AUSTRALIA**

Members 410, clubs 20, Geelong Conference this year.

### **JAPAN**

Involved in education & training a young BPW member for UN. Have taken equal pay action.

### **KOREA**

450 members, 24 clubs Started in 1968. The Gold award for environmental issues presented to a male CEO. Mentoring programme for children Have a high school programme. Involved in WEPS.

### **MALAYSIA**

35 members. 5 new clubs with 1 in Kuala Lumpur to start soon. Problems of funding and time constraints. Need branding. Forming a club in Cambodia, Brunei and Myanmar (3 new countries).

### **NEPAL**

195 members 13 clubs. Working on abuse and sexual harassment which starts at home and goes to schools. "We fell but we stood again even more united."

### **NEW ZEALAND**

316 members, 2 new clubs. Equal pay action, zero hour change in Government's policy, collaboration is our key with BPW being a leader in the pack.

### **AMERICAN SAMOA**

31 members, 1 club. There is lack of Government support for women. Working on breast awareness issues.

### **PAPUA NEW GUINEA**

70 members with 200 students. Involved in livelihood skills training for the disadvantaged. Have education scholarships for girls and women.

### **PHILIPPINES**

Advocate for networking and mentoring of local and national women issues. 1000 women being helped with a project where 60 goats are (2 are male goats) given to the community. They eat grass and they get milk.

### **SINGAPORE**

100 members, 3 clubs. The Federation involved in international events – Cedaw shadow reports. Working on equal pay and have a skype mentoring project. Reach out to media. Use social media for networking with other clubs.

**SRI LANKA**

33 members but 5 members inactive. Concerns about water issues.

**TAIWAN**

360 members, 9 clubs Host a series of women empowerment workshops. Donate funds to Nepal Have International participation. Have a national security workshops.

\*\*\*\*\* Please note that this report is my take on the Asia-Pacific Regional Conference and no doubt many of you will have notes to add to these. I did not attend the last session on Sunday afternoon after the afternoon tea, and I did not attend the two dinners on the Saturday and Sunday evenings.

**Mona Townson.**

**Warkworth BPW**