



# BPW New Zealand

*“advancing the interests of working women”*

Theme for the Year “New Dimensions of Leadership – for the Future”

March 08 Circular

## EUROPEAN COMMISSION

### Gender equality in decision-making is a world issue

At the Fourth World Conference on Women, held in Beijing, China in 1995, 189 states adopted the Beijing Platform for Action, which is considered as a milestone for the enforcement of women’s rights across the world. The Platform for Action outlines twelve critical areas of concern where the violation of women’s rights and gender inequality persist, and proposes strategic objectives and actions for each area.

One of the areas of concern identified at Beijing was the under-representation of women in the decision-making process. Despite increased democratization over the preceding decade, it was recognized that there had been little progress in improving the participation of women in decision-making through the attainment of political power or of achieving the target endorsed by the United Nations Economic and Social Council of having 30% women in decision-making positions by 1995. Indeed, at the time of the conference, the share of women in national parliaments across the world was only just over 10%, slightly lower than it had been eight years earlier. Since that time, there has been a steady, if slow, improvement so that by July 2007 women accounted for over 17% of members of national parliaments globally.

Although there remains much to do, the situation in Europe is better than in most other parts of the world and across the EU in the fourth quarter of 2007 there was an average of nearly 23% women in all houses of the national parliaments. Strikingly, the Nordic countries lead the way for gender equality in the political arena and now have parliaments comprising an average of over 41% women. At the other extreme, the average level of female participation in politics remains at less than 10% in the Arab states, though it should be noted that this represents a three-fold improvement from the level of just over 3% in 1997.

The focus of this report is on the gender balance in senior decision-making positions in the political, public and economic domains. Yet in all cases, these senior people have to come from somewhere – they need to be equipped with the skills and experience, through their education and career, to take on such responsibility. Hence the Beijing Platform for Action identified two key objectives for improving the situation of women in power and decision making – firstly to ensure equal access to and full participation in power structures and decision-making, but equally to increase women’s capacity to participate in decision making and leadership. The participation of women in higher education and responsible jobs therefore represents a background potential from which some can – given the right opportunities - move forward into key decision-making positions.

In some parts of the world, access to education remains one of the barriers to the promotion of women to senior positions but in the EU this is not the case - in most Member States, more women than men reach a high level of education. In 2005 just over 80% of women aged 20-24 had achieved at least an upper secondary education compared to just under 75% of men, and at first degree level, 59% of graduates are women. However, this pattern is not consistent across all fields of study and women remain under-represented in some technical fields (engineering, mathematics, science and technology) and, therefore, from the pool of prospective decision-makers in these important areas. Moreover, the representation of women declines with further degrees and later through the academic career path such that in 2004, 85% of full professors were men and just 15% women. In the labour market as a whole this pattern is repeated, though to a lesser extent, with the share of women in top-level positions (legislators, senior officials and managers) failing to reflect the share of women with higher education background. There is some slow progress, with the share rising from 30.5% in 2002 to 32.6% in 2006 but it still means that there are more than twice as many men as women in top-level positions across Europe.

For more information google European Commission Report-Women & Men in Decision-Making 2007:

**Also in this circular,** President Message, International snippets, What's new on the BPW Website? Congratulations, Conference Reminder, Changes to the Minimum Wages, Charities Commission Changes. Congress 2008, NHTW, Global Summit, Unpaid Work, Marketing Tips, Family Friendly Job Policy

## **President's Message** - Faye Gardiner - President BPW NZ

Kia ora tatou, greetings to all BPW members and friends.

As I write this message the golden summer is still with us, to the delight of most of us, and the desperation of those for whom the drought is drying up their livelihoods. I drive to Huntly to the conference committee meetings and I have never seen the Waikato so dry. When the change to winter comes it is going to be a shock but a welcome one if it brings rain to the farms.

One of the joys of summer is outdoor barbecues with friends. Penny and Lee Stevens hosted a very pleasant occasion to thank all the supporters of the Rua and Clarrie Stevens Trust. I was asked by Ellen McCrae, chairperson of the Hew Horizons for Women Trust, to attend in her place. This was very appropriate, as BPW NZ was one of the founders of New Horizons, and has contributed to the Scholarships Fund in the past. It was very humbling to hear the stories of the beneficiaries of the Steven's Trust and appreciate how much difference a relatively small grant can make to some community projects. The Stevens Trust supported the BPW NZ 2003 conference, from the workshops of which came the Refugee and Migrant Women's Resettlement Issues Booklet. This resource has been widely used by many community organizations who work in this field and we are very grateful to the Stevens Trust, and to Lee and Penny, for supporting that project.

Early in March I attended the Auckland International Women's Day Breakfast and was privileged to hear Mai Chen speak about "Dignity and Justice for All". Born in Taiwan, and later growing up as part of the first Taiwanese family in the South Island, Mai experienced discrimination not only as a girl, but also because she was Chinese. It made her determined to do all she could to ensure dignity and justice for all and led to her becoming a lawyer. Her message to all who have suffered discrimination was to see the power that it brings in the sensitivity you have developed to discrimination and your intolerance of it, in the desire you have to champion those who are discriminated against, and in the energy and determination that it has created in you to try and make a difference and to make the world a better place. Mai said her problem was she had always expected to be treated on merit, and hoped that one day that would not be a problem for any one any more.

This time next month Conference will have been and gone – have you registered and booked your accommodation yet? This is looking like being one of the biggest conferences in recent years, with an exciting line up of speakers, so don't delay. You will receive the Conference papers and information booklet in early April. Read them, come prepared, you will get as much out of Conference as you put in. See you there.

## **President's Calendar 2008**

March	28	BPW Hibiscus Coast Award Dinner
	31	Conference Committee Meeting, Huntly
April	5	Executive Teleconference
	5	BPW Kaitaia 20 <sup>th</sup> Anniversary
	8	Conference Committee Meeting, Huntly
	9	BPW Tamaki Meeting
	14	Conference Committee Meeting, Huntly
	25-27	Federation Conference, Hamilton
May	1	BPW Auckland Meeting
	14	BPW Tamaki Meeting
	24-25	Executive Committee Strategic Planning Weekend
June	11	BPW Tamaki Meeting
July	8	BPW Mana Meeting, Speaker

### **Days to Remember**

April 7 World Health Day – Protecting Health from Climate Change  
April 28 World Day for Health & Safety at Work.  
May 1 International Labour Day  
June 17-23 Volunteer Awareness Week

### **Congress October 2008 Mexico City** - Chonchanok Viravan - BPWI President 2005-2008

The web site of BPW International Congress was launched on 8 March 2008. You can access this Congress web by clicking Congress ad from 1st page of [www.bpw-international.org](http://www.bpw-international.org).  
If you can promote this among members of your club or Federation, I would appreciate that very much.

The forms related to Congress can be downloaded from <http://www.bpw-international.org/XXVI-congress/forms.htm>

These include:

- \* Congress Registration form
- \* Hotel Registration form from Gran Melia Mexico Reforma hotel
- \* Nominations, Resolutions, Constitution Amendments forms (earlier problem with the MS Word version of the forms have been corrected).
- \* Credential form
- \* Application for Financial Assistant forms

Please remember that deadline to submit nomination for various executive posts for 2008-2011 triennium, for proposing resolutions and for proposing constitution amendments is 24 April 2008. The deadline for Financial Assistant application is 24 May 2008. The deadline for early registration is 24 June 2008.

### **Have questions about Congress?**

We have set up [BPW-Congress-26@googlegroups.com](mailto:BPW-Congress-26@googlegroups.com), a new Google Group which people can e-mail Congress registration form or send in questions regarding Congress. When you send e-mail to this address, all the staffs at the President's office who handle Congress matters will receive your mail. More information will continue to be added to Congress web site such as airline discount, pre-/post-Congress tour. President's office will keep you inform.

### **Keys to Achievement Program** – Gwendolyn Needham Programs Convener

Australia's successful personal and professional development program – **Keys to Achievement** will be launched at Conference in Hamilton this month.

Its young promoter and outstanding young woman, **Alicia Curtis**, will be there in person to inspire and challenge us into action. ([www.aliciacurtis.com](http://www.aliciacurtis.com))

**Our goal-oriented and effective President Faye** has done the hard background spadework, adapting the KTA booklet into New Zealand-speak; it will be printed and available to all at Conference. A great achievement!

**With KTA**, members work through a structured series of tasks to achieve key career and business skills, within BPW; and receive accreditation at three levels – bronze, silver, and gold.

**Yes, get excited! Individuals will benefit; and Clubs will benefit.**

### **BPW Japan Invitation**

President Nobuko Kurosaki, BPW Japan, would like to invite you to attend BPW Japan 50th Anniversary event in Tokyo on 14 June 2008. Should you like to participate on this special event, kindly contact President Nobuko directly at [nobuk9016@trad.ocn.ne.jp](mailto:nobuk9016@trad.ocn.ne.jp)

Any one travelling to Japan at this time may like to attend this.

## **Cervical Cancer Screening**

Increase in numbers being screened for cervical cancer. The number of women getting screened to prevent cervical cancer has increased following the launch of a national campaign. An average of 3635 women have enrolled in the National Cervical Screening Programme each month since the campaign was launched last September. This is an increase of 4 percent compared to monthly enrolments for the previous 12 months. The campaign includes television, radio, and print advertising and has a particular focus on Maori and Pacific women as they have lower screening rates.

### **1<sup>st</sup> VICE PRESIDENT – MEMBERSHIP – Barbara Clarke**

In the March mail out you will have received a template for a data base for your club, from Vanessa Simpson, Data base convener.

One of my real frustrations has been getting a handle on the exact membership of BPW at any particular time.

If your club saves this template you can use it on an ongoing basis to keep Vanessa informed of New Members, those who resign and any changes to contact details that members may give you.

Vanessa is asking that every club completes this and returns it to her ASAP.

Your club returns will have been completed at the end of March so you should be right up to date.

Please also note the column to identify members who are under 40. This is to help Rachael Clarke Young BPW Convener also get a better understanding of just how many Young BPW'S we actually have.

Another reminder for those clubs who have yet to make a return for the **Triple Crown Membership**. The end of July is the last opportunity to go in for draw for tickets to International Congress, if an individual member has been responsible for introducing 10 or more new members over the last three years.

### **Unpaid work – QuickStats**

About Unpaid Work from Statistics New Zealand looks at the unpaid work of adults (aged 15 years and over) who usually live in New Zealand.

The information is based on New Zealand's 2006 Census of Population and Dwellings. Respondents were asked to provide information about their participation in unpaid work in the four weeks prior to the census.

Unpaid work, as measured in the 2006 Census, can be broken into three broad categories: unpaid work that occurs within the household; unpaid work that occurs outside the household; and other voluntary work through an organisation, group or marae.

QuickStats tells us:

- 92 percent of women engaged in unpaid work in the reference period compared with 86 percent of males.
- 35 percent of females looked after a child living within their own household, compared with 27 percent of males.
- 9 percent of females looked after someone in their own household who was ill or disabled, compared with 6 percent of males.
- 21 percent of females looked after a child who did not live within their own household, compared with 6 percent of males.
- 66 percent of those helping someone who was ill or who had a disability living outside their own household were female. Maori and Pacific females were significantly more likely than females within any other ethnic group to care for others living within their own household.
- 51 percent of Maori women and 48 percent of Pacific women cared for a child living within their own household, compared to 35 percent of females across the population overall.

More information can be viewed at [www.stats.govt.nz/census/](http://www.stats.govt.nz/census/)

## **Women on the Move**

Congratulations to the 77 women who received a New Year's Honour.

Nominations for the 2009 list are open until 1 August. For more information please go to [www.dpmc.govt.nz/honours/lists/index.asp](http://www.dpmc.govt.nz/honours/lists/index.asp)

Pauline Winter has been reappointed as Deputy Chief Commissioner of the Transport Accident Investigation Commission.

New District Court Judge, Maree Mackenzie, is a young appointee to the bench at 41 years old. Judge Mackenzie is working in the Family Court jurisdiction in Rotorua.

Dr Sarah-Jane Paine and Dr Lynne Pere have received postdoctoral fellowships from the Health Research Council of New Zealand to develop the Maori health research workforce.

The John McLeod Scholarship for Maori studying health and disability issues has been awarded to Rauroha Clarke (a former Plunket nurse who is in her second year of training towards a nursing degree) and Catherine Waetford (studying for a Masters in health science and Maori health).

Jill Pettis, MP, has been elected as the new chair of the New Zealand Parliamentarians' Group on Population and Development. The previous chair was Hon Steve Chadwick who resigned following her appointment as a Cabinet minister.

The new Kaihautu (Maori leader) for the Museum of New Zealand Te Papa Tingoorua is Michelle Hippolite.

Trudie McNaughton has been appointed Pro-Vice Chancellor (Equal Opportunities) at the University of Auckland. In this position, Trudie is charged with fulfilling the University's commitment to equity in employment and education.

## **The New Horizons for Women Trust - Board of Trustees**

I am pleased to announce that the New Horizons for Women Trust have accepted the following nominations for election to the Board of Trustees.

Sherrill Dackers - Rural Women New Zealand

Tangi Tipene - Council of Trade Unions National Women's Committee

Mary Trounson - NZ Federation of Graduate Women Inc.

Pat Sivertsen - NZ Federation of Business and Professional Women Inc.

Lyn Dowsett - The NZ Association of Women in the Sciences

We extend our sincere thanks to all nominating organisations for their continuing support of the Trusts work. Our AGM is scheduled for 4th April 2008 when the new Trustees will be formally elected. It is very gratifying to have such exceptional women willing to have their name put forward and of course selection is always a difficult. The 2008 - 09 Board is widely representative of our nominating organisations with the following Trustees remaining on the Board

Magila Annandal - YWCA (and PACIFICA affiliation)

Sharon Evans - Life members of the former Society for Research on Women Inc. in consultation acting as a group

Jennifer Jones - Women's Studies Association (NZ)

Margaret Lees- Zonta International District 16

BPW New Zealand extends their congratulations to Pat Sivertsen who is our representative on the Board and to Lyn Dowsett who is the incoming Chair of the board. Both Pat and Lyn belong to BPW Dunedin.

## **BPW Products Catalogue now on the Website** – Colleen Brooker Product Manager

Don't wait until Conference to see what products are available for purchase for gifts and personal use. Check out the catalogue of BPW products on the website. [www.bpwnz.org.nz](http://www.bpwnz.org.nz) (email Elizabeth Horrell for the password to get to the Members Only section if you haven't got it).

Use the order form to email your order to Colleen Brooker before Conference and the products will be in Hamilton for you to collect.

## **Conference Update** – Claire Gregson Chair of Conference Committee

Registrations have come in so thick and fast to the extent that the hotel is booked out and we are impressed - at the number of overseas people coming.[It was unexpected as well] The hotel is sending people to the hotels that are near and will pick up people to bring them to the conference if needed.

The conference books are nearly ready to be sent out and this year the Conference Planning Committee have produced an information booklet which will also be sent out with the book. All Clubs should expect them to arrive at the beginning of April.

Don't forget to get out your family War Medals to wear on the Saturday evening along with wearing anything with a military style.

## **Global Summit of Women 2008 in Hanoi, Vietnam on June 5-7, 2008.**

The Global Summit of Women is pleased to invite members of BPW New Zealand to join the Global Summit of Women 2008 in Hanoi, Vietnam on June 5-7, 2008. The International Federation of Business and Professional Women is a Global Member to the 2008 Summit and IFBPW President Chonchanok Viravan is a member of the International Planning Committee to the Global Summit of Women. We have been delighted to have strong representation from throughout BPW chapters in past Summits and hope to have a significant number of representatives from BPW clubs in the Asia Pacific region at the 2008 Summit.

Now in its 18th year, the Global Summit of Women is an annual event that provides a forum for women governmental, business, entrepreneurial, and non-governmental leaders to exchange strategies and solutions to accelerate women's economic progress. The Summit also showcases women's talents and notable achievements and has established a reputation for the high calibre of its speakers, presenters, and most importantly, its participants. The 2007 Summit in Berlin brought together over 1,000 women leaders from 95 countries around the world, including 44 women government ministers of various portfolios.

We would also like to invite your organization to become an International Partner to the 2008 Summit. As an International partner, the Summit will list your organization in its brochure, program, and web site, [www.globewomen.org](http://www.globewomen.org). The major responsibilities of International Partners are to disseminate information about the Summit through newsletters, web sites, scheduled mailings and meetings; to send a ?delegation? of your members, if possible; and to provide suggestions of women leaders to speak at the Summit.

For further information go to- [www.globewomen.com](http://www.globewomen.com)

## **BPW Germany** - President, Dr. Bettina Schleicher, BPW Germany e.V.

BPW established in Germany the first Equal Pay Day on April 15th against the pay gap, which is 22%. Business And Professional Women Germany are committed to equal pay coordinated activities to raise awareness about how to solve wage inequity in Germany and there will be various activities and events in more than 25 cities through the whole country on April 15<sup>th</sup>. The online portal [www.equalpayday.de](http://www.equalpayday.de) is already on air with resources, FAQs and quotes from the corporate and the political world.

## **Top Ten Marketing Tips** - Pat Sivertsen, Marketing Convener.

Yes, I know, last month I said that I was writing a series of articles on jargon. However, I've realised that the year is disappearing very fast and this is my last article as marketing convener. So here is a roundup of my favourite tips. Not in any particular order.

1. Roll out the welcome mat. Value your existing members. Nurture new members. Look after and follow up visitors.
2. Market with email. It's transformed the way we share information with members. Use it also to attract new members.
3. Talk up your club. Speak up and speak out about the benefits of BPW membership.
4. Use the power of branding. A brand which is widely known in the market place gets brand recognition. Get the BPW brand out there by using it to brand your club letterhead, newsletter, business cards etc. BPW templates are on the website.
5. Be persistent. Marketing is 1% brilliant ideas and 99% plain old fashioned stickability.
6. Find mentors for your club. It's what good small businesses do.
7. Make a list. If you do no other planning this year – make a list of your goals big and small. Keep it top of everyone's mind and celebrate your achievements as you cross them off.
8. Find out how others think and talk about your club. Do you like what they say? If not, work out how to change your positioning.
9. Make your newsletter a shop window for your club. Modern, interesting and informative. Send it to as many people as you can.
10. Use every opportunity for free promotion and publicity.

My last task as Marketing Convener is to provide on-line marketing resources for clubs. I'll tell you how to develop and implement a Marketing Plan and many of the circular marketing articles from the last two years will also be available.

## **Family Friendly Job Policy Challenge** - Human Rights Commission

Women should be asking all political parties in an election year about their family-friendly employment policies, says EEO Commissioner Dr Judy McGregor.

"Women who are currently not eligible for paid parental leave, such as casual and seasonal workers and people with more than one job, will want to know where politicians stand on extending the scheme to cover them," she said today. "It is grossly unfair that seasonal workers who might have two employers in a year but are otherwise eligible don't qualify. The problem around eligibility could be very easily cured by using workforce attachment not a single workplace as the entry point."

The Human Rights Commission is urging all parties on International Women's Day to include widening the eligibility criteria of the paid parental leave scheme in 2008 party policies and election manifestos. "This would enable voters to make informed choices later in the year", says the EEO Commissioner.

The EEO Commissioner and other groups want the eligibility criteria for paid parental leave to include many low income working mothers currently excluded. Many of those who miss out work in agriculture, horticulture and forestry.

Widening eligibility would also provide paid parental leave to mothers who work in casual and temporary employment between having their first child and subsequent children.

The EEO Commissioner, Dr Judy McGregor, also supports a new paid parental leave entitlement for fathers to address the concerns of some men's groups about men's primary entitlement. If there was a separate entitlement it would help fathers take leave regardless of whether the mother has paid parental leave and support men to be more involved in family care.

"Ensuring fairness in the paid parental leave coverage of working families should be a No. 1 priority to remedy an obvious anomaly. Some women are being discriminated against just because they work for more than one employer at a time. This is happening when non-standard work relationships are common and employers are crying out for staff."

She said New Zealand could feel proud of the fact that it had extended paid parental leave to self-employed women who often work for more than one client. "Surely that makes it ridiculous that a mother who works for more than 10 hours a week for several employers is excluded from paid parental leave."

The battle to extend paid parental leave has been supported by the Families Commission, Rural Women of New Zealand and the National Advisory Council for the Employment of Women (NACEW) among others.

In 2007 MP Dr Nick Smith lodged two complaints to the Human Rights Commission on behalf of a Nelson constituent claiming discrimination on the grounds of sex and of employment status but neither complaint could be progressed under the current Act.

*I found this poem while going through some old papers of my in-laws. Since it is ANZAC day this month thought I would share it with you all. - Elizabeth*

### **Yanks May Come and Yanks May Go** - Written by a soldier in the N.Z.E.F

I dedicate this poem of mine  
To out loyal girls who toe the line  
And stick to our boys in Khaki and Blue,  
Forever staunch, forever true.  
We salute the girls who stick to us,  
Through all the flattery and fun,  
Brought from afar to our fair land  
By the glamorous Yankee band.

With their "Hi-ya Toots" and "Howdy-honey",  
Plenty of swank and pots of money,  
They give you that and buy you this,  
But it's only a very short moment of bliss.

You may be dazzled for a while  
By drawling speech and flashing smile,  
But we know the girls who stop to say,

Good-bye Yank, be on your way!

When this war is over and done,  
These are the girls who will have the fun,  
For by then the flippant type will be  
As "out" as the Statue of Liberty.

Remember "twill be the New Zealanders  
Dressed in Khaki and Air Force Blue  
Who will stand beside you with joy and pride  
On the day when you are a happy bride.

And in conclusion let me state  
That this is not a hymn of hate,  
But a little piece of sound advice  
If you want your wedding bells and rice.

**Attachments**, Cover letter, April Circular, BPW NZ President Candle-lighting Message, Preparation for Attending Conference

Articles from clubs for the Circular need to be with Elizabeth by 20<sup>th</sup> of the month. Send to [bhorrell@woosh.co.nz](mailto:bhorrell@woosh.co.nz)

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