



**NEW ZEALAND**

**April 09 Circular**

## **BPW New Zealand**

*“advancing the interests of working women”*

Theme for the Year “Power to Make a Difference”

### **Double whammy for women in recession**

While every New Zealander is concerned about job security as the economic recession bites, women suffer a double whammy because of the gender pay gap said the Equal Employment Opportunities Commissioner Dr Judy McGregor, in an address delivered on International Women’s Day, Sunday, 8 March.

For every \$1 earned by men in New Zealand today, women earn just 88 cents or 12 per cent less. Many Māori and Pacific women have poorer economic outcomes.

Dr McGregor said, “Many women in low paid jobs are concerned about calls from the recent job summit for shorter working weeks, fewer paid hours and nine day fortnights because of the effect on household incomes.

“Any potential loss of earnings for lower paid workers, many of whom are women, will be unacceptable to them because they won’t be able to pay their bills.”

The Human Rights Commission in its report on New Zealand’s Human Rights Performance has called for the Government to set a minimum target of halving the gender pay gap by 2012 and eliminating it by 2020.

The Commission’s report is part of the first Universal Periodic review of New Zealand at the United Nations in May in Geneva.

The gender pay gap is referred to as a concern in the 2008 US Department of State’s Human Rights Report on New Zealand. At the United Nations the Committee on the Elimination of Discrimination against Women has specifically asked the Government to monitor the measures taken to close the wage gap between men and women and the results achieved in the public and private sectors. The Committee wants the Government to report to it in the next review to the United Nations.

**Human Rights Commission**  
**Media release**  
**6 March 2008**

## ***President's Message***

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

The golden days of autumn are with us now, and I for one am enjoying the cooler nights and beautiful clear, warm, sunny days. I wish I could bottle them, like good wine, and open them up to enjoy in the middle of winter when the rain and cold gets so dreary.

This year I have been fortunate to attend two celebrations of International Women's Day. The first was the Auckland Breakfast arranged by UNIFEM where we were privileged to hear Dr Yvonne Underhill-Sem talking about her substantial interests and work in the areas of gender and development research and progressive social movements. She gave an overview of women's movements in Oceania highlighting some important shifts seen at the recent Association of Women's Rights in Development (AWID) conference held in Cape Town in November 2008.

The second event was the BPW Auckland International Women's Day Celebration on the theme of Women and Men United to End Violence Against Women. We heard the stories of two women who have worked for years in this field. Naomi Hopa-Wetere is a social worker and advocate for stopping violence in the home. She told us how she and her husband changed their lives and their violent relationship to become a strong and loving family, and how they now work with families who want to do the same. Barbara Tekare is a social worker at Tamaki College and has worked for 30 years with troubled youth in the local community. Both these ladies filled us with admiration over their personal journeys and their tireless work with the victims of family violence. The common theme was that the power to change lies within all of us, and we must involve our men folk if we are to have any effect in reversing the horrendous rate of family violence that we have in our NZ communities.

I want to remind you about our BPW NZ project on domestic violence. The first section is designed to get you talking and educating yourself about Domestic Violence, the second section is about the effects of Domestic Violence on children, and the third section is on the effect of Domestic Violence in the workplace and introducing the DVFree programme into business. I know this is not a 'nice' topic, but I guarantee that every one of us knows someone who has been a victim, or a perpetrator, and I challenge each club to participate in some way to raise the awareness of members about what are the signs of domestic violence, where they can go for information and assistance, and what they can do about it. This evil can only persist if enough good women say and do nothing.

On to more pleasant topics, and it is only one month to Conference and our 70<sup>th</sup> Anniversary celebrations. If you have not yet booked your tickets for the Thursday evening Reception at Archives House, or registered for Conference – Do It Now! This is looking like being one of the best conferences in recent years, with an exciting line up of speakers, and a great birthday party on Saturday night. The Road Show is looking absolutely fabulous. I know you are going to be amazed at and proud of the herstory of the BPW NZ journey and all the wonderful women who have traveled with us along the road.

This is my last Conference as your President and I am looking forward to seeing as many of you there as possible to celebrate 70 years of BPW in New Zealand.

Meanwhile, enjoy a safe and relaxing Easter break with your families and friends.

**Faye Gardiner**  
**President BPW NZ**  
[president@bpwnz.org.nz](mailto:president@bpwnz.org.nz)

### **President's Calendar 2009**

April	7	Teleconference with the Minister of Women's Affairs.
	8	BPW Tamaki meeting
	18	BPW Executive Meeting by teleconference.
	30	70 <sup>th</sup> Anniversary Reception in Wellington
May	1-3	45 <sup>th</sup> BPW NZ Conference, Masterton

### **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

# Women in local politics...

The Royal Commission on Auckland governance has presented its report to the Government and Friday 27 March it was made public. There were some good things in that report and it will be interesting to see how the roll out in the Auckland region affects the communities involved. Cost savings in this current climate are important but equally so are the environmental and social aspects, and the recommendations cover this well.

One of my concerns is the representation of the community and particularly for women. It got me thinking...will the inevitable roll out of amalgamation throughout the country encourage women to be local politicians?

With a bigger council voted by the masses, how will women, who often juggle full or part time work and/or family, be able to afford the time and money to lobby the voters of the entire council (initially, Auckland which is huge) jurisdiction so that they win a seat? And, if they do win a seat, and given that it will be a bigger job than it currently is, will they have to resign their current employment? So therefore, will the remuneration be enough to sustain their families? Will gender make a difference in councillors' pay? Will the pool of those willing to campaign and work for the wider community be greatly reduced because it's now become the realm of the wealthy? Will we see campaign offices and fundraisers as in the US? Will local politics become party driven, with campaigns financed by the major parties in parliament?

If women are going to be more disadvantaged than they currently are, what will be our strategy to turn this around? Our policy both internationally and nationally supports women in leadership and gender equality in decision-making so we really need to make sure that we keep alert. Do we ask for a quota system? Do we campaign for a scholarship style system?

Do you think it will be an issue at all?

I don't have the answers, so I am really interested in hearing your ideas. Please let me know what you think...

If you're interested in reading through the report here is the link:  
[http://www.royalcommission.govt.nz/rccms.nsf/CONTENTPAGES/\\$first?open](http://www.royalcommission.govt.nz/rccms.nsf/CONTENTPAGES/$first?open)

See you all at conference

**Angela McLeod**  
**1st Vice President**  
[fvp@bpwnz.org.nz](mailto:fvp@bpwnz.org.nz)

## *Fundraising politics*

Well here we are only a few weeks from Conference number 70 and BPW is reaching in traditional terms its Diamond Anniversary and in contemporary terms its Platinum Anniversary – which ever you choose this is obviously a very precious and very special event. Yes I know diamonds set in Platinum would be nice for the all the members that attend the Annual Conference – Yeh Right in the words of a well known beer company. I wonder if I had started earlier enough whether I could have gained enough charitable funding to achieve that dream – Yeh right!

I guess that like previous special anniversaries for BPW Members I am expecting many women to make the effort to attend despite the down turn and yet we are only expecting 150 of our 900 or so members. How I would love to flood the Wairarapa with BPW Women enjoying themselves to the nth degree, I can always hope.

In an earlier newsletter I spoke of finding the funds that Clubs need for their activities and relationships in their communities. This time I thought that I would write about the politics of fundraising from a feminist's perspective.

In the third quarter of the last century NZFBPW fought long and hard to gain equity for women in work choices and career choices. Women fought hard to desegregate the trades and the professional career. Barriers to promotion were addressed and men and women began to enter trades and the professions not normally associated with their sex – men became nurses, and primary school teachers, women became plumbers and electricians and began to be offered partnerships in the professions, and the print media began to dispose of women editors and the women's pages in their drive to prove they were aware of the need for equality – note they did not increase the column inches in sport and business pages about women's successes and efforts either!

So why are there politics in fund raising, through Trusts and Grant agencies and why should we be aware of this?

If you look at the reasons for the existence of Trusts and Grant agencies over the past twenty years you will see that the funds are from gambling machines (Pokies) and these are usually in Pubs, Clubs and Gaming Rooms. The majority of members are in fact men, though the majority of users would seem to be split 50:50 - sorry no real facts either way and gauged by simply entering the areas dedicated to Pokies in the last three months has made me consider the make up of those using the machines at various times of the day, and to me they seem to be 50:50.

The government requirement that these funds be shared with the communities, in which the machines are based, means that the funds are available for application to use. Many of the fund managers (Boards and Grant Committees) are in the main made up of men and many with a strong sporting back ground or profile. Many of the Grants and Trusts simply state that the funds are aimed at the sporting communities and anything else take a last position. Most Funding Agencies grants are in fact spread thinly and reasonably fairly throughout their communities, if you ever look at the published lists in the National Daily newspapers, though how the divisions are made for distribution is anyone's guess at times.

When you read these lists there is obviously a preponderance of sporting donations (though the administrative requirements for funds receipt means that the paperwork and reporting back is huge, no matter how small or large the amount) and community health support in its many guises. If you are serious about fundraising for your Club then you need to go on line and read what the potential donor trust has to offer BPW and what their specific requirements are for applications for funding. This should be followed by a telephone call to the Trust to ensure that you are able to apply and what support they might give you to make an appropriate and therefore possible successful application. The phone calls give you a profile and actually open the door. If the call was useful and supportive then the Board will be awaiting an application from the Club. Our title is often off putting but if you have the answers – we are practically supportive of women in work and everything associated with work and education and we offer training and development at a variety of levels as well as scholarships of long standing etc. and, of course what your Club does in it's unique community for its community, you should be able to overcome that hurdle. You should know that other women's groups have the same hurdles to leap.

The final hurdle to be leaped is the writing of your application. It is the words that matter and my experience is that Trusts and Grant Committees want recognition that their requirements are met and understood, that you know a little about what they have done in the past and you want to enter a financial relationship with them for the future of your Club and your community. These are not demands for funding from your Club, they are requests for partnership that will benefit women in business and the professions – working women, all ages all experiences and all educational levels. Use the Annual reports of BPW and the newsletters to give good clear information, as well as knowledge of what the Trust and Grant Committees seek from you. Share the paperwork amongst the membership and check that everything required is adhered to and that the paperwork shows your Club to be businesslike and professional in its approach to funding and that your Club deserves a fair hearing for its application. Good Luck and see you at Conference 2009 in Masterton, The Wairarapa capital.

# BECOME FABULOUS

**2009 is the year for BPWZ Clubs to become Fabulous!** - 'celebrated, legendary, memorable'.

Choose your special Fabulous 2009 direction –

- Club membership growth?
- Becoming known in your community for excellent publicity and social outreach?
- Holding events with meaning, style and professionalism?

No need to re-invent the wheel – BPW provides great resources, all waiting to be put into action.

**Check out our website now (bpwnz.org.nz.)** - Go to 'For **Members Only**' You'll need the password info to access this page – ask Technology Convenor Ann Desmond at [ann.desmond@xtra.co.nz](mailto:ann.desmond@xtra.co.nz) for this.

Then go to **Marketing**. Remember, Marketing = Membership.

Print out what you see -

- "Make a list"
- "Sort the list"
- "Keep the list upfront"
- "Keep the list active/moving"
- "Don't forget where the buck stops!"
- "Then Celebrate! Brag about your big rocks; pat yourselves for being a Fabulous Club!"

And don't forget 2009 is BPWNZ's 70th Birthday! Make it Fabulous.

**Sticking with the Website – go to -**

- **Projects Page** – 9 great photos of awards and members from Kaitaia to Dunedin – Fabulous women!
- On '**Contact Details**' – View your Executives; recognise their faces! Good pictures.
- On '**Current News**' – 'What a (non-exec) member must do' from founder Dr Lena Madesin Phillips. Yes! Membership means power to the club.
- On '**Events**' – a good picture of 45<sup>th</sup> Conference setting.
- On "**Keys to Achievement**"...Everything is here for your Club KTA Convenor to work with. Get a special folder and print out the sheets. Have 15-20 minutes at monthly events.

**One Club's News. Whangarei BPW** has just held its second annual Fashion Parade – the only fundraiser for the year. It's pretty easy to stage and sell 100 tickets.

Club VP Compere Rita Gregory added glamour by wearing a fabulous Dancing with the Stars dress worn by Georgina Beyer. This dress is now owned by an enterprising member and available for charitable purposes. Ask. The event profit in 2008 was \$1000; in 2009, around \$1700. Raffle proceeds of \$300 went to our Club project – Maori Women's Refuge.

**"Make no small plans. They have no power to stir the blood!"**  
**Dr. Lena Madesin Phillips**

**Gwendolyn Needham**  
**Programs Convenor**  
[programmes@bpwnz.org.nz](mailto:programmes@bpwnz.org.nz)



Lesley Eley (left) and Rita Gregory



I have been asked a number of times what all the different parts of the statistics / pretty pictures mean so here goes:

There are no globally agreed definitions within web analytics as the industry bodies have been trying to agree definitions that are useful and definitive for some time. There are a number of definitions as below but different companies put slightly different emphasis on these which can result in slightly ambiguous meanings. Hopefully you will find the ones below useful.

- **Hits** represent the total number of requests made to the server during the given time period. Complex web pages can have a number of 'hits' on each page. On the BPWNZ site '**Hits**' are recorded to a very low level of detail but I usually just look at the monthly and sometimes the daily figures. Any lower level of detail is often fairly meaningless. This is sometimes used to determine a web site's popularity but is not a very accurate definition. The total number of pages or visitors are better indicators.
- **Pages** is a count of those URLs that are considered to be the actual page being requested, and not all of the individual items that make it up (such as graphics and audio clips). On the BPWNZ web site – this could be the 'contact us' page, the 'home' page, the 'Members area' page etc. Some one could visit the website and specifically want to view a particular page for a specific reason and the visit to that page would be counted as a single page. Other visitors will wander around the site looking at whatever takes their fancy (perhaps an overseas visitor). Each page they visit will be counted.
- **Visits** occur when some remote site makes a request for a *page* on your server for the first time. As long as the same site keeps making requests within a given timeout period, they will all be considered part of the same **Visit**. If the site makes a request to your server, and the length of time since the last request is greater than the specified timeout period (*default is 30 minutes*), a new **Visit** is started and counted, and the sequence repeats. Since only *pages* will trigger a visit, remotes sites that link to graphic and other non- page URLs will not be counted in the visit totals, reducing the number of *false* visits.
- **Visit / Session** - A series of requests from the same uniquely identified client with a set timeout, often 30 minutes. A visit is expected to contain multiple page views.
- **Visitor / Unique Visitor / Unique User** - The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging) within a defined time period (i.e. day, week or month). A Unique Visitor counts once within the timescale. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookies. Thus the same person visiting from two different computers will count as two Unique Visitors.
- **Bandwidth** may also refer to **consumed bandwidth** (*bandwidth consumption*), corresponding to achieved [throughput](#) or [goodput](#), i.e. average data rate of *successful* data transfer through a communication path. The user has to download the data from the web site to their computers and is just a measure to indicate how much data has been transferred in the given period. The larger the number the greater the amount of data that has been transferred.

Hope you can use this information to assist you in understanding the graphs I often include in my report.

**Ann Desmond**  
**Technology Convenor**  
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**Attachments**, Cover letter, Remit 2 Amendment, Club Contact Details

Articles from clubs for the Circular need to be with Barbara by 20<sup>th</sup> of the month. Send to [secretary@bpwnz.org.nz](mailto:secretary@bpwnz.org.nz)

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