



August 2007 Circular

## BPW New Zealand

*“advancing the interests of working women”*

Theme for the Year. New Dimensions of Leadership – for the Future

### **Workplaces that Work for Women...and for all employers**

A new Questionnaire - Women in the Workplace - will soon be available to assist organizations evaluate if they provide a workplace culture that attracts, retains and promotes women.

Women are still under-represented in numerous sections and senior positions. Also they receive lower salaries than men and are more likely to leave their jobs. Why do organizations have problems retaining and attracting women? And why should they bother to do so?

Workplace cultures are not always inclusive of women and organizations don't systematically understand women's needs. The culture in organizations has a different impact on women than on men and sometimes reflects underlying attitudes or myths that can make women uncomfortable and can prevent them from using their potential. Another issue often raised is the lack of flexibility in the workplace.

**93% of highly qualified women who 'off-ramp' for some period of time want to return to work. Only 74% succeed in rejoining the workforce and only 40% return to full-time jobs. 95% of off-rampers would not consider going back to their previous employer.**

*“Off-ramps and on-ramps: Keeping women on the road to success.” Centre for work-life policy / Harvard Business Review.*

Too often we undervalue women's alternative ways of managing, communicating and 'doing business'. Some research has demonstrated a strong link between women's leadership and financial performance. Companies that understand the competitive advantage of gender diversity are smart enough to leverage this diversity.

**49% of high-achieving women were childless, compared with 19% of high-achieving men.**

S.A. Hewletts "High Achieving Women 2001" Survey

Attracting and retaining women in the workplace improves decision-making., providing a wider range of perspectives. Also, creating a culture that attracts women helps create the type of workplace that grow businesses. A women's way of leading is more participation, supportive of other staff, less combative and solution orientated.

From an external point of view, attracting women expands the available talent pool, enhances the image of the company and actually helps then understand what women want. The last point is particularly relevant when we know that women influence 80% of purchasing decisions for all products on the market.

**Companies with high representation of women on their senior management teams have 34% higher Total Return to Shareholders than those with the lowest women's representation.**

The Bottom Line: Connecting Corporate Performance and Gender Diversity. Catalyst, New Year 2004

**Concordia** is a conflict management and communication consultancy based in NZ, UK and Ireland. Their approach with organisations is to work at a deeper level to address misunderstandings, and tensions that affect culture. Their **Women in the Workplace Questionnaire** complements other diagnostic surveys they have relating to Workplace Culture, Leadership Culture, Learning Transfer and Personal Values in the Workplace.

Contact Concordia for more information  
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Also in this issue, President Message, CEDAW, UN Reports, Massey Awards, Executive Profiles, Marketing and mentoring

### **President's Message – August 2007**

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

In the depths of winter it is hard to imagine one will ever feel warm again. I hope that you are all weathering the cold and the rain and that floods and high winds have passed you by.

Over the last two months I have been attending a series of meetings co-ordinated by Pacific Women's Watch (New Zealand) in Auckland, to discuss the proposed reform of the women's agencies of the United Nations - DAW, OSAGI and UNIFEM - into one agency to deal with all women's issues and activities. Strong pros and cons were identified and discussed at length. A summary of the discussion to date is in this Circular.

About the time you receive this Circular, Anne Todd-Lambie will have been to the UN to assist the NCW with presenting the CEDAW Alternative Shadow Report 2006 to the United Nations CEDAW Expert Committee. I know that some of you participated in forums that helped to develop this report, and a copy of Anne's presentation will be sent out in the Mail Out for September. It will provide some excellent points for discussion and focal points for projects and speakers.

On the home front, believe it or not, planning for Conference 2008 is well under way. The Conference is being held in Hamilton over ANZAC weekend, from 25<sup>th</sup> -27<sup>th</sup> April. As the Friday is ANZAC Day and a public holiday, there will be some extra activities that day for those of you who choose to come a day early. So make plans now to enjoy the long weekend at Conference 2008 in Hamilton.

This time of the year is not always pleasant for travelling but I hope you will all make the effort to attend the up coming Regional Training Day in your area. These are a great opportunity renew friendships made at Conference, discuss issues and exchange ideas with other clubs, and refresh your BPW batteries from the speakers and workshops. I will; be attending every one and look forward to meeting you all there.

**Faye Gardiner**  
**President**

#### **President's Calendar 2007**

<b>August</b>	<b>4</b>	Executive Teleconference
	<b>8</b>	BPW Tamaki meeting
	<b>13</b>	BPW Cambridge 25 <sup>th</sup> Anniversary
	<b>14</b>	BPW Hawera meeting
	<b>17</b>	BPW Gisborne Business Expo
	<b>18</b>	Midlands Regional Training Day at Gisborne.
	<b>25</b>	Central Regional Training Day, Waipukurau
<b>September</b>	<b>12</b>	BPW Tamaki meeting
	<b>16</b>	Northern Regional Training Day, Pukekohe
	<b>18</b>	BPW Auckland 60 <sup>th</sup> Anniversary.
	<b>28-30</b>	NCW Executive Meeting, Auckland
<b>October</b>	<b>6</b>	Executive Meeting, Auckland
	<b>10</b>	BPW Tamaki 40 <sup>th</sup> Anniversary
<b>November</b>	<b>2-4</b>	BPW Australia National Conference, Sydney
	<b>5-12</b>	President on holiday in Sydney

#### **Important Dates to Remember**

**September 14<sup>th</sup>** – Women's Suffrage Day

**October 12<sup>th</sup>** – Pink Ribbon Day for breast cancer awareness.

## **\*UN Human Rights Chief Hails Work of Women's Anti-Discrimination Committee\***

23 July 2007 – The top United Nations human rights official today praised the Committee on the Elimination of Discrimination against Women, as it marked the twenty-fifth anniversary of its work in monitoring States' compliance with a landmark treaty on the issue.

The 23-member expert body is tasked with ensuring that 185 States parties meet their obligations under the Convention on the Elimination of All Forms of Discrimination against Women, the 1979 treaty – also known as CEDAW – often described as an international bill of rights for women.

"The Convention introduced the notion of substantive equality for women, emphasizing that although there may be no overtly discriminatory laws, women are not considered equal until they enjoy, in fact and in reality, the same opportunities and privileges as men," UN High Commissioner for Human Rights Louise Arbour stated at a special ceremony in New York to celebrate the milestone.

Under the Convention, States parties have legally committed themselves to take the necessary steps to end all forms of discrimination against women in any field – whether political, economic, social, cultural or civic.

Ms. Arbour said the Convention, now ratified by almost the entire international community, marked the "first step in a comprehensive human rights framework for women and girls." Among the Committee's achievements, she highlighted the elaboration of the Convention's Optional Protocol, which enables the expert body, based on certain criteria, to undertake inquiries into possible grave or systematic violations of women's rights. She also noted that the Committee was a pioneer in addressing issues such as female circumcision, violence against women and HIV/AIDs. "By promoting the Committee and women's human rights generally, we push the entire human rights agenda forward," she said.

Also among those hailing the work of the Committee was Sheikha Haya Rashed Al Khalifa, President of the General Assembly, who stated that the panel's effective monitoring work and guidance has "significantly enhanced the accountability of States for women's enjoyment of their human rights and shaped the progress of women worldwide."

The ceremony followed the official opening of the Committee's thirty-ninth session during which experts will review reports from Belize, Brazil, Estonia, Guinea, Honduras, Hungary, Indonesia, Jordan, Kenya, Liechtenstein, New Zealand, Norway, Republic of Korea and Singapore, as well as Cook Islands.

Over the last 25 years, the Committee has reviewed over 400 reports from 154 countries. This year, Anne Todd-Lambie was a member of the NCW delegation that presented the NGO Alternative Report from New Zealand.

### **CEDAW: no reservation in tackling discrimination**

As New Zealanders we are quite rightly proud of our track record as a global leader in women's rights.

Our status as the first country in the world to grant women the vote is part of our identity as a nation. We have a long history of promoting human rights and the rights of women such as: equal pay for equal work; equal access to education and training; universal superannuation. Women have equal rights to conclude contracts and to inherit and own property. We are held equally responsible for our behaviour under the law. But despite all this, until now we still could not claim to have a clean slate in international women's rights.

In May New Zealand removed the final legislative provision that enabled discrimination on the basis of sex by passing an amendment to the Human Rights Act to allow women to serve in frontline roles in the police and military. In fact, this amendment was simply catching up with practice as the forces had voluntarily allowed women full access to combat roles since 2000. So, changing the law was symbolic, but it contained a powerful message.

Lianne Dalziel is taking that message to the world on August 2 (3 August NZT) when she will have the privilege of presenting New Zealand's 6th report to the United Nations Committee on the Elimination of

All Forms of Discrimination Against Women - known as CEDAW. By providing accountability for governments that are signatories to the Convention, the Committee works to promote and protect the rights of women around the world. For that reason, CEDAW is commonly referred to as an international bill of rights for women.

New Zealand ratified the CEDAW Convention in 1985, but because of that provision in our law to exclude women from combat we were obliged to register a reservation. We have repeatedly been urged by the CEDAW committee to take the necessary steps to withdraw this reservation. That simple change in the law has finally allowed us to do so.

### **Proposed Reform of the United Nations and Gender Architecture**

Summary of Meetings Co-ordinated by Pacific Women's Watch (New Zealand) in Auckland in June and July.

The proposed reform of the women's agencies of the United Nations - DAW, OSAGI and UNIFEM - into one agency to deal with all women's issues and UN activities for women has been discussed by representatives from women's groups.

Some of the key elements identified were the need for robust terms of reference for a strong development role; gender equality architecture to close the gaps to ensure appropriate technical help and financial support; a unit based in each member country to give coherence between legal structure co-ordination of gender across the system as a whole leading to lower transaction costs; and strong leadership of the agency headed by a woman Under Secretary-General. Some of the issues raised included the need to ensure that funding is balanced between administration and development; also some countries may not see gender equality as a priority and so may not move women forward even if a UN centre was present.

Concern was expressed that Ministries of Women's Affairs or their equivalents might be swallowed up by the new agency and that a reasonable percentage of the total UN budget be available to the women's agency. Key tasks of such an agency should include research, funding projects, advising the UN Secretary-General, monitoring – keep the world informed on the reality of women's lives, knowing the facts/statistics from individual countries, developing databases for best practices that can be adapted for any country to be used as a measure, closing the gap in evaluating programmes for women, ensuring accountability in all programmes and projects, developing efficient cross-country strategic planning for measurable outcomes that are monitored, and developing a website for up-to-date data. The discussions continue and if you have comments and suggestions to make on this topic, please send them to President Faye Gardiner, [f.gardiner@woosh.co.nz](mailto:f.gardiner@woosh.co.nz)

### **BPW Award for Massey University – Diana O'Brien, Project Convener.**

The Massey University Extramural Award closing date for 2007 is approaching fast - September 1. I hope Clubs will use the Press release attached to this mail out. Please encourage women in your area to apply. I have recently calculated that 50 women have been helped to complete their degrees since the award started in 1980.

Watch out for information about the Young BPW Award for a Young BPW member to attend Congress in Mexico in 2008. The criteria for this award will be with Clubs very soon. You will need to read it carefully as there will be a task that the applicant will have to achieve prior to applying.

I hope many Clubs are planning some kind of activity in relation to the forth coming Local Body Elections. This is an ideal opportunity to run a public meeting with your local candidates and focus on some of BPWs issues such as water as well as general issues important in your community. Don't forget to write your project up and enter it in an award. If you need help in planning such a meeting please contact me.

I would love to hear from clubs about the Projects they are planning or have carried out so far this year.

## **Find it – on the BPWNZ Web site**

You'll be amazed at what you'll find on BPW's new web site. Ever wondered about the history of BPW? Want to know how to write submissions? Looking for ideas for your club membership material? Need to contact another Club? You'll find the answers and more at [www.bpwnz.org.nz](http://www.bpwnz.org.nz) I liked the Top Ten Benefits to BPW membership <http://bpwnz.org.nz/membership.html> and I wish I had read the recent Select Committee submissions made by BPW New Zealand before I wrote one myself. The Website is a fantastic way for your members and prospective members to find out more about BPW. It provides the big picture – the reasons why we exist. Spread the word -put this address on all your club material [www.bpwnz.org.nz](http://www.bpwnz.org.nz)

### **This months links of interest are:**

The 2006 Annual Report of the Office of the High Commissioner for Human Rights (OHCHR) has just been released and can be accessed through the main page of OHCHR website:

(<http://www.ohchr.org/english/>)

Stop Violence Against Women Website:

[http://www.stopvaw.org/Stop\\_Violence\\_Against\\_Women.html](http://www.stopvaw.org/Stop_Violence_Against_Women.html)

## **BPWNZ Mission Statement – Pat Sivertsen, Marketing Convener**

**To achieve equality for all working women through advocacy, education and mentoring.**

The mission statement was rewritten at the national executive Strategic Planning Day in June.

Our mission statement is a concise explanation of why we exist as an organisation and what we hope to achieve in the future. It's our "lift speech". It's what you say first when someone asks "what is BPW all about?"

**Communicate the mission statement often and in every way that you can.** On your newsletter, membership brochure, meeting notice board. It's part of the glue that binds the diverse BPW clubs of New Zealand into a Federation. As Faye is fond of saying "Let's all sing from the same sheet!"

## **Profile - Heather Newell – Funding Convener**

Heather Newell is a long term member of BPW having joined somewhere around 1986ish. For the last 13 years she has been running her own company, Foresee Communications, which provides fundraising and sponsorship resources, training and coaching to the non profit sector. She is also a third term councillor on the Upper Hutt City Council. She credits her public speaking success and her ability to stand up in front of a crowd to BPW. "That was where I first had the opportunity of speaking," she said. "Introducing and thanking speakers at the Upper Hutt meetings was the first opportunity I ever had to say anything in front of a group. Then when I came to introduce myself for council elections I just thought of those friendly faces at BPW and all was fine."

In the early days of BPW Heather was mentored by Valerie Rhodes, a woman with formidable energy and enthusiasm, who took on the role of National Publicity Chair. "Back then," said Heather, "Valerie was the editor of SpeakUp and I was the journalist/production person. Valerie had very high standards and we were all in awe of her!" Upper Hutt BPW was very active in those days and had upwards of 80 members for its first decade. "We ran workshops, hosted conference, produced the national publication and were the talk of the town. We don't have so many members any more but we are still consistently working away in our community."

Today Heather specialises in working with non profit organisations and has a team of five staff. "Most people are astonished that we can make a successful business from non profits and the upfront ones usually ask us how we get paid. Actually there are around 10,000 non profit organisations that actually employ staff, and we sell resources, training programmes and coaching to these organisations and the 90,000 others who don't employ people. That's a giant niche market for us."

BPW continues to play an important role in Heather's life and she is currently the fundraising convenor for the National Federation. She is happily married to Reg and has a six year old boy Michael who is the light of their life.

Heather invites BPW clubs to check out her website [www.foresee.co.nz](http://www.foresee.co.nz) to read about resources that may be useful to BPW clubs.

### **Profile - Adele Hardie –Federation Treasurer**

I live in Lower Hutt with my husband of 21 years, Graeme. We have a son Iain who is 19 and a daughter Michelle who is 16. I started my working life in the ANZ Bank then moved to the Public Service because they had equal pay!

During my OE I worked in London for Elizabeth Arden. I had to get a permanent job as I found I didn't have the skills for temping. When I came back to NZ I started studying to be an accountant. At the same time I worked full time for BP. It was here that I once again met Graeme and this time we took notice of each other. I became, I believe, the first woman to travel overseas for BPNZ when I went to Fiji. Later, in 1984 I spent 3 months working for BP Oil Exploration in Guangzhou, China. My next job was with CCL Computing which later went on to take over both the business and the name of Datacom.

After the children were born I worked part time for CCL/Datacom. As I was making myself redundant by training staff to do what I had done, my husband was facing the same thing for the third time in his job so we started looking around for a business that we could buy. We found Guthrie Bowron in Upper Hutt. We owned that for 11 ½ years.

During the time that we owned our business my membership of BPW was very important because it gave me a connection with other working women.

Another important thing was that I followed up an advert in the paper for a free DVD about making money. The information in that DVD was very important, it enabled us to sell our business and make sufficient by investing to not need to be employed again. Graeme and I now sell the Financial Education Packs, attend all the seminars as helpers and get to meet the speakers. We have met some really interesting people and been to Queenstown, Gold Coast, Fiji, Perth and Hawaii.

I'm also interested in alternative health, motivation and I guess what is best described as "New Age Spirituality". I've been thinking about this stuff for years and now it's fashionable. I did keep fit when it was not a cool thing to do, ie before aerobics, I've played squash and volley ball (badly but with enthusiasm) and done yoga. I'm currently learning and enjoying Tai Chi.

I also love travelling and do so whenever possible. I saw a lot of Europe when I did my OE years ago. I spent 3 months working in Guangzhou China in 1984 and at the end of my work Graeme and I travelled to Guilin, Xian, Beijing and Shanghai. On the way home we spent time in Hong Kong and Singapore. In 2001 we won a trip to USA, and visited LA, San Francisco, Reno and Las Vegas. A cruise along the coast of Alaska and a trip through the Rockies, a visit to Machu Picchu in Peru are some of the places on my "to do" list

Now that I'm "retired" I work towards selling my Financial Education Packs, support those that I have sold to, do our personal accounting and investing, do audits for small organizations including all the play centres in the Hutt Valley, try to learn more about all sorts of things and take care of my family including my elderly parents.

I'm also President of BPW Upper Hutt and Treasurer of NZBPW. I try to promote BPW wherever I go especially since I've been to conference. I'll certainly be promoting conference attendance. It has made me more aware of the work BPW does but also has given me a greater feeling of belonging to the organization.

## **Congress 2008**

Congress 2008 is now being held in **Mexico City, Mexico** in October 2008. Anyone interested in attending this wonderful event can contact Faye Gardiner at [f.gardiner@woosh.co.nz](mailto:f.gardiner@woosh.co.nz).

## **7th Executive / Management Assistant Conference 17-18 September, Auckland**

Presented by Conferenz and chaired by Faye Gardiner, President BPW NZ

This conference covers your role, your career, your success, managing relationships, networks, behaviour and personalities, priorities, demands, change and workloads. It also looks at reaching your professional and personal best.

Conferenz have generously offered **two free registrations worth \$2100 each**, to current BPW members.

If you wish to apply for one of these free registrations, please apply to Faye Gardiner, President BPW NZ at [f.gardiner@woosh.co.nz](mailto:f.gardiner@woosh.co.nz). with your name, contact details and Club name, by September 1st.

The winners will be drawn on September 2nd and the successful applicants will be notified on September 3rd.

NB - Billets can be arranged in Auckland. Travel arrangements and costs are your responsibility.

<p><b>Attachments.</b> Massey Scholarship Press Release, Conferenz brochure, Two items to action, Minutes BPW NZ Conference 2007, How to do a Press release. BPW NZ Values survey. Banking Survey.</p>
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*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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