



JULY 2007 Circular

## BPW New Zealand

*"advancing the interests of working women"*

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

### 2007 Global Summit of Women – June 2007 Berlin

#### **Global Consortium of Women to End Cervical Cancer**

As a signal of its long-term commitment of future generations, the Global Summit of Women, in association with the International Federation of Business and Professional Women (IFBPW) and the European Women's Management Development (EWMD) network, launched "The Global Consortium of Women to End Cervical Cancer" aimed at eliminating this fully preventable disease which kills 250,000 women worldwide each year.

The Consortium aims to raise public awareness and educate women on cervical cancer prevention, testing and vaccination, and encourage governments to provide women and girls with easy access to the latest screening and vaccine technologies.

"Women's economic progress depends on having a healthy body, hence keeping women healthy is a key part of the Summit's mission," said Irene Natividad, President, Global Summit of Women. "The Consortium will boost our efforts to improve economic opportunities available to future generation of women. Eliminating cervical cancer could be our most significant legacy in improving women's health in this century."

Cervical cancer is caused by specific strains of a common virus, the human papillomavirus or HPV. While HPV infections are temporary and harmless for most women, some women develop a persistent HPV infection that exposes them to a high risk of developing cervical cancer. HPV screening helps identify persistent infections allowing for appropriate treatment of reduce the risk of cancer, while the HPV vaccine protects girls and young women from ever developing the viral infection.

"Both technology and medication exist today and are key to our objective of eliminating cervical cancer over the course of this century. The Global Summit of Women is pleased to join with the IFBPW and the EWMD to bring these advances to women all over the world and push this work which is so critical to our future", said Natividad.

**GlobeWomen** describes itself as *The Premier on-line source for women in business globally...*

Linking business women worldwide through three channels:

#### **Global Summit of Women**

- \* A premier gathering of business, professional, governmental and entrepreneurial women leaders from around the world
- \* An international exchange of best practices in advancing women's economic status worldwide
- \* Expanding your business across borders and across disciplines
- \* Add to your skills base through sessions led by women leaders and experts from different parts of the world
- \* Showcasing products and services or your organization at WEXPO (on-site) at the Summit.

#### **Corporate Women Directors International**

- \* **Access data** on women on corporate boards internationally
- \* Learn about issues of **corporate governance**

## **Wexpo Online**

- \* **Discover women on corporate boards** – how they got there and their current challenges
- \* **Showcase** your product/ service
- \* **Connect** with businesswomen worldwide
- \* Network with **established women business leaders**

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

Also in this issue, President Message, Charities Commission, Conference Report, Branding, Mentoring, 2006 Resolutions, Theme for the Year.

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

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

June has been a busy and pleasant BPW month for your President. I have enjoyed Candle Lighting ceremonies with BPWs Huntly, Tamaki, Kaitaia and Franklin. It is always a moving experience to share this special time with a club and to honour other BPW women all over the world who are working to improve the status of women.

The weekend of June 16-17 was an intense one for the BPW NZ Committee as Executive Officers and Conveners met in Auckland to review and update our BPW Strategic Plan and set objectives for the coming year. It was exciting to see the progress that has been made since last year and be able to build on that to move ahead with our marketing, funding, mentoring and training programs. The draft document will be circulated to all clubs for comment and I encourage you to discuss it and provide us with your feedback and suggestions.

Last week was Volunteer Awareness Week and many of you will have participated in events held between 17-23 June to recognize the essential contribution that volunteers make to our NZ economy and way of life. The theme of the week was "The diversity of volunteering - both the diversity in the range of volunteering opportunities and the diversity of those who volunteer".

So I want to particularly acknowledge and thank the many of you who give your time and effort to take on the responsibilities and work involved with being a Federation Committee member or club officer, or help with club meetings, events and projects. Without your contribution the work that BPW does to improve the status of women could not continue.

**Faye Gardiner**  
**President**

## **President's Calendar 2007**

<b>July</b>	<b>11</b>	BPW Tamaki – Speaker
<b>August</b>	<b>4</b>	Executive Teleconference
	<b>8</b>	BPW Tamaki meeting
	<b>?</b>	Central Regional Training Day
	<b>17</b>	BPW Gisborne Business Expo
	<b>18</b>	Midlands Regional Training Day at Gisborne.
<b>September</b>	<b>12</b>	BPW Tamaki meeting
	<b>16</b>	Northern Regional Training Day
	<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

## **Resolutions Passed Conference 2006 – Angela McLeod, 2<sup>nd</sup> vice President**

### Herceptin

I formulated a lobbying letter re funding of Herceptin for clubs and wrote a short piece on how to lobby for funding using the letter. This was sent out in an email alert. I also sent a letter to Pharmac.

### All other Resolutions

The President sent letters to all appropriate MP's and Government departments regarding all of the resolutions passed at our last conference. These were available for delegates to read at Conference.

When clubs want to follow through on a particular resolutions themselves I am happy for you to contact me if you need any assistance. [Angela.McLeod@yellowpages.co.nz](mailto:Angela.McLeod@yellowpages.co.nz)

### **Theme for the Year - Barbara Clarke, 1<sup>st</sup> Vice President.**

How are you planning to bring the theme for the year, “ **New Dimensions in Leadership – For the Future**” alive in your club?

My major responsibility as First Vice President, is Membership.

With the closure of clubs and others struggling to attract new members, our Future is a real issue.

**New members are the spark that will keep you club alive, but how to get them is the real challenge.**

People want to join motivated organizations.

A motivated organization is one that knows what they want. They know what they want because they have goals, vision and an action plan. They have a real sense of purpose:

- Do you take the time with members to set even one Goal for your club each year?
- Use BPWNZ'S vision as yours too....  
BPWNZ IS THE LEADING ORGANISATION THAT ADVANCES THE INTERESTS OF WORKING WOMEN IN NZ.....
- Keep this as your focus as you plan your speakers and club activities.

I will be communicating with clubs individually in the near future, but if you have any membership issues, please contact me. Ph; 06 8623877 Cell; 021 2805044 Email: [j-clarke@clear.net.nz](mailto:j-clarke@clear.net.nz)

### **BPW Branding – Pat Sivertsen, Marketing Convenor**

“A brand is a name, logo, slogan, and/or design scheme associated with a product or service” “A brand which is widely known in the marketplace acquires brand recognition... A brand is therefore one of the most valuable elements in an advertising theme.” source Wikipedia

One of the weaknesses of BPW in New Zealand has been the lack of a coherent branding strategy. At the Strategic Planning Day held in June last year, one of the goals that we set was to establish a brand for BPWNZ which would follow the International brand guidelines.

We have been very fortunate to have the skills of Noeline Reisch, our legislation convenor, who is a graphic designer. Noeline has drawn the International “Two Worlds” logo to print graphic standard. She has also designed an attractive modern letterhead and business card layout. You will start to see this on all material issued by BPWNZ.

The next step is to provide the resources to encourage clubs to use the brand on their materials. In the coming weeks we will be developing print and template kits which will be available to clubs by email. There will be both print quality graphics ready to take to your local printer and templates that you can use and print out on a colour printer.

Over the years, many clubs have developed their own branding. We do urge you to consider using the new BPWNZ branding perhaps with your individual Club logo, if you have one, as a decorative element. Branding is a numbers game. Increasing exposure of the BPW brand within New Zealand is one way of gaining increased awareness of BPW.

The letterhead template and the logo graphic are available now. Please email me if you would like me to email a copy to you. [patsivertsen@xtra.co.nz](mailto:patsivertsen@xtra.co.nz)

## **Goals for 2007 - Gwendolyn Needham, Mentoring Convener**

**“Make no small plans.....they have no power to stir the blood”.....so said our feisty founder Dr Lena Madasin Phillips.**

Born in rural Kentucky in 1881 to doting parents, she was christened Anna – but soon showed her self-determination at an early age by deciding “Madesin’ was more to her liking!  
I admire this lady greatly. She was both visionary and down-to-earth practical. And very strong on sound financial foundations for all and every venture. I doubt she had heard –**“there is no such thing as a free lunch”** – but I know she would agree.

Earlier this year, I sent out the Five Key Mentoring Goals for 2007 –

1. Decide to Participate!
2. Deliver one Mentoring Workshop!
3. Promote a mentoring culture of education and growth at all events.
4. Increase Club membership by 10%
5. Mentor and train 3 members in the skills of successful fund-seeking.

Now, after self-consideration, I realize my No 4 goal is far too small! A mere 10% has no power to stir the blood. Dr Lena would be disappointed. Please consider that number changed to 40% by December 2007 Discuss this at your next club opportunity, and choose 5 ways you will make this happen.

And now, with a skilled BPWNZ Fund-raising Convenor appointed, No 5 goal can be more easily achieved by simply asking for clear know-how. Then ensure your 3 named ‘fund-seekers’ follow her advice! You can contact Heather Newell via [heather@foresee.co.nz](mailto:heather@foresee.co.nz)

## **Registration with the Charities Commission?-- Is it necessary for BPW? Heather Newell, Funding Convener**

To register or not to register is an interesting question.

BPW is actually a membership organisation incorporated under the Incorporated Societies Act. It is not a charitable trust as such and does not have charitable aims as its key objective. Although we are a membership organisation we are not a service club either. We don’t raise money to give to others but individual clubs may have a donations policy.

So why would we register with the Charities Commission? If it’s just about credibility as some have suggested – there are easier ways of addressing this! If it’s about being able to fundraise and receive donations for specific projects then I would recommend registration. You will need to ensure your club meets the requirement of charitable status. Check out the website for the Charities Commission for all the information you need, and more! [www.charities.govt.nz](http://www.charities.govt.nz)

There is currently no decision by the National Federation to register BPW as a whole so individual BPW clubs may wish to make their own decisions.

### **What are the benefits of registration for BPW?**

- Supporters will be able to find detailed information about BPW on the Charities Register.
- Funders will be able to find detailed information about BPW on the Charities Register.

Some funders will only give to registered charities regardless of the nature of their activities.

- **Eligibility for tax exemption.**  
If we fit the criteria we could expect to be eligible for tax exempt status. Changes to the Income Tax Act 2004 and Estate and Gift Duties Act 1968 say that only charities registered with the Charities Commission will be eligible for tax exempt status. Tax exempt status means registered charities don't have to pay income tax, and donors of gifts to registered charities don't have to pay gift duty. The changes take effect from 1 July 2008.
- **Show that you meet the charities commission criteria.**  
As registrants we get a registration number for use on promotional and identification material as proof of our registered charitable status.
- **Improved Public confidence**  
Registered charities should enjoy improved public trust and confidence as information about their activities and the way they use their resources will be available on the Charities Register.
- **Contribute to valuable data that will affect policy making decisions.**  
By registering, BPW will provide the Commission and the Government with important information about the charitable sector in New Zealand. The collection of this data will help them understand the charitable sector and make policy decisions affecting the sector and the general public.
- **Attend annual meetings.**  
Representatives of registered charitable entities can attend annual meetings of the Charities Commission and ask questions and make submissions on matters that may affect the charitable sector in New Zealand.

If you do wish to register as a charitable trust, your club will need to register as soon as possible. If you already have tax exempt status, this will expire in June 2008 unless you have already registered. The registration process is currently taking 10 – 12 weeks and may be longer by the end of the year. If you are going to apply, start the process now, rather than waiting for your AGM.

### **Volunteer Awareness Week**

**Congratulations** from Dr. Jackie Blue.

In this hurley burly world we often forget to say and express our thanks to people who help others and the wider community.

You belong to an organisation that is sometimes not thought about in the traditional sense : a volunteer organisation. However, we know the work, dedication and support you give to your organisation, who in turn provides support to the wider community.

This small thank you is not just to you, but also all the other many supporters of BPW, who in their turn help to sustain you and all your efforts.

Thank you seems hardly enough, but that's how it is best said, and remembered.

### **BPW NZ National Conference 2007**

The conference began on Friday evening with all 100 attendees plus invited guests invited to attend the President reception at 6pm and from there every-one was piped into the formal dinner at 7pm by two young ladies from Southland Girl's High School. Official guests included Invercargill mayor Tim Shadbolt, Southland District Mayor Frana Cardno, International President Dr. Chonchanok Viravan, Australian President Kay Morrison, Invercargill MP Eric Roy and guest speaker for the evening Christine Rankin.

Christine Rankin was the speaker for the Friday evening and she gave us all an inspiring speech on where she had come from, how she had achieved and where she was heading in the future. She is a remarkable woman who has overcome great odds to achieve the success that she has.

The evening concluded with the presentation of the BPW NZ Club awards. This was the first time that these awards had been presented at the Friday night dinner and every-one enjoyed receiving them at the formal dinner

Saturday morning saw every-one gathered in the foyer of the Ascot Park hotel for a Mihi and conference began in earnest at the Mihi's conclusion. The theme song for conference was "I am Women" by Helen Reddy and this certainly got every-one in the mood for conference sessions.

The conference programme for Saturday was a mixture of speakers, workshops and business. There were three spotlight speakers on Saturday. The first speaker of the morning was Ms Sue Lindsay who inspired us all to be the best that we can. She delivered a powerful message that will stay with every-one who heard it for a very long time. After morning tea Dr Jackie Blue spoke about breast cancer and straight after lunch Mrs. Kaye Crowther, the Plunket Society National President, spoke on leadership which then lead into two sessions of six workshops which covered the following topics.--Work/life balance, Managing Finances, Women in Politics, Working in a Male Environment, Directorships and Employment Law

In between this busy programme the executive committee gave their reports and those standing for vice president addressed the conference. During morning tea the official photos were taken by the very capable David Russell.

Saturday concluded with "The Invercargill Race". Attendees were divided into teams and sent out to enjoy the sights and delights of Invercargill. Clues were given to each team and a race around the town took in the water tower, museum, southland stadium and velodrome and local restaurants. The evening concluded with duck races back at the pool at the Ascot Park Hotel.

Sunday was an early start with regional meetings being held over breakfast. The business of the Federation was the focus on Sunday. Resolutions were debated and either passed, defeated or laid on the table for a later time. At times debate was vigorous and stimulating and at other times voting was unanimous.

The conference heard from Nok, BPW International President, Freda Miriklis the International Executive Secretary, and Kay Morrison President from Australia. Before lunch two 'How To' seminars were held. One was 'Funding and Sponsorship' and the other was 'Mentoring for Individuals and Clubs.'

The result of the vice president elections were announced before lunch. Barbara Clarke from BPW Gisborne became first vice president and Angela McLeod from BPW Upper Hutt became second vice president.

Conference concluded with the organizing committee from Southland being thanked for the effort they put into organizing conference, announcement that the 2008 conference will be hosted by BPW Huntly in Hamilton and 2009 conference will be in Masterton.

All the outgoing Officers were thanked for all the work they have done and the new executive introduced to the conference. The President introduced the new theme for 2007/8 as 'New Dimensions in Leadership – for the Future" and formally closed the conference.

**Attachments.** Summary of Discussion Forum on Retirement, cover letter

*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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