



BPW New Zealand

Federation Circular March 2007

Theme for the year "New Dimensions of Leadership-in the Workplace"

THE PAYOFF FROM WOMEN'S RIGHTS – THE COST OF INEQUALITY

Excerpts from an article by [Isobel Coleman](#), in *Foreign Affairs*, [May/June 2004](#).

Over the past decade, significant research has demonstrated what many have known for a long time: women are critical to economic development, active civil society, and good governance, especially in developing countries. Focusing on women is often the best way to reduce birth rates and child mortality; improve health, nutrition, and education; stem the spread of HIV/AIDS; build robust and self-sustaining community organizations; and encourage grassroots democracy".

"Women's status has advanced in many countries: gender gaps in infant mortality rates, calorie consumption, school enrolment, literacy levels, access to health care, and political participation have narrowed steadily. Those changes have benefited society at large, improving living standards, increasing social entrepreneurship, and attracting foreign direct investment".

Yet significant gender disparities continue to exist, and in some cases, to grow, in three regions: southern Asia, the Middle East, and sub-Saharan Africa. Although the constraints on women living in these areas -- conservative, patriarchal practices, often reinforced by religious values -- are increasingly recognized as a drag on development, empowering women is still considered a subversive proposition. In some societies, women's rights are at the front line of a protracted battle between religious extremists and those with more moderate, progressive views. Deep tensions are evident in Saudi Arabia, Iraq, and Afghanistan, for example, and to a lesser extent in Nigeria, Pakistan, and Indonesia. Their resolution will be critical to progress in these countries, for those that suppress women are likely to stagnate economically, fail to develop democratic institutions, and become more prone to extremism."

"The 2000 UN Millennium Development Goals, the international community's action plan to attack global poverty, lists gender equality as one of its eight targets and considers women's empowerment essential to achieving all of them. Nobel Prize-winning economist Amartya Sen has argued that nothing is more important for development today than the economic, political, and social participation of women. Increasingly, women, who were long treated as passive recipients of aid, are now regarded as active promoters of change who can help society at large. Various studies specifically show that the benefits of promoting women are greatest when assistance focuses on increasing their education, their control over resources, and their political voice".

"Gender disparities hit women and girls the hardest, but ultimately all of society pays a price for them. Achieving gender equality is now deemed so critical to reducing poverty and improving governance that it has become a development objective in its own right. The 2000 UN Millennium Development Goals, the international community's action plan to attack global poverty, lists gender equality as one of its eight targets and considers women's empowerment essential to achieving all of them".

"Although there is no easy formula for reducing poverty, many argue that educating girls boosts development the most. Lawrence Summers, when he was chief economist at the World Bank, concluded that girls' education may be the investment that yields the highest returns in the developing world. Educated women have fewer children; provide better nutrition, health, and education to their families; experience significantly lower child mortality; and generate more income than women with little or no schooling. Investing to educate them thus creates a virtuous cycle for their community".

"Educating women, especially young girls, yields higher returns than educating men. In low-income countries, investing in primary education tends to pay off more than investing at secondary and higher educational levels, and girls are concentrated at lower levels of the education system than are boys. Closing the gender gap in the early years of schooling is a better strategy than promoting other educational reforms that allow gender gaps to remain. Similarly, children benefit more from an increase in their mother's schooling than from the equivalent increase in their father's. Educating mothers does more to lower child mortality rates, promote

better birth outcomes (for example, higher birth weights) and better child nutrition, and guarantee earlier and longer schooling for children”.

“This is not to say that women's priorities are somehow better than men's, only that they are different and that in countries in which women are neglected, putting them in charge may begin to redress the imbalance”.

Also in this issue, A Book Review, President's Message, New Horizons Trust Awards, SWOT Analysis for Clubs, Mentoring in Action.

President's Message – March 2007

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

At the beginning of another BPW year, it is traditional to review our Aims and remind ourselves why we need BPW and all that it stands for. The keynote article of excerpts from an article by Isobel Coleman, in *Foreign Affairs*, May/June 2004, reminds us why BPW continues to work for women's rights and for the individual and professional development of all women. Increasingly it is being recognized that women's equality is closely related to the social and economic well being of society. Even though we may feel that women have “got it made” here in New Zealand, the 2006 Census of Women's Participation in the Workforce tells a different story. We clearly still have work to do to support women both here and in other countries who must continue to fight for what we often take for granted. Let us not become complacent in our own good fortune.

I was fortunate to be in Te Puke this month when Suzanne Collier, the winner of our 2006 Massey Award, was presented with her \$1500 cheque by Dianna O'Brien, our Projects Convener. Suzanne is a remarkable young woman who is studying for her accountancy qualifications with great academic success, while bringing up her family with her husband, and contributing her financial and management skills to her boy's sports teams in her Rotorua community. She will put the Award towards her course fees for 2007 and we look forward to hearing of her successful graduation in the future.

Preparations for Conference are going well with a great program of activities and workshops around Leadership in the Workforce being organised. While Conference is our Federation AGM, we also plan to fit as many interesting speakers and discussions as possible into the two days. I encourage as many of you as possible to come to Conference in Invercargill to experience the big picture of BPW and to explore the highlights of the far South while you are there. I am looking forward to renewing old friendships and making new ones. See you there.

Faye Gardiner, President BPW NZ

President's Calendar 2007

February	10	BPW Executive meeting in Auckland
	19	Tauranga Club meeting
March	14	Tamaki Club meeting
	20	Hibiscus Coast Club Study Award Presentation Dinner
April	11	Tamaki Club meeting
	14	BPW Executive meeting – Teleconference
May	4-6	BPW NZ Conference in Invercargill
	9	Tamaki Club meeting
	12-15	BPW Asia Pacific Regional Meeting in Seoul, Korea
	16-26	President in Korea on holiday
June	9-10	Federation Committee Strategic Planning Day and Executive Meeting, in Auckland
	13	BPW Tamaki Candle Lighting
	19	BPW Kaitaia Candle Lighting

MARKETING 101 – How to do a SWOT analysis - Pat Sivertsen, Marketing Convenor

A well run club is in many ways not much different from a well run business. And one of the things a well run business does is regularly schedule time for the long hard look at their business, their competitors and the market that they operate in.

One of the simplest things to do is brainstorm a SWOT analysis. Schedule 10 to 15 minutes. Don't forget the rules of brainstorming – do it quick- no discussion, every idea is acceptable and there is no criticism. Write up as you go so that everyone can see. You'll see that the first two headings – Strengths and Weaknesses are looking inwards at your club, its leadership and its management. The next two headings, Opportunities and Threats are looking more outwards.

- **Strengths:** Start the ball rolling with a few open ended questions. What does our club do really well? Why do you like coming to meetings?
- **Weaknesses:** What are we not so good at? What puts you off coming to meetings?
- **Opportunities:** You want lots of ideas here so start the ball rolling with some open ended questions that take a wide view of opportunities. For example – What could we do in our community to fulfil our aims? What groups of women in the community would be likely to join our club? Is changing the style of our meetings an opportunity?
- **Threats:** These alas are often all too easy to think of. For example - Competing clubs, new networking style business groups, the busy lives women lead, changing demographics in your area. You'll no doubt think of heaps.

Have someone write it up and circulate it by email. That way women who have not been at the meeting can add their input.

What next? If your club has a marketing plan, congratulations, you have just updated an important section of it. If not, then your executive has some ideas and guidelines for the annual action plan. The thing that I like about a SWOT analysis is that it focuses on the positive as well as the negative and offers ideas for action.

Finally: Schedule your next annual SWOT analysis now.

Mentoring in Action - Gwendolyn Needham. - Programmes & Mentoring Convenor.

The way we welcome and incorporate newcomers to our clubs will be remembered long after even the best speaker may be forgotten. There's two sorts of people in most organisations – the 'in people', who have been there for years, understand the jargon, have their special friends to catch up with..... then there's the 'out people' – new, tentative, looking for something of value to themselves, interested, hoping to become a real part of a good thing where they feel accepted and cared for.

Mentoring is one name we give to the process of moving from "out' to 'in'.

This year I've joined a choir – the Harmony Chorus. I've struck a winner – because without any fuss, members are friendly, smiling, delighted to see me, I have an instant buddy while I'm still in the stages of becoming a full member, I feel treated like gold, I'm given relevant information in a non-pushy way. The whole club seems to have a natural mentoring culture – meaning – “we need new members; we like new people; we want you to decide to stay, enjoy, participate; and we'll all help you learn what you need to know, to become a truly 'in' person!”

This is attitude. The underlying unspoken attitude of our BPW clubs is reflected in the way we welcome and incorporate newcomers. This skill and attitude can be learnt! (But first, you need to want to learn). Is your Club into growth mode for 2007? What goals have you set?

New Horizons for Women Trust Awards 2006 - Moira McLean

The Trust presented twenty-one awards in October 2006, in ceremonies in Auckland, Christchurch and Wellington. These awards consisted of eighteen second chance education awards, two research awards and the Ria McBride Public Service Management Award. The three ceremonies were well supported by family and friends of the winners and by Trust sponsors and supporters. The awards made are a mixture of sponsored awards, such as the Dawn and Arthur Ibbotson Scholarship, organisational awards, such as those from Manawatu Branch of New Zealand Federation of Graduate Women and those from the Trust's own endowment fund.

Obviously the Trust would like to make more awards; in 2006 there were 152 applications for second chance education awards. Soon, applications will start coming in for the 2007 round of awards. It you know of

anyone who is undertaking second chance education please let them know about the Trust and make sure they receive a form. Application forms will be available on the website or from Trustees from January 31. The research awards are open to organisations and individuals. It may be that your organisation has need for some research to be done about an issue that has been of concern.

Research Awards

The NHWT / SROW Research Award went to Dr Maria Perez-y-Perez, School of Social Work, University of Canterbury. Maria's research title is "Health and Safety of Female Sex Workers after the Prostitution Reform Act (2003)". The Act (PRA) effectively decriminalised prostitution activities in NZ and its momentum came from the desire to minimise harm and risk for sex workers through the promotion of their occupational health and safety, welfare and human rights. The passage of the PRA constituted a shift from criminal activities to occupational/labour/health issues by devolving responsibility from the police to a collection of service providers. This project will explore how the principles of the PRA are being practically applied by key service providers (Occupational Health and Safety OSH, Police and NW Prostitutes Collective (NZPC) to ensure the health and safety of sex workers and their clients in Christchurch.

The New Zealand Federation of Graduate Women (NZFGW) Wellington Branch Research Award was given to Elizabeth Kiata-Holland. "The Everyday Worlds study: a female world" will examine the social activities and social networks of over 250 female rest home residents living in 21 rest homes in two NZ cities. Currently in NZ about 5% of people aged 65 years and older live in long term residential care facilities (rest homes). Close to two thirds of these rest home residents are women. Using a female-focused lens, the study will investigate how these female rest home dwellers make meaning in their everyday social contexts. This will include the significance of the female elders' social networks and activities.

Ria McBride Public Service Management Award

Rangimeia Walker was the winner of this \$15,000 award sponsored by the State Services Commission. Similarly to Ria McBride, Rangimeia has faced challenges in her career path, and has demonstrated her ability to overcome such challenges. Since the age of 17, she has worked for a variety of Government agencies. Over the past eight years she has been employed by the Ministry of Social Development, holding a number of management positions. The mother of four children, Rangimeia has support from her family and work colleagues as she begins a joint Bachelor of Arts and Bachelor of Business Studies. This award acknowledges Rangimeia's perseverance and drive to achieve the goals she sets.

Second Chance Education Awards:

NZFGW Manawatu Branch Awards were won by Colleen Chisholm, Sharlene Hare and Leanne McCaw. Colleen is studying for a Bachelor of Maori Traditional Arts at Otago University. She has a special interest in teaching children the Maori language and crafts. Sharlene is a single parent living away from family support and is in the first year of her Bachelor of Nursing. Leanne is in the first year of a double degree in Laws and Psychology after having to leave her career of 8 years as a spray painter because of ill health caused by a reaction to the chemicals. The Dawn and Arthur Ibbotson Award went to Patricia Hoskin, mother of three sons who is in her third year studying for a Bachelor of Nursing. Carla Jones got the Canterbury Women's Legal Association Award. Carla is in the third year of a Bachelor of Laws degree at Canterbury University. The winner of the NHWT (Anonymous) Award was Virginia Good, in her second year studying for Bachelor of Speech and Language Therapy. The Ray Perry Award was presented to Jasmine Brown of Opotiki who is studying for a Bachelor of Alcohol and Drug Studies at Wellington Institute of Technology.

NZFGW Wellington Branch Awards went to Karoline Lal, Antoinette (Annie) Gibson and Makerita Talamaivao. Karoline is in her third year of study for Bachelor of Nursing (Pacific) at the Whitireia Community Polytechnic and will sit her State Finals in November to be a Registered Nurse. Annie is studying for Bachelor of Nursing at UCOL Wairarapa. She has an interest in women's health and primary care and wants to work in the community. Makerita is in her final year of her Bachelor of Nursing (Pacific) and has always dreamed of being a qualified nurse.

The NZFGW Mildred Keir Training Award was won by Annette Munkedal from Te Puke who is studying for a Bachelor of Education Primary on the External Delivery Programme. Jan Jaquiere from Stoke got the Jack Ilott Award. Jan is working for the Certificate in Social and Community Work to enable her to enrol in a Bachelor of Social Work. The winner of the Zonta Clubs of Greater Auckland Award was Patricia Johnson who is studying for a Bachelor of Health Science in Applied Mental Health. The Rita King Award was awarded to Sarah Lawrie of Hamilton, in her second year of a Bachelor of Nursing degree. The Dame Silvia Cartwright Award was won by Tui Lee of Ngaruawahia. Tui is studying at the Waikato Institute of Technology for a Bachelor of Midwifery. Talimalama Larsen got the Rua Stevens Award. Talimalama, a mother of 5 children is in the final year of a Diploma of Teaching Early Childhood Education (Pacific Islands Programme)

at the University of Auckland. The NZFGW (North Shore) Award was presented to Siobhan Wafer who wants to qualify as an Early Childhood Teacher to be a role model for her daughter. She is in the second year of study for Bachelor of Education (Early Childhood Education) at the Auckland University of Technology. The Dorothy L Newman Award went to Tanya Newell, who is in her second year of the Bachelor of Education (Primary Teaching) at the Auckland University of Technology and wants to be a “highly effective primary school teacher”.

That was 2006 and already the Trust is thinking about the 2007 process and especially about awards. Obviously the Trust would like to make more awards; in 2006 there were 152 applications for second chance education awards. It would be great if there were more awards than ever in 2007. The Trust is only able to make awards from the interest it earns on the accumulated funds. However, we have many good friends who donate money for awards each year. The Trust is able to target awards to donor's wishes eg we have one award which is targeted to South Island women and another which prefers to have the award winner come from north of the Bombay Hills. If you know of a woman who needs our help, give them the following website or address for a form for the 2007 awards. The research awards are open to organisations and individuals. It may be that your organisation has need for some research to be done about an issue that has been of concern. This year the Trust is also responsible for the Sonia Davies Peace Prize and forms for this are also available on the website.

If you can make a donation we will receive it with thanks. To contact the Trust use enquiries@newhorizonsforwomen.org.nz Or New Horizons for Women Trust (Inc.) PO Box 12 498 Wellington. To go to the website <http://www.newhorizonsforwomen.org.nz>

Book Review –‘Point Last Seen’ by Ricky Hunter

A compelling new book ***Point Last Seen....a road to recovery after childhood sexual abuse and domestic violence*** was officially launched by Her Excellency Ms Quentin Bryce AC, the Governor of Queensland, Australia on the 23rd November 2006.

This eye-opening book has a dual purpose - it's a self help book for survivors of domestic violence AND a ticket entry for professionals. This release is Book One of a two part series. Book Two will be released late 2007.

Ricky Hunter, new Australian author, lowers her veil of privacy to provide the reader a first-hand view of what it means to live life after being abducted as a child, suffering domestic violence in her marriage and coping with a mental illness.

Seen predominately as a first-person story and written as self-help therapy to recover from the trauma of decades of denial, this rich and substantive narrative is carefully crafted to walk the reader through an intimate journey with the writer - who viewed the world through a lens of self doubt, shame and denial. Appalled to find globally that one-in-three women suffer abuse and violence (UNIFEM) Ricky researched the topic of domestic violence and abuse to discover some ‘recovery gems’ that she shares with her readers.

“From my research, it appeared to me that women who suffer abuse share a common belief system and universal emotional experience - the perpetrators displaying the same cluster of behaviours. One-in-three-is one too many,” Ricky says. “There had to be something I could do to not only help myself face past trauma, my symptoms of post traumatic stress disorder, but to find some empowerment and control over my life. I also wanted to take this option to speak out for women who do not have the opportunity.”

Ricky realised by writing her first-person story that survivors of abuse *can* lead calmer and more mindful lives; we *can* empower ourselves and step up to the road to recovery by discharging the negative feelings and emotions that often imprison us in our cage of despair.

Drawing from her secular experience in her professional life, single journeywoman Ricky Hunter developed her Plan to Empowerment document when used under strict medical supervision, can be a valuable tool to healing.

Taking into consideration the major issues faced by women who are abused, *Point Last Seen* successfully sheds more light on the following complex questions;

- (a) Why don't women in abusive situations just leave?
- (b) What is the answer to 'The Big Why?' Why me?
- (c) What is the relationship between illegitimate shame and abuse?
- (d) What is the relationship between animal abuse and domestic abuse?

As Ms Bryce noted in her launch speech, "Ricky, not only have your voice and strides saved your own precious life, they have prised open the most sinister cervices of our society, demanded a hearing, and worked ceaselessly on strategies and solutions for healing. I have the deepest respect for what you have gained at immense personal cost and what you now so generously share."

To read the prologue, foreword and reviews of this self-help resource visit the website <http://www.geocities.com/pointlastseen/>

Cost \$25.40AUD plus postage

www.debut.com.au Email orders to info@debut.com.au

New Virtual Network Unites Women in Politics Around the Globe

New York, 27 February 2007 The first virtual network linking women in politics throughout the world was launched today at the United Nations: the **International Knowledge Network of Women in Politics (iKNOW Politics)**. This ground-breaking initiative was founded in partnership by the International Institute for Democracy and Electoral Assistance (International IDEA), the Inter-Parliamentary Union (IPU), the National Democratic Institute for International Affairs (NDI), the United Nations Development Programme (UNDP) and the United Nations Development Fund for Women (UNIFEM).

This innovative global platform www.iKNOWPolitics.org is specifically designed to promote gender-sensitive governance and advance the role and number of women in political and public life. The need for this resource is clear. Though the number of women in politics has grown in recent years, they are still under-represented and face innumerable obstacles to full participation. In 2006, less than 17 per cent of parliamentarians were women, according to IPU, and elected women head only 13 of the world's 194 states and governments, as reported by the Worldwide Guide to Women in Leadership.

Welcoming the launch of iKNOW Politics, Liberian President Madame Ellen Johnson-Sirleaf said: "While the winds of change have begun to blow, women remain on the fringes of political power. That is why the creation of iKNOW Politics, the premier network for women in politics, will provide women with the tools necessary to participate meaningfully in every facet of political life."

iKNOW Politics allows users to access an online library with more than 400 reports, handbooks and training materials in English, French and Spanish from leading international agencies, research institutions, academia and civil society groups. Other highlights include a virtual forum for mediated discussions, high-profile interviews, member-created sites and a variety of resources on campaigns, elections and quotas, political parties, parliaments and representatives, advocacy and lobbying, skills building, budgets and legislation and post-conflict and transitional participation.

Attachments. Position Available: Researcher on Women's Human Rights and Religion
Women's Rights Division, Conference Update Flyer, March Levy Return Form

Articles from clubs for the Circular need to be with Elizabeth by 15th of the month. Send to bhorrell@woosh.co.nz

Please note – The Mail Out to Clubs will be electronic only unless Clubs specifically ask for a hard copy.

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