



November 2007 Circular

## BPW New Zealand

*"advancing the interests of working women"*

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

### Women Change the Rules of Business

By John Byrne, Producer, BBC R4's Changing the Rules.

People skills are the key to success. Women are succeeding in business in greater numbers than ever before by changing the rules of engagement. But they still face an uphill struggle both in the US and the UK.

In the United States, nearly half the private companies are owned by women. Women's companies are creating jobs at twice the rate of all firms, and employ more people than the top 500 companies put together.

In the UK, it's estimated that there are now more than 600,000 women-led businesses, contributing some £130bn to the Exchequer. According to one female entrepreneur, writer and business guru Margaret Heffernan, **the motivations that drive businesswomen in Britain are different from those of men.** "These women were driven to look for a place where they could prove themselves on their terms," she says. **"There is some evidence that women are willing to take bigger risks with their careers than men.** This is not because they are stupid; it is because they are desperate. So often they can see no other way to find work, and a way of working, that suits them."

She argues that women have a different management style. "These ways of working suggest that **the old corporate notions - of business as war, of companies as machines, and of leadership as command - don't work for women, who are more interested in orchestration, empathy and relationship management.**"

These are the skills that Chey Garland, chief executive of Garland Call Centres on Teesside, has found useful. Few of the bosses in top boardrooms are female. It is a company with an annual turnover of more than £43m, that employs more than 3,000 people in eight call centres located in Hartlepool, Stockton, and Middlesbrough. They offer back-office services such as telephone sales, customer support, and technical assistance for major financial service, telecoms, and internet companies. She believes that her company's success is down to its investment in people. Her own personal management style stems from a belief in getting relationships to work for you.

"I remember in the early days one of my male colleagues said to me 'You know, you could talk for England on the phone - I could do a dozen things in the time you take.' "But he was so wrong. I was doing a superb account management job at very low cost - not driving everywhere, not doing lunch, just getting to know people on the phone. "And by knowing the person, when things go wrong you can find a way through the bad times."

The **skills found in women bosses - good radar, intuition, an ability to empathise, conducting not commanding and multi-tasking, not getting lost in the detail** - are also the values that drive their companies, according to Ms Heffernan. "Of course it may be that these are just business skills - skills that have nothing to do with gender and everything to do with talent," she says.

"But historically, women have been low in social power in the workplace for a long time, and have learned how to read signals to ensure their survival. Lacking institutional protection, their careers depended on being attuned to shifts in mood and attitude - and what better preparation could there be for the unpredictable, irrational world of 21st century business?"

**Also in this circular**, President Message, Mentors for Clubs, NCW Report, Globe Women E News, Home Violence, Pink Insurance

## **President's Message – November 2007** - Faye Gardiner President

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

October has been a quieter month for BPW and your President but not without its busy moments. I attended the NCW National Executive Meeting in Manukau City. Three days of challenging speakers, stimulating discussions and networking with representatives from other women's groups went very quickly. A full report of the Meeting appears later in this Circular.

My home club, BPW Tamaki, celebrated its 40<sup>th</sup> Anniversary and we were privileged to have two founding members to help us reminisce, Joan Bielby and Rita Chalmers.

Anne Todd-Lambie gave a most interesting account of her trip to New York in July to assist with the presentation of the NGO report on New Zealand's progress in meeting the articles of CEDAW. An overview of her presentation to the CEDAW Committee is included in the report from the NCW Meeting later in this Circular.

Listening to Anne reconfirmed for me how vital are our BPW policies and lobbying activities in providing the platform from which we can work to improve the status of women. I know some clubs are working on some very timely resolutions and I know further clubs are "thinking about it". Please turn thoughts into actions and have your remits in by 1<sup>st</sup> December.

In the November Mail Out you will have received the Conference flyer and the count back deadlines, also the nomination forms for BPW Federation Committee members. I know that six months out it all seems too far away to think about but with Christmas holidays intervening it will go very quickly. Please check all closing dates and be sure to send in your items in good time.

Response to the Club Leadership Forum has been very enthusiastic. Questionnaire responses are coming in well and already providing some excellent ideas for the program. Notices of intention to register have already been received from the Presidents of Kapiti and Kaitaia. The registration form is included in the November Mail Out, please complete it and send it in as soon as your AGM has confirmed your President and Vice Presidents for 2008. The Te Waipuna Mercy Oasis where the Forum is to be held is a lovely women's centre with a very empowering and peaceful environment and this will be a learning and sharing weekend not to be missed by club Presidents and Vice Presidents.

The BPW NZ Executive Meeting is to be held in Auckland on February 4<sup>th</sup> and all Forum attendees who can stay on are invited to attend the meeting and see how we work.

Finally, I hope your club is planning to participate in White Ribbon Day on November 14<sup>th</sup> and the 10 days of activism against gender violence. The NGO report to CEDAW clearly showed that this is the key issue for women in New Zealand. Let BPW women and our men folk pin our white ribbons to our lapels and make a stand against violence against women

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

November	2-4	BPW Australia National Conference, Sydney
	5-12	President on holiday in Sydney
December	1	Exec Teleconference
	12	BPW Tamaki Christmas meeting
February	2-3	Club Leadership Forum
	4	Executive Meeting

### **Days to Remember**

<b>November</b>	Prostate Cancer Month
Nov 14	Tamaki Club meeting
Nov 25	White Ribbon Day

<b>Nov 25-Dec</b>	10 Ten days of activism against gender violence
Dec 1	Closing date for BPW Remits for Conference 2008
Dec 5	International Volunteer Day <a href="http://www.volunteeringnz.org.nz">www.volunteeringnz.org.nz</a>
Dec 10	Rural Women's Day

## **Find Mentors for Your Club** - Pat Sivertsen, Marketing Convenor.

We talk a lot about the value of mentoring within BPW. Recently I've written about persistence, evaluation and improvement. But what if you do not have marketing and PR expertise within your club? You do what small businesses do – find yourself a mentor.

Mentors come from many places. There will be women in your community, who for a variety of reasons do not wish to, or are unable to join your club. They may, however, be willing to mentor you in a particular management or marketing skill area either on a one off or ongoing basis.

How do you find these treasures? Use your local network. Suppose you need a mentor on the public relations side of marketing within your BPW club. If a club or business in your community regularly gets a newspaper mention find someone you know who has some connection, however tenuous with that organisation. Find out who in the organisation does the PR and if they are an approachable sort of person. Then pick up the phone and invite your target for coffee. Otherwise be bold – pick up the phone anyway. People are often flattered to be asked for advice. The worst that can happen is that you'll be rebuffed. Pick yourself up, dust yourself off and try elsewhere.

Secondly use your national network. There is a huge fund of skills and knowledge within the current and past BPWNZ Executive. We want to see your club succeed and will do all we can to help.

## **Report from the National Council of Women National Executive Meeting September 28-30 2007** - Faye Gardiner, President BPW NZ

It was my privilege to represent BPW NZ at the NCW Executive Meeting held in Manukau City, warmly and efficiently hosted by the Manukau Branch of NCW. The theme of the meeting was "Inspiring Influential Leadership".

Approximately 100 women from NCW, women's groups and organizations spent a very stimulating 2 days networking, discussing issues, and generally enjoying a great social time together. All the Officers and Conveners reported on their activities over the past year and it was clear that they work very hard to gather, collate and present women's viewpoints on all legislation that comes before parliament. BPW NZ feeds into this process through our responses to Action Items, and club representatives at local NCW branches, and I urge all clubs to ensure that they maintain this link.

The opening address was given by Jo Brosnahan, founding chair of Leadership New Zealand, a charitable trust set up to raise debate about leadership and to develop leaders through a mid career program. Jo is a former Auckland and Northland Regional Council's CEO and has had various political roles and Board positions in both public and private organizations. Her address covered current research and thinking on the nature of leadership, gender issues relating to work attitude and language, and the development of inspiring leaders.

A powerful; and challenging address was given by Ruth Busch, Associate Professor in law at University of Waikato, and co-author of "The Cutting Edge - women's experiences of protection orders". It was most disheartening news and there is clearly much still to be done to ensure that protection orders provide protection for battered women. From Ruth's address –

- Little action is taken to deal with repeated breaches of protection orders
- Few convictions are made and sentences are trivial
- There are ineffective controls after a breach, with a huge gap between women's experiences and justice and legal system's responses.
- Legislation is sound but implementation by police, lawyers, judges and courts is poor.
- Decisions are often contrary to international research findings.
- 61% of judgments are not based on mandatory risk assessments.
- Family Court judges are not required to give reasons for denying an application for a protection order, seriously compromising the ability of the applicant to appeal the decision.

- Judges do not have training before taking protection order cases.
- 214 women and children have died from family violence since 1996.
- Battering and sexual abuse co-exist in 60% of cases
- 70% of boys who see their mother being abused will themselves become abusers.

Anne Todd-Lambie and Beryl Anderson gave a most interesting account of their trip to New York in July to assist with the presentation of the NGO report on New Zealand's progress in meeting the articles of CEDAW.

The key issue for NZ NGOs is the level of violence against women and children in New Zealand. Domestic violence includes both physical and psychological violence, bullying, and harassment. Laws are adequate but application is poor and resources inadequate. There is a need for an external, objective investigation to identify issues we may not see ourselves, being too close to it.

An urgent notice of motion was put by the Executive Board and was carried - "That NCW NZ requests an invitation be extended to the United Nations Special Rapporteur on Violence Against Women to assess the situation in New Zealand and prepare a report and recommendations".

Attendees were concerned that the investigation be an open process with groups having the opportunity to review it, and where necessary correct it, prior to it being submitted to the UN. To be credible, the process must include the victim's voices, identify preventive measures and must include the economics of domestic violence.

The recommendations of the CEDASW committee and information sheets are to be sent to all NCW branches so please ensure your NCW representative acquires one for your Club.

A political forum was held in which a panel of MPs was asked to address three questions relating to women's issues.

1. What are the important issues for women today?
2. What is your party doing about them?
3. What is the gender impact of your party's policies?

The panel was made up of seven women MPs - Dr. Jackie Blue (National), Catherine Ransom (Democrats for Social Credit), Sue Kedgley (Greens), Sue Moroney (Labour), Heather Roy (ACT) Hon. Tariana Turia (Maori) Judy Turner (United Future). A variety of issues of importance to women were raised and addressed from Party perspectives by the MPs with no clear priority emerging. They included –

- Low representation of women in political roles
- Extending the term of paid parental leave
- Taxation and income splitting
- Disability services
- Pay rates and career paths for care givers
- Flexible working hours
- Women's health and access to treatment
- Ethical investing of Kiwi Saver funds
- The gender pay gap
- Men's issues re boys 22% achievement gap behind girls.

An address was given by Heather Henare, CEO of Independent Women's Refuges since 2005. She gave an overview of the work that refuges do, and the struggle to meet a 65% increase in demand over the last 5 years without any corresponding increase in government funding. They are very concerned about being able to meet further increases in demand generated by the advertising campaign "It's not alright". At present Government only funds 45% of refuge budget, the remainder has to be raised by refuge itself. Government Ministers will not discuss funding with IWR, they have no answers to the problem. Some points from Heather's address –

- 50 refuges throughout New Zealand
- 759 workers, only 230 of whom are paid, 529 are volunteers.
- The average age of women seeking refuge is dropping, 25% are now 26-35 years.
- Domestic violence is a gender issue, the perpetrators are overwhelmingly male.
- Psychological abuse has an even greater impact on women than physical abuse.

- Most domestic homicides occur after a woman has left her partner.
- Education / counseling programs are vital in empowering women to take action and get out of a violent situation but they must be encouraged, not mandated.

A further address was given by Lyn Dawson, founder and Program Manager of Books in Prison Trust. The Trust has established libraries in the four women's prisons and runs literacy, writing and reading programs for inmates. The women are given a dictionary and writing materials, and shown how to use a library. The main aim is to ensure that women return to the community with the ability to better themselves. There are no half way houses for women leaving prison and Lyn intends to make this her next project.

Six remits were put to the Meeting and I voted on behalf of BPW NZ in accord with instructions received from our Clubs.

1. "That NCWNZ supports research into the process of reporting and investigating sexual violence complaints" (Carried) Proposed by the Women's International League for Peace and Freedom. Supported by BPW NZ.

2. "That NCWNZ encourages the establishment of accessible emergency housing for people with disabilities who are experiencing abuse" – (Carried) Proposed by BPW NZ, seconded by NCW Franklin Branch.

3. "That NCWNZ supports the right of juries to be informed of previous relevant crimes committed by defendants" (Lost) Proposed by NCW Hibiscus Coast Branch. Supported by BPW NZ.

4. "That NCW NZ supports the development of a global treaty to ban cluster munitions". (Carried) Proposed by Women's International League for Peace and Freedom. Supported by BPW NZ

5. "That NCWNZ supports the extension of paid parental leave to 12 months" (Carried) Proposed by the NCW Board of Management. Not supported by BPW NZ.

6. "That NCWNZ opposes the sexualisation of children through production, marketing and retailing of children's products". (Carried) Proposed by the NCW Consumer Affairs Standing Committee. Supported by BPW NZ.

Christine Low , President of NCW and her team are to be congratulated on a very successful Meeting and thanked for all that they do to present the viewpoints of women in New Zealand  
The NCW themes for 2006-2008 are "Freedom from Violence" and "Sustainable Development".

### **Congratulations.**

We are delighted to announce that Rosalie McGuire, our honorary solicitor, and husband Mark, gave birth to Duncan Edward McGuire on 20 October 2007 at Middlemore Hospital, weighing just under 7lbs. The family are all happy and healthy and Duncan is sleeping and eating well (so far!).

BPW NZ congratulates all women candidates who were successful in the recent local body's elections. We all recognize and acknowledge the work you all do promoting a women's view point at this local level. If one of your Club members has been elected to a local body please let us know so we can honour their achievement.

Did You Know that - *Destiny is not a matter of chance,  
it is a matter of choice;  
it is not a thing to be waited for,  
it is a thing to be achieved.*  
- William Jennings Bryan.

**GLOBAL SUMMIT OF WOMEN LAUNCHES "LEGACIES OF WOMEN" – Globewomen**  
Enews Issue No. LXIX October 17, 2007

At the close of the 2007 Global Summit of Women held in Berlin, Germany last June, the Consortium of Women to End Cervical Cancer was announced by Summit President Irene Natividad. This was a first-ever initiative on the part of the Summit. Why would a business-focused global gathering of women leaders take on this effort?

The answer, according to Summit President Natividad, is simple: "No economic advancement is possible for any woman without a healthy body.

Since cervical cancer is the only form of cancer that is preventable due to new vaccines and screening, it was important for women achievers such as those who participate at the Summit to leave a legacy of a cancer-free world to the next generation, just as we want to leave a legacy of an economic future that has more options for women and girls."

Joining the Summit as part of this Consortium are the International Federation of Business/Professional Women, European Women in Management Development, the International Alliance of Humane Values and Soroptimists International - all with established presence in every part of the world. This month, the Summit launches its Legacies of Women Forum in partnership with EWMD at the Technical University of the University of Graz, Austria. At this Forum, corporate executives such as Maud Pagel, Senior Executive Vice President of Deutsche Telekom; Tina Reisenbichler, President of EWMD and T-systems executive; and Aida Sabo, Chief Diversity Officer of EMC Corporation, a data storage company based in the U.S., will communicate through a dialogue with Summit President Natividad, their legacies of career experiences with the university audience. At the close of the forum, information on how to create a cervical-cancer-free world will also be shared with the audience. The Summit will include clips from this first Forum on its website in November.

After Austria, other Legacies Forums are planned for South Africa, Vietnam (at the 2008 Summit), and Mexico. A similar pilot series is planned for four cities in the United States for 2008. "This initiative fits the Summit's focus on solutions," adds Natividad. "What a gift we can leave to the next generation if women linked arms to eradicate this cancer that only afflicts women worldwide."

For more information on the Consortium to End Cervical Cancer, please log on to [www.globewomen.com](http://www.globewomen.com), click to the Global Summit of Women.

**LINKING CORPORATE PROFITS TO WOMEN'S BOARD PRESENCE – Globewomen**  
Enews Issue No. LXIX October 17, 2007

A recent study of the 500 largest U.S. companies showed that those corporations with the highest percentage of women directors turned out to be more profitable and efficient than companies with few women directors. This report echoes a prior study by Cranston University in the U.K., which found a similar correlation between good financial performance and more diverse boards.

Catalyst, a U.S. organization that focuses on women in the workplace, found that, on average, companies with the highest proportion of female directors earned a return on equity that was 53% higher than those with the smallest percentage of women directors. Currently, American companies have less than 15% women's presence on corporate boards. The 2007 report by Corporate Women Directors International on women directors in the 200 largest global companies found an even lower percentage of female directors - 11.2% -- from companies based in 26 countries (including the U.S.).

The U.S. companies with the highest percentage of women directors, according to Catalyst, include General Electric, Exxon Mobil and IBM. Those with the lowest include Citigroup, Apple and General Motors. (Source: FT.com, 10/1/07).

**SAUDI WOMEN AND THE FREEDOM TO DRIVE –** Globewomen Enews Issue No. LXIX  
October 17, 2007

Last month, Saudi women demonstrated for the first time to campaign for the right to drive in the only country in the world that prohibits women from doing so. Through texting and emails, more than 1,100 signatures were secured online and at shopping malls for a petition to be sent to King Abdullah.

Saudi Arabia follows a strict interpretation of Islam that bars women from travelling, marrying or renting lodging without permission from a male guardian. Saudi Arabia's powerful clerics state that allowing women to drive would lead to western-style freedoms and an erosion of traditional values. The prohibition to drive applies to all women, Saudi or foreign, in a country where public transportation is limited and taxis are not usable by women since riding with male strangers is deemed unsafe. Wajeha al-Huwaider, an education analyst who co-founded this effort states that "We don't expect an answer right away, but we will not stop campaigning until we get the right to drive." Even if they are not successful, the women feel that they have at least "broken a barrier of fear that Saudi women had of asking for their rights," adds another campaigner. (Source: Washington, Post. 9/23/07).

**Preventing Violence in the Home –** Anne Todd-Lambie

*"DVFree is a national programme that partners with employers to help managers and workers understand the nature of domestic violence and support employees as soon as they disclose the problems. Once senior management / CEO support is established, we provide basic awareness training for all employees and more in-depth training for identified 'contact people'. We help prepare relevant HR policy and procedures for the agency/company, provide training for staff, and continue to support employers with consultation and evaluation."*

The DVC (now Preventing Violence in the Home) received \$100,000 over two years from Safer Auckland City to pilot the DVFREE programme, which was conceptualised in 2001. Ongoing funding is provided by the Ministry of Health. This is the cost of 2FTEs and overheads. Overheads include the costs of materials provided to employers and the cost of travel and accommodation to deliver the programme. The cost of the programme depends on the size, structure and location of the agency, and how the agency chooses to roll it out.

The programme is delivered to management in an employer group at no cost. If the programme is adopted, contact people are identified and trained (this is a one-day session with a group of up to 15). The employer pays the cost of the training day, (which is \$1200). This is followed by a General Awareness phase.

DVFREE can provide general awareness training for all staff – this is optional. MSD recently provided general awareness training to its head office staff. Some organisations provide general awareness information in an employee's pay packet; in induction material; and/or at staff briefing sessions.

When organisations adopt the program, it becomes a Human Resources program. HR develops and adopts a policy, (draft policies are available gratis from DVFREE). HR may use their own or DVFREE's resources. The cost of resources is relatively cheap: *Safe at home* booklets cost \$1.50 each.

There is a project evaluation report available here:

[http://www.preventingviolence.org.nz/files/resourcesmodule/@random43ea7de766f2a/1139781896\\_DVFREE\\_Evaluation\\_Report\\_17\\_.pdf](http://www.preventingviolence.org.nz/files/resourcesmodule/@random43ea7de766f2a/1139781896_DVFREE_Evaluation_Report_17_.pdf)

Here is a link to the webpage of the programme:

<http://www.preventingviolence.org.nz/index.php?section=45>

## **Wise Advice Presents Pink Insurance – Health and Trauma Protection Created Specifically for Women**

In 2007 Marjan Golchin's New Year's resolution was, "to do something that I love and help society in some way". She started a new job as an Insurance Advisor for Wise Advice Limited, so part one of the resolution ticked off, working in the insurance field is what Marjan 'loves' to do. The second part of the resolution came from Marjan and her husband Brad's awareness of the lack of comprehensive health insurance cover that women have. They realised that many women had Life Insurance cover, which is paid out on death, but very few had health and trauma insurance to look after themselves financially if they survive an illness. After hours of research and development Pink Insurance™ was launched in July 2007. Pink Insurance is an insurance package created specifically with women in mind. Pink Insurance™ addresses women's health related issues and focuses on them being able to continue living life if their health and therefore their lifestyle become jeopardized. It is important for all women to consider the question, 'If I became ill tomorrow could I, afford private care or overseas care if needed, could I continue to afford to support my children, pay for on-going treatments possibly unsubsidized ones, modify the house if need be, pay the household bills, pay off debts or pay some one to run the business?

Pink Insurance™ provides you with the financial freedom you need to keep on living. It allows you to spend time with your family, seek out the best treatments, pay the household bills; it also means that you still have an income. Marjan implores you to check your current policy. If you have health insurance are you fully covered?

As well as providing financial freedom for women Pink Insurance™ is helping women in the wider community. "Women For Women" charitable trust has been formed by the founders of Pink Insurance™. The trust aims to; support women who are under insured and need help with their medical bills, subsidize the insurance premium for women who are financially stretched and educate and inform women about the prevention of illness.

So Marjan is fulfilling her New Years resolution for 2007, if you have not made one yet then make it this, to ask yourself these questions. If I became seriously ill today could I afford to survive? Can I afford not to be insured?

Pink Insurance™ is for survivors. Insure yourself, your family, your future and your lifestyle today. Know that you can go on living without financial burdens.

### **Live Life, Colour YOUR World Pink with Pink Insurance™.**

If you have any questions about your current policy or about Pink Insurance™ please contact Marjan today for a free quote on 0800 30 40 40.

For further information please contact Lorraine Brake of Brake Communications on 0276 875 230.

**Attachments,** Cover letter, November Circular, Mentoring Goals, Mentoring Registration Form, Mentoring Pathway, Saikeri School, Call to Conference, Conference Registration Forms, Conference Deadline time table, Nomination Forms, Club Details Form, Ricky Hunter Seminar, Not For Profit Course. Club Leadership Forum Registration Form.

*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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