



October 2007 Circular

## BPW New Zealand

*“advancing the interests of working women”*

Theme for the Year “New Dimensions of Leadership – for the Future”

### The Arithmetic of Equality

Published in the Guardian, 4th June 2007

**Kira Cochrane**, women’s editor of the Guardian, writes about her concerns that behind all the talk of men in crisis there are increasing signs that women's toehold is actually slipping.

Mathematics is good for many things - helping to launch space missions, boggling children's minds - but I've often felt sceptical when its equations have been applied to human emotions and problems. A few years back, for instance, when scientists announced that they'd worked out the equation for happiness - a perplexing formula that amounted to Personal Characteristics + (5 x Existence) + (3 x Higher Order) - this seemed a waste of time akin to re-creating Michelangelo's *David* in cream cheese.

Late last month, though, came a new report that applied a dose of mathematics to an ongoing issue and genuinely made sense. In the study *Inspiring Women: Corporate Best Practice in Europe*, the Lehman Brothers Centre for Women in Business (part of the London Business School) looked at the practices and structures of 61 major companies, including Microsoft and Volvo.

One of its key findings was that women were unlikely to thrive in an organisation unless already at least 30 per cent of that company's senior executives were women. The report explained that, when a company reached this magic figure, it inevitably led to changes in the organisation's ethos. In particular, women lower down the ladder were more likely to get the opportunity to take on "business- critical" projects that allowed them to develop their leadership skills. This, in turn, enabled them to improve their career prospects.

I spoke to a colleague about these findings, and she recalled her own experiences some years ago on an executive committee where she was one of only two women out of 21 members. She found herself marginalised, her ideas and approaches stereotyped as "female" - to the extent that she got fed up, and quit. When she rejoined a few years later, with women now accounting for a third of the committee, the culture had been transformed. There were now seven women involved - all of them bringing different ideas, personalities and approaches to the table - and it had become impossible to stereotype or undermine them. At that point, they had a genuine opportunity to shape the culture of the organisation, to make it as welcoming and open to women as it had always been to men.

Over the past few years there has been much rhetoric in the media - often in unsubstantiated opinion pieces - to the effect that women's battles have been won and that, having trumped boys in the classroom, we are also conquering the country's boardrooms, pushing poor, trampled blokes out of their jobs. Even though the gender pay gap actually increased very slightly last year (women in full-time work now earn 17.2 per cent less than their male counterparts), the talk has been of a crisis for men, a situation in which their power and influence are being fatally undermined, leaving them helpless, quivering wrecks with fast-shrivelling pay cheques.

The reality, as the growing pay gap suggests, is both different and worrying. For instance, a report by PricewaterhouseCoopers published this year found that there had been a huge, 40 per cent drop in female senior managers in the FTSE 350 over the past five years. At the same time, in 2006, the

number of women holding directorships in the FTSE 100 also fell, ending years of small, slow, but constant growth.

And this slippage is a feature not only of the business sphere. For instance, in the same week as the London Business School published its report, the Cannes Film Festival celebrated its 60th birthday and released a photograph of 35 of the world's greatest film directors, all of whom had contributed to a special anniversary project. In a sea of men stood just one woman: Jane Campion. While this representation of women was particularly woeful, it wasn't entirely surprising. In 2000 women made up 11 per cent of all film directors - the highest figure yet. By 2005 it had fallen to 7 per cent.

In an ideal world, it would be great to see a whole range of institutions and industries creating an environment where women could compete on equal terms, where they didn't feel anomalous or marginalised - or that, in every decision they made, they somehow had to represent *all* women, a pressure under which no one could ever function comfortably. It would be great, for instance, if female MPs made up at least 30 per cent of the Commons, rather than just 19.5 per cent, as they do now (falling to a dismal 8.7 per cent of Conservative MPs). It would be great if there were more women editing national newspapers: out of the 16 leading titles, three are currently edited by women.

Behind all the talk of men in crisis (talk which seems to get louder by the day) there are increasing signs that women's toehold on the culture is actually slipping - that, quietly, we are witnessing a revolution in reverse.

Now, more than ever, women need to be vigilant, need to engage with these issues and need to do everything possible to get the numbers running in the right direction - pushing towards the 30 per cent figure that holds the key to future parity. Without such an effort, there's a chance women could lose their toehold completely, with no fanfare whatsoever.

**Also in this circular**, President Message, Women Suffrage Day, marketing, mentoring, Osteoporosis day, White ribbon Day, Congratulations, Fundraising, Resolutions Due Date,

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

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

I am delighted to be able to tell you that we have a new Young BPW leader. Rachael Clarke of BPW Gisborne has accepted this role and will be reviving the Young BPW network. Rachael is the daughter of our 1<sup>st</sup> Vice President, Barbara Clarke (no, she does not have her arm in plaster) and her profile and contact details appear later in this Circular. She is very enthusiastic about BPW and what it can offer to young women. Congratulations Rachael and welcome to the BPW NZ Committee.

Next year the triennial BPW International Congress will be held in Mexico City in October. The Young BPW to Congress Award covers the costs of travel, accommodation and registration for the winner to travel to Congress as part of the BPW NZ delegation. See the October Mail Out for details and make sure your Young BPW members are made aware of it.

I was privileged to share in Auckland BPW's very happy 60<sup>th</sup> Anniversary celebrations in September, to see the photos and memorabilia of 60 years of club life, and to hear the stories of ten of the Past Presidents of the Club. Congratulations Auckland on 60 years of working for women in Auckland City.

On September 18-19<sup>th</sup> I chaired the Conferenz 7<sup>th</sup> Annual Executive / Management Assistant Conference in Auckland. There was an excellent program of speakers who outlined the skills, knowledge and expertise required of this role in a variety of settings and shared their personal experiences with us. The lucky winners of the two guest registrations offered to BPW NZ in acknowledgement of my chairing the conference, were Lorraine Cameron of Tamaki BPW, and Marie

Fountain of Hibiscus Coast BPW. They were very appreciative of the opportunity given to them by Conferenz and got a tremendous amount out of the 2 days.

Another pleasure in September was attending the Southern Regional Training Day in Christchurch and the Northern Day held at Pukekohe. Both meetings were an exciting mix of networking, discussion of topical issues, workshops, speakers, sharing of Club successes and concerns, and recharging the BPW batteries. Our appreciation to the host clubs, BPW Franklin and BPW Christchurch for the warm and well organised hospitality that made the days a great success.

One of the common issues I have identified from all the Regional Days was that of club leadership, and succession planning. I have been concerned for some time that we ask such a lot of our Club Presidents without providing much in the way of training and support. So BPW NZ is going to organise a Club Leadership Forum in February next year for all Club Presidents. This will be a learning and sharing weekend with excellent speakers, and workshops where experienced and newly elected Presidents can participate in shaping the future of their clubs and of BPW NZ. It will be held in Auckland and I know that will require quite a lot of commitment from the more distant clubs to get your President there but do read Heather Newell's article later in the Circular about how you can get funding for personal and professional development events such as the Forum. A flyer about the Forum is included in the October Mail Out. Most clubs will be having AGMs and election of officers over the next 2 months. A commitment to get your new President to the Forum may be all it takes to encourage some one to take on the Club President role.

Last word - remember now is the time to draft remits for Conference. Copies of the updated BPW NZ Constitution and Policy are available from Elizabeth Horrell. Remits need to be submitted to Anita Devcich, Resolutions Chairperson, by 1<sup>st</sup> December.

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

October	6	BPW NZ Executive Meeting, Auckland
	9	Conference Planning Committee, Huntly
	10	BPW Tamaki 40 <sup>th</sup> Anniversary
November	2-4	BPW Australia National Conference, Sydney
	5-12	President on holiday in Sydney
December	1	Exec Teleconference
	12	BPW Tamaki Christmas meeting

#### **Days to Remember**

Oct 12	Pink Ribbon Day for Breast Cancer Awareness
Oct 15	World Human Rights Day
Oct 20	World Osteoporosis Day
Oct 24	United Nations Day

<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 5	International Volunteer Day <a href="http://www.volunteeringnz.org.nz">www.volunteeringnz.org.nz</a>
Dec 10	Rural Women's Day

#### **Did You Know That ?**

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it." 'Harry Emerson Fosdick'

## **114 years since suffrage - but still work to do**

It is 114 years since women were given the vote, but there is still work to do, says National's Women's Affairs spokeswoman, Dr Jackie Blue.

"Many women's groups established in the first half of the 20th century still exist today and continue to be strong advocates for women's rights.

"Just three years after women were given the vote in 1896 the National Council of Women, with Kate Sheppard as president, was the first to set up. This organisation is still going strong today, influencing policy and keeping successive governments firmly to account."

Others quickly followed and it is a credit that they remain active today:

Plunket (1908); New Zealand Federation of Country Women's Institutes (1921); New Zealand Federation of Graduate Women (1922); The Women's Division of Federated Farmers – now known as Rural Women (1925); The Sex Hygiene and Birth Regulation Society – now known as Family Planning (1935); The New Zealand Federation of Business and Professional Women (1939); The Maori Women's Welfare League (1951).

"Anyone who considers that women have reached equality and that these pioneering groups are redundant, should look at the grim statistics on violence against women and children and talk to the volunteers at women's refuges.

"A recent example of a modern-day advocacy group is the Breast Cancer Aotearoa Coalition, which was established in 2004 and is fighting to obtain funding for a 12-month course of Herceptin, which is the international standard of care for women with an aggressive form of breast cancer.

"Suffrage week is an ideal opportunity to congratulate the groups, both past and present, that continue the fight."

## **BPW Kerikeri**

### **METHAMPHETAMINE SEMINAR**

Kerikeri BPW recently played a significant role in bringing a four-seminar methamphetamine seminar to town.

The move was initiated by Mary Topham - a former president - who joined current president Heather Brew at conference this year, and came away committed to persuading the rest of us that "P" was something we couldn't ignore. We were quickly persuaded; Mary's a passionate speaker when it comes to projects she firmly believes in. With full support of the committee and club she began the many hours of lobbying and form-filling required to secure local community board funding.

The result was a sum of just under \$3,000.00 granted to bring Mike Sabin of Methcon Group Ltd to Kerikeri for seminars at Kerikeri High School.

Mike delivered one seminar for parents and the community, one for teachers and two for different age-groups of students. The school had initially intended just the senior students to attend a seminar, but parent requests (after they themselves had attended the seminar) resulted in Mike running an afternoon for younger students.

Feedback has been positive within the community and in the local media. The parent of one 13 year old boy approached Mary Topham at our September Dinner Meeting and said that her son had come home from the seminar totally determined that he would never touch "P" or in fact any drug at all. If our efforts have influenced even one child, then that is very gratifying.

We are very grateful to Mary for her work in not only helping our club achieve Resolution 1 from the 2007 conference, but for enabling around 1100 people to become more aware of and knowledgeable about a significant threat to our social and economic future.

We fully endorse Mike Sabin's presentations: further details are available at [www.methcon.co.nz](http://www.methcon.co.nz)

**World Osteoporosis Day, October 20<sup>th</sup>** - Faye Gardiner, Chairperson, BPW International Health Committee.

In 2007 World Osteoporosis Day (October 20th) will launch a year of bone health awareness, whereby individuals will be urged to identify their personal risk for osteoporosis and to take appropriate action to reduce their modifiable risks. To be officially launched on October 20, 2007 by IOF and its member societies around the world, the year's campaign theme will be 'Beat the Break: Know and reduce your osteoporosis risks'. The highlight of the campaign will be the launch of a new IOF One Minute Risk Test as well as the publication of a new thematic report and brochure. IOF will also produce a special section on its website dedicated to osteoporosis risk factors, and issue awareness-raising posters and public service announcements. Go to the web site for more details – [www.iofbonehealth.org](http://www.iofbonehealth.org)

Messages of the 2007 World Osteoporosis Day campaign include:

- Certain lifestyle actions are harmful to bone health at all ages: smoking, excessive alcohol consumption, poor nutrition or low body weight (eg. anorexia), lack of exercise
- In youth, adequate exercise and bone-healthy nutrition are essential to build peak bone mass and reduce the risk of later fracture later in life
- Take positive action by practicing a bone-healthy lifestyle that includes weight-bearing exercise, calcium and vitamin-D rich nutrition
- Recognize whether you have passive risk factors (risk factors which you cannot change, but which you must be aware of – such as family history of osteoporosis, prior fracture, thin build)
- Take the IOF One Minute Osteoporosis Risk Test
- Post-menopausal women should recognize that they are at greatest risk of osteoporosis and be especially aware of their personal risk and what questions to ask their physicians
- Men should be aware that they too are at risk of osteoporosis and that there are special considerations that should be recognized and acted upon
- People who have experienced fractures are at high risk of future fractures and need to be especially vigilant and take appropriate preventative action

In January 1999, the International Osteoporosis Foundation and BPW International formed a partnership to work together to educate women around the world on the problems of osteoporosis. Our BPW affiliates in almost 80 countries around the world are encouraged to develop contacts with local osteoporosis societies and participate in projects to fight against osteoporosis and skeletal diseases, including lobbying their governments for access to appropriate diagnosis and treatment services.

### **Congratulations to New Zealand Federation of Graduate Women**

#### **NZ WOMAN WINS TOP INTERNATIONAL POSITION**

Louise Croot, from Dunedin, has been elected president of the International Federation of University Women (IFUW), an international body of women with members in more than 80 countries. IFUW headquarters are based in Geneva and Louise says that she is excited to be working at an international level with members of the IFUW Board and Standing Committees, who come from countries including India, Great Britain, Rwanda, Canada, South Africa, Switzerland, Nigeria and Turkey.

'IFUW is a large, international, non government organization (NGO) of women graduates', said Louise. 'It promotes lifelong learning and continuing education, advocates to improve the status of women and girls, and wants to enable women to bring about positive changes for a peaceful, sustainable future.'

Louise is the 2<sup>nd</sup> New Zealand woman to become president of IFUW, an organisation founded in 1919 after the end of World War 1. Dame Daphne Purves, also from Dunedin, was IFUW president from 1977– 80.

Louise is looking forward to the challenges ahead of her and is well equipped to face them after her six years' experience as vice-president of IFUW.

'I want to focus IFUW even more strongly on higher education for women,' Louise said. 'And I want to take up opportunities to make focused interventions at the UN, where we have consultative status with ECOSOC, UNESCO and other bodies. We will base our work for women on human rights and gender equality.'

A priority for the organisation is supporting and creating educational opportunities for women, from basic educational needs in third world and developing countries to support for students studying at doctoral level in countries such as our own.

'In New Zealand', said Charlene Lutes, President of the NZ Federation of Graduate Women (NZFGW), 'NZFGW Branches have set up Charitable Trusts that give women considerable financial support to further their education. In 2006, the combined NZFGW Trusts gave approximately \$750,000 in scholarships and awards to support women in higher education.'

Louise is currently an elected member of the Otago Regional Council and has sound experience in governance and team management. Her experience in public affairs includes being an elected member of the University of Otago Council and the Otago Hospital Board. She is a member and past President (1994-95) of NZFGW Otago, belongs to Rural Women NZ, and is a trustee of the Southern Heritage Trust and, more recently, the Community Trust of Otago.

In 2002 Louise received the Public Health Champion of New Zealand Award from the NZ Public Health Association. Her work in health has focused on implementing the Ottawa Charter through the WHO programme Healthy Cities, Healthy Communities.

### **Programme and Mentoring Convenor - Gwendolyn Needham**

Here's a word you may like to add to your thought-vocabulary. It's EIRTEE.

**EIRTEE** translates as – **Everything Is Related To Everything Else.**

Add to **EIRTEE** this ponder-point –

**Nothing, and no-one, exists (healthily) in isolation for very long.**

Sooner or later, those not healthily related within clubs, organizations, businesses, families, churches, more, will fade away, die, look for greener pastures, and decide to find a more welcoming and productive climate.

Life is about relationship. They say women (maybe even some men, bless them) go to work - as well as join clubs - to feel part of something worthwhile and bigger than their individual selves and to contribute to the common good.

Many leave, because of the management, another word for leadership. Pity, that!

**Club Mentoring in BPW is about building professional know-how** –(achieved by those holding the **QBE – Qualified By Experience**) – and passing key skills on to those upcoming leaders who believe in our Aims and Purposes, and wanting to achieve excellence in all aspects of BPW life.

Women who give energy to clubs want their own needs met, and their time and talents used to best advantage. We all know that life's too short to hang in where much is promised but too little delivered.

Club Mentoring will help you upskill – in presentation, marketing, club growth, retention of members, communication, evaluations, purpose, and much more. It will help you look at current blockages, and find ways through.

Club Mentoring is about the practical how-to's of nurturing motivated members, so that Club dreams and goals will be achieved. Ask for what's already on offer.

## **CALL FOR RESOLUTIONS FOR CONFERENCE**

Club members should be considering issues now for resolutions to conference 2008. Please note that as per change to the Constitution at conference 2007, the deadline for receipt of these resolutions is now **December 1st 2007**.

Guidelines for writing and presenting resolutions are available.

Please contact IPP **Anita Devcich 07 533 1246 or [ipp@bpwnz.org.nz](mailto:ipp@bpwnz.org.nz)** for assistance.

We are also seeking members with an interest in policy matters who would like to join the resolutions committee.

You need to be available by email and phone early December and part of January.

You do not need previous experience (although it is most welcome) and it is an opportunity to gain new skills in this area.

Please contact IPP **Anita Devcich 07 533 1246 or [ipp@bpwnz.org.nz](mailto:ipp@bpwnz.org.nz)** for further information.

## **Fundraising for Training and Development-** Heather Newell, Funding Convener

Capacity Building, Training and Development are important elements of a club's development. Firstly any kind of training is a benefit to members to help further their careers or improve their communication skills. Secondly it's a great benefit to your club and community to have better trained members, for leadership, for mentoring, for community participation. A training programme can develop the skills of existing members, create excitement around recruiting new members, be good for publicity and promotion and be of interest to the community.

To fund these programmes you need to be building relationships with your local community development officers in your council. Some council funds may contribute towards professional development for volunteer recruitment and retention. Your council community liaison person will also know about other sources of funding. Don't forget gaming machine trusts and community trusts. Visit your local library and check out Fundview – a database of fundraising trusts. You may also find some local government agencies like WINZ or MSD will sponsor programmes that offer training to women wishing to return to the workforce. Sponsorship of your training programme is another option – talk to the employers of your members – if the programme adds to the skills of their employee – they may pay for the registration fee.

Of your local fundraising I would contend that the most important budget item is getting your people to conference, the second most important item is the development of your own women. If money is tight then set your priorities – your members are your most important asset – make sure they have everything they need to grow and develop their skills.

## **The Power of Persistence -** Pat Sivertsen, Marketing Convenor

Marketing is about 1% brilliant ideas and 99% good old fashioned stickability. As with many old clichés there is truth in the saying "If at first you don't succeed..." Combine persistence with a policy of evaluation and improvement and you've got a winning formula.

If your written press release got ignored follow up the next one with a phone call. Did the release go to the right reporter? Was the length right, the timing right, was it interesting enough? Did it go to the best match in publication? Community newspapers are often more likely to publish club news. Whatever the answer, pick yourself up, dust yourself off and try again.

Other areas of persistence require little effort on your part. Your newsletter email list takes only a little time, and no money. Grow it as much as you can. Someone commented to me recently that not many on our email list were likely to join. Does it matter? If our newsletter is well written, and a good shop front for our Club we need to get it as widely distributed as possible. You've got no real way of telling who on your wider email list is likely to join so you might as well have your list as big as possible. In

addition if your newsletter has material of value then you may well be giving some woman a helping hand.

I'd have to confess that I sometimes wonder if anyone reads these articles. However, if they help even one club to get one more member then I consider my time well spent.

It's important to review all of your marketing efforts regularly. However, don't give up on things that do not seem to be bringing results. Have an honest review and try again.

## **INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN**

25 November 2007

Once again UNIFEM New Zealand is able to supply white ribbons on cards for those of you who wish to mark 25 November in the quest to eliminate violence against women and children.

The New Zealand National Committee of UNIFEM brought this campaign to our country several years ago and we have had such a good response that the Families Commission has picked it up on behalf of the statutory agencies. Some of you have had special events in the past to raise community awareness of this hidden problem for many women and children and we hope that by continuing to highlight our abhorrence of violence of any sort the terrible NZ statistics will diminish. Just wearing a white ribbon around 25 November signals your commitment to never condoning violence against anyone.

To order white ribbons please either email **Alison Wall**, Project Officer, UNIFEM White Ribbon Campaign at [whiteribbon@clear.net.nz](mailto:whiteribbon@clear.net.nz) or send an order to White Ribbon Campaign, PO Box 7035, Palmerston North. Please include a postal address and the name of a contact person. For orders over 1000 I will need a street address for courier post delivery. Orders will be sent out as they are received between now and 15 November to ensure that you have them in time.

As has been our custom in the past we ask you for a koha/donation based on 20cents per ribbon.

I look forward to receiving your orders and hearing about local events and happenings.

### **Projects Chair** - Diana O'Brien

There has been a good response the Massey Extramural Study Award this year and the Projects Committee are busy assessing the entries.

Don't forget to put together your projects for a suitable Club Award. Compiling it as soon as you have completed the Project saves the last minute rush.

Has your Club been involved in the Local Bodies Elections? I would very much like to hear from Clubs that have organised some kind of activity.

**Attachments**, Cover letter, October Circular, Levy form, International newsletter, Sellman Seminar Information, Women Studies Association Conference, Sue Lindsay "Take Action" Slides from Conference 2007, Club Leadership Weekend, Profile of Young BPW Convener, young BPW congress competition, Fundraising information.

*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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