



## BPW New Zealand

*“advancing the interests of working women”*

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

February 08 Circular

### **Financing for Gender Equality and Women’s Empowerment**

**Still a long way to go – despite the many commitments made to gender equality and women’s empowerment the figures tell a different story.**

The Women’s International League for Peace and Freedom (WILPF) was established in 1915 and was among the first group of non-governmental organizations to receive consultative status with the United Nations. It works to prevent armed conflict and to establish the conditions for sustainable peace on a global scale. It has monitored every session of the Commission on the Status of Women (CSW) and believes that the upcoming 52<sup>nd</sup> Session offers an opportunity for Member States to demonstrate their commitment to the goals of women’s empowerment, human rights and gender equality, goals WILPF has continually worked towards. Following are excerpts from its Statement for the upcoming 52<sup>nd</sup> Session of the United Nations Commission on the Status of Women:

“In the work of the Peace Building Commission, it is unclear whether commitments to include women in peace building have made a practical difference on the ground. While there is a lack of demonstrated political will to ensure women’s participation, more tangible still is the poor commitment of resources to these issues. WILPF thus welcomes the Commission’s consideration of the important theme of Financing for Gender Equality and Women’s Empowerment. In developing policy in this area, it is critical that clear and strong connections be drawn between this and the realization of all other commitments to development and gender equality made by the Commission and Member States; including commitments to women’s full and equal participation. It is not simply that women have the right to participate as equals. It is also that without women’s participation and empowerment and without gender equality, sustainable peace, sustainable development and true human security are unattainable.

As then UN Secretary-General Kofi Annan articulated: *“study after study has taught us that there is no tool for development more effective than the empowerment of women .... And I would also venture that no policy is more important in preventing conflict, or in achieving reconciliation after a conflict has ended.”*

WILPF finds it unacceptable that despite the many commitments made to gender equality and women’s empowerment the figures tell a different story:

- Women make up 70 percent of the world’s poor and 67% of the world’s illiterate. They own just one per cent of assets worldwide.
- According to a 1995 UNDP study, more than two-thirds of the world’s unpaid work is done by women – the equivalent of \$11 trillion (approximately half of the world’s GDP)
- Out of \$69 billion of overseas development assistance in 2003, only \$2.5 billion or 3.6% was earmarked for gender equality as a significant or principal objective. Yet, in the three year period from 2002 to 2004, US military aid to Israel alone totalled over \$9 billion with another \$6 billion to Egypt and \$4 billion to Pakistan
- Of \$20 billion in bilateral aid in 2001-2005, an OECD DAC study reports only \$5 billion was allocated to projects promoting gender equality; the cost of approximately 2 weeks of the occupation of Iraq
- The combined budgets of the UN women’s entities is only \$65 million only 0.005% of world military expenditure of \$1204 billion in 2006
- The entire budget of the only operational women’s entity – UNIFEM – in 2006 was only \$57 million, only 2 % of the \$2.34 billion budget of UNICEF for the same period

- The World Bank estimates the cost of interventions to promote gender equality under MDG 3 is \$7-13 per capita. The world's military expenditure in 2006 amounted to \$184 per capita.

What is clear is that in scales that matter, commitments to gender equality are not yet real. No amount of policy will make a difference unless: gender equality is seen as a critical part of public finance management; is factored into macroeconomic policy and development financing; and is seen as more important than weapons.

WILPF calls on Member States:

- To invest in human security, equality and sustainable peace and to end the prioritization of war and military spending and the impunity enjoyed by war and weapons profiteers.
- To strengthen the development and human rights work of the United Nations by strengthening and better resourcing its gender equality architecture as a critical aspect of financing for gender equality.
- To include women as senior decision makers in economic and trade policy including through ensuring their input in the decision making of supra-national institutions such as the World Trade Organization and Bretton Woods Institutions. WILPF calls on Member States to provide mechanisms by which women are guaranteed an opportunity to input into the decision-making processes of these institutions at a local level and that these take account of the needs of gender equality and women's empowerment.
- To pressure the Security Council to implement Article 26 of the United Nations Charter, which charges it with formulating a system to regulate armaments and reduce military expenditures, in order to promote international peace and security and free up human and economic resources for development.
- To participate in the UN Register of Conventional Arms in order to enhance transparency of international arms transfers, procurement through national production, holdings, and relevant policies, and in the UN Instrument for Reporting Military Expenditures to enhance transparency of spending on military personnel, operations, maintenance, procurement, construction, research, and development."

For more information about the Women's International League for Peace and Freedom and their current campaigns, see their website: [www.wilpf.org.nz](http://www.wilpf.org.nz)

**Also in this circular**, President Message. Update Sharyn Puncheon, Use of BPWNZ Brand, Marketing, Global membership, congratulations, conference reminder

### **President's Message** - Faye Gardiner - President BPW NZ

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

The celebrations of Christmas and New Year are but a memory, a happy and safe one I hope, for you all. We are setting out in 2008 on another year of stimulating BPW activities advocating for the rights of working women and supporting the personal and professional development of all women.

The BPW International theme for the current triennium is **New Dimensions of Leadership** and this year we will be focusing on **Leadership for the Future**. Our Conference in April will focus on identifying the issues that will impact most on women over the next ten years, and how BPW can provide leadership and inspiration in areas such as ending violence against women, empowering young women, women's role in protecting our environment, and closing the gender equity gap – yes, there still is a lot of disparity of opportunity for women in our society. The new Minister of Women's Affairs, the Hon. Steve Chadwick, will be speaking at the opening dinner and giving us her thoughts on Leadership for the Future, to set the theme for our activities over the weekend. I hope you are planning to be there.

March 8<sup>th</sup> will be International Women's Day (IWD). On that day in 1908, 15,000 women marched through New York City demanding shorter hours, better pay and voting rights. 100 years on, the pertinence of that event is honoured through IWD's 2008 global theme '**Shaping Progress**'.

The first International Women's Day was launched on 8 March 1911 in Copenhagen by Clara Zetkin, Leader of the 'Women's Office' for the Social Democratic Party in Germany. This followed many years of women's campaigning dating back to British MP, John Stuart Mill, the first person in Parliament calling for women's right to vote.

As usual, New Zealand showed them how by giving our women the right to vote on 19 September 1893. Do try to join in with an IWD event near you to honour and celebrate women world wide.

By the time you are reading this Circular, the President's Leadership Forum will have been held in Auckland over the first weekend in February. Be sure to ask your President all about it when she returns to your club. Many of you will have been holding Planning Meetings to start your year and perhaps feeling a bit daunted by the tasks ahead of you. Stay focused on our Mission and Aims - remember obstacles are the things you see when you take your eyes off the goal. May 2008 be all that you plan for – and a lot of fun as well.

### **President's Calendar 2008**

|          |       |                                      |
|----------|-------|--------------------------------------|
| January  | 23    | Tamaki Club Planning Meeting         |
| February | 2-3   | Club Leadership Forum                |
|          | 4     | Executive Meeting, Auckland          |
|          | 5     | Conference Committee Meeting, Huntly |
|          | 13    | Tamaki Club Meeting                  |
| March    | 11    | IWD Breakfast, Ellerslie, Auckland   |
|          | 12    | Tamaki Club Meeting                  |
| April    | 5     | Executive Teleconference             |
|          | 25-27 | Federation Conference, Hamilton      |

### **Days to Remember**

|          |   |
|----------|---|
| March    | Many deadlines for Conference – check your Conference Count Back. |
| March 8  | International Women's Day   |
| March 18 | Race Relations Day  |
| April 7  | World Health Day – Protecting Health from Climate Change          |
| April 28 | World Day for Health & Safety at Work.                            |
| May 1    | International Labour Day  |

### **SHARYN PUNCHEON IN KENYA UPDATE.**

Sharyn Puncheon who is in Kenya helping to run a school in a small village has sent the letter below to thank everyone who helped with their donations late last year. She, her husband, Kevin and sister Vickey, are going back to keep working to help out the school. So far they have avoided any of the violence in the country although I haven't heard from her since the 14<sup>th</sup> January.

She is asking for further donations, as in her own words: *"I have 2 girls I want to find sponsors/money for and one boy very clever but they have no parents, so that's what I'd like some money for. Will spend more time there in Feb -trying to get the fence for the school now. We are fine here, security still tight but calmed down FOR NOW."*

Any club or member that would like help can contact me, Anita Devcich, Immediate Past President for information: [ipp@bpwnz.org.nz](mailto:ipp@bpwnz.org.nz). I have a full breakdown on what they have spent the donations on so far and also some pictures of them at the school that I can forward on.

*"Hi Everyone*

We have finally got a moment to consolidate and reconcile the donations that you all made for our Primary School in Saikeri. Let me say again on behalf of our students and teachers at the school THANKYOU! Every donation made a significant difference to these people's lives and when we left we could physically see the difference we have made to their lives at school. It was such a busy week at school shopping for our goods. We made certain that all the goods were purchased prior to our departure from the school – not leaving any cash at the school unspent.

*The attached spreadsheet provides you with an inventory of what the funds were spent on for the school. You will see we had some carpentry work done from the inventory list. This included having teachers desks made for the classrooms and lockable cabinets made so that our new text books can be kept in the classrooms – hoping that this will extend the life of the books and eradicate some of the books being lost.*

*Of course the other major purchase was the books themselves. We purchased an entire curriculum of books for English Aid – this is a subject that the school did not have a single text book for. Now, the entire school – grades 1 to 8 have text books for this subject. English Aid will now be taught at Saikeri Primary School thanks to you all. Other books purchased included Teachers supplementary books – providing the teachers with additional material to the core curriculum. Other stationary purchases included exercise books, pens and pencils for those who are not able to supply their own.*

*Should any of you have any queries regarding the way in which your donations were spent, please do not hesitate to contact us. We have also kept copies of all receipts should anyone like to verify the reconciliation. I have also attached some photos of the school which may be of interest to you – some of which are the students receiving their books.*

*Once again – we cannot thank you enough.  
**Sharyn, Kevin and Vickey."***

### **Congratulations**

BPW Kerikeri member, Di Maxwell is now a councillor for the Far North District Council, Eastern Board.

Past BPW NZ President and current Presidents Associate Joan Bielby for receiving the Queens Service Order (QSO) in the New Year's Honour List. The semi-retired Pakuranga pharmacist has been a trailblazer for women's rights and equality in the workplace and society for more than 45 years.

### **Use of the BPW NZ Brand-** Faye Gardiner President BPW NZ

The essence of branding is to have a logo that is recognized by everyone as BPW.

Therefore, BPW NZ has designed and approved a set of designs for the BPW letterhead, business cards, name badge and brochure.

These designs are in accord with the branding used by BPW International so visually link our organization with the International Federation.

This increases our recognition and standing in the national and international community.

It is expected that clubs will use these designs when renewing their supplies of letterheads, business cards, name badges and brochures.

The Technology Convener, Moira McLean, will email you the templates on request and is able to personalize the information for your club. [pmkl@xtra.co.nz](mailto:pmkl@xtra.co.nz)

Personalised name badges are available on order from BPW Merchandising, Colleen Brooker. [colleenmb6@xtra.co.nz](mailto:colleenmb6@xtra.co.nz)

Let us all promote BPW NZ by using these BPW NZ branded items.

## **Global Membership to Global Summit** - Chonchanok Viravan BPW International President

I'm delight to inform you that BPW International has renewed our Global Membership to Global Summit of Women for 2008. The 2008 Global Summit of Women will be held in Ho Chi Minh City (formerly "Saigon") at the Sheraton Hotel on 5-7 June 2008.

As the benefits, BPW members world-wide receive a 5% discount on the cost of the registration fee (after January 1, 2008). BPW members may also list their products and services in WEXPO (Women-EXPO) Online and receive training opportunities through valuable on-line events.

Moreover, BPW International can also nominate speakers for various session of this event (though the final selection is made by Global Summit of Women, not by BPW).

As BPW International's membership already covers all BPW affiliates, your club / Federation need not to apply as Global members.

This year Global Summit of Women in Berlin was participated by many BPW members who found the experience to be very positive and beneficial. This year, we have 6 speakers from BPW in Berlin, which help make BPW highly visible.

I hope BPW members would again find these benefits valuable. For more information about Global Summit of Women 2008, please kindly visit [www.globewomen.com](http://www.globewomen.com).

## **Marketing and Management Made Really Really Simple** – Pat Sivertsen Marketing Convener

If your club does no other planning this year – make a list. Put your goals, big and small in writing, keep the list top of everyone's mind and celebrate your achievements as you cross them off. What's this got to do with marketing? Just this – both your existing and would be members want to see where your club is going and what it has achieved.

### **Make a list**

We all love the satisfaction of ticking off items on our 'to do' list. Your members will love it too. And your 'done' list provides a record of achievement that acts as a magnet for new members. Set aside ten to 15 minutes at your next meeting to brainstorm your list for this coming year.

### **Sort the list**

You'll find that items on your list will fall naturally into two categories. The 'big rocks' are the important things that further the aims of BPW. Run a seminar for new small business owners; write three letters to the local paper about issues of concern to your members and so on.

Others will relate to the organisation, management and marketing of your club. Organise a telephone tree, get at least four meeting reports published in the local paper, train understudies for secretary and treasurer etc.

Some, such as writing letters to the newspaper will belong to both

### **Keep the list up front**

What gets talked about gets done. Display the list at every meeting. Add it to your newsletter. Talk about what's been achieved and recognise those who have contributed to the success.

### **Keep it moving**

Review progress at every meeting. Follow up on what's happen with current items. Pick which item you will work on next.

Chunk big tasks down and delegate – but -

### **Don't forget where the buck stops**

The President is the manager and has ultimate responsibility for keeping the list moving. It takes enormous amounts of tact, charm, persuasion and patience. Just ask Faye!

### **Celebrate**

Brag about your 'big rocks' achievements, the things that you've done this year which further the aims of BPW. And if your club is running more smoothly and you have more members at the end of the year – give yourselves a big pat on the back – you deserve it.

### **Snippets**

With Cook Island's accession to the OP to CEDAW, as at Nov 27 2007, the number of states that have ratified the OP is now 90!

Click for more information. <http://www.un.org/womenwatch/daw/cedaw/protocol/sigop.htm> / [http://www.iwraw-ap.org/protocol/list\\_signatories.htm](http://www.iwraw-ap.org/protocol/list_signatories.htm)

Additionally, the current status of ratifications to CEDAW is 185 as at October 2006 with Montenegro succeeding to the Convention and Cook Islands acceding to the convention. <http://www.un.org/womenwatch/daw/cedaw/states.htm>

### **BPW NZ 45<sup>th</sup> Annual Conference** – Claire Gregson Conference Chair

Huntly's and Districts and surrounding BPW Clubs are hosting the BPW NZ 45th Conference which is being held at the Glenview International Hotel and Conference Centre in Hamilton.

This will be a great opportunity to meet up with old friends and see a bit of our part of the Country as well.

The Hotel is not far from the Airport and you will be met if you arrive by air. The Friday 25th function will be a celebration and recognition of the Women in the Forces. With this being ANZAC Day it is a wonderful opportunity to acknowledge the work done by Women in the Forces.

The Saturday night will also be a celebration of the war years with the modern "Andrew Sisters" there to entertain us and for us to have a good sing a long.

We have some outstanding speakers in the pipeline and everything is coming together. The Huntly and Te Awamutu Clubs are looking forward to hosting as many members from around New Zealand - and abroad - as we can.

Accommodation is excellent value at \$100 per night regardless of the normal room rate for twin share. We await your registration forms as soon as possible and we can promise you a memorable conference.

Conference Committee Secretary is Diane Dean and you can contact her on Phone 07 828 7628 or on [diane.gilbert@xtra.co.nz](mailto:diane.gilbert@xtra.co.nz).

See you in April. 25th - 27th.

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| <b>Attachments</b> , Cover letter, February Circular, Club awards for conference, Lobby Letter on Water quality, Resolutions for Conference, Candlelighting Message from International President |
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*Articles from clubs for the Circular need to be with Elizabeth by 20<sup>th</sup> of the month. Send to [bhorrell@woosh.co.nz](mailto:bhorrell@woosh.co.nz)*

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