



October 2008 Circular

# BPW New Zealand

*“advancing the interests of working women”*

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

## Gender Training Community of Practice (GT CoP)

UN-INSTRAW Gender Training Community of Practice

Gender training as a concrete mechanism for building capacity for gender mainstreaming, and a way to make development cooperation more inclusive and responsive, has been implemented - from differing perspectives, with differing methodologies, and with varying levels of commitment - since the Fourth World Conference on Women in 1995. It has been presented as crucial to organizational development and capacity-building, as well as key to changing attitudes and behaviours and building capacity at the operational level.

While both institutions and governments have attempted to instill gender-sensitivity and responsiveness into their staff, what has passed for “gender training” has, overall, not worked to the wider purpose of *supporting, contributing to, initiating or effecting transformative change* in gender relations or to an *increase in capacity to deliver* development programming services for women equally with men. Overall, the results of gender training, whether part of larger gender mainstreaming processes or not, have been mixed. What has passed for “gender training” has covered such a wide variety of experiences, topics and audiences that there is no longer an agreed definition of what gender training is, how it should be done, and with whom.

Though evaluations of individual gender training sessions may be positive, evaluations of gender training overall have not indicated significant organizational level change in programme and practice. Individual, one-off, or ad-hoc training delivered on short-term contracts gives the people responsible for gender training – at the programmatic and oversight levels - no opportunity to compare experiences, forge relationships with other practitioners for mutual support, feedback and possible co-facilitators, or identify what works in gender training and how to capitalize on it.

Considering this situation and as a result of several virtual discussions and other networking experiences, UN-INSTRAW developing a **Community of Practice (CoP) on Gender Training**, which aims to bring together practitioners from all over the world with a diversity of knowledge and experiences on gender training in multiple topics and contexts. This CoP will promote dialogue and analysis of the state of the art in gender training, identification of the achievements and challenges and reflection on how gender training can be strengthened as a component of gender mainstreaming and sustainable development.

Taking into account your professional expertise and knowledge in this field, as well as your commitment to gender training and the achievement of gender equality, UN-INSTRAW is pleased to invite you to be part of this **Community of Practice (CoP) on Gender Training**.

The Gender Training CoP aims to bring together practitioners from all over the world with a diversity of knowledge and experiences, in order to take stock of the present situation of gender training; what the real successes and failures have been and how gender training can be strengthened as a component of gender mainstreaming and sustainable development.

Visit our on-line **Gender Training Virtual Dialogues** where virtual discussions will be held on specific dates and issues. Or just start your own thread and invite other CoP members on topics of your interest in our **Forum**.

### **First Virtual Dialogue**

**“Current Situation in Gender Training”** September 22nd to October 17th, 2008.

<http://www.un-instraw.org:80/en/community-of-practice/general/gender-training-community-of-practice-gt.html>

## **President's Message**

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

September has been a month of long lists of things to do and deadlines to meet as the BPW NZ delegation prepares for Congress. For me it has also been a month of unexpected extra demands on the work front which have required me to revise my schedule. Consequently I will not now be attending the NCW Conference in Masterton in October and Angela McLeod, our Vice President, will represent BPW at this event. I am disappointed not to be going as the NCW Conference is always very stimulating with opportunities to hear from and network with women from other NGOs. Angela will be a very able delegate for us and we will look forward to her report with interest. Regrettably I was also not able to attend the Midlands Regional Forum in Taupo but the grape vine has reported that Taupo organized a great day that was much enjoyed by the 20 plus women who attended.

I was able to attend a most enjoyable Regional Forum in Warkworth where 24 women from the northern clubs were treated to presentations from two outstanding local business women. Beth Houlbrooke, an inspirational speaker, talked about her experiences running a successful internet business in the furniture moving business and winning a number of business awards. Jan Haslam, of Ti Point vineyard talked about her experiences of developing and managing a vineyard and producing award winning vintages. Their stories were very different but both had worked hard to overcome obstacles and disappointments along their roads to success, and there were many valuable tips and lessons to be learnt about how women work and achieve success in the small business world.

Reports from the clubs were most encouraging, with positive trends in membership, and some great programs and projects in progress. BPW in the north is in good heart and I congratulate Warkworth and all the participants on a most worthwhile day.

A very exciting event took place at Auckland BPW club this month – the recognition of the first Gold Level members in the BPW NZ Keys to Achievement Program! At the club's 61<sup>st</sup> Anniversary meeting it was my delight and privilege to present Sujatha Anthony, Colleen Brooker, Adrienne Grogan and Penny Stevens with their gold keys and certificates. They are now Fellows of BPW NZ, a most deserved recognition for their commitment to BPW and the hard work that enabled them to meet all the tasks of the three levels in the programme. Congratulations to all four of you and to BPW Auckland for being the first club to have members achieve Fellowship status. I am now looking forward to having a long line of members from other clubs to present Keys to at next Conference.

Although it is only six months since our last Conference, it is now time to start thinking about developing resolutions for the next one. The guidelines were sent out in the last Mail Out and I urge you not to leave it until the last minute. There is a lot of work in researching and drafting a clear, focused resolution, and they are due in to the Resolutions Chairperson Anita Devcich by the 1<sup>st</sup> December.

Also thinking about next Conference, where are your ideas for our 70<sup>th</sup> Anniversary Year? We have had a few, but would like a lot more so we can make it a year and a Conference to remember.

So there is your homework for October.

Faye Gardiner  
President BPW NZ

## **President's Calendar 2008**

Oct.	5	Conference 2009 Planning Committee Meeting, Masterton
	8	Tamaki BPW meeting
	24-28	BPWI Congress, Mexico City
	18 Oct. – 16 Nov.	President overseas.
Dec.	10	Tamaki BPW meeting

Judit Klein is an inspirational young woman who spoke at our conference this year and also led a workshop aimed at what young women are looking for. She has not long returned from the Global Young Leaders Conference in America and has kindly sent us this report of her experiences. This is the shorten version. Anyone wishing to read her full report may contact Elizabeth at [projects@bpwnz.org](mailto:projects@bpwnz.org) for a copy.

I recently returned from my trip to the United States for the Global Young Leader's Conference. It ended up being an absolutely incredible experience which I would definitely put on par with 'life-changing.'

There were 380 students from all over the world and the interaction and bonds formed over 12 short days were definitely a huge part of the whole experience. We had some very inspirational speakers, visited iconic and quintessentially American sights, historically significant monuments and took part in challenging activities and simulations.

I went in on day 1 with my goal to 'step outside my comfort zone' and I definitely feel I accomplished that by being selected to serve as the vice-chair in our Global Summit simulation where we acted as the general assembly of the United Nations. Being chosen to act as the second most important person out of 380 was an indescribable experience as I got to represent my community and country and I was also the only female out of eight students chosen to serve on the Global Summit Team. I enjoyed every minute of not just the summit, but the entire conference.

I would like to thank you and BPW NZ once again for all your support to get me to the GYLC, not just in the funding but in providing me the opportunity to speak at your conference this past April. I thoroughly enjoyed speaking on the panel and meeting the members of the organization who were so supportive and genuinely interested in what I had to say. It helped in building my confidence as a speaker and a leader and when serving as the vice chair in the Global Summit, I had to write and give two speeches and I actually ended up incorporating part of the speech that I gave at your conference.

The GYLC had a huge impact on me and I have come away not only more aware of the world and the issues we face, but with a desire to make change in the world. To achieve this, it is also now my goal to return to Washington D.C. this January to attend the Presidential Youth Inaugural Conference which takes place every four years after the U.S. Presidential Election. It offers students the opportunity to attend public and private inaugural events and meet with members of Congress, national journalists, leading decision-makers, renowned scholars and military leaders and attend the swearing-in of the President of the United States and witness the tradition of the Inaugural Parade. I have enrolled for a space in the conference and so am once again faced with the challenge of raising the money required to cover conference costs and airfares but I am confident that it is achievable.

I have written and attached a full write up report of the conference if you are interested and once again extend my thanks for all your support.

Regards,  
Judit Klein

**White Ribbon Day** - A notice from the Ministry of Women's Affairs regarding White Ribbon Day. (This could be part of your club contribution to the national Domestic Violence project).

We are fast approaching the International Day for the Elimination of Violence against Women (White Ribbon Day) **on Tuesday, 25 November**. The Ministry of Women's Affairs is part of an inter-agency committee that organises activities and events around and on White Ribbon Day. If you would like to order white ribbons for your organisation to distribute, please contact Jayne McCullum, Communications Advisor, at [mccullum@mwa.govt.nz](mailto:mccullum@mwa.govt.nz) or DDI: (04) 916 5821 who will arrange those for you.

There is more information on White Ribbon Day at [www.whiteribbon.org.nz](http://www.whiteribbon.org.nz)

## **Congratulations**

BPW Te Awamutu is having their 40<sup>th</sup> birthday on the 25<sup>th</sup> November 2008. Any past members who would like an invite please contact Secretary Ngaire Hall P.O.Box 346, Te Awamutu or email [canhall@xtra.co.nz](mailto:canhall@xtra.co.nz) for more information.

### **BREAKING THE GLASS CEILING:**

Gisborne club member Kath Kitchen has been appointed as the regions first female President of the Master Builders Association.

Kath is one of three female Presidents around the country, after being selected by industry colleagues.

Daughter of a Past President of the New Zealand Registered Master Builders Federation, Kath has been in the building trade her whole working life.

She has been actively involved in the association for many years, having organized 15 House of the Year competitions.

## **Midland's Regional training Day**

Midland clubs held their Regional meeting in Taupo on September 20<sup>th</sup>.

There was good representation from all except one club.

The room was beautifully decorated by a Taupo member with a distinctive "Lake" theme and all attendees received a beautiful gift pack in the guise of a Trout.

National candidate Louise Upston, who just happens to be a member of both Cambridge and Taupo clubs, shared her mission and the obstacles she has overcome to achieve it, balancing work, public and family life.

Young BPW Convenor Rachael Clarke challenged clubs with the question, "So how do we go about attracting these illusive "young" women and what does BPW have to offer?" She shared with members the expectations and characteristics that these young women have and suggested that clubs will have to make some adjustments to meet these expectations.

Immediate Past President, Anita Devcich discussed her 20 year love affair with BPW, why she joined and what makes her keep paying that annual sub.

As well as the business side of the meeting there was much sharing of club highlights and ideas.

Well done to Taupo for their great organization.

### **A reminder to all clubs who host the Regional Meetings.**

**Please ensure the following:**

- 1. That all your regions clubs receive copies of the minutes of your meeting.**
- 2. That you send a copy of those minutes and all the club written reports to the 2<sup>nd</sup> Vice President for BPW records.**

## **BPW NZ Delegation to Congress - Barbara Clarke 2<sup>nd</sup> Vice President.**

As you will be aware the New Zealand delegation of 12 leave shortly for International Congress in Mexico. We know that BPW NZ is being strongly and ably represented on the world scene.

Joan Bielby has the honour of being a Parliamentarian at Congress and those of you have ever attended conference know the wealth of knowledge and experience Joan brings to this role. International Federation will receive the best of advice.

On behalf of all the BPW clubs throughout New Zealand I would like to extend best wishes to you Faye and your team.

We know you will be inspired by this opportunity and return with a wealth of ideas and information for BPW NZ.

Take care and safe travels.

## BPW Website October 2008 - Technology Convenor Ann Desmond

The fact that I have not provided an update via the Circular does not mean that there have been no changes to the web site! I hope you all look at the web site regularly to see what is on there and how it changes. At least once a month, I look at the content and try to ensure that it is up to date. I had a busy few months at work when it was almost impossible to devote much time to changing or improving things but, thankfully, this hiatus has passed and life, while never leisurely, is at much more manageable pace and I can look forward to seeing how we can improve the web site over the coming months.

Traditionally the season of Spring is the time for having a sweep through to allow the sun to shine in to all corners and banish the gloom of winter. This seems like this is a good idea – even for web sites. Last month's changes really have been a tidy up.

One change that you should all know about is that the Circular is now available on-line. Currently there is only one month's edition there but I am working on getting enough available as files you can download to ensure that there is a maximum of one year there at any one time.

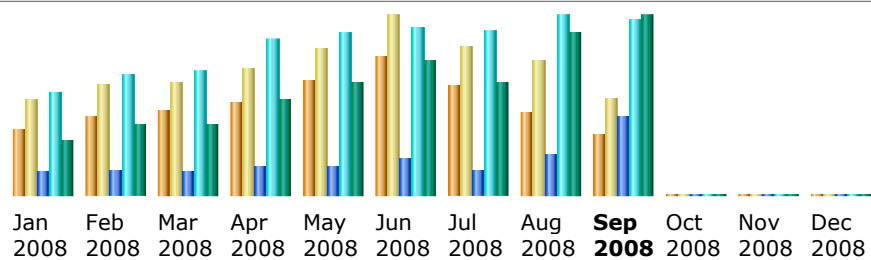
Thank you to those people who have contacted me with material for including on the web site – all contributions are gratefully received. If you have some Club News or views that you want to share with others – do drop me an email – address at the end of this article.

The October updates have still to be completed and will include some details and photographs from the Regional Meeting and Training Day held in Kapiti on 16 August 2008. If any of the other regions have held or are planning to hold a Regional Meeting and Training Day, please send me some details of your programme and photographs to share with other members. Most members attend the local meeting but it would be good to see how others tackle these events.

Once again, I have looked at how many visitors the BPW web site has clocked up recently and (as always) this makes interesting reading. This first table shows a month by month breakdown for this year – 2008 which shows that apart from January and this month (which is not a complete month – only up to 21 September); there are consistently more than 500 visitors a month to the web site. We haven't broken the 1000 visits in a month – yet!

### Monthly history

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Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	454	663	1902	8820	53.80 MB
Feb 2008	552	775	2080	10396	69.31 MB
Mar 2008	592	791	1981	10591	69.12 MB
Apr 2008	642	891	2406	13328	92.28 MB
May 2008	805	1027	2557	13939	109.77 MB
Jun 2008	964	1255	3140	14317	131.13 MB
Jul 2008	760	1037	2186	13982	110.96 MB
Aug 2008	585	946	3449	15346	158.13 MB
<b>Sep 2008</b>	422	675	6685	15001	175.27 MB
Oct 2008	0	0	0	0	0
Nov 2008	0	0	0	0	0
Dec 2008	0	0	0	0	0
<b>Total</b>	<b>5776</b>	<b>8060</b>	<b>26386</b>	<b>115720</b>	<b>969.76 MB</b>

On their own, the figures can mean as little or as much as you want them to but looking at this years figure in comparison to the whole of the two years previously shows that the web site is an accepted tool with the total number of visitors increasing by almost 55% from 2006 to 2007. If the visitors for the rest of this year continue as the year to date, the web site access will have grown another 25% - impressive figures!

Years totals for the past 3 years:

Year	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Total for 2006	3893	5008	16833	213993	662.69 MB
Total for 2007	6022	7750	18668	103019	663.34 MB
Total for 2008 (to date)	5776	8060	26386	115720	969.76 MB

Hopefully we will continue to provide an up-to-date and accurate service to both members and visitors (we do get some valid enquiries from people interested in finding a local club and who are potential members).

Remember that the web site is a public face of BPW NZ - So please keep me updated with any changes to your club details and send me documents and photographs to show BPW off to the world. If you have any questions, suggestions or concerns, please contact me via [technology@bpwnz.org.nz](mailto:technology@bpwnz.org.nz)

### The Power of One - Program Convenor, Gwendolyn Needham

October already! Coming up to your AGM?? And your end-of-year party? Then, a welcome pause in routine Club management. Good.

Take time to breathe in deeply, refresh, regroup, and welcome 2009 with new zest and enthusiasm. And your practical plan for member growth.

Ever heard of The Power of One? It's the catchy title of a great book by storyteller Bryce Courtenay, about a feisty small boy, Peekay. Born into a South Africa of racism and hatred, six-year-old Peekay learns one day that small can beat big, and challenges can be overcome. He learns via boxing lessons, to think with his head, listen to his heart, - and engage his strong inner spirit. This mix becomes The Power of One. Peekay reminds me of the feisty founder of BPW International - our own Dr. Lena Madasin Phillips.

After attending International Congress in Mexico City in late October this year, I, along with our Club President Lesley, am embarking on a visit to Nicholasville in Kentucky, to connect with Madessin's small-town roots, her birthplace in 1881, and burial site. We will also attend in New York the Manhattan BPW Club meeting on November 12. Then fly home...

Madesin was a truly inspirational woman, charming, striking in appearance, light-hearted, warmly human, and strong. She loved music, singing, and held fun parties and picnics.

In 1930, aged 50, and a lawyer, never rich, she was made the first International President of BPW. This was at a conference in Switzerland, where she said "The women in this room have great new opportunities, but also great responsibilities.....You will face critical questioners who say 'What are you accomplishing?'" and also 'But what do I get out of it?' '.....'"

Madesin was a true leader. She lived out The Power of One. She said -"Make no small plans. They have no power to stir the blood....."

Madesin has led, and inspired.....let's all follow.

## Country of Origin Food labelling - 1<sup>st</sup> vice President Angela McLeod

The issue of mandatory Country of Origin Food labelling (CoOL) is hotting up. HortNZ invited us to a meeting to discuss this issue and what to do about it. Included in this meeting were Rural Women, NZ Pork, Consumer, GAP, and Organics NZ. HortNZ have been working on a website to promote CoOL and wanted our input. The outcome of this meeting is that a few of us are getting together as a committee to come up with a name for a coalition and to put a strategy in place for a campaign to educate the public and lobby the government to make it mandatory.

Essentially the problem we face is that the Food Safety Authority does not feel this is a food safety issue. There is a combined Australia and New Zealand food safety standard in which CoOL is a standard – Australia agreed to do this but New Zealand negotiated that it didn't have to comply as it felt that it wasn't a food safety issue. Pretty much all of our trading partners have country of origin food labelling so really it is not a trade disadvantage for us to do it either – which is another reason touted as not doing it.

The Green Party highlighted recently how it can be a food safety issue using the baby milk product incident in China.

We have the mandate to be involved with this (policy below) and given the success we had with the Quality Flexible Work Coalition we can do it again – with your support. So please, keep in touch by reading the circular and email alerts and support this for the sake of you and your families. It is your right to know where our fresh produce comes from so you can make an informed choice when purchasing.

Our policy on this is:

### **15.27 Bioethical Issues**

**URGES** the New Zealand government to ensure that strict controls exist for activities which raise bioethical issues, and to keep the public informed so that citizens can make choices based on adequate consumer labelling and appropriate information.

(1997)

### **19.6.2 Country of Origin Meat**

**LOBBY** the government to ensure that all meat or meat products on sale in New Zealand carry a label showing the country of origin.

(2005)

#### Rationale:

- New Zealand needs to ensure that meat or meat products all carry the identity of the country that the meat was grown and also processed in. Since some meat is imported into New Zealand and then processed here it is labelled "Product of New Zealand". This does not indicate the source and the general public is led to assume that this is locally grown, where in fact it is not.
- For example, pork may be imported from countries that have Foot and Mouth Disease. Without doubt the meat is treated to limit any spread of the disease. However New Zealand's policy is that if there is an outbreak of Foot and Mouth Disease within New Zealand all meat is slaughtered and carcasses are incinerated to ensure that this virus does not enter the food chain.

- *Foot and Mouth Disease is not the only imported disease that has arrived in this manner with the meat being sold to the general public removing their choice to purchase local meat known to be free from such potential hazards .New Zealand markets its 'clean green image'. Many BPW women run businesses associated with good food and promote this through the tourism industry. This unlabelled meat has the potential not only to damage the reputation of the New Zealand farming industry but to damage many businesses related to tourism, the environment and the export food market.*

### **19.6.3 Country of Origin Labelling of Food**

*URGES the Minister of Food Safety to introduce mandatory country of origin labelling on all food products. (2007)*

## **Funding and Sponsorship – Funding Convener Pauline Edwards**

Many people ask me why I seem to be un-phased by anything to do with funding.

Part of the answer lies in my training through the Fundraising Institute of New Zealand (FINZ) during the past ten years or so both in New Zealand and Australia, and the other is that at a very early age we were expected as youngsters to assist my parents in a variety of community projects that often meant using a variety of methods to fund or make happen!

Many people seeking funding for a project, that is often community driven, are disheartened by the apparently constant rejection of their applications for funding, for what to them seems either an unreasonable reason - they do not fit the criteria - or because they have not completed the forms as would be expected - playing the game!

Fundraising through trusts and financial angels is a game of finding the right funder to meet your needs and it is your needs that need to meet the demands and requirements of the group offering financial support.

Often funders will not fund any group at their first application or if they have never sought financial support to any organisation previously. They are also unwilling to go into financial partnership with an organisation that did not even bother to make contact prior to their application to check that they were the sort of group that the funder would consider funding. It is often a phone call or email to simply make that contact and seek advice on when and how to and is what we wish to do within the guidelines that we think we are.

Get It!

Filling in the forms correctly and completely as well as honestly and with concrete evidence is also part of the process

Yes there is a great deal of money out there and what you need to recognise is that many of the funding groups are simply committed to very small segments of the whole New Zealand community and whether it is sport, gambling or children's needs they need convincing that your community project needs to be added to the list to be considered for selection by the people in the Funding Organisation who make the choices each month.

Let me give you an example.

You want to do something new in your community but the Club does not have the necessary funding to complete such a project. The sort of project I have in mind is to support a project for 5th and 6th form girl students in the areas of business etiquette or job applications before future study options. You have the support of the girl's schools to run such a workshop series, but the schools do not have the funding to support the project either.

Firstly you need to check whether your local city Council has the funding for such a project in their Youth Budget. If so check it out, check the timing and then apply. Most Councils offer funding between four and six times a year

Next go on line and look for schools funding or students funding or schools projects and so on. This should give you some ideas of groups you could apply to. Use your imagination and look in the pub charity type funds group too. Try and find a local philanthropist or financial angel group and ask for their help to find the funds. Remember the funding can come through a variety of funders and you could separate the needed funds into groups like Hall Hire, printing of information sheets and completion certificates, Morning and Afternoon Tea and Lunch, payment for speakers and if the total cost NZ\$10,000 then that is 10 x NZ\$1,000 or 20 x NZ\$500 etc etc.



If you apply for funding on line then please get someone else to check your application before you send it away, and the same for a mailed form filled for funding. For all applications fill in the forms, give strong support for your case by the words you use and be open and honest and believe me they all check on what you have written seek confirmation of your application and then the considerations begin. They also talk to other funders to check that you have or have not applied to them for funding as well. There are some very open processes in the funding the future game.

Good Luck.

Remember when applying for funds you need to be clear about the numbers of people who will benefit from the project the numbers who will participate - maximum / minimum -  
For October Circular 2008

**Attachments**, Cover letter, Club Contact Form, Trip to Nepal Report, Club Levy form

*Articles from clubs for the Circular need to be with Barbara by 20<sup>th</sup> of the month. Send to secretary@bpwnz.org.nz*

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