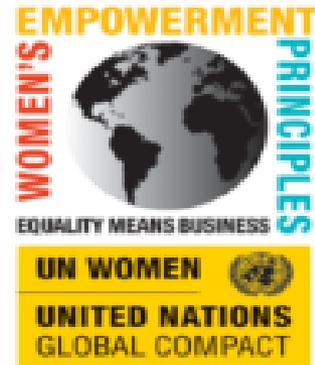


# Women's Empowerment *From Promise to Practice* @ Coca-Cola Amatil NZ

Presented by Martin King, GM - Human Resources  
13 February 2013



# Coca-Cola Amatil New Zealand

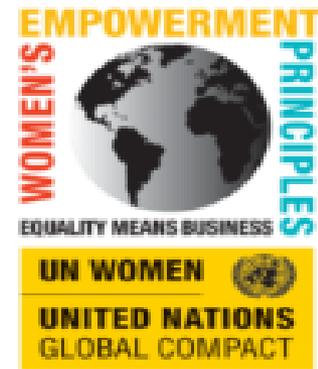


Coca-Cola Amatil (New Zealand) Limited (CCANZ) is a bottler for The Coca-Cola Company and part of the Coca-Cola Amatil group, which employs 25,000 people in Australia, New Zealand, Fiji, Papua New Guinea and Indonesia.

We've got somewhere in the vicinity of 1,000 of those people working right here in Aotearoa, manufacturing, selling and distributing such household names as Coca-Cola, Diet Coke, Powerade, Pump, Kiwi Blue, Fanta, L&P, Sprite, Schweppes and Keri Juice.



# Organisation Overview



## •CCANZ aim to:

- Attract the best talent in the market
- Be recognized in the top 5 best places to work
- Encourage full participation in the workplace
- Provide greater opportunities for women at all levels
- Continue career progression and remove barriers
- Have a diverse workforce that reflects the community we operate in and our customer base

## •Current reality

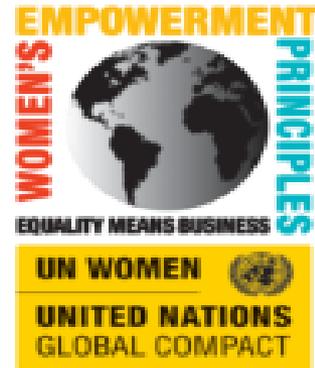
- Growing number of women not returning
- Growing number of women not progressing into leadership roles
- Perceived barriers and 'old boys' club in pockets

# About the Women's Empowerment Principles

The *Women's Empowerment Principles - Equality Means Business* is a joint initiative of UN Women and the UN Global Compact. The Principles outline seven steps for business on how to empower women in the workplace, marketplace and community.

Since their launch in 2010 with the support of the UN Secretary-General, the Principles have taken hold in Brazil, South Africa, Turkey, Serbia, Japan, Australia, New Zealand and Iceland to name a few.

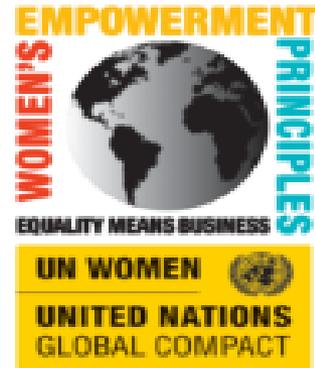
400 chief executives worldwide have publicly declared their commitment including TCCC.



# ASX Diversity Requirements

*Introduced On 30 June 2010*

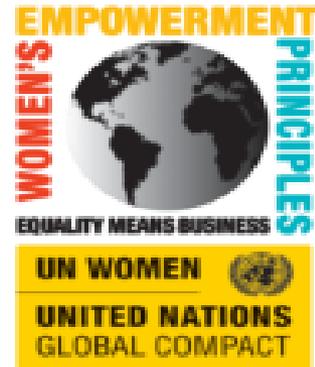
- ‘Diversity’ is defined, to include gender, age, ethnicity and cultural background. Recommendations heavily lean toward the issue of gender diversity. The new diversity requirements of the Recommendations require listed companies to:
  - **board member selection and succession planning,**
  - establish a **diversity policy**
  - establish **appropriate procedures**
  - **assess annually** the company’s achievement of, or progress towards the objectives
  - consider **remuneration by gender**
  - **disclose in its annual report** the measurable objectives for achieving gender diversity

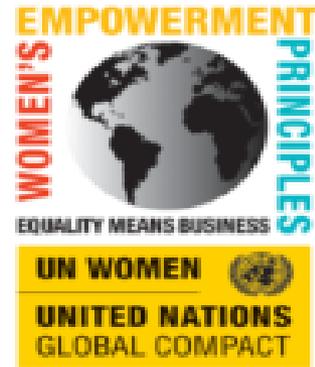


# NZX Diversity Requirements

NZX announced on 4 July 2012 that, subject to Financial Markets Authority approval, from 31 December 2012 the annual reports of all companies listed on the NZX Main Board will need to provide:

- a breakdown of the gender composition of their directors and officers; and
- if they have a formal diversity policy, an evaluation of their performance with respect to that policy.
- In future years companies will have to provide gender composition breakdowns for the prior and current period, to ensure that trends in diversity are apparent when reading a company's annual report.





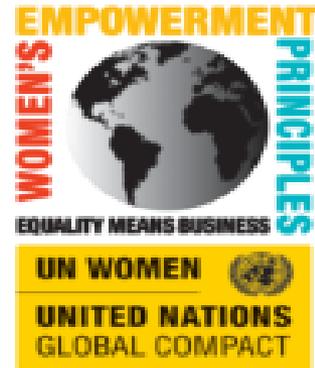
# The 7 Principles – Equality Means Business

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work – respect and support human rights and non discrimination.
3. Ensure the health, safety and well-being of all women and men workers.
4. Promote education, training and professional development for women.
5. Implement enterprise development, supply chain and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

## Pledge

We, business leaders from across the globe, express support for advancing equality between women and men to:

- Bring the broadest pool of talent to our endeavours;
- Further our companies' competitiveness;
- Meet our corporate responsibility and sustainability commitments;
- Model behaviour within our companies that reflects the society we would like for our employees, fellow citizens and families;
- Encourage economic and social conditions that provide opportunities for women and men, girls and boys; and
- Foster sustainable development in the countries in which we operate.

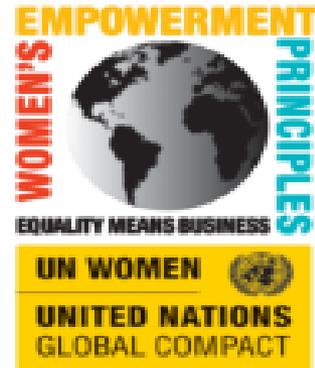


# The Issue! Some Stats in NZ in 2012!

NZX Top 100 listed Companies:

- Only **9.3%** of Directors are women.
- Only **4%** of CEOs are women.
- Only **21%** of Senior Managers are women.
- **30%** have NO women Senior Managers.
- **26 %** only have one women Senior Manager.

*(source: Human rights Commission Census of Women's Participation 2010 NZ)*

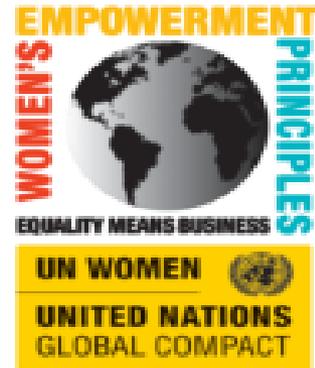


# The Overseas Comparison

Listed Companies in

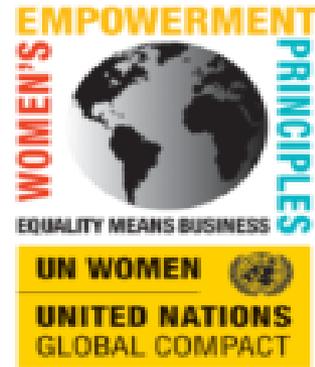
	% of Companies	% Of Women
• Norway	100%	44%
• Sweden	76.1%	21.9%
• Spain	55%	19.2%
• USA	84.8%	15.2%
• South Africa	67%	14.6%
• Canada	60%	13%
• UK	75%	12.2%
• France	85%	11.2%
• Australia	53.5%	10%
• <i>New Zealand</i>	<b>43%</b>	<b>9.2%</b>

*Australia has seen a 600 per cent increase in just one year following ASX Diversity requirements being introduced.*



# CCANZ Diversity Targets

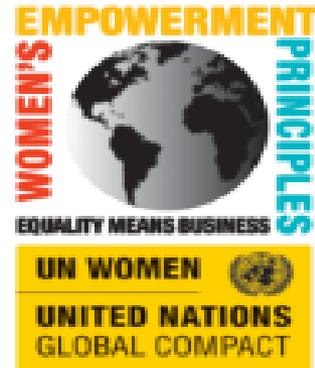
*Reported to Board*



	Senior Management (inc NZLT)	Total CCANZ
2012	36%	33%
2013	37%	34%
2014	40%	40%

## Current Performance:

	Senior Management (inc NZLT)	Total CCANZ
2012	38%	33%



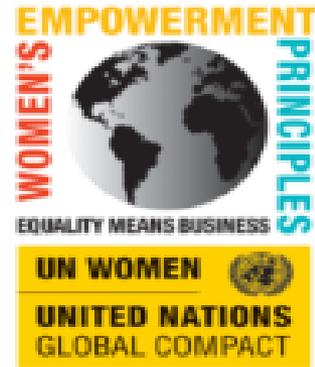
## Pay Parity in NZ – Some Other interesting Stats

- **58%** of Graduates in New Zealand are now Female! **42 %** of Male.
- By the time Graduates had been working for four years, males were earning around \$47,760 while women were on \$43,380 - a difference of \$4380.
- The pay difference was up to nearly \$8000 a year in some other professions including: Female medical study graduates earned \$6560 less than males, lawyers earned \$4150 less, teachers \$2400 less and women in communications and media earned \$1730 less
- NZ Union of Students' Associations national women's rights officer Caitlin Dunham said, "A lot of the time it's the fact that women have the risk of getting pregnant so will have to take time off. They will also be less likely to be in the line for promotion."

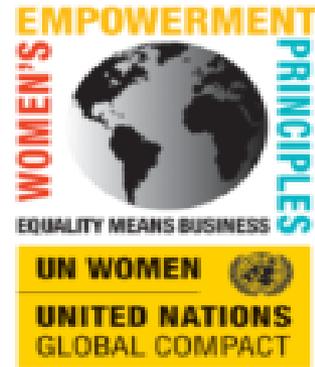
*(Source: A Ministry of Education study 2011)*

## CCANZ – What have we done?

- We have agreed set targets and report to board level.
- We do pay parity reviews across key roles.
- We measure gender representation across OCR (Talent) boxes (supporting Excel Future Leaders program)
- We report on females in leadership roles.
- We measure performance ratings on gender.
- We measure bonus payments on gender.
- We are an EEO employer and are an active sponsor of the EEO Trust.
- We have paid parental leave and women in transition programme – flexible return to work options.
- **We are now a signatory to the Women’s Empowerment Principles.**



# Return to Work Programme elements:



- Card sent on birth of baby
- 1 year subscription to Parenting magazine
- Parenting classes for both parents
- 6 weeks fully paid parental leave
- Leave accrued throughout parental leave
- Southern Cross continued to be paid by company
- Keep laptop and cell phone to keep in touch
- Access to Coke Uni whilst on leave
- Attend company functions and key meetings
- Pay Reviews continue whilst on Parental leave
- Flexible working hours when returning to work
- Altris WIT Executive coaching programme access (dependent on employee management level)

## CCANZ – What are we currently doing?

- Hosted a launch breakfast with all senior and emerging female leaders in late 2012.
- Established the Women’s Empowerment Forum –  
Headed by our New GM Marketing – Wendy Rayner
- Announced commitment in employee magazine and intranet with WEPs principles.
- Established Women’s Empowerment Social Intranet Site
- Launched WEPS expectations at 2012 Supplier Forum to all major suppliers – led by MD.
- Started networking with other WEPS to share learning’s, ideas, including establishing a LinkedIn group and we are hosting a breakfast in Auckland in February.
- We are working on running career stories of our female leaders.
- Developing a Senior leadership diversity program focussed on unconscious bias.

