



Utilising women’s skills in the workforce: lessons from Canterbury

Ministry for Women Chief Executive Jo Cribb says lessons from the Canterbury rebuild can assist other organisations to make better use of women’s skills.

Since 2013 the number of women employed in construction in Canterbury has more than doubled, from 3,100 to 7,800.

Jo said research to understand the perceived barriers for women was the critical starting point.

“This research identified women were an untapped labour force. Many women were keen but they perceived barriers to working in these roles. The top incentives for women to consider jobs in the rebuild were: flexible hours and environment, good pay and more information about rebuild opportunities. Following the research our message was: the rebuild needed workers and many women needed work.

“An informal Working Group was formed to focus efforts. This group included industry training organisations, tertiary institutions, local employers, Te Rūnanga o Ngāi Tahu, National Association of Women in Construction and organisations

working on the rebuild (CERA, Hawkins, City Care; Connexis and the Stronger Christchurch Infrastructure Rebuild Team),” said Jo.

“Each member increased the visibility of women in the rebuild, based on their particular areas of expertise and influence. For example, many recruitment approaches included the words ‘women are encouraged to apply’.

“The members set and monitored targets to measure the number of women in construction roles and the number of women enrolling in trades courses at CPIT.

“People led change from wherever they were in an organisation: from their leadership or human resource teams, and by tapping into their networks.

“We are keen to apply what we have learnt in Canterbury to encourage more women into male-dominated industries. This means

other industries can benefit from diversity and it can lead to more women working in jobs that are in demand, with good pay and prospects,” she said.

For more information visit women.govt.nz.



The Stronger Christchurch Infrastructure Rebuild Team (SCIRT) Women in Construction team, one of the driving forces behind more women in the construction industry in Canterbury.

Attract more women to your industry

- Develop and communicate your business case; for example, high demand for a skilled workforce and low numbers of women training or working in your industry.
- Collaboration – identify your allies and gather a group of influential people and organisations.
- Visibility – make women in your industry visible.
- Treasure what you measure – set targets to increase understanding and drive accountability.
- Lead from where you are – make the most of your leaders.

Women’s employment in Canterbury region in the year to March 2015

- There are 8,300 more women employed in Canterbury than in March 2014, an increase of 5.4 percent.
- Women’s labour force participation rate is now 67.3 percent, higher than the national rate for women of 64.2 percent.
- The unemployment rate for women in Canterbury decreased to 3.7 percent.
- There are now 7,800 women employed in the construction industry in Canterbury, up from 2,800 in December 2011.

FROM THE CHIEF EXECUTIVE

Backing New Zealand women to achieve

We have recently reconfirmed our priorities for the next four years with the Minister for Women Hon Louise Upston.

The Ministry's key priorities are:

- supporting more girls in education and training
- utilising women's skills and growing our economy
- encouraging and developing women leaders
- ensuring women and girls are free from violence.

We want to encourage more women and girls to train and work in occupations where high growth is projected and where women are under-represented. A particular focus will be working with priority groups of women to encourage them into education and training opportunities.

We need an environment that ensures businesses are fully utilising women's skills and growing our economy. To achieve this, we will be working with small and medium enterprises to promote awareness of family-friendly employment processes such as flexible work and paid parental leave.

There are many forms of leadership that women participate in that are not always recognised, such as community and voluntary roles. For young women, leadership can have many different meanings. Our aim is to develop resources to give emerging leaders the support and information to develop their skills and realise their potential in their careers and leadership. This will help build the pipeline of women leaders in New Zealand.

We are very committed to learning more about what keeps women and girls free from violence and contributing to the Government's Better Public Services goals of reducing crime.

Our work concentrates on primary prevention, understanding more about how we can stop violence occurring in the first place. We have a specific focus on Māori and Pasifika women and working with communities and government agencies on primary prevention initiatives.

We will continue to report on New Zealand's international obligations for women and prepare New Zealand's eighth



Jo Cribb, Chief Executive, Ministry for Women

periodic report to the United Nations on the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), due in July 2016.

We can not achieve these goals alone. We are very appreciative of all the individuals, organisations and communities who are working to improve lives for New Zealand women and girls.

Ngā mihi

Jo Cribb
CHIEF EXECUTIVE
MINISTRY FOR WOMEN

Collaborative whānau approach to help women

Following the February launch of the Ministry for Women's *Wāhine Māori, Wāhine Ora, Wāhine Kaha: preventing violence against Māori women* research report, Minister for Women Louise Upston held hui in Taupo, Kaikohe, Invercargill and Te Puke to gather feedback on the report's findings.

Consultation on the report highlighted the importance of whānau and the community in preventing violence.

"It was a privilege to listen not only to women in these communities, but also whānau and service providers," Minister Upston said. "Strong patterns in discussions arose showing a multi-faceted approach to finding solutions

is needed to keep Māori women and their families free from violence.

"These solutions cover a range of issues including boosting access to education, employment, health, and programmes that address men's behaviour. Groups have asked for more active partnership models with local providers as well as highlighting some great local initiatives that can be replicated and rolled out in other regions."

Ms Upston said the Government will now continue to work with whānau, particularly within the frameworks of E Tu whānau and whānau Ora to prevent violence against Māori women and more broadly, to prevent family violence.

"We are tailoring existing work to better support whānau into sustainable employment through education and

training. I have asked the Ministry for Women to work with education providers and businesses to encourage whānau-friendly and flexible work policies which will assist in reducing violence."

Collaboration will also continue with the Family Violence Ministerial Group and government agencies involved in the primary prevention of violence.



Left to right: Sarah Dowie, National MP for Invercargill, Chris Stewart, Injury Prevention Aotearoa, Megan Roskilly, Ministry of Social Development, Hon Louise Upston, Minister for Women and Helen Potiki, Ministry for Women, at the Invercargill hui in May 2015.

Tech sector focused on attracting more women

Women are gaining qualifications at a greater rate than men but their skills are not being translated into greater career opportunities and development in the workplace.

Many women are educated and trained in areas that do not match where employment is growing and there are current and projected skill shortages.

The Ministry for Women wants to encourage more women and girls to train and work in occupations where high growth is projected, such as science, technology, engineering and maths (STEM) industries and construction and trades.

The Canterbury Development Corporation's (CDC) work to encourage young women into the technology sector is a great illustration of this approach.

CDC Sector Leader Technology Helen Shorthouse said the variety of opportunities and the broad range of skills in demand means technology offers an attractive career choice for young people, in particular young women.

"It's one of the best paid sectors in the economy, with great job security. Young people also like that it enables them to make a meaningful contribution through their work," said Helen.

"The sector has suffered from an image problem in the past, but the reality is that most companies are looking to employ smart people who also have 'soft skills' such as team-working, creativity and communication skills," she said.

Technology companies employ a wide range of skilled people across many roles. The attendees of the recent Christchurch Women in IT Meetup group included attendees specialising in project management, digital marketing, business development, coding and user experience improvement. These roles are found across all types of businesses including health, electronics, gaming, software, education, retail and communications.

Colorado-based Kiwi Claudia Batten, a successful technology entrepreneur, shared her story at two events in Christchurch in March to inspire youngsters to consider the tech sector as a career.

A sell-out crowd for the Code Club Mashup for Years 5-8 and their teachers was followed by an event for 13-18-year-olds. Batten started life as a lawyer and went on to co-found Massive, a network for advertising in video games, sold to Microsoft, followed by her co-founding of Victors & Spoils, the first advertising agency built on the principles of crowd-sourcing and then sold to French holding company Havas. She is currently NZTE's North America Regional Director.

In Christchurch alone it is expected there will be a 25 percent increase in the number of ICT roles in the next 10 years, many of them in new areas; maintaining a 'pipeline' of young women joining the technology sector remains a challenge.

The sector is focused on working together with local education providers to address the global skills shortage in the tech sector. There are now 30 Code Clubs, including three all-girls clubs. The Computer Chicks

group at the University of Canterbury is active in providing volunteers.

For more information on the types of roles in the technology sector see cdc.org.nz/christchurch/it-jobs and for the next Meetup visit www.meetup.com/Women-in-IT-Chch



Students at the 2015 Code Club Mashup.

Rural Women host Safe Relationships seminars

Rural Women New Zealand (RWNZ) is partnering with the Sophie Elliott Foundation and the *It's Not Ok* campaign to present a series of Safe Relationships seminars.

The purpose of the seminars is to increase awareness and education to stop domestic violence in rural communities. Lesley Elliott MNZM will be the guest speaker and the event will include discussion about what makes a safe relationship.

Lesley established the Sophie Elliott Foundation after the tragic death of her daughter, Sophie. Lesley says,

"I applaud this initiative by Rural Women New Zealand and I am thrilled to have the opportunity to talk to rural groups. Domestic violence isn't a problem just in towns and cities; every community and socio-economic group throughout the country is affected."

The first of several free RWNZ-hosted seminars was at Maungaturoto in

Northland on Wednesday 24 June. The Lotteries Community Fund is supporting the seminars with a commitment by RWNZ members to safe relations and safe communities.

For more information, visit ruralwomen.org.nz

BPW focuses on small to medium enterprises

Ministry for Women Chief Executive Jo Cribb met recently with BPW NZ (New Zealand Federation of Business and Professional Women) to discuss a range of issues affecting women in New Zealand.

Jo asked Vicky Mee, BPW NZ's President, to outline BPW NZ's work over the coming year.

BPW NZ's goals are to improve women's economic rights and work for a more inclusive society where men's and women's talents can flourish. This includes promoting the Women's Empowerment Principles (WEPs) in conjunction with UN Women National Committee Aotearoa New Zealand, the Human Rights Commission and the Equal Employment Opportunities Trust.

Vicky says a particular focus for BPW NZ is presenting the WEPs to small to medium enterprises and showing how they support women.

"BPW clubs encourage and develop members. They also play a significant role in mentoring and guiding young women through wise career choices ..."

"Small and medium businesses account for 97 percent of all New Zealand enterprises. A regional launch of the WEPs with the Minister for Women, Louise Upston, was held on 4 August 2015," she said.

"Gisborne members are aware that regional areas, particularly isolated ones, often lack employment and promotion opportunities for women and this can affect the social fabric of an area. They see WEPs as a wonderful tool to discuss with local businesses and to encourage the businesses to set goals for the empowerment of women.

"We want to show how these principles can be good for business, and for the larger community, now and in the future. It's an exciting project," she said.

Another BPW project is the Keys to Achievement Development Programme (KTA) which helps women unlock their potential and build their leadership capacity.

"The skills learnt from the KTA programme are reinforced by an annual leadership forum. This forum addresses and acknowledges the fear many women carry and which often blocks career advancement.

"By joining BPW women gain support in a trusted and encouraging environment to try new skills and often amaze themselves with their own abilities," says Vicky.

"BPW clubs encourage and develop members. They also play a significant role in mentoring and guiding young women



Vicky Mee, BPW NZ's President

through wise career choices, interview techniques and preparing to succeed in the workforce," says Vicky.

The future priorities for BPW NZ include: assisting migrant women develop leadership skills; building resources to assist small business owners consider innovative ways to open opportunities for women employees; and building networks to link women-owned businesses with trade opportunities.

BPW NZ will host the BPW Asia Pacific Regional Conference in Auckland, 9-10 April 2016. The theme is Empowering Women through Business, Diversity and Cultural Equality. New Zealand women are welcome to attend the Sunday forums which will have open registration. For more information, visit bpwnz.org.nz

Nominations for Women of Influence Awards close 10 August

Nominations for this year's Women of Influence Awards are open until 10 August 2015.

Presented by Westpac and Fairfax Media, the awards acknowledge and celebrate women who are helping to shape the future of the country.

The Women of Influence programme is committed to increasing the visibility of women's leadership in New Zealand,

highlighting the important contribution women make in creating a bold and diverse future for New Zealand.

You can nominate yourself or someone else for awards within the following categories: board and management, public policy, innovation, business enterprise, diversity, young leader, community/not for profit, arts and culture, rural and global.

For more information, see <http://www.stuff.co.nz/national/women-of-influence/69189079/women-of-influence-2015-about-the-awards>



WOMEN ON THE MOVE

Barbara Ala'alatoa was appointed as Chairperson, and **Claire Amos, Ripeka Lessels, Lynda Stuart, Professor Helen Timperley** and **Clare Wells** were appointed as members of the Education Council of Aotearoa New Zealand.

Ali'imuamua (Sandra) Alofivae was appointed as a member and **Adrienne Young-Cooper** was reappointed as Deputy Chair of the Housing New Zealand Corporation Board.

Gillian Bremner was appointed as Deputy Chair of the Otago Polytechnic Council.

Nicole Brewer was appointed Chief Executive of Rotorua Airport.

Angela Buglass has been appointed Group CEO of Trilogy.

Beverly Burns and **Ann Connell** were reappointed as members of the New Zealand Psychologists Board.

Mai Chen was appointed as a director on the board of Bank of New Zealand.

Debbie Chin was appointed Chief Executive of Capital and Coast District Health Board.

Nicky Cooper and **Dr Gabrielle Wall** were appointed as members of the Tai Poutini Polytechnic Council.

Rebecca Elvy was appointed as Chief Executive of Ngā Taonga Sound and Vision.

Lucy Elwood was appointed as a director on the Unison Networks Limited Board.

Sandie Guscott was appointed as a member of the Wintec (Waikato Institute of Technology) Council.

Dr Kathryn Holloway was appointed to a Ministry of Health Expert Advisory Group.

Shirley Ikkala, Lisa-Marie King, and **Leisa Moorhouse** were appointed and **Sara Georgeson, Toni Millar** and **Turitea Bolstad** were reappointed, as members of the Social Workers Registration Board.

Prue Kelly was appointed Chair of the Investing in Educational Success New Appointments National Panel.

Judy Kirk was reappointed as the Presiding Member (Chair) of the Lotteries Commission.

Dr Louise Mainvil and **Hikihiki Pihema** were appointed, and **Sandy Clemett** was reappointed, as members of the Dietitians Board.

Victoria Manning was appointed as founding Chair, and **Sara Pivac Alexander, Karen Pointon, Bridget Ferguson, Josje Lelijveld, Dr Rachel McKee** and **Shona Jones** were appointed as founding members of the New Zealand Sign Language Board.

Diana Marsh was appointed Executive Director of SOUNZ Centre for New Zealand Music.

Andrea Midgen was appointed Chief Executive Officer of SPCA Auckland.

Gena Moses-Te Kani was appointed to the board of Te Pūtahitanga o Te Waipounamu.

Pam Newlove was reappointed as Chair of the Grant Thornton New Zealand board.

Dame Alison Paterson was appointed as Chair of the new Forest Industry Safety Council.

Dame Patsy Reddy was appointed to co-lead the first regular review of New Zealand's security and intelligence agencies.

Hon Heather Roy was appointed as the inaugural independent Chair of the Advertising Standards Authority.

Leigh Shaw was reappointed as a member of the Podiatrists Board of New Zealand.

Dame Jenny Shipley was appointed as a member of the Boao Forum Board.

Hon Dame Tariana Turia was appointed to the board of Superu (formerly the Families Commission).

Sussan Turner was appointed, and **Lyn Lim** and **Judith Thompson** were reappointed as members of the Auckland University of Technology Council.

Rachael Tuwhangai was appointed as a member of the Manukau Institute of Technology Council.

Hon Kate Wilkinson was appointed and **Kathryn Edmonds** was reappointed as Commissioners of the Environment Court.

Joan Withers was appointed Chair, **Therese Walsh** was appointed Deputy Chair and **Sussan Turner** was appointed as a director of TVNZ.

These appointments have been sourced from the Ministry for Women's Nominations Service. The Ministry for Women manages a steady demand for women engaged in leadership work and those aspiring to begin their governance careers. If you are interested in finding out more, visit women.govt.nz.

Gender stocktake 2014

The participation rate of women on state sector boards and committees as at December 2014 was 41.7 percent. This is an increase from 41.1 percent in 2013.

The Gender Stocktake of State Sector Boards and Committees is undertaken annually by the Ministry for Women. It counts the Ministerial appointments to state sector boards and committees as at 31 December 2014.

In announcing the 2014 results Minister for Women Louise Upston said both public and private sector employers should think about encouraging the next level of leaders to broaden the leadership pipeline.

"A key way women can become empowered in the workplace is through making the most of their leadership skills and potential. By identifying, supporting and encouraging young women leaders to reach their goals, we will see more women in higher levels of leadership.

"I'm encouraging leaders in business and in the community to think about those with potential waiting to be unlocked. These are the women who have the skills, talent and drive to get to the top, and who can inspire others along the way," she said.



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Celebrating women champions in construction

Women in the construction industry were celebrated with the inaugural Hays National Association of Women in Construction (NAWIC) Excellence Awards, held on 7 May 2015.

The winners were hailed as "courageous leaders who are passionate about changing the construction sector" during the awards ceremony at the Rydges Latimer in Christchurch.

Congratulations to the Hays NAWIC Excellence Awards winners and for their fantastic work in the construction industry.

- **A Stronger Christchurch Infrastructure Rebuild Team (SCIRT)** initiative to raise awareness of the construction roles open to women won the Helen Tippett Award. This category celebrates achievements in advancing and furthering the interests of women in the construction industry.
- **Mary Bartlett** took out Tradeswoman of the Year. Mary has been running her own painting business called Tickled Pink. This category celebrates the contributions made by tradeswomen working in the construction industry.
- Architect **Deborah Cranko** won the Professional Woman of the Year Award. This category celebrates women who have made a significant contribution to the construction industry in their chosen profession or field.
- **Kristina Wyschnowsky** of Corbel Construction was awarded the Excellence in Construction Administration Award. This category celebrates the contributions of women in administrative, sales / marketing or operational role within the construction industry.
- **Lianne Cox** of Studio Pacific Design and **Sarah Neill** of Beca were named joint winners of the Outstanding Achievement in Design Award. This award recognises the achievements of an outstanding individual's contribution to a construction project in the areas of engineering, architecture, urban design landscape or other design discipline.
- **Gail Royston** won the Apprentice and Student Award for her dedication and commitment to the construction industry. This category celebrates female students and apprentices who have demonstrated a high level of potential and commitment within the construction industry.

YWCA Equal Pay Awards

The YWCA Equal Pay Awards 2015, organised by YWCA Auckland and supported by Coca-Cola Amatil NZ, EY and Westpac, recognise New Zealand businesses and organisations that are leading by example and addressing the equal pay issue.

Organisations have until 11 September to submit entries. The awards winners will be announced at a special event on 7 October 2015.

The award categories:

Gold: Gold award recipients will demonstrate best practice and will be acknowledged as a leader in equal pay and be prepared to share learnings for others to follow.

Silver: Organisations at this level are typically in the process or implementation stages of applying initiatives, processes, practices, cultural intent and commitment to address equal pay.

Bronze: Organisations at this level are typically in planning stages of implementing initiatives, processes, practices, cultural intent and commitment to address equal pay

SME: This new category for 2015 includes organisations that are typically smaller businesses implementing initiatives, processes, practices and cultural intent to address equal pay.

For more on the Equal Pay Awards, visit ywcaequalpay.org.nz/#awards

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