

Trades are for girls too

The Ministry of Women's Affairs wants young women to think about a wider range of career options, and to consider trade occupations.



Research released by MWA in September found that young women can feel limited in their options when choosing a career, and those limits are reinforced by factors such as peer pressure, parental opposition, media portrayal of some jobs, and school systems.

We commissioned the research because we wanted to know the factors that influence young people when they are deciding on a career and, in particular, why so few young women enter the trades, where there are good career opportunities and where there can be an opportunity to earn-while-you-learn.

The research report *Trading Choices: young people's career decisions and gender segregation in the trades* includes examples of the reactions some young women encountered when they expressed an interest in learning a trade.

One young woman talked about the response she received when she said she wanted to work with her hands. 'My Dean asked what I wanted to do in the long-run, what am I good at? And I said something with my hands. She said 'so you want to do sewing?' I said no, fixing things like metals and things, she said 'What! There's woodwork, but there's lots of guys in it'.

Another young woman talked about the reaction she got from her peers when she attended woodwork classes. 'The boys thought we were there as a joke'. Another said, 'The first time we showed up to class it was pretty crazy. All the boys were going, 'What is she doing here?'

One young woman, however, talked about her work experience, saying 'it was really valuable to realise that the way you might be thinking could be too narrow. Broaden your horizons and give things a go, you won't know until you try'.

MWA Chief Executive Shenagh Gleisner said it was important for young women – and young men – to consider a wide range of career options.

'While women have entered many jobs that were once dominated by men, such as law or medicine, many jobs remain dominated by either men or women. For example, 99 percent of builders, electricians, and motor mechanics are men. Women make up over 90 percent of people working as caregivers, registered nurses and secretaries.

'The fact that men and women continue to do different types of jobs is one of the factors in the gender pay gap. Currently, when comparing men's and women's median hourly earnings, women earn 12.5 percent less than men.

'The young women who were interviewed said there are challenges to seeking a job in occupations such as engineering or building. These included how the trades are portrayed in the media, what friends say when they mention they might be considering working in a trade, and the extent to which schools encourage young people to consider a variety of career options.'

Shenagh Gleisner said once at work, however, girls often found ways to fit in and adapt the work around their strengths.

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Action Plan for New Zealand Women

Economic Sustainability 1.1.3. Participation in Employment.

Explore ways to increase women's participation in Modern Apprenticeships in industries where women are not well represented.



Women's Affairs 'a privilege'

psychological and social impacts of violence can be significant. We also know that children are harmed by witnessing and living with violence in the home, often exhibiting behavioural and emotional problems. These effects can last well into adulthood. Family violence is intergenerational, with children who witness violence being more likely to become victims and perpetrators as adults. In families where partner abuse is occurring, children are at risk of being physically abused.

I was, therefore, pleased that my first public engagement was to join in the international movement to eliminate violence against women. At 7.00am on Tuesday, 25 November, I was handing out white ribbons to commuters at the Wellington Central Railway station with the Ministry's Chief Executive, Family Commissioner, Police, and many others. The fact that we ran out of white ribbons signified that awareness of the movement is on the increase. I am pleased to see that Justice Minister, Hon Simon Power, will introduce legislation before Christmas that will enable Police to be able to issue on the spot restraint orders to protect victims of family violence.

One of the main aims of the Ministry and our government policies is to enable individuals to have choice and say in their own future, take responsibility for their actions, and participate fully in our society. Eliminating violence and removing barriers are key to that.

There will be a flurry of activities and legislation being brought in front of

parliament before we rise for the end of the year. I want to take the opportunity to wish you and your families a well-earned Christmas and New Year break.

Pansy Wong
Minister of Women's Affairs

Hon Pansy Wong is:

Minister for Ethnic Affairs
Minister of Women's Affairs
Associate Minister for ACC
Associate Minister of Energy and Resources

Born: Shanghai, China and grew up in Hong Kong

1974: Moved to Christchurch, Canterbury University, Master of Commerce (Honours)

1989: Entered politics as a Canterbury Regional Councillor

1996: Entered Parliament as National List MP and New Zealand's first Asian MP

2002: Moved to Auckland

2008: MP for Botany, first Asian New Zealander to win an electoral seat

Married to: Sammy Teck Seng Wong

Interests: Reading (particularly thrillers), squash, walking, wine and sake appreciation, karaoke singing, travel, and working.

» It was not too much of a surprise to many that if I was appointed to the Cabinet then I would be given the portfolio of Ethnic Affairs. My ethnicity has dominated my public persona over my gender since I became the first Member of Parliament of Asian ethnicity some twelve years ago. Hence it will come as a surprise to many that the Prime Minister has appointed me as the Minister of Women Affairs. 'Wow' was my first reaction, a privilege and a stark realisation of the weight of this appointment. Our women have collectively achieved a lot through sheer determination, creative ideas and mastering the skill of networking, persuasion, and arm twisting to get things done. Much has been achieved but much remains to be done.

The Ministry has identified improving economic opportunities and choice for women, promoting women in leadership, and reducing the incidence and impact of violence against women as priority areas. I look forward to in-depth briefing and discussion, and your input on these.

While not all victims of violence will suffer severe or ongoing health impacts, the

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» 'We hope this research will be used widely in discussion and policy development as part of an effort to reduce the gendered nature of career decision-making.'

The Ministry of Women's Affairs commissioned the New Zealand Council for Educational Research to carry out the research, which involved focus groups and interviews with 86 young women and men, ranging in age from junior secondary students

to trainees and recent graduates in trades-related occupations.

Trading choices can be viewed on the MWA website at <http://www.mwa.govt.nz/news-and-pubs/publications/trading-choices>

PHOTO CREDIT

PAGE 1: Photo courtesy of The Motor Industry Training Organisation

Hourly pay rates

Research commissioned by MWA in 2006 showed hourly pay rates on the completion of training were:

Male-dominated occupations:

Builder	\$21.15
Mechanic	\$19.50
Electrician:	\$20.40
Plumber:	\$23.20

Female-dominated occupations:

Caregiver	\$12.36
Hairdresser	\$14.21
Sales Assistant	\$13.34
Administrator	\$15.65



FACTS AND FIGURES

- In 2006, almost one in five women and more than one in four men in the workforce were employed in occupations made up of at least 90 percent of their own gender. However, the level of segregation for both men and women has gradually declined over the past 15 years
- The ten most common occupations for females and males employ 33 percent and 24 percent of the female and male workforce respectively
- Trade occupations are among the most male-dominated occupations. For example, 99 percent of carpenters, motor mechanics and electricians are men, and 97 percent of spray painters are men
- Female-dominated occupations tend to involve caring or clerical professions such as, secretaries, registered nurses, early childhood teachers and caregivers. All of these occupations are over 90 percent women
- Accountants, real estate agents, retail managers and finance managers are among the most gender-integrated occupations, with about a 50/50 split of men and women working in these occupations
- Older female workers (aged 55-64) are almost twice as likely as young female workers (aged 15-24) to work in the most female-dominated occupations.

Good eye for detail

Jemma Bond says a successful automotive refinisher needs a good eye for detail and she should know – she is amongst the best in New Zealand.

Twenty-year-old Jemma from Whangarei won the gold medal in automotive refinishing – vehicle spray painting – at the New Zealand WorldSkills National Competition in September and will represent her country at the WorldSkills International Competition in Canada next year.

Jemma completed her three-year apprenticeship in March this year and says winning the national championships was a surprise.

'I did not think I would win as things were going wrong, plus a couple of guys had been in the competition the year before. So I thought, oh no, I will just finish the job.'

Her male competitors were pleased for her, she says, but 'I don't think they wanted to get beaten by a girl'.

After leaving college, Jemma completed a certificate in visual arts at polytechnic. She was not sure what she wanted to do but, while browsing the internet one day, car painting popped up. Jemma's job involves sanding, masking, priming, painting, and buffing vehicles and vehicle parts.

Jemma grew up with two older brothers who were 'into their cars' and, with her artistic skills, she thought car painting was something she would enjoy. Three and a half years later she says she loves her work and has mostly received a positive response and encouragement from others.

'I have not had any bad responses and most people are like, wow, a girl is doing it.'

Jemma says she would definitely encourage other young women to consider taking up a trade.

WorldSkills New Zealand is a Trust dedicated to encouraging young people to excel in vocational skills.

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Three members of the New Zealand schools' debating team (L to R) Jennifer Savage, Holly Jenkins, Maria English.



World class

debating skills come in handy

» **Los Angeles airport staff did not realise who they were up against when they tried to confiscate Jennifer Savage's debating trophy.**

The best school debater in the world, on her way home to New Zealand from the World Schools' Debating Championships in Washington, talked them out of taking her glass trophy, which they claimed she could use to 'knock someone on the head'.

The five-member New Zealand Schools' Debating team came second in the World Championships, narrowly losing out to England for first place. Jennifer won her title against 116 other competitors by gaining the highest average score from the eight preliminary debating rounds.

Eighteen-year-old Jennifer from Wanganui says being best in the world 'doesn't feel real' and is keen to point out that her achievement would not have been possible without the rest of the team, who all ranked in the top 30 speakers.

'The team gets scored overall by ranking the individual marks and, out of 200 speakers all together, our five team

members ranked first, second, third equal, 11th, and 31st equal, so we did really well.'

The World Schools' Debating Championships have been held each year since 1988. This year's tournament involved 39 teams, including England, Wales, Scotland, India, the USA, South Africa, Pakistan, and Japan. Participants must be either at school or, if they have left, not yet participating in tertiary education. Jennifer says this means the team is eligible to compete in the 2009 tournament in Athens next February as they will be one week shy of starting university.



Gold medal cyclist chasing 'rainbow'

Cyclist Paula Tesoriero won a gold medal at the Beijing Paralympics this year, now she has her eyes set on another prize – the world champion 'rainbow' cycling jersey.

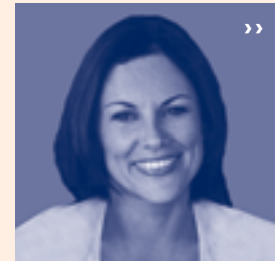
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Paula wins gold at Beijing (photo courtesy of Hannah Johnson)



BABY BUSINESS

Alison Hui set up her own designer baby bedwear company in 2002 when she found a gap in the market. Alison wanted quality natural fabrics in classic, neutral colours that were safe and functional, and soft on babies' skin, so Babu was born.



» Alison Hui

www.babu.co.nz
www.jubi.co.uk

Thirty-three year-old Paula returned from Beijing with a gold medal for the 500 metre time trial (setting a new world record), a bronze medal in the 3000m individual pursuit, and a bronze medal in the road time trial. Winning a gold medal is still sinking in and, she says, she still has days where she thinks 'was that me'?

'Gold in the 500 metres has been my goal for three years. To see it happen was a surreal feeling.'

Wellington-based Paula says the non-weight bearing sport of cycling is good for her legs (she has an artificial left leg and no ankle movement in her right leg) and she powers the bike with her thigh muscles. A 'normal' week sees Paula training 15-20 hours a week in a combination of road and gym work, and there are monthly trips to New Zealand's only velodrome in Invercargill.

Paula took three months leave from work in June and headed to Perth for her final build-up for the Paralympics, held in September. There, she cycled four days a week at the velodrome and the other three days were spent on the road and at the gym. With massage and physiotherapy included in her training regime, Paula says it is a 'total commitment'.

Another challenge for Paula ahead of Beijing was the huge effort involved in perfecting an artificial racing leg. Paula and the New Zealand Artificial Limb Board spent many hundreds of hours on creating a prosthesis that was super-light, strong, and aerodynamic.

The next big event is the Australian Track Championships in February next year, followed by the World Cycling Championships in Spain in August – which is where the jersey comes in. The Rainbow Jersey is a distinctive jersey worn by the reigning world champion in a bicycle racing discipline and, Paula says, she wants one.

And will she aim for London in 2012? 'I have not decided yet. I cannot imagine replicating the feeling of winning a gold medal, but people have told me winning back-to-back gold is pretty good!'

The Babu range is distributed overseas under the name Jubi (and, according to an American stockist, has been purchased by new mothers singer Christina Aguilera and actor Halle Berry and many others). The products are made from 100 percent cotton, wool, and merino.

Alison is of Ngā Puhī descent and lives in Auckland with her husband and two children, Jack (8) and Rubie (4).

Why did you start Babu?

I could not find the cot sheets that I wanted for my son, Jack. There was nothing out there that was lovely and soft, yet plain and simple, so I decided to make my own. As time went on I branched out into other areas and now our range is quite extensive. We have sleepwear, bibs, towels, blankets, duvets, sheets, bathrobes, and wraps and we are adding new products all the time.

We design everything in New Zealand, and have the products made in Vietnam.

How difficult was it to set up your own business?

Initially I did not know where to look, who to talk to, but I knew in my head I had to just keep going. If I had known how difficult it was going to be I probably would not have done it! I worked really hard but very smart. I remember at the beginning being worried about committing to 200 metres of fabric, and just recently we ordered 200,000 metres of fabric. Now I have other people emailing me all the time, asking for business help.

How do you balance your work and family commitments?

I have a great team – there are four of us – and everyone has their job. I delegate, and my job description has been pared back; I make sure the manufacturing

process in Vietnam is running smoothly. I am lucky as I can work from anywhere.

I have set days where I pick my children up from school – they are non-negotiable – and I take Jack to swimming on Thursdays. It would all not be possible without help from friends and family. My husband is a great support and I have a close network of other business mums.

How many countries do you supply to and how does that work?

Once we find a distributor in a particular country, they are responsible for distribution within that country. At the moment our products are sold in Australia, Japan, the UK, the USA, and Canada. We are always looking for distributors in new countries, we are currently in negotiations with Russia and Israel.

How would you compare working for someone to running your own business?

I love managing my own workload. Having your own company and setting the direction you are going in is a nice way to manage your own future. On the other hand, it is not easy; I don't get sick pay or days off. I start at 5.45am, then drop the kids off at school, head into the office, go home, cook tea, and then get back on the computer, often until after midnight.



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Economic Sustainability 1.4.1.

Improve women's participation in leadership and decision-making roles by monitoring women's representation and participation at senior levels in business and the education sector, and by providing nominations to government boards.

» HALF A MILLION white ribbons GIVEN OUT

WOMEN ON THE MOVE



» Minister of Women's Affairs Hon Pansy Wong gives out white ribbons at Wellington Railway Station.

» **Over half a million white ribbons were distributed for this year's International Day for the Elimination of Violence against Women – White Ribbon Day – which is held every year on 25 November.**

Women's Affairs Minister Hon Pansy Wong joined members of the police, MWA staff, and White Ribbon Day organisers at Wellington Railway Station to hand out ribbons to commuters. The launch of the White Ribbon campaign, also in Wellington, saw celebrity chefs Steve Logan and Al Brown (from Logan Brown restaurant and TV1's 'Hunger for the Wild') and Rex Morgan (Citron restaurant) serve up breakfast to 120 men who are in some way or another supporting efforts to end family violence.

In New Zealand, most violence by men against women takes place in the home. The statistics for the year July 2007-June 2008 showed that 8,909 men were apprehended by police for serious

assaults. However, only about a third of assaults are actually reported.

White Ribbon Day was started by a men's movement in Canada in 1991 and was introduced to New Zealand by UNIFEM (the United Nations Development Fund for Women). The Families Commission helps co-ordinate an inter-agency committee that organises the annual campaign and MWA is represented on that committee.

New funding round for community action against violence

The Community Action Fund is a major part of the Campaign for Action on Family Violence – the 'It's Not OK' campaign. It supports projects in New Zealand communities to change attitudes and behaviours that ignore, excuse, minimise, or trivialise the effects of family violence.

The Community Action Fund's Round 4 is open and will close on 31 March 2009. The Fund is open to local not-for-profit community organisations, hapū and iwi Māori organisations, and networks that can provide evidence of community collaboration and support for the proposed project. In round 4, projects that focus on making the protection of children and older people everyone's business will be prioritised. For more information on the campaign and the fund go to www.areyouok.org.nz

» **The White Ribbon Campaign is the largest effort in the world of men working to end violence against women. In over 55 countries, campaigns are led by both men and women, even though the focus is on educating men and boys. In some countries it is a general public education effort focused on ending violence against women.**

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Well-being 3.2.2. Crime Reduction Strategy.

Improve safety for women, girls and older women by continuing the implementation of the Crime Reduction Strategy. In particular, develop interventions aimed at potential or actual offenders, and potential or actual victims, especially Māori, Pacific peoples, at risk families, and those affected by drugs, alcohol or gambling.

New Cabinet ministers are: **Pansy Wong** (Ethnic Affairs, Women's Affairs, Associate Minister for ACC, Associate Minister of Energy and Resources); **Paula Bennett** (Social Development and Employment, Disability Issues, Youth Affairs); **Judith Collins** (Police, Corrections, Veteran Affairs); **Anne Tolley** (Education, Tertiary Education, Education Review Office); **Georgina te Heuheu** (Courts, Pacific Island Affairs, Disarmament and Arms Control, Associate Minister of Māori Affairs); **Kate Wilkinson** (Labour, Food Safety, Associate Minister of Immigration).

New ministers outside Cabinet are: **Heather Roy** (Consumer Affairs, Associate Minister of Defence, Associate Minister of Education); **Tariana Turia** (Community and Voluntary Sector, Associate Minister of Health, Associate Minister for Social Development and Employment).

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Clare Curran, Melissa Lee, Jacinda Ahern, Carol Beaumont, Carmel Sepuloni, Catherine Delahunty, Amy Adams, Louise Upston, Paula Bennett, Rahui Katene are all new members of Parliament following the general election. There are 41 women members of Parliament in total.

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Jane Evelyn Borthwick, a barrister from Christchurch, has been appointed an Environment Judge.

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Jan McCartney and **Christine Gordon** have been appointed Senior Counsel (formerly Queen's Counsel).

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In September, Dannevirke businesswoman and former woolhandling champion **Mavis Mullins** was elected the first woman head of the Golden Shears International Shearing Championship Society.

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Ripeka Evans has been appointed the first chief executive of the Māori Medical Practitioners' Association, Te ORA.

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The first-ever New Zealander to be elected to the role of Zonta International Vice President is **Lynn McKenzie** from Wellington.

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The new National President of the Māori Women's Welfare League is **Meagan Joe** and the new National Vice President is **Jane du Feu**.

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The new National President of the National Council of Women is **Elizabeth Bang**.



^ | PAM ERNI

WOMEN ON BOARDS PAM ERNI

- Member, ACC Ministerial Advisory Group (2008 -)**
- Member, Whanganui Community Foundation (2003 -)**
- Member, Whanganui Regional Museum Joint Council (1993 -)**
- Member, Hikurangi Residential Home Board of Trustees (currently Chair) (2003 -)**

Wanganui-based Pam Erni was a partner and co-manager for 20 years of Erni's Sawmill and Timber before she became manager of the Wanganui YWCA, a role she held for six years.

Pam has been deputy mayor of the Wanganui District Council (WDC) and chair of the Works and Transport Committee. While on the WDC, Pam was on the tripartite working party that achieved an acceptable solution for iwi and the community in the Moutoa Gardens grievance stand-off.

Her many community roles have included chair of the Wanganui District Library Business Unit, chair of Destination Wanganui, deputy chair of UCOL's Wanganui Regional Advisory Committee, and member of the Wanganui Rural Community Board.

Pam is a Justice of the Peace and a marriage and secular funeral celebrant, and is a Companion of the Queen's Service Order for her services to business and local government. Pam is of Te Ati Awa descent. The day MWA caught up with Pam she was at home baking.

MWA: What does your role on the ACC Ministerial Advisory Group involve?

The objective of the ACC Ministerial Advisory Group (MAG) is to provide independent and specialist advice to the Minister for ACC on matters relating to the scheme operation, design, and performance from the perspective of stakeholders who come into direct contact with the ACC scheme.

The MAG is a forum for the Minister to receive ideas and advice on relevant issues from these stakeholders in the group – claimants, employers (self-employed and other levy-payers), employees, and health and safety professionals. It is non-legislative and is an independent forum to advise the Minister for ACC who considers all findings and recommendations and acts on these as the Minister considers appropriate.

MWA: Some time ago you helped bring about change to the ACC system, can you tell us about that?

In 1987 a group of us who felt that the costs of ACC were getting too great for employers to tolerate got together and put through a package of submissions on the Law Commission's ACC Discussion Paper. We all believed very strongly that the scheme was becoming inequitable and had concerns around the way money was being collected and how it was spent. Some of the suggestions our group, and others who were protesting at the time, made, led to an overhaul of the scheme and quite wide-ranging changes, one of which was the abolition of controversial lump sum payments.

MWA: You are also a member of the Whanganui Community Foundation

Yes, the Foundation was formed when Wanganui Trustbank was corporatised. Shares the community received were then sold and the money invested. Interest received from those investments has benefited and will continue to benefit organisations in our region in perpetuity. The Trustees meet monthly to consider applications for funds

FOR MORE INFORMATION

about the Nominations Service, check out the Ministry of Women's Affairs website: www.mwa.govt.nz/women-on-boards

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from mostly community organisations throughout the region that includes Patea, Ruapehu, Wanganui and Rangitikei.

MWA: You are a busy person, what do you do in your spare time?

We have a large house and garden set on five acres where I spend time. My husband and I have three children, seven grandchildren, and two great grandchildren. We are a very close family and we get together reasonably regularly.

MWA: What would you say to other women about being on a board?

I would absolutely encourage other women to go for it, it is important. Women bring a different perspective to discussions and create a good balance.

I am on a wonderful board that has a good gender balance. The Whanganui Regional Museum Civic House and Māori House are governed in a bi-cultural partnership. We meet separately and then every six weeks we have a joint Council meeting to deal with the challenges that go with governing a top cultural organisation on a restricted budget.

I am always on the look-out for promising women who have board potential, especially younger women.

in brief

>> No pay day

Supporters of a leading campaign for equality between women and men in the United Kingdom held a No Pay Day on October 30 this year. Fawcett Society supporters across the UK held events to raise awareness of No Pay Day – the day when women receive their last payslip of the year and begin working for free due to the 17 percent gender pay gap. People were also asked to sign an open letter to Secretary of State for Business, Enterprise and Regulatory Reform, Peter Mandelson, that called for action and legislative reform through the forthcoming Equality Bill. To read the letter, go to www.fawcettsociety.org.uk

In New Zealand the women's median hourly earnings are 12.5 percent less than those of men. This means our No Pay Day occurs on 17 November and women are theoretically working for free for the rest of the year.

>> New resources for victims/survivors

New Victims' Information Resources were released by the Ministry of Justice in September: a Victims' Charter, a Victims of Crime Information Line, and a Victims of Crime Information Website. The Charter is a statement of the standard of service 'people affected by crime' can expect from government agencies. The Information Line and the Information Website are new contact points for people affected by crime that will provide information about their rights and the justice system, and assist them to access support services.

More information is available at: www.victimsinfo.govt.nz

New international newsletter on violence against women

The United Nations Division for the Advancement of Women has recently introduced *Words to Action*, an electronic newsletter on violence against women.

To see the first edition go to www.un.org/womenwatch/daw/vaw/index.htm

New Zealand fifth in world for gender equality

New Zealand is ranked fifth out of 130 countries for gender equality. The annual Global Gender Index report measures the gap between men and women in economic participation and opportunity, educational attainment, political empowerment, and health and survival. Norway was ranked first, followed by Finland, Sweden, and Iceland.

Indicators now live

The MWA report we wrote about in the September *Pānui, Indicators for change: Tracking the progress of New Zealand women*, is now up on our website. The report uses indicators to provide an overall picture of how New Zealand women are doing in a range of areas including health, education, economic outcomes, and leadership.

Indicators for Change can be viewed at www.mwa.govt.nz/news-and-pubs/publications/indicators-for-change

That's life

Facts and figures recently released by Statistics New Zealand show that:

A newborn girl can expect to live 82.2 years and a newborn boy 78.0 years, based on deaths in New Zealand in 2005-2007. This is an increase of 1.0 years for females and 1.7 years for males since 2000-02.

Females can expect to outlive males by 4.1 years based on deaths in 2005-07, down from the largest difference of 6.4 years in 1975-77.

A newborn Māori girl can expect to live 75.1 years and a newborn Māori boy 70.4 years. The longevity gap between Māori and non-Māori has closed slightly.

In the September 2008 year:

There were 64,540 live births registered in New Zealand and the birth rate was 2.2 births per woman.

The median age of women giving birth was 30 years. On average, New Zealand women now have children about five years later than their counterparts in the mid-1960s.

Women aged 30-34 years had the highest fertility rate (127 births per 1,000 women).

More information can be viewed at www.stats.govt.nz/products-and-services/media-releases/births-and-deaths/births-and-deaths-sep08-mr.htm