

## NCWNZ Annual Report 2017-2018

### Background

NCWNZ has a for-purpose, and not-for-profit focus. During the year from April 2017 to March 2018, we've continued to make courageous decisions and begin our move of the board to becoming more governance focused than management. They continue to be a volunteer board.

At the September 2017 Conference in Christchurch, we elected a new board, and also announced the appointment of Dr Gill Greer as Chief Executive, following the resignation of Lynn McKenzie earlier in the year. Together with Gill, the new board has looked objectively at the organisation, and progressed work towards a Gender Equal New Zealand, as per our mission statement.

### Governance

Upon the appointment of the current board, the governance focus has been on the set up of active governance committees; immediate review of the financial position of the organisation; and providing a clear direction to the Chief Executive on priority focus areas as per the strategic plan.

### Membership and development of the Board

Induction was a key focus during the period, with the addition of five new board members. Six induction sessions were delivered by video, online meetings and face-to-face to the three new elected board members, Lisa Lawrence, Arna Metcalfe and Ali Jones during their first three months on the Board. Following the elections, the Board ran the second recruitment round for the first appointed Aspiring Member. Rachel Harris joined the Board in December, filling the seventh position in the team.

It is with regret that the Board accepted the resignation of Terese Tunnicliffe and Jessica Venning-Bryan before the end of their terms. Both Terese and Jessica gave a huge amount of voluntary time and expertise to the Gender Equal NZ campaign, of which we are most grateful for. Their work has allowed NCWNZ to acquire project funding to deliver the Gender Equal NZ campaign and our three strategic programmes. The Board agreed to co-opt Frances Manwaring, and leave the second position unfilled, with a view that the membership will elect three members in the 2018 elections.

### Active governance work

The current Board collectively has built a governance work plan. Work completed in the last 12 months includes:

- Implementing the changes to the Constitution voted on by members at the Special General Meeting in March 2017.
- Ongoing revisions of the strategic plan and priority focus for the Chief Executive.
- Terms of Reference development and establishment of two new governance committees:
  - Finance, Risk and Audit Committee
  - People, Culture and Remuneration Committee
- Revision and confirmation of Terms of Reference of existing board committees:
  - Investment Committee - supporting investment reviews and decisions of the organisation
  - Nominating Committee - supporting the nomination process for board elections

- Strategy Committee - to review progress against the Strategic Plan, and support the Chief Executive with programme and work prioritisation.
- Revision of governance policies for Health and Safety, Investment and the Board Skills and Diversity Matrix.
- Ongoing review of the 2017/18 budget and development of an interim finance report to branch members on our position at 31 December.
- Review of our key assets; our property on 26 Brandon Street in Wellington, and the Centennial Fund.
- Ongoing board meeting evaluations, induction reviews and external engagement registers completed by each individual board member.

The new board committees have given additional rigour and helped with the development of recommendations to the full Board. Our underpinning value that we work towards a Tiriti o Waitangi based society of Aotearoa was explored at the February 2018 board meeting, and complemented with a guided visit to the He Tohu Exhibition of Te Tiriti o Waitangi, the 1835 Declaration of Independence and the Women's Suffrage Petition. Work has commenced to scope and complete our Board Governance Assessment by September 2018.

## Strategic planning and progress on key initiatives

A new style of strategic planning was adopted in 2016. This plan has been revised periodically by the Strategy Committee, and our principles for strategy development continue to be a responsive process. The Board has agreed that the richness of the strategic process is in the discussion, thinking and data, not the process itself. As we know most strategy fails due to lack of clarity and agreement in the 'execution' stage, the boards during this period have spent time to build 'buy in' across the team, and ensure we are aligned on focus areas.

During the 2017/18 year we agreed to focus on five key strategic initiatives:

- Define what gender equal culture is and develop shared understanding strategy
- Implement gender equality cultural change longitudinal survey (Gender Attitudes Survey)
- Develop "State of the Nation" gender equality dashboard (Gender Dashboard)
- Expert taskforce on content & programme (Gender Culture Taskforce)
- Develop revenue strategy.

## Gender Equal NZ campaign

Through the launch of the digital Gender Equal NZ campaign, we have key messaging that helps shape what a gender equal culture is. Our three strategic work programmes - the Gender Attitudes Survey; the Gender Dashboard and Gender Culture Taskforce are key in helping develop our shared understanding strategy, as is the continued engagement of the general public with the active Gender Equal NZ campaign. Phase 1 of our campaign and digital channels were launched in September 2017. Gender Equal NZ uses digital platforms (Facebook, Twitter, LinkedIn) to start public conversations and share stories about the impacts of gender inequality. These conversations online further demonstrate to us that this culture change work is needed, and highlights the outcomes of sexist attitudes and assumptions.

## Gender Attitudes Survey

We ran the first national Gender Attitudes Survey through Research NZ in August 2017 to identify attitudes which underpin gender inequality. The results are nationally representative in terms of gender, age, ethnicity and rural/urban demographics and provide a fascinating snapshot of New Zealanders' knowledge and attitudes towards gender. The intention is to repeat the survey regularly to enable us to measure shifts in attitude over time. To help bring the survey data to life, the first

narrative on masculinity was release for launch, including an infographic and online video called “the Good Guys”. There are three other narratives in the pipeline for 2018/19.

## **Gender Dashboard**

The Gender Dashboard will monitor the progress we’re making as a country on gender equality outcomes. The online tool will collate the latest data in four key areas of inequality: safety and health; economic independence; education; and influence and decision-making. We continue to be committed to working with government to identify and bring together the best data indicators for measuring and monitoring gender inequality. This dashboard will support New Zealand’s reporting on the Convention on the Elimination of all forms of Discrimination against Women (CEDAW) and other international commitments and obligations such as the Sustainable Development Goals (SDGs), especially SDG 5 for gender equality. During 2017/18, we were able to secure a significant grant to commence this project.

## **Gender Culture Taskforce**

The we have begun scoping the Gender Culture Taskforce pending funding. The media is the place most New Zealanders go to for information, and it’s where our social norms and attitudes are debated, set, maintained, reinforced – or challenged. News reporting on issues such as sexual violence and gender diversity does not currently promote gender equality. Taskforce members will include media industry leaders, researchers and journalists’ training and regulatory bodies.

## **Revenue strategy**

To make much of our work happen, we have built a proactive and ambitious revenue strategy. Our high level revenue strategy was drafted early 2016 and then reviewed in Dec 2017 by the Board, with priorities agreed. Funding has been successful due to the great work of the full team - board and office - with supportive funders such as JR McKenzie Trust, the Strathlachlan Fund and ACC.

Pro bono expertise has been provided by a range of partners, Buddle Findlay for legal and others for Gender Equal NZ including Research NZ, Xequals, Special Ad Service, Flick Electric, Pop and Jackson Stone.

With such an important year for New Zealanders to own and reflect their link with suffrage we have taken the opportunity to develop merchandising relationships for Suffrage 125 celebrations. Partnerships were secured early with the Ministry for Women to gain proceeds from the sales of the official Suffrage 125 pin, and with the Auckland and Wellington Museums for the sale of their Kate Sheppard Camellia and Broadsheet merchandise ranges. Profits from both partnerships will be realised in 2018/19.

## **Continued areas of work**

Four other focuses for the organisation this period have been to:

- Continue engagement with our members on consultation on changes to government legislation (through Action Items)
- Complete reporting in time for the 70th Session of CEDAW
- Become more proactive with our media commentary (in order to build awareness of both NCWNZ and Gender Equal NZ)
- Support and build a culture to enable our operations team to successfully deliver key initiatives.

## **Member engagement and consultation**

NCWNZ has sadly seen the closure of Wairarapa and Rotorua branches and contrastingly an increase in National Individual Members (NIMs) by 100 within the year.

The current Board in October 2017 agreed to delegate responsibility of all the Standing Committee work to the Chief Executive. The work of Standing Committees continues to be focused on a responsive advocacy agenda, through the work led by the Parliamentary Watch Committee.

### **Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)**

NCWNZ has prepared Alternate or Shadow reports from when the New Zealand Government ratified the Convention in 1984. We are grateful for the contributions made by NCWNZ members and 12 Non-Governmental Organisations (NGOs) to prepare the 8th CEDAW Review Alternate Report Women Experiencing Discrimination- 2016 covering the period 2012 – 2016. Our Alternate report clearly gives the perspective of the effect of Government policies on the lives of everyday women in Aotearoa.

Copies of the report were sent to the CEDAW Monitoring Committee for the November 2017 Pre-Session Hearing where it is used to develop questions for oral and written response by the Government representatives.

With thanks, the CEDAW reporting process was led by Beryl Anderson and Rae Duff, with support from Rae Julian and editing by Anne Else. We are grateful for these reports ready in time for the CEDAW Committee 70th Session in Geneva.

NCWNZ also gratefully acknowledges the financial assistance provided by: The New Zealand Law Foundation, Strathlachlan Fund managed by Perpetual Guardian, and New Horizons for Women Trust | Hine Kahukura.

### **Media**

Our media presence has grown in the last year, due to the success of our Gender Equal NZ campaign and active media watch. Our Chief Executive has taken a more active spokesperson role for our work.

### **Team**

We continue to build a team in the office that can help deliver the work of the organisation. Having a well functioning team has been important when we have so few team members in the office to work through such challenging goals. However, with the concerted efforts of our paid employees, and Standing Committees and many members and volunteers, we have seen growth begin in the 2018/19 year, to help deliver on our work programmes.

### **With thanks**

We would like to thank our members who are helping us work towards our vision of a Gender Equal NZ. We are thankful to our hard working team in the office, who have helped work through the challenges of our work programme, and with limited resources have produced some outstanding work towards changing attitudes and stereotypes of New Zealanders, in order to reduce gender inequality in Aotearoa.

