

Fortnightly Report Minister for Women

22 November 2024

Current priority outcome areas

Gender pay gap toolkit launch—stakeholders, engagement, and implementation

The Ministry has engaged with partners, stakeholders, and peak bodies to raise awareness and empower organisations to support the adoption of the new gender pay gap toolkit. This engagement will continue as we work alongside more businesses to encourage uptake, plan a roadshow, and develop a comprehensive implementation strategy.

Pre-launch activity

Ahead of the launch, a letter was issued under embargo on your behalf to 68 key partners, who have been involved in designing and testing of the methodology and overall toolkit. This was done to thank those individuals and organisations for their engagement and support, and to provide them with the opportunity to promote the toolkit. It also enabled organisations such as Tonkin + Taylor, Meridian, Genesis, Business NZ, Westpac, and others to issue endorse the toolkit through their own social channels following the launch.

The Ministry also connected with public sector agencies and key partners to update them about the tool and encourage them to share information about it with their networks.

Post-launch activity

Following the launch, a letter was sent on your behalf to 179 peak bodies raising awareness of the toolkit and encouraging those organisations to share and promote the toolkit across their members.

The Ministry is continuing to work with a range of organisations to promote awareness of the toolkit through their channels and networks. This includes identifying opportunities for collaboration and editorial. Discussions are underway with MBIE to include content in their business.govt.nz newsletter for small business, and the Ministry is working with Global Women on an aligned approach to this year's "no-pay day" on Monday 2 December—the day that women effectively work for free until the end of the year based on gender pay gap statistics.

Social media and website statistics

Since its launch, the toolkit on the Ministry's website has received a combined 5,510 page views from 2,278 users. This is currently our top performing page, with this past weekend being the highest spike of views for the website in the past year.

The Ministry has shared three posts on social media to promote the tool and has re-posted and engaged with individuals and organisations who have publicly supported it. Across our three social media platforms (Facebook, Instagram, and LinkedIn), we have received a high degree of positive engagement, particularly on LinkedIn. Over 20 organisations have posted about the toolkit on LinkedIn, such as Meridian Energy, Transpower, Sport NZ, and Westpac. We will continue to regularly post content to promote the toolkit and look for opportunities to leverage partnerships and events.

Implementation strategy and maintaining momentum

Engagement planning is underway, and the Ministry is working with your office, sector leaders and peak bodies to identify opportunities to meaningfully engage with organisations on the toolkit.

The Ministry is working through two potential engagement sessions with partner organisations ahead of the Christmas break, with a full programme of activity – including a roadshow – to begin in the new year. We expect to provide an update to your office over the next two weeks.

Launch of refreshed Child and Youth Strategy

The refreshed Child and Youth Strategy (replacing the Child and Youth Wellbeing Strategy) was launched by Hon Louise Upston on Thursday 21 November 2024. The Strategy has three priorities: reducing child material hardship; preventing child harm; and supporting children, families and whānau in the first 2000 days.

The Ministry for Women provided comment on a draft Strategy and Cabinet paper and will continue to connect with the Child Wellbeing and Poverty Reduction Group on alignment between the Strategy and priorities such as maternal mental health.

Beijing+30 Ministerial Conference

The Asia-Pacific Ministerial Conference on the Beijing+30 Review took place in Bangkok, Thailand from 19 – 21 November. Hosted by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) in collaboration with UN Women, it focused on regional progress on implementing the Beijing Declaration and Platform for Action 1995.

Your prerecorded statement on New Zealand's national progress on gender equality was delivered on the first day of the conference, during the high-level segment. Roundtable discussions, keynote presentations and side events followed, culminating in the adoption of a Conference Chair's Summary which captures the regional progress and priorities for gender equality discussed during the conference.

The conference was attended by government delegations from the Asia Pacific region as well as representatives from intergovernmental and civil society organisations. New Zealand's representation to this conference included senior officials from the Ministry for Women and the New Zealand Embassy in Bangkok, Thailand.

In the coming weeks, the Ministry will update you on key outcomes from the conference and any implications for New Zealand's participation at the sixty-ninth session of the United Nations' Commission on the Status of Women (CSW69) taking place in March 2025.

Meeting with the New Zealand Parliamentary Group on Population and Development

On Wednesday 20 November, Ministry for Women's Chief Executive and Secretary for Women, Kellie Coombes, spoke to the New Zealand Parliamentary Group on Population and Development (NZPPD) about New Zealand's recent CEDAW examination.

NZPPD is a cross-party group of MPs who champion progress around gender, population and development and sexual and reproductive health in the Pacific. NZPPD members received a general briefing on CEDAW at their meeting in August 2024, which noted New Zealand's upcoming examination. This sparked the group's interest in CEDAW forming part of the agenda at the November meeting.

At the meeting, Kellie provided an overview of the examination, the key outcomes of the session and next steps. The group was interested to learn about the Ministry's preparations for CEDAW, including the development of a coherent set of messages on New Zealand's progress on gender equality. NZPPD members asked whether the Ministry could share these resources with the group to support their participation in international gender equality forums, particularly on issues related to sexual and reproductive health and rights. We will discuss this request with your Office.

Sport New Zealand–funded projects to raise the value and visibility of women across sport

The Ministry has been meeting on a regular basis with Sport New Zealand’s Women and Girls Lead. Last week we attended the Women and Girls Quarterly Connect, which brings together women working across the sport and active recreation sector to discuss initiatives and programmes that are focused on developing women leaders across the sector and growing women’s and girls’ participation in sport and active recreation.

Addressing women’s and girls’ under-representation in sport by better supporting them is central to the strategies of both Sport New Zealand and High Performance Sport New Zealand. Funding has been made available to national sports organisations to implement initiatives and programmes that address this. Programme managers from New Zealand Rugby, Snow Sports New Zealand and New Zealand Cricket spoke at the Quarterly Connect about the programmes they have introduced to increase women’s representation in their sport in areas of participation, competition, administration and sports leadership.

The speakers and programmes included:

- New Zealand Rugby’s Girls Activator Programme Manager, Sarah McIlroy, who spoke about their programme that aims to increase the number of women and girls participating in rugby. The programme was launched in 2022 to improve women’s and girls’ retention and player registrations and create new ways for women and girls to engage in rugby without having to commit to the formal club or school systems. The programme has been successful, with the number of women and girls’ registrations increasing from 82,184 in 2022 to 156,833 in 2023. The programme has also contributed to a 54% increase in junior girls’ club rugby in 2024 compared to 2019, as well as the development of the rugby workforce in delivering quality rugby experiences for girls and women.
- New Zealand Cricket’s Head of Female Engagement, Jess Davidson, who spoke about their Female Leadership Framework aimed at developing the depth and capability of female leaders and female-focused leaders across the cricket network, through providing and facilitating development opportunities at all levels of the sport, including governance, administration, umpiring and coaching. With the help of the programme, women in paid employment in cricket has increased from 21% in 2016 to 37% in 2022, and NZ Cricket’s senior leadership team now includes four women (there was one in 2016).
- Snow Sports New Zealand’s Strengthen & Adapt Project Manager Louise Johnson, who spoke about their Maunga Wāhine programme which identifies a number of initiatives to better support women and girls in snow sports which have a specific focus on the development pathways for female athletes, coaches and leaders to ensure they have the highest quality experience and environment to train and perform in. The project focuses on female athletes and coaches and uses surveys to gather feedback from current and former female athletes.

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Upcoming socials – 16 Days campaign

From 25 Nov – 10 Dec 2024, the Ministry will participate in UN Women's 16 days of activism against gender-based violence campaign. This year, we will focus on the different forms of online harm, such as cyberbullying, image-based abuse, and scams. We will also share ways to get support and how to be safe online.

We will also recognise International Economic Harm Awareness Day (IEHAD) on 26 November 2024 and share our webinar recording with Good Shepherd NZ from August this year. Ministry for Women Chief Executive and Secretary for Women, Kellie Coombes, is attending and speaking at Good Shepherd's event to mark IEHAD and launch their new research report into family violence economic harm. A draft script for your video message at the event has also been provided to your office.

Content will be shared on our Facebook and Instagram throughout the 16 days, and we will also reshare content from other organisations who participate in the campaign.

Ministerial Servicing

Event and meeting briefings in progress			
Type	Title	Log number	Due date
Aide memoire	Meeting with National Council of Women Board, Tuesday 3 December	MW AM 24-25 0086	27 Nov
Aide memoire	Meeting with NZEI, Wednesday 11 December	MW AM 24-25 0052	4 Dec

Ministerial letters and responses		
Subject	Log number	Due date
Fashion industry and women – 9(2)(a)	MW 24-25 0103	27 Nov

Pay Gap Tool – 9(2)(a)	MW 24-25 0105	3 Dec
Universal free period products – 9(2)(a)	MW 24-25 0104	5 Dec

Cabinet papers consulted on		
Title of paper	Comments	Agency
9(2)(f)(iv)		

Official Information Act requests in progress		
Subject	Log number	Due to requester
Ministry OIA requests		
Explicit websites blocked – 9(2)(a)	MW DOIA 24-25 0024	16 Dec
Christmas bonuses for staff – 9(2)(a)	MW DOIA 24-25 0025	16 Dec
Funding for Women's Collective – 9(2)(a)	MW DOIA 24-25 0026	18 Dec
Advice to the Minister – 9(2)(a)	MW DOIA 24-25 0027	19 Dec

Proactive release

This Fortnightly Report will be considered for release within three months of publication, under the Ministry's 'proactive release of documents' policy.