

Zonta International District 16

Board Paper

To	BOARD OF ZONTA INTERNATIONAL DISTRICT 16
From	Helen Bowie, Zonta International District 16 Advocacy Chair
Decision date	8 September 2018
Paper date	28 August 2018
Title	Strategy Framework for Zonta International District 16 Advocacy for the 2018-20 Biennium

Strategic alignment

1. This Paper aligns with Zonta International Goal 1 – *We maximise our impact through service and **advocacy initiatives** and educational programmes that empower women and girls.*

Recommendations

2. It is recommended that the Board:
 - a. **notes** that the Zonta International District 16 Advocacy Committee 2018-2020 (*the Advocacy Committee*) has developed the strategic framework set out in this Paper;
 - b. **approves** this strategic framework as a basis for progressing the advocacy work of Zonta International District 16 (*Zonta D16*) and its Clubs in New Zealand, and Zonta D16's contribution to global advocacy through Zonta International;
 - c. **approves** the distribution of this strategic framework to all Zonta D16 Clubs in accordance with Zonta D16's agreed communications plan.

Summary

3. The purpose of the Paper is to set out a proposed strategic framework for advocacy, and to seek a mandate for the Advocacy Committee to proceed in accordance with this framework.
4. The Paper divides into three sections:
 - a. *Where are we now?* This section includes a brief outline of the current status of the Zonta D16 advocacy journey;
 - b. *Where are we going?* This section includes an outline of what successful Zonta D16 advocacy over the next biennium looks like;
 - c. *How will we get there?* This section sets out the key activities that Zonta D16 will need to perform to successfully complete its advocacy goals.

Where are we now?

Brief outline of the current status of our advocacy journey

5. In the last biennium (2016-2018), Zonta D16 made significant strides in its advocacy journey. We have, for example:
 - a. continued our work on the *Zonta Says NO to Violence Against Women* campaign, collaborating with and supporting organisations such as the White Ribbon Trust, Shakti and Women's Refuge;
 - b. made submissions on legislation affecting the status of women, including the Domestic Violence–Victims' Protection Bill and the Family and Whanau Violence Legislation Bill;
 - c. encouraged and supported Club-led initiatives, such as International Women's Day events and activities during the *16 Days of Activism*;
 - d. participated in the Ministry for Women's International Caucus and supported Ministry events;
 - e. contributed to the New Zealand NGO Alternate CEDAW¹ report on violence against women;
 - f. participated as a partner on the New Zealand UN Women's Empowerment Principles (WEPs) Committee. This role included working on the annual business survey, hosting the annual White Camellia Awards ceremony, introducing WEPs to Rotorua and Dunedin, and obtaining new signatories to the WEPs; and
 - g. in relation to our internal governance, developed a policy for the preparation and approval of Zonta D16 submissions to Parliament, MPs and other entities.
6. At the start of the 2018-20 biennium, Zonta D16 is working against the backdrop of a new political and cultural environment in New Zealand. That environment (which is central to our advocacy work) comprises:
 - a. a new Labour-led Government, which is active in promoting social reform, including reviving (and passing) legislation on which Zonta D16 has been advocating for years (extended paid parental leave; domestic violence victims' protection; measures to end forced marriages of minors);
 - b. a social agenda that is likely to encompass significant change during this Government's term of office (for example, pay equity legislation; reforms arising from the Treasury's "Living Standards" initiatives; a comprehensive approach to preventing violence against women; reform of the Family Court system);
 - c. a new focus on the elimination of sexual harassment in the workplace, and in particular in the legal profession;
 - d. the *Me Too* and *Time's Up* movements; and
 - e. a potential risk that overseas jurisdictions may in the future adopt regressive measures affecting women's rights that impact the norms in New Zealand (for example, as a result of a shift in the composition of the United States Supreme Court).

¹ Committee on the Elimination of Discrimination against Women

Where are we going?

What does successful Zonta D16 advocacy look like?

7. We will have succeeded in our objectives for Zonta D16 advocacy in this biennium if we:
 - a. bring the message of the *Zonta Says NO to Violence Against Women* campaign (with its new focus on ending child marriage) to the fore both locally and nationally;
 - b. effectively use advocacy opportunities to support and promote change that will improve (with urgency) the status of women throughout New Zealand. For this purpose, "advocacy opportunities" include for example, submissions, events, and participation in the WEPs and the International Caucus;
 - c. effectively present Zonta D16's views to Zonta International on women's issues to be addressed in United Nations and Council of Europe consultation processes;
 - d. deliver reasoned and robust arguments in support of the positions for which we advocate;
 - e. collaborate across a broader range of like-minded organisations in the achievement of our advocacy goals;
 - f. use our resources (people and time) effectively, with a view to maximising the impact of our messages.

How will we get there?

What are the key activities that we need to perform?

8. The activities we will undertake are:
 - a. *Continue to raise the profile of the Zonta Says NO to Violence Against Women (with a new focus on ending child marriage)*
This programme, led by Liz Holsted, will focus on Club activities to publicise the campaign and to change general attitudes and behaviours throughout New Zealand related to violence against women. The initial drive will be during the *16 Days of Activism* commencing on 25 November 2018, the International Day for the Elimination of Violence against Women.

We will work to align our initiatives with Zonta International's goals for the campaign.

The Minors (Court Consent to Relationships) Legislation Act 2018 became law on 13 August 2018. The legislation aims to prevent forced marriages of mostly girls, aged 16 and 17 (who are considered minors in New Zealand), by requiring the consent of a Family Court Judge to marriages of minors of that age. Consistent with Zonta International's call to end child marriage through *Zonta Says NO to Violence Against Women* activities, Zonta D16 will work to help promote and publicise this legislation.

- b. *Identify and make submissions on upcoming legislation that will improve the status of women throughout New Zealand*

In particular:

- District 16 will lend its "voice" to selected initiatives prioritised by the Advocacy Committee. Some will require a concerted effort (for example, pay equity legislation). Others are more narrowly focussed but also deserve

our close attention (for example, the Holidays (Bereavement Leave for Miscarriage) Amendment Bill);

- the process for determining the matters on which Zonta D16 submissions will be made and the making of the submissions is outlined in the Board approved *Policy on Advocacy Submissions*. We will ensure that that Policy is communicated to Clubs;
- we need to use our advocacy opportunities, recognising that the current climate of active social reform may be short-lived;
- as an organisation of professionals, we have insights into the impact on businesses of some changes that will improve the status of women. We are well placed to address in a constructive way the (sometimes opposing) views of the business sector to these new initiatives.

c. *Continue our work across New Zealand as a partner on the WEPs Committee*

The three Zonta representatives on the WEPs Committee will work with the representatives from the other four organisations. As part of that role, we will:

- promote WEPs to businesses throughout New Zealand with the aim of increasing the number of signatories;
- participate in panel discussions on WEPs issues;
- work on the annual UN Women's Empowerment Principles Survey, which is designed to uncover policies and practices within New Zealand's largest organisations, with a specific focus on WEPs principles.

Zonta D16 Clubs, particularly in provincial centres, will be encouraged to promote WEPs to their communities, with the support of the WEPs Committee.

d. *As a member of the International Caucus, effectively contribute to the national conversation around New Zealand's international commitments to protect and improve the status of women*

We will work with Government and other organisations in response to the issues raised about New Zealand's performance as against its international commitments under CEDAW. We will start with the discussion on the CEDAW Committee's concluding observations on New Zealand's 8th CEDAW report, which were issued in July 2018.

We will identify specific issues arising from the CEDAW Report that can become the focus of Club advocacy. In this regard, we note that a comprehensive approach to preventing violence against women and the reform of the Family Court system are matters that the Government is prioritising.

e. *Engage with Zonta International on women's issues to be addressed in United Nations and Council of Europe consultation processes*

This will include working with Ingeborg Geyer (Vienna) of the Zonta International United Nations (UN) Committee.

f. *Explore opportunities to provide advocacy support for the service projects that District 16 and the Clubs undertake*

For example, at the District level, we could work with Perinatal Anxiety & Depression Aotearoa (PADA) to promote their messages to eliminate the stigma around perinatal mental health in New Zealand.

g. *Encourage individual Club advocacy events and projects*

A focus for a number of Clubs will be International Women's Day events (e.g. the breakfast held at Parliament and (last year) live streamed).

Clubs may wish to pursue their own advocacy projects. For example, two suggested projects are:

- advocating for the rights of women in sport in New Zealand;
- supporting the elimination of objectification of women in advertising and the media generally in New Zealand.

h. Communicate with Clubs on a regular basis to report on Advocacy initiatives at Club, District and International levels

The sharing of Club, District and International initiatives will be central to our success.

i. Collaborate with a broader range of like-minded organisations

We will continue collaborating with UN Women, NCWNZ, Graduate Women, Soroptomist International (NZ Clubs) and GirlGuiding New Zealand.

In accordance with the approach to Zonta International Goal 1 that was approved at the Yokohama Convention, we will work with the Zonta District 16 Board to develop new collaborations during the course of the biennium.

j. Develop procedures for the expeditious release of Press Statements consequent on newsworthy matters arising in the Advocacy space

This will involve close collaboration with Zonta D16 PR and Comms Committee. In particular, we will focus on social media as a means to effectively spread our advocacy messages.

k. Update the Zonta D16 website

We need to ensure that all the latest Advocacy initiatives for Zonta D16 are uploaded to the Zonta D16 website and can be accessed easily by Club members, potential members and the public.

l. Participate in Advocacy sessions at the 2019 Zonta Inter-District Conference in Brisbane

The Conference will offer a unique opportunity to share ideas for our advocacy journey with Zontians across Australasia.

m. Expand the Zonta D16 Advocacy Committee

The Committee currently comprises Helen Bowie (Advocacy Chair), Liz Holsted, Janette Irvine and Dr Judy Whitcombe. We aim to add one more member to the Committee. We also aim to identify a broader team who can assist the Advocacy Committee.