

# When you join the new EEO Employers Group, we'll help you to make a difference

Now there's a way to really demonstrate your commitment to Equal Employment Opportunities (EEO), and recognise and value the talent within your organisation. EEO means eliminating barriers to ensure that all applicants and employees are fairly treated. When you join the new EEO Employers Group, it will provide you with a platform from which to get real market recognition for your initiatives. All EEO Employers Group members will be able to assess their EEO progress by taking part in an annual survey for EEO benchmarking and information sharing. We hope you will take the opportunity to join this elite Group of employers dedicated to equitable employment progress.

To reward your participation, we'll supply an EEO Employers Group logo on disk that you can use to promote your membership in the Group. By being seen as an active EEO employer, you'll take advantage of good public relations in both corporate communications and recruitment advertising. Not only that, you'll receive a framed, personalised copy of the Charter for your reception

foyer, regular promotion in the EEO Trust newsletter and, with your permission, extra exposure through the publication of profiles of your successes. This will help raise your profile with both employees and the public as an employer with a commitment to good employment practices. With your license to use the logo we will give you some ideas on how to use your membership to its best advantage.

To join, you need to complete the enclosed Application Form. The application process requires you to agree to committing your organisation to EEO goals. It also means you must develop an EEO policy within six months, have a plan to achieve your EEO goals within twelve, and participate in the EEO Trust's Annual Survey. All members of the EEO Employers Group must be financial members of the EEO Trust. But best of all, you won't be on your own. We'll help you to achieve all you set out to do. Read on, or call the EEO Trust today, for more information about how you can really make a difference in your workplace.

## Real progress to be made by joining the EEO Employers Group

Joining the new EEO Employers Group may seem daunting to some but, the good news is, it's easier than you think to make real progress. We asked Anne Knowles, Deputy Chief Executive New Zealand Employers' Federation and Trustee of the EEO Trust, to tell us her views.

"There are three main reasons why companies could be diffident about joining the EEO Employers Group. First, they may feel they haven't done enough to warrant being part of it. Second, they may not want to be seen as a leader in EEO initiatives distinct from other areas of HR management and, lastly, they might be concerned at the possibility of being held accountable by their staff to unattainable and, indeed,

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Anne Knowles – Deputy Chief Executive, New Zealand Employers' Federation



Ngā Rongo Pānui a te Rōpū Tiaki  
Whakaōrite Whiwhinga Mahi

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If you wish to be included on our mailing list, or would like information about EEO Trust membership or EEO resources, please contact

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**EEO Trust Mission Statement:**  
*'The purpose of the Equal Employment Opportunities Trust is to promote to New Zealand employers the implementation of EEO principles and EEO best practice in the workplace as a means of improving their effectiveness, efficiency and competitiveness through the successful management of diversity'*

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inappropriate goals.

Such fears are in fact groundless.

It's far better to be seen to be doing something - and this Group provides the ideal opportunity to enable employers to make real progress.

I've found that individual employers often believe they haven't done enough to warrant being held up as a champion in EEO matters. Although many companies have EEO policies in place, and have it as an integral part of their business operations, they are reluctant to draw attention to any one facet of their human resource management.

Clearly, I wish to reassure those companies considering joining the EEO Employers Group, that the establishment of this Group is an initiative that provides recognition that they are doing something positive. By networking and having access to the support of the EEO Trust staff, the Group provides a forum from which to draw upon different ideas. Not only that, members will be able to institute different sorts of activities that would be beneficial for both the company and its employees.

The New Zealand Employers' Federation is a foundation member of the EEO Trust and I have been a Trustee on behalf of the Federation and its wider membership since it was established. The Federation wholeheartedly supports the work of the EEO Trust and, in my opinion, it's important to ensure that EEO continues to be recognised as being good for business. Both the Federation and the EEO Trust encourage employers to focus on appointing and promoting people based on merit.

It's up to large and medium-sized employers to lead by example and to mentor small businesses. Larger employers have the skills and knowledge to assist small employers to achieve EEO goals.

At the Regional Employers' Organisations, the training programmes we provide in human resource

management clearly establish that EEO policies are a must for all employers. The Federation has a joint publication with the EEO Trust and the Human Rights Commission on the Human Rights Act and EEO, the second edition of which was finalised last month. Once it's printed, all Regional Employers' Organisations members will get a copy so that they understand that having an EEO policy is good business practice. Copies will also be available through the EEO Trust."

Other commonplace fears the Trust has identified that employers have about joining the EEO Employers Group:

- It will open the door for employees who might have different views on what EEO means to make employers accountable for those expectations.
- It will probably create more work, time commitment, cost etc.
- We might be shown to violate our own code.
- The filtering down effect might not work.

These concerns are based upon a lack of understanding of what EEO is, how much money it can save an organisation and the protection it can offer. Often organisations don't understand what is required and how to begin doing it. At the EEO Trust, we've tried to overcome this by creating resources like *Planning for EEO* (\$20 incl GST and P/H) and the *EEO Self-Assessment Kit* (\$95 incl GST and P/H) which takes organisations step-by-step through the process.

To begin the process or get more information, contact the EEO Trust by phone, fax or e-mail. The EEO Trust has plenty of resources on specific subjects, a referral database with over 2000 listings on EEO, a database which details human resource consultants and their skills, and inter-organisation mentoring programmes in place.

# EEO Trust participates at HR Expos



*Allysa Stewart – EEO Promotions Manager at IPM's HR Expo in Wellington*

The EEO Trust staffed a stand at the Institute of Personnel Management's Wellington Human Resource Expo, on 11 April 1997. Trudie McNaughton, Executive Director of the EEO Trust and Allysa Stewart, EEO Promotions Manager, gave out information packs and talked to attendees about the work of the EEO Trust. Trudie McNaughton gave a presentation entitled, "Work and Family Trends in New Zealand Workplaces - updating HR

professionals." If you missed the HR EXPO Wellington, make sure to attend the Auckland event. Attendance is free with your business card and the EEO Trust will have a presence at the show. The EEO Trust will have, on hand, plenty of information for you to take back to your office. Please enter these details in your diary today. HR EXPO 97, Aotea Centre, Auckland. Thursday 4 September.

# Ian Sampson joins EEO Trust Board



*Ian Sampson – GM Human Resources, BHP NZ Steel*

Ian Sampson has joined the EEO Trust Board of Trustees and will be heavily involved in influencing the strategic direction of the EEO Trust. He brings more than 25 years practical industrial relations experience to the Board including significant international exposure.

"I think one of the key strengths of the EEO Trust is that it provides the opportunity to show employers how adopting the principles of diversity in employment adds value to their business. By showing companies how to use diversity to be more profitable,

cost effective and productive, employers will see real value in supporting the initiatives of the EEO Trust." he says.

Ian has been involved in EEO and anti-discrimination issues in Australia and NZ for over 20 years. He is currently employed as BHP NZ Steel's General Manager Human Resources. Ian holds both B Com (Ind Rels) (Merit) and LLB. He is a Trustee and Director of NZ Steel's Pension Fund and Youth Skills NZ and is a member of EMA's employers forum.

**STOP PRESS STOP PRESS STOP PRESS STOP PRESS STOP PRESS**

Work and family issues continue to grab media attention. In March, an Auckland Employment Court outcome showed employers they needed to handle parental leave matters in a flexible manner. Following an interim injunction against New Zealand Guardian Trust, employers may need to reassess their policies. An interim injunction was successfully brought against the company by an employee returning after parental leave and requesting more flexible working hours. Judge Colgan, who granted the interim injunction, commented: "The benefits of flexible work and family working arrangements are now recognised and, although not without initial difficulty in some cases, of mutual advantage to employers, employees and the customers of businesses committed to them in practical ways."

# By signing the Charter, you commit To progress


When you join the EEO Employers Group, you'll become part of a special group of employers - those who actively seek to be fair and value the talent that they employ. You'll also receive a personalised Charter to hang in the foyer of your offices. By signing the Charter, you firmly demonstrate your commitment to making real progress. Doing something (however small) is better than doing nothing.

If you were taken to the Human Rights Commission or the Employment Tribunal, it's better to have an EEO plan and policy in place - even if these have been violated by one individual breaching your standards. Your best defence against an employment discrimination claim will be a good EEO policy and a good EEO plan. A policy and plan will not be enough on its own, however. You'll want to show how you turned your rhetorical commitment (your policy) into proactive practice.

It's important to remember that at first goals can be humble. If you don't achieve all you set out to do, you can either view that as failure or you can give yourself credit that you have developed goals and you've tried to reach them. EEO goals don't need to be achieved overnight.

When you set EEO goals, put normal business measures in place. Identify the actions you need to get to the goals, say who's going to do them, monitor what you're doing and, then, revise at the other end. It's alright to say, "that was too ambitious."

The EEO Trust can help you through the provision of various resources especially *Planning for EEO* and the *EEO Self-Assessment Kit*. Even better, join the EEO Employers Group. By joining this group, you've got a catalyst to identify your goals.



**T R U**

*Equal Employment Opportunities means eliminating barriers to ensure that all applicants and employees are treated fairly and that barriers to equal opportunity are identified and removed. EEO does not involve quotas or tokenism. It recognises and values talent.*

**Are committed to:**


- Equal Employment Opportunities as a business imperative with economic and social benefits
- the importance of EEO as a means of supporting the employment aims and aspirations of all people regardless of gender, ethnicity, culture, disability, sexual orientation, family responsibilities, age, religion and family status
- striving to be an EEO employer with fair and reasonable employment practices in all areas including recruitment, selection, training, promotion and reward.

**We aim to:**

- use recognition of relevant merit to increase the diversity in our workplace at all levels and in a range of occupations
- develop and maintain a workplace culture which values diversity and enables talent to thrive
- prevent unfair discrimination in our workplace.

**By:**

- developing or confirming a policy which endorses EEO within 6 months of signing this Charter
- developing plans to achieve EEO goals with specific actions, performance measures and senior management accountabilities within 12 months of signing this Charter
- reporting on EEO progress in our organisation via the EEO Trust's annual survey and by reporting accurately each year to employees and shareholders.



# What's happening

*'Getting the best' - 'Ko te whiriwhiri i nga tangata tino pai rawa atu'* This is a 45 page practical booklet on choosing staff, incorporating EEO practices, legislation, court cases, scenarios and ideas. Written by Maree Stewart and Trish Tapara of HortResearch, it is aimed at businesses without Human Resources departments. It will sell for \$15 (include GST and P/H) and will be available from the EEO Trust from mid June.

Don't miss out on *High Hopes*, the recently released survey book about qualifications, training and employment issues for recent immigrants in New Zealand. In this important resource, new immigrants discuss formidable barriers to employment opportunities. \$24.95 (incl GST). Information Services, Department of Internal Affairs (Te Tari Taiwhenua), PO Box 805, Wellington. Telephone PH: 04 495 7200, FAX: 04 495 7222.

All EEO Trust member organisations were recently posted a copy of the Ministry of Women's Affairs latest publication *Panui*, which was published in April. *Panui* is about women's issues and the work of the Ministry of Women's Affairs. In this edition, there's an update on political stances, a summary of *Dependency: Gender Analysis Of A Structural Issue*, and

information about safety and well-being and participation in society. To get your copy, contact Corporate Relations Unit, Ministry of Women's Affairs, PO Box 10049, Wellington. PH: 04 473 4112, FAX 04 472 0961, E-mail mwa@mwa.govt.nz. A charge of \$20 per copy applies.

Now it's possible to provide women in your workplace with free regular testing, for both cervical smear tests and breast examinations. Well Women's Nursing Service (WONS) will come to your office and, using a private room close to hand basins and toilets, will test women employees and provide free health advice. For more information about using this North Health funded service, call 09 366 3553.

In July 1997, the Labour-Management Studies Foundation at the Macquarie Graduate School of Business presents the ninth two-day conference on Women, Management and Industrial Relations. The conference, to be held at Sydney's Hilton Hotel, will cover managing diversity, new industrial relations rules, women in leadership, tackling sexual harassment, EEO best practice and a number of conference workshops. For more information, contact Pam Morpeth PH: +612 9850 8985 or FAX: +612 9850 9019.

The National Association of Personnel Consultants (NAPC) tells us that they are providing a conference "of awesome proportions" in Rotorua from 29-31 August 1997. The format is one of education, entertainment and excitement. The speakers are varied in style and consistent in quality of content and delivery relevant to their industry and recruitment. NAPC says, "this will be a beauty and one not to miss."

For a registration brochure contact:  
Conference Secretariat - Mrs. Glenda Harding  
Harding Consultants Ltd.  
PO Box 5512 Christchurch  
PH: 03 352 5598 FAX: 03 352 0197



# In the United Kingdom, one organisation strives for women's equality in the workplace

New Zealand is not the only country working for EEO. In the United Kingdom Opportunity 2000 is a business-led campaign with one clear objective - to improve the quantity and quality of women's employment at all levels based on ability, in both private and public sector organisations. Since 1991, Opportunity 2000 has supported its growing numbers of members in two major ways. First, it provides employers with a vehicle for sharing best practice and learning with their peers. Secondly, it works to raise the public profile of the issues blocking women's progress in employment through its work with the media, parliament, women's groups, employers and trade unions.

Belonging to Opportunity 2000 has paid off. Annually, Opportunity 2000 collects data from its members in its Annual Review. Here are just a few of the latest findings.

Members report a significant shift in the attitudes and values held by their organisations over the last 12 months with more senior managers, more line managers and more women employees demonstrating greater support and commitment to the campaign.

Accountability for equal opportunities progress has also increased and more top managers ask for evidence of progress.

Members report that women employees have maintained their share of management jobs this year, despite ongoing restructuring and delayering programmes. Once again, the proportion of women at all management levels in Opportunity 2000 organisations

is considerably higher than figures provided by the Institute of Management (UK).

The longer an organisation is a member of Opportunity 2000, the more family friendly practices and training and career development options it is likely to offer its entire staff. This suggests that joining the campaign is a real spur to action and is yet another indication that commitment amongst members is holding firm.

Established members are more likely to use a greater range of monitoring techniques indicating that campaign membership helps bring increased rigour and professionalism to equal opportunities programmes.

Some 88% of members now provide ongoing training for part-time staff, many of whom are women. Members have also increased their overall range of training and development opportunities, and have created new benchmarks in this area.

The EEO Trust is part of an extensive information network between complementary organisations both nationally and internationally. As part of this link, we share information with Opportunity 2000 and several other agencies.

New Zealand is innovative with respect to the scope of the equal employment opportunities initiatives and the work of the EEO Trust. Many other international agencies focus on a single issue or group facing barriers in employment whereas, in New Zealand, we focus on a broad spectrum of EEO issues.

By having a broader scope, organisations are able to achieve

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excellence in their human resource practices. The EEO Trust provides a forum where employers can learn from one another, and enhance the progress they've already made in valuing diversity and reaching organisational goals.

We hope to be able to report in a few years that EEO Employers Group members have benefited from their commitment to EEO in a similar manner to members of the Opportunity 2000 campaign.

## Updating EEO

### **Kia ora**

In April, I attended the Corporate Work & Family Awards in Sydney, Australia. I was impressed by the great coverage in the Australian media of the Awards. (A full report of these awards will be available in the Work & Family File which will be mailed to members of the Work & Family Network in August). In New Zealand, we're preparing to host our own work and family awards in July 1998. These will generate action and recognise achievement. Participating organisations will be able to give the EEO Trust a wealth of information which will be really useful for our database on work and family trends and initiatives. What's more, awards will provide a tangible incentive for organisations just getting started on the area of work and family to work towards. As in Australia, we believe the New Zealand Work & Family Awards will generate a great deal of media attention for the participants. More immediately though, the EEO Trust is initiating the EEO Employers



*Trudie McNaughton*

Group. Members of the EEO Employers Group will receive tangible benefits for their commitment to EEO and public recognition of the commitment they have made.

They will also be highlighted in the EEO Trust's newsletter which goes out to more than

6,000 people and on the EEO Trust's website which will be launched later this year.

EEO Employers Group members will participate in our annual EEO survey for benchmarking and quality assurance. Many of you have asked "Who is doing what in EEO – especially in the private sector?" This survey will provide answers annually.

We hope that you will take this important step for your workplace and be one of the first to join the EEO Employers Group now. Fill in the enclosed form today!

Heoi anō

Hei konei rā

A handwritten signature in black ink that reads "Trudie McNaughton".

Trudie McNaughton

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 (See below)  
 Woolworths (NZ) Ltd.

\* Not current financial members

## Members

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 New Zealand Federation of Voluntary Welfare Organisations  
 New Zealand Free Kindergarten Assoc. Inc.  
 New Zealand Institute of Management  
 New Zealand Institute of Valuers  
 New Zealand Kiwifruit Marketing Board  
 New Zealand Master Builders Federation  
 New Zealand Meat Industry Association (Inc)  
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 The Employers' and Manufacturers' Association (Northern) Inc.  
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 The National Bank of New Zealand Ltd.  
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 The Todd Corporation  
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 The Upper Hutt Kindergarten Association  
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 Upper Hutt City Council  
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 Workbridge Inc.  
 Workplace New Zealand

The Trust welcomes its newest members: Civil Aviation of New Zealand, NCR (NZ) Ltd, The Treasury, New Zealand Master Builders Federation, SPANA Limited, Pacific Island Chamber of Commerce, Central RHA, Tower Financial Services, New Zealand CCS – Wellington, Investment Savings and Insurance Association of NZ Inc., Selwyn District Council, Department of the Prime Minister and Cabinet, Wheeler Campbell Consulting Limited, Auckland Regional Chamber of Commerce & Industry.

## Membership

**The Trust is a membership-based organisation and is dependent on donations from members to achieve its objectives. Annual donations vary according to the number of employees in your organisation. All organisations giving donations become members of the Trust.**

Employees	Donation p.a.
1 - 19	\$100
20 - 50	\$100 - \$200
50 - 100	\$200 - \$500
100 - 200	\$500 - \$1000
200 +	\$1000 - \$2000