

**EQUAL EMPLOYMENT
OPPORTUNITIES TRUST**

Helping workplaces achieve
success through diversity

MISSION STATEMENT

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



Photo courtesy of
Manukau City Council

Diversity:

A benchmark of success

Te Kanourau: He paearu angitu

New evidence of workplaces missing out on talent has been revealed in a survey of recruitment and human resource professionals published by the EEO Trust. 'Recruiting Talent' reports 80 percent of these professionals had first-hand experience of talented and appropriately qualified people being unfairly discriminated against in the job market and almost two-thirds had felt personally compromised or embarrassed by an applicant's experience in trying to get a job.

The survey, carried out by independent researcher Janice Burns of Top Drawer Consultants in partnership with the Human Resource Institute of New Zealand and the Recruitment & Consulting Services Association, had 243 respondents, 40% of whom had more than 10 years experience in the industry, and two thirds of whom had more than five years' experience. It found the following disturbing story:

- More than 80 percent of the human resource practitioners and recruitment consultants had first-hand experience of talented and appropriately qualified people being discriminated against in the job market;
- Those the respondents had most often witnessed experiencing unfair

discrimination were older people, followed by people with a non-New Zealand accent, and then people from a different culture

- The most common forms of discrimination reported were clients thinking the applicant wouldn't "fit in", stereotyped views, clients wanting a younger employee and clients formally or informally specifying the kind of person they wanted rather than relying on evidence of relevant merit including skills, qualifications and experience
- Those by far the most likely to discriminate were the managers or clients the human resource professionals and recruitment consultants were working for

EEO Trust Executive Director Trudie McNaughton said the consequences of such practices were increasingly serious for workplaces struggling to win the talent war. "Older workers for example bring enormous experience to a workplace, and there is no correlation between increasing age and decreasing performance. Likewise people with disabilities are often overlooked in recruiting because of stereotypes", she said.

Yet as a new resource from the EEO Trust, 'People, Disability and Work', points out, research shows that people with disabilities are equally or more reliable, cost no more to

Given that the EEO Employers Group members perform significantly better as EEO employers than their peers, the EEO Trust is pleased to announce that it will be distributing an 'Employer of Choice' brochure to secondary and tertiary career advisers as well as recruitment consultants nationally. The *Looking for a Job? Look for this Logo* brochure explains the benefits of working for an EEO Employers Group member and directs students and those seeking work to them as employers of choice.

The EEO Trust's *Getting the Best: A guide to recruiting and selecting the best staff* is a great resource in this area. It covers job analysis, job description, legislation, attracting applicants, selection methods, interviews, assessing the applicants, offering the position and resources. (Cost \$10) To find out more or place an order go to www.eeotrust.org.nz

employ, have an excellent safety record and cause no increase in compensation costs or time lost to injuries.

Being able to recruit from a diverse range of groups is an increasing necessity for businesses because, as statistics reported in the 'EEO Trust Diversity Index 2000' show, those entering the workforce with skills and qualifications are becoming more diverse. For example, the proportion of Maori students in tertiary education has more than doubled since 1997, while a significant number of graduates are now Asian. The proportions of industry trainees who are women, Maori and Pacific peoples are also noticeably increasing.

The EEO Trust Diversity Index

2000 shows that one group of employers still perform better than their peers. EEO Employers Group members are more likely to value and implement EEO goals than non-members. They are also more likely to have work and life balance strategies, and a top management team that is diverse.

A summary of the 'EEO Trust Diversity Index 2000': 'Diversity – A Benchmark of Success' is available as a free download from the EEO Trust website: www.eeotrust.org.nz, as is the 'Recruiting Talent' survey. The full "EEO Trust Diversity Index 2000" is available for \$30 from the EEO Trust office or free on the EEO Employers Group Members section of the EEO Trust website.

Best Buys for the Summer

The EEO Trust has several good resources on harassment including *Safe and Sound – Preventing Harassment in New Zealand Workplaces* \$25 and *Sexual Harassment Human Rights Act versus the Employment Contracts Act* \$5. To find out more or place an order go to www.eeotrust.org.nz

- **"People, Disability and Work"** - a series of 11 booklets (\$45 per set or \$40 per set for more than 5 copies. \$20 as a voice recognition text in electronic format suitable for people who use speech synthesiser machines.)* providing information on relevant legislation, statistics, and guidance on accommodating people with a range of disabilities, under such topics as: *Why employ people with disabilities? How to employ people with disabilities; Providing good access for staff and customers; Accommodating people with disabilities due to progressive or fluctuating conditions* and *What to do if an existing employee acquires a disability*.
- **"Success Stories - Working with Disability"** (video of New Zealand workplace case studies, including interviews with employers about workplace modifications). \$50
- **"Thinking Outside the Circle"** (a booklet for employers on how to get the best out of employing people with disabilities). \$10
- **"Working with EEO"** (a booklet discussing recruitment, selection and career development for people with disabilities and Maori). \$33.75
- **"New Zealand's Best Employers in Work & Life 2000"** (\$37)
- **"Valuing Working Parents"** (\$25)*
- **"The Value of the Older Worker"** (\$15)*

*Resources funded through the EEO Contestable Fund.

\$5 for postage/administration. To order contact Claire Brown, EEO Trust, ph 09 580 4440, or email cbrown@eeotrust.org.nz, or website www.eeotrust.org.nz.

EEO News

EEO Trust Work & Life Awards 2000 winners

The winners of the EEO Trust Work & Life Awards 2000, announced in September at the Centra Auckland Hotel by the Prime Minister, Rt Hon Helen Clark, were:

Merck Sharp & Dohme (New Zealand) Ltd who won the EEO Trust Work & Life *Large Organisations Award*; Heaney & Co with the *Small to Medium Organisations Award*; Hesketh Henry and Woolworths (NZ) Ltd as the joint winners of the *Beginners Award*; and Literacy Aotearoa inc. as the winner of the inaugural *Manāki Tangata Innovation Award*.

There were also joint winners for the *Walk the Talk Award* won by Anske Janssen, Managing Director Shell Services International (New Zealand) Ltd, and Doug Stevens, Head of Department, Social Sciences, Manukau Institute of Technology. Oliver Sutherland, Regional Manager, Manaaki Whenua (Landcare Research) was the runner-up.



Winners and sponsor – Blackmores (New Zealand) Ltd

Recruitment advertising special continues!

News Media have confirmed that they will be continuing with the special EEO advertising rate of \$11 per column centimetre (plus GST) to all EEO Employers Group members using the EEO Employers Group logo in their Executive Appointments, Situations Vacant, Health and Education sections.

Submissions for EEO Contestable Fund projects sought

The Equal Employment Opportunities (EEO) Contestable Fund provides funding for projects which promote EEO as good management practice. Any individual or organisation can apply, however applications where employer commitment is evident are particularly encouraged.

The EEO Fund is jointly administered by the Department of Labour and the Ministry of Women's Affairs. Applications for funding are assessed annually, against guidelines agreed by the Minister of Labour and the Minister of Women's Affairs.

The closing date for applications this year is 15 December 2000.

Further information and copies of the guidelines for applicants can be obtained from Anne Simpson, Employment Relations Service, Department of Labour. Phone 64-4-915 4509, fax 64-4-915 4567 or e-mail anne.simpson@ers.dol.govt.nz

Sexual Harassment Week

The Human Rights Commission has instituted a Sexual Harassment Training Network (PH 0800 SHPNET) of 14 trainers from eight different regions around the country following the release of a survey on the incidence of sexual harassment in New Zealand workplaces. Lana Hart, Women's Advocate for the Human Rights Commission says enquiries about sexual harassment to the Commission are almost 50% higher than usual since the release of the survey, this includes web site hits and 0800 4 YOUR RIGHTS phone calls. The Commission has also had many requests for their Sexual Harassment Information Packs.

Upcoming Events

Work & Life 2001 Seminars

We are organising the EEO Trust's Work & Life Awards Seminars for organisations interested in:

- Entering the EEO Trust's Work & Life Awards 2001
- Learning more about work & life issues
- Meeting colleagues involved in work & life initiatives
- Learning from the experiences of previous entrants and winners to the EEO Trust's Work & Life Awards.

These half-day seminars will be held in Auckland on 27 February, Christchurch on 28 February and in Wellington on 1 March 2001.

For more information contact the EEO Trust or email: admin@eootrust.org.nz

New Business Equation Conference

Sydney, Australia February 14-15 2001. A conference designed to explore the growing importance of managing a portfolio of relationships for individuals, families, corporations and society. For more information contact Jonathon Fisher email: fiac@bigpond.com



HOT NEWS

Job Seekers/vacancies

EEO Employers Group members can now post situations vacant onto this page free of charge. For anyone looking for a position with an 'Employer of Choice' this has to be a **'must visit'** site. Go to www.eeotrust.org.nz/jobseekers/index.shtml

EEO Trust Diversity Index 2000 free on-line to EEO Employers Group members

The *EEO Trust Diversity Index* is an annual research report into the diversity of New Zealand's workplaces, providing New Zealand and international data against which New Zealand organisations can benchmark their progress. It is now available free on-line through the EEO Employers Group members area or can be ordered as a desktop published document (\$30) from Claire Brown PH 09 580 4440 or email: cbrown@eeotrust.org.nz

Recruiting Talent – A Research Report has also been placed on the website, free to everyone, at www.eeotrust.org.nz/recruitments/index.shtml.

EEO Business Benefits

National and international research into the business benefits of EEO is now available online at www.eeotrust.org.nz/about/index.shtml. Simply click on Business Benefits of EEO.

Message board on list-serve

Messages posted on the EEO Employers Group Message Board now lets you know when new messages have been posted. EEO Employers Group members are notified of new messages by email the moment they are put on the Message Board.

Monthly Best Buys email newsletter

Anyone interested in subscribing to our *Best Buys*, a new email newsletter telling you of our monthly EEO resource specials, can simply go to www.eeotrust.org.nz/information/index.shtml and click on the subscribe message to have this emailed to them monthly.



If you would like information about the Equal Employment Opportunities Trust services or resources, please contact:

EEO Trust
 PO Box 12929
 Penrose, Auckland

Ph 09 525 3023
 Fax 09 525 7076
admin@eeotrust.org.nz
<http://www.eeotrust.org.nz>