

**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'*



"Employers of choice" is heard almost as often as "our people are our strength". Yet how does a talented job seeker identify the workplaces where the reality is likely to match the rhetoric? And how do they choose consultants they can be confident will assess them on merit?

Looking for a Job?

Look for this logo.



The EEO Employers Group logo is promoted to job seekers with the slogan 'Looking for a job? Look for this logo'. A new brochure has been developed with this message for jobseekers keen to make an informed choice about where they work. The EEO Trust has distributed this brochure to agencies including Citizens Advice Bureaus, DWI, Workbridge, tertiary institutes, secondary schools, recruitment and HR consultants and public libraries.

Demand for this brochure has exceeded expectations, with the EEO Trust receiving regular requests for further supplies from these agencies. It is a reminder that job seekers are becoming more particular about where they want to work and want to know more about what employers can offer them in terms and conditions, including a balance between work and life.

Indeed, research indicates that increasingly, workers are more likely to be motivated by work and life balance when they make employment decisions. A survey conducted by an Australian online management recruitment firm Futurestep of its 22,000 employees found the prime motivation to change jobs was an 'interesting and exciting job', followed by a 'desire to achieve work and life balance'. These motivations exceeded the opportunity to earn more money.

With current skill shortages and the changing attitudes of employees, employers are increasingly finding themselves struggling to attract and retain staff. Employers need to be sure their recruiting practices attract applicants from a variety of backgrounds to access increasingly scarce skills.



EEO Employers Group: Employers of choice

EEO Employers Group members are justifiably branded as employers of choice. Independent research commissioned by the EEO Trust shows that when compared with non-EEO Employers Group members, EEO

Niu Pacific Newsletters

This is a series of six free newsletters for employers about issues relating to Pacific Islands peoples. If you would like to order the series please contact Claire Brown at the EEO Trust on the following email address: cbrown@eootrust.org.nz

Employers Group members were, among other things, more likely to:

- train people appointing staff in bias free recruitment and selection
- report a much higher level of awareness and acceptance of diversity
- have EEO/diversity responsibilities in managers' performance contracts
- provide work and family services and support within their organisation

This means these workplaces are much more likely to attract a wide range of skilled people, and just as important, keep them. Members of the EEO Employers group are legally entitled to use the EEO Employers Group logo, eg in job advertisements.

As more job seekers recognise the logo, it is vital that EEO Employers Group members continue to use it. EEO Employers Group members can also advertise their jobs on the EEO Trust website, which has an increasing numbers of hits from job seekers looking for employers of choice. See www.eootrust.org.nz

EEO News

Good workplaces help parents do better

Hesketh Henry, EEO Employers Group member and EEO Trust Work & Life Award winner, recently hosted a briefing for Chief Executives by Ellen Galinsky, President and Co-Founder of the Families and Work Institute USA.

Ellen presented key findings of her research on the changing workforce and work and life issues. She talked about her landmark "Ask the Children" study which reframes accepted thinking on employed parents. Her data show:

- "Jobs deplete us for parenting far more than parenting depletes us for work." Stress affects how parents parent. Parents who are happy in their work have more energy for positive parenting.
- Working parents are not good or bad for children – it is the quality of parenting and the quality of childcare that are important.

Ellen said it is important for employers to provide more supportive workplaces for staff. Their businesses will benefit as research shows that job quality and workplace support are far more effective predictors of job satisfaction, commitment to help the employer succeed, loyalty to the employer and retention of staff, than earnings and access to benefits. For more information visit <http://www.eootrust.org.nz/news/events.php>

Trustee Election Results

The recent appointment of Alison Quesnel, general manager, Blackmores (NZ) Ltd and Dave Stewart, general manager, Clayton Ford Recruitment to the board of the EEO Trust has been welcomed by the Chair of the EEO Trust and other trustees.

The new appointees join existing private sector trustees Michael Barnett, chief executive, Auckland Regional Chamber of Commerce & Industry; Barbara Chapman, general manager marketing and human resources ASB Bank Ltd and Amanda Hastrop, National Employment Relations Advisor, Telecom New Zealand Limited who were recently re-elected by members of the EEO Trust.

"Having both public and private sector representation on the board of trustees brings dual perspectives that are increasingly valued across a range of settings such as the ministerial Advisory Groups on Immigration and EEO" commented EEO Trust Chair, Michael Barnett.



New Appointments at the EEO Trust

Recent appointments at the EEO Trust include Rae Moore as Business Manager and Karen Brake as Communications Co-ordinator. Rae's role sees her ensuring the smooth operation of the EEO Trust office and co-ordinating the activities of the EEO Trust board and the Executive Director. As Communications Co-ordinator, Karen will co-ordinate and administer the EEO Trust's communications activities, such as the newsletter, Work and Life Bulletin, media, worldwide website and promotional activities.

Diary Date – Diversity Index Survey return

Tuesday 17th July is the cut-off date for the return of Diversity Index Surveys, which will be sent out at the end of June. Please make a diary date now to complete and return the survey to us. Findings from the survey will be published in aggregate form later in the year.

Upcoming Events

The EEO Trust Work and Life Awards Dinner 2001 Thursday 6 September 2001 – 6.30pm

A dinner event, the EEO Trust Work & Life Awards will be held this year at the Centra Auckland Hotel, where awards will be presented to New Zealand's best employers in work and life. The EEO Trust's Work & Life Awards profile these employers, not as models of perfection but as examples of those leading the way in the emerging area of work and life practices in New Zealand.

Don't miss out on the 'Earlybird' ticket price of \$85 each by booking and paying before 31 July 2000. There are also concessionary tickets for sale at \$85 each to those:

- from not-for-profit community sector agencies
- booking 4 or more tickets at once (tables seat 10)
- students and those not in paid employment.

The standard ticket price is \$95 each with no refunds given for cancellations after 24 August 2001.

Book your tickets directly ph 09 525 3023, fax 09 525 7076, email admin@eootrust.org.nz or complete the flier enclosed.

The EEO Trust gratefully acknowledges the support of The EEO Trust Work & Life Awards 2001's major sponsor Blackmores (NZ) Ltd.

We also thank Centra Auckland Hotel and Bailey Printing Ltd for supporting the EEO Trust Work & Life Awards.

13th Women, Management and Employment Relations Conference 12-13 July 2001

The Macquarie Graduate School of Management is pleased to host this conference in Sydney.

This year the spotlight is on the business case for diversity, the management of work related stress, women and leadership, younger workers and work and life balance. Keynote speakers include:

- Sharon Barrow, ACTU President
- Lt-General Peter Cosgrove, ACE, MC - Chief of Army
- Susan Halliday, Former Sex Discrimination Commissioner
- Fiona Krautil, Federal Director, EOWA
- Senator Meg Lees, Leader, Australian Democrats
- Ann Sherry, Group Executive, Westpac Banking Corporation

There is a special discount for EEO Employers Group Members - A \$1,400 (normal fee A\$1644.50)

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www.eootrust.org.nz

Site Map

Newkiwis website launched

The Auckland Regional Chamber of Commerce & Industry has recently launched a new website for migrants, entitled 'Newkiwis'. The aim of the website is to assist new migrants into work by linking the skills of migrants to the needs of employers. A free service to migrant job seekers and employers, the site enables job seekers to record their curriculum vitae and contact details and employers to record details of employment vacancies, aiming to achieve a match between the two. This website is particularly welcome, given the results of EEO Trust research and other research on migrant employment experiences in New Zealand. A link to this website is provided within the EEO Trust website or go directly to www.newkiwis.co.nz



EEO Trust Website a success!

Statistics accumulated from July 2000 highlight the growing success of our website. The number of web user sessions increased from 2,574 in July 2000 to 3,870 in April 2001, with the average web time increasing from seven minutes to thirteen minutes respectively. One of the most popular pages was the job seekers page which received 1,510 hits in April this year. Given the popularity of this page, EEO Employer Group members are reminded to use the EEO Employers Group logo in their recruitment advertising and to post vacancies for free on the job seekers page.

Links to News and Media releases

Information on EEO Trust news and media releases is available online at www.eootrust.org.nz/news/index.shtml for news items and www.eootrust.org.nz/news/media.php for media releases.

Did you know?

Literacy

- Late last year the Government allocated new spending on adult literacy education, to demonstrate the recognition that many adult New Zealanders do not have the literacy and numeracy skills needed to participate in everyday life and work. As a result, Workbase will be establishing a Workplace Basic Skills Development Fund that will be used to help extend programmes already delivered by Workbase, and to subsidise programmes delivered by other providers. Criteria for the allocation of funding is currently being set up. For further information contact Workbase or visit their website www.workbase.org.nz

Ageing

- A strategy designed to foster positive attitudes about ageing and to highlight the value of older people has been launched by the government. It provides a blueprint for central government to ensure older people's contributions are valued, to address any issues they may have and to create an environment in which older New Zealanders can age positively. The New Zealand Positive Ageing Strategy document outlines key policy principles for positive ageing and sets out priority goals and actions for key areas: income, health, housing, transport, ageing in place, cultural diversity, rural issues, attitudes and employment opportunities. A copy of the strategy is available on www.mosp.govt.nz

Disability

- Another strategy launched recently by the government is the New Zealand Disability Strategy, which aims to eliminate barriers to participation in the community for disabled people. The strategy will guide government action to promote a more inclusive society and provide a framework to ensure that government departments and agencies consider disabled people before making decisions. Further information on the strategy is available from the following website: www.nzds.govt.nz

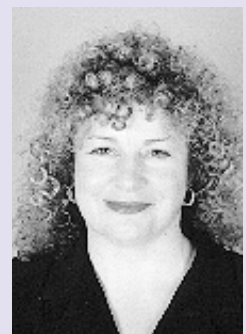
EEO Trust – at your service

In each issue we will focus on a key member of the EEO Trust team and highlight their role and how they can be of assistance to you.

In this issue we meet Niki Wright, the EEO Trust's Information Manager.

Niki manages the EEO Trust's collection of information resources on EEO issues. Whether you want information on after school care, paid parental leave, prevention of harassment, or migrants' experiences in seeking work, Niki can provide you with information via books, articles, internet sites and trainers of interest.

You are welcome to contact her for information on either her email address: nwright@eootrust.org.nz or her direct dial telephone number: (09) 580 4444



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

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<http://www.eootrust.org.nz>