

Retaining female staff a critical challenge for many companies

Almost 40 percent of businesses who took part in the survey reported having problems retaining their female staff.

This was an important finding from the Coalition's Gender Smart Policies and Practices Working Group survey which sought to better understand current employment practices and policies of private sector employers within PNG.

Some of the key challenges identified included:

- Outside pressures which disrupt focus at work
- Absenteeism
- Jealous husbands wanting wives to stay at home
- Sick leave, family issues
- Women leaving because of pregnancy
- Women leaving because of family disputes in another province

Almost all companies also reported employing significantly higher numbers of male employees than females, and very few have female representa-

tion at higher levels of management or on the Board of Directors.

Only 17 percent of businesses reported having targets in place for increasing female employment and only one-third have targets for increasing the number of women in senior positions.

Almost all respondent businesses reported that family and sexual violence or other forms of violence against women affects their workplaces.

The survey found that domestic violence is a major impediment to businesses as it results in lower productivity, higher absenteeism and can pose safety and security concerns for the victim and her colleagues.

The survey results shine a strong light on the need for targeted policies to be put in place to attract, retain and promote more female employees.

More details on the survey's findings can be found in the 2014 Survey Results Report.

More news inside!

- 2 **Communications Strategy in place**
- 2 **Collectively voicing a clear direction for change**
- 3 **Does Domestic Violence affect your business?**
- 3 **Counseling services need support**
- 5 **Benefits of Professional Association Memberships**

Origin Energy awards prize money to winner

Origin Energy awards prize money to the Business Coalition for Women's logo competition winner

After much deliberation, Patrick Kapera has been identified as the winner of the Business Coalition for Women's logo design competition. The first organization of its kind in PNG, the Coalition has been ramping up its operations, and in line with this, opened a competition to develop a logo which best represented the innovative mission of the organization.

After assessing close to 30 high caliber entries, Board members narrowed their decision to the logo which "both helped the organization stand out from the pack and communicated the key messages of the Coalition", said Lesieli Taviri, Chairperson of the Coalition and General Manager of Origin Energy. Representing a woman in power, with tradi-



Chairperson Lesieli Taviri receiving the new logo from Patrick Kapera

tional PNG head dress, Taviri said the logo best "represents the goal of the Coalition to empower women in the private sector."

Kapera, a local graphic designer in Port Moresby, said he chose the abstract head dress to best represent the woman in a position of seniority, such as a leader, elder or wife of a Chief. Looking to support the country's economic development by helping PNG's private sector to recruit, retain and promote wom-

en, Kapera's logo representations are closely aligned with the charter of the Business Coalition for Women

In a small ceremony, Origin Energy (one of the 50 members of the expanding Coalition), presented Kapera with his winning prize money. The Coalition has now begun the exciting steps of utilizing the new branding to build awareness of its vision and charter.

Empowering Women is Smart Business: BCFW Adopts tagline and communications strategy

Effective communication is vital for any successful organisation, but it is particularly crucial for new organisations establishing their public profile – like the Business Coalition for Women.

It is with this in mind that the Coalition's Board requested the assistance of IFC Pacific's Communications Consultant Kirsten Bartlett to build a strategic communications strategy which would help ensure strong and effective communication between the Coalition, its members and the broader PNG community.

Initially, the Coalition's communications efforts will focus firmly on establishing a public profile for the organisation and

building knowledge of our vision and charter. We want to become the 'go-to' organisation and key 'knowledge bank' for information and advice on women in business in PNG. And we want to remain firmly focused on communicating with, and delivering for our members – making sure members have the information and resources needed to support efforts to grow and develop their female workforce.

'Empowering Women is Smart Business' is a new tagline for the Coalition, developed as part of the strategy and agreed by the Board, and we want to share stories of women striving and achieving professionally to demonstrate the many ways in which women's empowerment

makes good business sense (as well as being common sense!). We invite members to contact us with any inspirational stories from women on your staff, to tell us about any new initiatives you are putting in place to encourage your female staff or any gender-related events being held at your workplace.

As part of the Coalition's ramped-up communications efforts, a new website and some member-only publications and resources will also be launched in coming weeks - keep your eyes out!

BCFW prepares for growth

Every new association requires an operational and financial plan to ensure sustainability.

The Coalition in its recent Executive Board meeting developed and passed a sustainability plan for the next three years of operations.

Tamzin Wardly, Coalition Advisor, said that the Coalition needed to collectively voice a clear direction for change on gender issues, particularly as they affect businesses.

"The Coalition needs to be the premier resource for issues related to gender and the workplace, including model policies, good practices, case studies of success stories, innovative mentoring and leadership development training programs. and other practical tools and services," she said.

Tamzin said that members

should actively adopt change within their own workplaces, as there will be recognition of achievement.

The Coalition will be guided by the following principles:

1. To provide high quality services to our Members whilst advancing our mission.
2. To be as inclusive as possible (both in the size of member companies and spread across PNG)
3. To become financially independent within 3 years.
4. To become operationally independent with own capable staff, a functioning Board, active working groups and high levels of annual membership renewals.
5. To differentiate the Coa-

lition from other peak bodies working on gender equality.

The Sustainability plan outlined that operations could include:

- Formulate policies and best practice guidelines in PNG context for use by Members.
- Assist members to source information on anti-violence issues.
- Provide voice on the importance of gender issues at Business forums.
- Deliver examples of business improvement locally and globally.
- Develop training to support future women leaders.
- Provide access to workplace gender assessments.

- Work with partner organizations to deliver our goals.

- Provide accreditation to qualifying companies and have a recognized award system.

- Facilitate research into business gender issues.

- Provide opportunities for mentoring and networking within Member businesses.

The Coalition is currently seeking office space for its staff starting January 2015, and will begin the recruitment process for a core team of staff shortly.

Membership fees are also planned to start early 2015 with renewals annually. Dues will not be the Coalition's primary source of income, but provide an important stable base to the budget and act as a key performance indicator of Members desire to be and remain part of the Coalition.

THE GENDER SMART COMPANY

Does Domestic Violence affect your business?

In the recent survey of PNG Business Coalition for Women members, 95% of respondent companies recognized that domestic and family physical or sexual violence (FSV) affects their workplaces. The survey did not delve deeper into the specific ways in which FSV impacts business, but we know from studies in PNG and elsewhere some of the following negative effects are common:

Lower productivity. Victims of domestic violence are more likely to miss work or to be less productive when they turn up to work. In Peru, the costs of domestic violence for a small company of 20 employees have been measured at the equivalent of one full time salary. In the United States, lost productivity has been estimated at more than eight million work days.

Increased costs. Businesses face extra costs associated with staff turnover including for recruitment and training. They also face higher security costs and higher insurance and administration costs as a result of violence.

Workplace health and safety issue.

Employers are responsible for providing safe workplaces. Perpetrators of family violence may disturb their partner's workplace and even cause harm to other employees. Furthermore, victims of violence may suffer from fear and poor concentration, impairing their ability to work safely.

Despite the negative impacts and the widespread concern expressed by Coalition members, only around one-third (35 percent) have a policy on family and sexual violence and less than 40 percent offer services or benefits to victims of gender-based violence.

In order to help members pro-actively address family and sexual violence, the Business Coalition's Addressing Violence Working Group and IFC have engaged a team from University of New South Wales (UNSW Australia) and the Pacific Adventist University (PAU PNG) to lead in the development of practical tools and model policies. Members will be invited to contribute to the project by sharing their experiences and current strategies during a fo-

cus group with employers on October 14 and focus groups with select company employees on October 15. There will also be a workshop with members the week of November 3 to review draft outputs. We aim to launch the initial set of materials at the White Ribbon Day breakfast, in partnership with Coalitions for Change.

In addition to workplace policies and practices, the Business Coalition for Women is producing a fact sheet on the costs of violence to businesses and a legal guide for employers. Watch this space – and your email inbox – for more suggestions on how your business can raise awareness on FSV, pro-actively improve safety at your workplace, and work to prevent incidences of violence in the future.

Get engaged! To participate in focus groups with the UNSW/PAU team, contact bcfw@ifc.org or dpilon@ifc.org. To buy a table or individual tickets for the White Ribbon Day, contact emcfc@cfcpng.org.

IFC launches global partnership, *She Works*,

IFC, a member of the World Bank Group, launched a private sector partnership to improve employment opportunities for more than 300,000 women over the next two years. The initiative was announced by World Bank Group President Jim Yong Kim at the Clinton Global Initiative meeting in New York City on 23 September.

The *She Works* partnership brings together leading companies that have pledged to implement measures proven to enhance women's employment opportunities—such as mentorship programs, flexible working arrangements, and leadership training to increase diversity in management. Partici-

pating companies include Belcorp, Care.com, The Coca-Cola Company, Ernst & Young, Gap Inc., Intel Corporation, Kuwait Energy, Odebrecht Group, Ooredoo Group, and Zulekha Hospitals.

Working with partners, IFC will identify best practices and develop practical approaches that companies can implement to improve gender equality in the workplace. Better jobs for women leads to better development outcomes, because women spend more on children's health, education, and nutrition.

Despite evidence that women's employ-

ment is vital to driving economic growth and development, women face persistent barriers in labor markets and are more concentrated in the informal economy—rather than in salaried or wage work. The private sector, which accounts for nine out of 10 jobs in developing countries, plays a critical role in creating better employment opportunities for women.

She Works is part of IFC's broader effort, including the PNG Business Coalition for Women, to help companies address gender gaps in employment, and thereby drive gains in productivity, competitiveness, and innovation.

PNG Counselling services fall drastically short of demand

A recent survey conducted by the Coalition Secretariat found that in PNG there are very few support services available to businesses to help respond to domestic violence. It seems businesses either spend a lot of money sending their employees overseas for help, or simply do nothing.

Many service providers such as the Grace Counselling Service in Rabaul have received little or no support. Ruby Matane, the founder of Grace Counselling, said that for the past 15 years, she has provided temporary refuge for battered women without financial support from any individual, organisation or government.

Even the school of social work at the university of Papua New Guinea does not have a pipeline of students who will eventually stream into counseling services for businesses, primarily because there are no jobs available for them after University.

The survey carried out by the Coalition Secretariat found that out of a total of 39 organizations identified, 20 were unresponsive when attempts were made to contact them to verify what services they provide, and another four did not provide counseling services at all.

Of the 15 organizations providing counseling services:

- 73% (11/15) are NGOs.
- One is a Government Organization (The Family Support Center, which operates from most government run hospitals in major urban centers nationwide).
- One is an International Organization (Medecins Sans Frontieres) which provides support to the government, through the National Department of Health, on psychological first aid for survivors of (domestic) violence and other traumatic events.
- Two are private run organizations: Grace Counseling Service (East New Britain) and PNG Counseling and Care (National Capital District).
- 80% (12/15) provided counselling to victims and perpetrators of domestic violence in addition to counselling on other issues such as marriage, drug abuse, etc.
- All provided face to face counseling but only four (Lifeline, Catholic Family Service, House Ruth and PNG Counseling and Care) offered telephone counselling.
- Four had only one full-time counsellor; eight had more than one counsellor; while three were unable to verify the number of their counsellors.
- The average number of counselling cases attended to per day ranged from 0.6 to 5, with seven organisations unable to confirm their numbers. Most reported providing counselling to 2-3 individuals per day, on average.
- 40% (6/15) of the counselling service providers had formally qualified counsellors, mostly with background tertiary qualifications in medicine, psychology, or social work in addition to their counselling training. Five of the six who had formal qualified counsellors provided counselling services to victims of domestic violence (Medecins Sans Frontieres offered 'Psychological First Aid').
- Almost all organisations interviewed did not charge fees for the services provided to individuals, except PNG Counselling and Care (a private counselling service provider).
- Only two organisations provided counselling services to businesses, and both charged a variety of fees for the services (PNG Counselling and Care and Grace Counselling Service).
- Only PNG Counselling and

Care provided an Employee Assistance Program, whilst Grace Counselling provided services to businesses on an ad hoc basis and largely towards training of Counsellors.

- 66% of counselling organisations (10) interviewed were Port Moresby based.

IFC program assistant Lavui Bala who carried out the survey, said that through his observations, many counsellors in PNG who provide counselling to individuals are volunteers who are not formally qualified, but have undergone some basic counselling training.

"These people provide basic counselling on a range of issues covering marriage, domestic violence, physical and mental abuse, drugs and alcohol abuse, and general counselling," he said.

Mr. Bala added that almost all counselling service providers provide a free service and rely on donations or fees collected from association paralegal services being offered to sustain its operations.

The Coalitions Secretariat and the Addressing Violence working group will be further exploring the role of the business community in improving availability of quality counselling services in PNG.

For more information about available counselling services in PNG, contact the following centers:

1.	Family Support Center	Nationwide	3248246
2.	Lifeline	Port Moresby	3261680
3.	PNG Counselling and Care	Port Moresby	77005065
4.	Grace Counselling Services	Rabaul	72839722
5.	Anglicare stop Aids	Port Moresby, Morobe ,Oro ,Enga	3251885
6.	Family Life Apostolate	Natiowide	71931218
7.	Nana Kundu Crisis Center	Maprik, (East Sepik)	72988037
8.	St Anna's Crisis Center	Wasara (East Sepik)	71325060
9.	Kafe Women's Association	Goroka	72898310
10.	Poro Support Center	Pom, Goroka,Laе,Wewak	3112319

The Benefits of Professional Association Membership

Given the number of responsibilities that you juggle on a daily basis, joining a professional organization may not be one of your top priorities.

After all, what businessperson has time for more meetings and activities? But such thinking can lead you to miss out on the numerous benefits that membership in a professional association offers. Whether you join an industry-specific group, a special-focus organization (for women entrepreneurs or small-business owners, for example), a neighbourhood based Merchants' association or the local chapter of a national trade organization, you'll make valuable professional contacts and gain access to a wealth of useful information.

Basic Benefits

Although each organization has its own unique advantages, most professional associations offer some or all

of the following basic benefits:

Exclusive online resources-

The websites of most professional associations have "members-only" sections that provide access to a variety of databases and message boards, as well as list-serv subscriptions so that you can be notified via e-mail about upcoming events and special activities that may not be open to the general public. Some feature content on a variety of topics, such as running a business, advancing your career or boosting your technology expertise.

Networking opportunities-

When you join a professional organization, you'll deepen existing business relationships and make new contacts on a regular basis. Such networking goes beyond the exchange of business cards – as you attend periodic meetings, become active on a committee or take a prominent leadership role, you'll forge lasting ties with others who have common professional inter-

ests and similar business concerns. These relationships will be a rich, ongoing source of inspiration and ideas.

Education- Many professional associations offer their members the chance to update their knowledge of business and trade basics or acquire new skills through seminars, workshops, break-out sessions at conferences and online courses. Typical subject matter can run the gamut from tax tips and small business financing to advice about hiring and staff management.

Free or discounted publications-

Membership in many groups includes a free subscription to the organization's magazine. Some associations also offer their members free publications and discounts on CDs, journals, videos/DVDs and other materials.

Conferences and seminars-

Members are often given priority registration for their organization's convention and may

receive discounts on conference fees or special rates on related expenses, such as hotel reservations and car rentals.

Although still in the early stages of operation, the Business Coalition for Women offers its members many of the benefits outlined in this report. Besides those benefits, the Business Coalition for Women will also:

1. Formulate policies and best practice guidelines for use by Members.
2. Assist members source information on anti-violence issues.
3. Deliver training to develop future women leaders
4. Provide opportunities for mentoring and networking within Member businesses.

To become a member of the Coalition, please contact the Secretariat on:

bcfw@ifc.org.pg or dpi-
lon@ifc.org.

MEMBERS AND BOARD OF DIRECTORS

Members of the Coalition

1. Air Energi Pacifica
2. Air Niugini
3. Anitua Limited
4. Australia Papua New Guinea Business Council
5. Bank South Pacific
6. Banz Kofi Fektori Limited
7. Business Council of PNG
8. Carpenters Group
9. Courts PNG Limited
10. CPL Group
11. Credit Corporation
12. Crosbie Tyres
13. Deloitte Touche Tohmatsu
14. Digicel PNG Limited
15. Exxonmobile PNG
16. Gadens Lawyers
17. HLB Niugini
18. IMPS Research and Consulting
19. Institute of Banking and Business
20. IPI Group of Companies
21. Kina Group of Companies
22. Leisure Holidays and Travel

23. Magneeto Transport
24. Manda Retail and Wholesale
25. Manufacturers Council PNG
26. Monpi Cocoa Exports Limited
27. Morobe Mining Joint Ventures
28. Nambawan Super Limited
29. Nationwide MicroBank Limited
30. NCS Limited
31. New Britain Palm Oil Limited
32. Niugene PNG Limited
33. Oilmin Holdings Limited
34. Ok Tedi Mining Limited
35. Origin Energy
36. OZI-K
37. Paradise Foods
38. Peddle Thorp Architects (PNG)
39. PNG Chamber of Commerce and Industry
40. PNG Chamber of Mines and Petroleum
41. PNG Power Limited
42. POM Chamber of Commerce and Industry
43. Ramu Agri Industries Limited
44. Royal Papua Yacht Club Inc.

45. Rural Industries Council PNG
46. Sapience Limited
47. South Pacific Brewery Limited
48. Steamships Shipping Limited
49. Steel Industries Limited
50. Westpac PNG

Board of Directors

1. Lesieli Taviri—Origin Energy (Chairperson)
2. Susana Germino—Steamships Trading Limited (Vice Chairperson)
3. Lynn Walsh—Port Moresby Chamber of Commerce and Industry (Treasurer)
4. Gima Kepi—Nationwide Microbank
5. Gustavo Simmonds—Exxonmobil PNG
6. Linda Van Leeuwen—Anitua Limited
7. Philip Franklin—Australia Papua New Guinea Business Council
8. Rob Colman—Oilmin Holdings Ltd.
9. Scott O'Reilly—iPI Group of Companies
10. Stan Joyce—South Pacific Brewery Ltd
11. Chey Scovell—Manufacturers Council PNG



• BCFW •

Business Coalition for Women

Does your company want to be part of history in the making?
Then join the Business Coalition for Women (BCFW), a group of private sector companies who are working together to drive positive change for women and businesses in PNG.

The Coalition is the first of its kind in the Pacific; an association of men and women who are committed to tackling inequality, stopping gender based violence and enabling companies to benefit more from female participation.

The Coalition provides practical tools and services for its members and facilitates connections between businesses operating in PNG through supporting women's economic empowerment.

It demonstrates through policy, practice and profit that women's economic empowerment is smart economics. There are four working groups with members contributing towards the following goals:

1. Addressing violence
2. Developing gender smart workplace policies and practices
3. Promoting women's leadership
4. Expanding opportunities for women – owned businesses for BCFW's supplier and distribution networks.

“ Holding back women holds back everyone in PNG. Together, the BCFW has a sound collective voice to shape policy and public debates and drive change in and through the private sector, which is where most people are employed. ”
Patron, Lady Winifred Kamit, CBE.

Application Form for Membership

To become a member, fill out the application form below and return to bcfw@ifc.org.

To apply, you must be a registered business entity established and operating according to the laws of PNG and any registered corporate body representing the interests of the private sector.

Name of Company

.....

Full Address :

.....

Number of employees.....Number of Women Employees (if known)

Nominated Representative: Title Mr/Mrs/Miss

First Name : Last Name :

Position of authorized representative:

Mobile : Office Phone : Fax : Email :

.....

Owner or General Manager/Managing Director, nominating the representative (if different)

First Name : Last Name : Position :

.....

Mobile : Office Phone : Fax : Email :

.....

Website address (if available):

APPLICATION FOR: New Membership or Renewal
JOINING AND SUBSCRIPTION FEES: Waived for 2014

I hereby wish to apply for membership of the Business Coalition for Women.
If accepted as a member of the Business Coalition for Women Papua New Guinea, I hereby agree and accept that my membership is conditioned upon: Compliance with the Rules of Association.

Signature of applicant Date :/...../.....