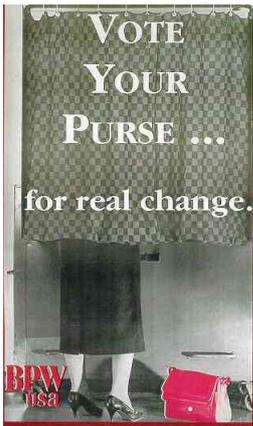


EQUAL PAY DAY - 18th February 2010

BPW RED BAG DAY - How did it all start.....

Volume 1, Issue 3, 31/01/2010



BPW/USA tackled "comparable worth" by calling for newspapers to stop the occupational segregation in classified ads (clustering of women in a few restricted occupations of low-paying, dead-end jobs).

Numerous state and municipal governments revamped their pay scales, recognizing dissimilar jobs may not be identical, but may be comprised of tasks, educational requirements, experience and other characteristics that are equivalent or comparable. In 1986, San Francisco became the first in the nation to approve a pay equity referendum, implementing \$34 million in increases for employees in female and minority-dominated jobs.

The "Red Purse Campaign" of 1988 drew national attention to wage disparity. Using the "BPW" letters to represent **B**etter **P**ay for **W**omen, BPW/USA capitalized on the national media attention focused on the red purse.

Refer to: <http://www.bpwfoundation.org/i4a/pages/index.cfm?pageid=5172>

Next Germany developed a National Success (November 2007).... and the 'Equal Pay logo' was born.....

To do justice and credit to the work of BPW German, and Dr Brigitte Schnegg, Imm. Past President BPW Germany, her power point presentation is attached.

Then..... "During March 2009, BPW International participated in the fifty-third session of the United Nations Commission on the Status of Women. Of particular note for BPW members are the Gender Budgeting Discussion Panel, Equal Pay Day Workshop and launch of the BPW International Equal Pay Day Awareness Campaign...."

Refer to: http://bpw-international.org/index.php?option=com_content&view=category&layout=blog&id=51&Itemid=184



Closer to home..... BPW Australia launched its first Equal Pay day on the 1st September 2009 and the planning for this year's event is well underway. (Photo) Jean Murray, BPWI Executive Secretary, Marilyn Forsythe, BPWA President, and Freda Miriklis, BPWI Vice President supporting Equal Pay Day whilst in South Australia.

Let's show what BPW NZ can achieve



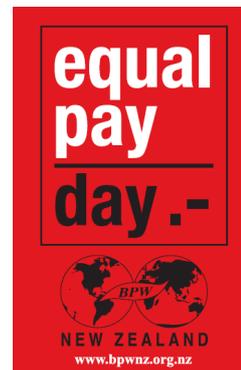
Time is counting down.....

The BPW NZ bags are in production...



Next issue to include:

- Fact sheet: being written
- Suggestions and ideas for local and national wide events
- List of clubs participating
- Coalition members who have agreed to support this event.



Email: carolyn.bpw@xtra.co.nz or call 09 235 9091 to provide contact names, emails & addresses for delivery of bags. Thank you to the clubs who have confirmed to date.