



MEDIA RELEASE

EMBARGOED TO: 7am, 27 November 2015

NZ men stand up for women in local #HeForShe campaign

New Zealand's Governor-General Sir Jerry Mateparae and 21 personalities, business leaders and politicians are the first kiwis to join the HeForShe campaign to end gender inequality by 2030.

HeForShe, the global social media campaign for gender equality, will be officially launched in New Zealand at an event in Wellington today. (Friday, 27 November 2015)

The campaign will be launched jointly by the New Zealand National Committee for UN Women, alongside organisations who have committed to gender equality including the White Ribbon Campaign, ANZ Bank NZ Ltd, Vodafone New Zealand, PwC, AccorHotels, Schneider Electric, the National Council for Women and the Federation of Business and Professional Women.

HeforShe Coordinator Sue Kedgley said it has been estimated that at the present rate of progress it will take another 80 years before we achieve equality between men and women.

This prompted UN Women to launch the global social media campaign, the first of its kind at the United Nations. "If we're going to achieve gender equality in our lifetime, we need to mobilise *everyone*, men and women, and boys and girls, to the cause," Ms Kedgley said.

"That's why we are calling on men to join us in the campaign by speaking up, supporting gender equality and taking action against gender inequality wherever it exists."

Ms Kedgley said the New Zealand HeForShe champions would use their social media networks and other opportunities to champion gender equality and encourage others to join in the campaign.

Governor-General Sir Jerry Mateparae, a HeforShe Champion, is inviting other men to express public support for increasing gender equality, challenge negative stereotypes, and empower women in the workplace. "It is only when gender equality is embraced by all sectors in society that we will see positive and permanent change for all women," Sir Jerry said.

Economist Gareth Morgan said it was difficult to believe that in the 21st Century we would still need to be agitating for such things: “The struggle for gender equality is as much a campaign to educate men, including tellingly, men who think they are educated and are in positions of power in our communities, as anything else.”

Chief Ombudsman and White Ribbon chair Judge Peter Boshier said New Zealand had a profound and unacceptable domestic violence problem: “By striving towards gender equality, I see as a natural consequence more respectful relationships and less belief that it is in any way acceptable for men to perpetrate domestic violence.”

Wellington Deputy Mayor Justin Lester said his mother was a solo mum who raised three boys on her own so he had seen first-hand how hard women work and the personal sacrifices they make for others. “A woman raising a family on her own and receiving a benefit to support her family doesn’t make a woman a bludger, it makes her a hero.”

The New Zealand champions are:

Name	Organisation
Sir Jerry Mateparae	Governor-General of New Zealand
Gareth Morgan	Economist, commentator and philanthropist
Jack Tame	New York-based tv and radio presenter
Jeremy Elwood	Actor and comedian
Judge Peter Boshier	Chief Ombudsman and Chair, White Ribbon
Wallace Chapman	Radio New Zealand Sunday Morning Host
Te Radar	Comedian and entertainer
Symon Brewis-Weston	CEO, Sovereign New Zealand CEO
Mike Bush	Commissioner of New Zealand Police
Russell Stanners	CEO, Vodafone New Zealand Chief Executive Officer
Mike Bullock	Chief Operating Officer, ANZ New Zealand
Leo Foliaki	Diversity and Inclusion Leader, PwC New Zealand
Chris Sedgwick	Senior Vice President, AccorHotels
Ray Dunn	Executive General Manager, Schneider Electric
Justin Lester	Wellington Deputy Mayor
Richard Wagstaff	President, NZ Council of Trade Unions

Kelvin Davis	Member for Te Tai Tokerau, Labour Party Associate Spokesperson Justice (Sexual and Domestic Violence)
Reverend Richard Randerson	Retired Anglican Bishop
James Shaw	Green Party Co-Leader
Mike Tana	President, NZ Public Service Association
Grant Guilford	Vice-Chancellor, Victoria University of Wellington
Guy Ryan	Inspiring Stories Trust

NOTE: Media are welcome to join us at the launch event where we will hear from local champions on why they are standing up for women:

12-2pm, Friday 27 November 2015

ANZ Bank, Level 18, 170 Featherston Street, Wellington

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