



Pacific Women Shaping Pacific Development  
Learning Exchange Forum  
Pacific Islands Forum Secretariat  
1 – 2 May 2013  
  
MEETING REPORT

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Pacific Women Shaping Pacific Development (PWSPD) is a ten year AusAID initiative designed to support high-quality responses to gender inequality in the region. As part of the design process for the programme a two-day meeting was held in partnership with the Pacific Islands Forum Secretariat in Suva to give some attention to the current evidence on how to address change in the following two areas:

- Economic empowerment for women
- Changing attitudes and behaviours

PWSPD aims to support change in key areas of economic empowerment for women, increased women leadership and decreased violence against women. It rests on the key assumption that the barriers to women's empowerment in the Pacific are interrelated and recognises that some of the change required will only start when men and women change their attitudes about the rights of women.

A further assumption underlying the program is that Pacific women and men will have to develop the solutions to these difficult problems and that AusAID needs to work with and through Pacific people to support solutions. Such solutions will develop from experience and in some cases experimentation. AusAID recognises that it should support those processes, which can demonstrate evidence of having effectively reversed inequality for women in a particular context.

Finally we recognise that there are many existing program across the Pacific, implemented by a range of organisations to effectively address gender inequality. There is much to learn from these and the PWSPD needs to build on such programs.

The 2-day workshop provided an opportunity for organisations from across the region and beyond to present information about programs which have been reviewed or evaluated and which have clear evidence of successful impact in either of these two areas.

The specific objectives of the workshop were to:

- *Review current evidence on addressing changes in the areas of women's economic empowerment and changed attitudes and behaviours.*
- *Provide an opportunity for regional organisations and groups to share information on their current initiatives, achievements, key challenges and gaps.*
- *Explore strategies to address the current gap areas and to identify areas where regional efforts can be scaled-up.*

Over the course of the two days, partners shared presentations of evidence-based examples of effective economic empowerment of women which included, financial inclusion, women in business, market access, and social protection together with presentations on effective changes in the attitudes and behaviours of men and women towards gender roles and norms, values and behaviours.

This report contains the written proposals submitted by each presenter and a summary of the rich discussions that took place after the presentations in each session. Copies of power-point presentations from the meeting and video clips of each presentation will be available on [www.pacificwomen.org](http://www.pacificwomen.org).

Major conclusions of the workshops were:

A major gap in addressing women's economic empowerment is that the approaches and evidence from the strong community-based initiatives which are increasing women's access to finances and credit are not being used to advocate for reform of the macro-environment of policy and legislative reform. Greater regulation of the informal credit financial services is also required to ensure money lenders and credit companies are not contributing to the increased vulnerability of poor people.

It is important to recognise and respond to the positive or negative impacts of economic empowerment projects on gender-based violence.

There was a clear need to better understand the contexts in which projects work and to recognise that good ideas and programs can't just be replicated in other sectors or geographic areas.

There are clear links between the three elements of leadership, economic empowerment and gender violence and it is important to understand how they interact.

Some women and their families will never be economically independent and that there is a need to explore formal and informal social protection systems and programs. It was important to highlight any examples in Pacific where social protection mechanisms either assets or cash transfers have worked.

There is a need for improved monitoring and evaluation to provide evidence of what works in different Pacific contexts. This information needs to be analysed and shared.

It is important to support women's coalitions as agents of change. There is a need for NGOs and coalitions which are committed to women's human rights to learn from each other. It is equally important to work with churches and faith-based organisations to challenge the traditional norms of gender.

For behaviour change to take place, a primary prevention approach needs to be adopted with efforts to strategically address issues of gender inequality through the education system.

In alignment with the objectives of the learning exchange, the forum provided an opportunity to share experiences and key lessons learned in the area of women's economic empowerment and behaviour change. While gaps were identified in a number of areas, the Learning Exchange allowed for a rich discussion and generated an air of excitement and expectation for the work on gender equality and women's empowerment in the region in particular relation to the PWSPD.

### **Session 1: Financial Inclusion initiatives**

<b>Organisation:</b>	West 'Are 'Are Rokotanikeni Association
<b>Name of Activity:</b>	Women's Leadership and Economic Empowerment: Banking on Boat
<b>Countries Covered:</b>	Solomon Islands
<b>Target Beneficiaries:</b>	Rural women (750 women)
<b>Time Frame:</b>	1999 to 2013 and beyond

#### **Description of the Activity:**

The West AreAre Rokotanikeni Association (WARA) is a rural based women's association serving around eight hundred women in the areas of financial literacy (micro-finance), leadership and rural livelihood. The association was formed to address the basic needs of rural women in empowering them through training, accessing finances, learning new skills, building their confidence and making them self-reliant.

In acquiring above skills, the women were taught traditional skills such as sewing, dyeing, baking, weaving, cooking and gardening. Women turned these traditional skills into income generation activities where they sell their products as source of income for themselves and their families.

In 2004, the women received some seed money (SBD\$24,000) from EU Micro-Project to operate a Women's Revolving Fund Scheme to operate a loan scheme where little money is available at their reach and managed by their local executive to run small income generating activities. In parallel with the Revolving Fund Scheme, the women established a Savings Club in 2006. Women were taught to save money for a goal, which could be for school fees, solar set or income generation or building a house. Women's savings also act as a security for their loans.

Currently, more than 700 women have saved together in one term deposit with the Australia New Zealand Banking Group (ANZ). The women's savings club is growing rapidly and the women have saved around SBD\$750,000 by the end of 2012.

#### **What is the evidence that the Activity has effectively created change for women:**

The West AreAre Rokotanikeni Association (WARA) was established in October 1999 out of a felt need for women to come together, get organised and work towards developing program that would help them address their felt needs. Since the establishment of WARA, the following positive changes have happened and can be observed.

##### **1. Getting organised as a united group**

The women from all churches operating in West AreAre, Malaita province had put aside their personal and church differences and decided to come together and work together to address their many issues. They removed church boundaries, rural/urban boundaries, educated/uneducated boundaries and rich/poor boundaries. Women had decided to come together and joint forces to address poverty, domestic violence, leadership and confidence building.

##### **2. Leadership and confidence building**

Training in leadership skills, awareness raising on political issues and skills training has boosted women's leadership, morale and confidence. Women play an important role in leadership in their own zones/groups but generally in community and church programs. Women are now selected to be treasurers of community/church activities or events. Women now speak and contribute in church and community discussions. Women now hold leadership positions in school committees or community

committees. Women are not ashamed to tell a leader/ chief/ pastor/Member of Parliament if he fails to deliver what he promises.

### **3. Revolving Fund Scheme, Savings Club & Income Generating Activities**

With small seed money for loans (SBD\$39,000), women have accessed loans worth more than SBD\$400,000 between 2004-2010. This has shown that women can loan, repay loans and run small income generating projects. The Savings clubs have greatly assisted rural women who are without a fortnightly salary to save money. Loans and savings have assisted women to earn money, handle cash, manage cash and use cash. Women can now use money/banking language such as deposit and withdraw; terms they did not use before. Through women's savings club, women can now pay for their children's school fees, purchase items in their home and recently, solar units for their housing.

### **4. Kiko stove, Kitchen Management**

Women have now improved their cooking methods from an open fire to a neater Kiko stove that uses only 2-3 piece wood. The Kiko stove is clean, locally made from local materials, smokeless and retains strong heat. Women have also raised their cooking place and made their kitchens more hygienic and healthy. They are proud of a product they make themselves. Their morale is high and they are proud of themselves of what they have achieved.

5. Generally, the training skills in traditional welfare areas have allowed the women to improve their own homes and villages. We are also working with small livestock for the women so that their pigs and chickens could be enclosed by fences. This will allow women to do backyard gardening and community cleanliness.

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## Women's Economic Empowerment

### **Session 1: Financial Inclusion initiatives**

<b>Organisation:</b>	Women's World Banking
<b>Name of Activity:</b>	Youth Savings
<b>Countries Covered:</b>	Mongolia, Dominican Republic, Kenya, Ethiopia, Nigeria, India
<b>Target Beneficiaries:</b>	Girls and boys, ages 7-24 (35,000+ youth have opened accounts; 40,000+ youth have participated in financial education)
<b>Time Frame:</b>	2008-present

#### **Description of the Activity:**

Women's World Banking is the global non-profit devoted to giving more low-income women access to the financial tools and resources essential to their security and prosperity. For more than 35 years we have worked with financial institutions to show them the benefit of investing in women as clients, and as leaders. We equip these institutions to meet women's needs through authoritative market research, leadership training, sustainable financial products and consumer education. Headquartered in New York, Women's World Banking works with 39 institutions in 28 countries with a reach of 14 million women to create access to finance on a greater scale than ever before.

Research suggests that by serving a girl at the vulnerable crossroads of adolescence, development programs can have the greatest impact not only on that girl, but can empower her to be a catalyst for change in her family and community. Girls face systemic disadvantages in health, education, nutrition and the burden of household tasks. The total global population of girls ages 10 to 24 is expected to peak in the next decade. According to market research conducted by Women's World Banking, girls as young as 10 years old regularly accumulate money, actively manage it and want a safe place to save it. However, financial institutions are traditionally oriented towards adults as customers and do not see youth as a viable target market.

Since 2008, Women's World Banking has partnered with three financial institutions to provide technical assistance on the development of youth-inclusive savings products coupled with financial education for young women and girls. Women's World Banking first worked with XacBank (Mongolia) and Banco ADOPEM (Dominican Republic) to become the first financial institutions in their markets to treat girls as genuine bank customers. Women's World Banking assisted XacBank (Mongolia) and Banco ADOPEM (Dominican Republic) to design youth-inclusive accounts and tailored marketing materials, including passbooks and piggybanks, as well as complementary financial education initiatives. Women's World Banking took the lessons learned from these markets, including the importance of financial education, to Ethiopia where it worked with PEACE MFI S.CO on the Lenege ("for tomorrow" in Amharic) youth savings product. The project includes outreach to married, rural girls in the Amhara region, which has one of the highest rates of child marriage in the world. Women's World Banking is now in the process of supporting two financial institutions on the development of youth savings programs in Nigeria and India.

#### **What is the evidence that the Activity has effectively created change for women?**

Early evaluation of girls' savings projects suggests that increased savings is associated with positive outcomes including higher educational aspirations and attainment at both the secondary and tertiary levels. Investing in girls' education creates a ripple effect: an extra year of primary school boosts her eventual wages 10 to 20 percent, she marries later, and she has fewer children.

Through the youth savings programs at Women's World Banking's partner financial institutions, over 35,000 youth have opened accounts and more than 40,000 youth have participated in financial education.

According to an evaluation of the youth savings program at XacBank (Mongolia) that was conducted by Microfinance Opportunities, financial education resulted in increased savings, better social networks and teamwork skills, and the desire for financial autonomy and independence. The full evaluation is available at [womensworldbanking.org](http://womensworldbanking.org).

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## Women's Economic Empowerment

### Session 1: Financial Inclusion initiatives

<b>Organisation:</b>	Westpac Pacific
<b>Name of Activity:</b>	Westpac Outstanding Women Awards program (formerly known as the Westpac Women in Business Awards) Westpac's Financial Inclusion program Westpac Women's Education Grants
<b>Countries Covered:</b>	Westpac's Financial inclusion program and Westpac Women's Education Grants: PNG, Solomon Islands, Vanuatu, Fiji, Tonga, Cook Islands and Samoa. Westpac Outstanding Women Awards program: PNG but Westpac also supports similar awards in Fiji and Samoa.
<b>Target Beneficiaries:</b>	Westpac Outstanding Women Awards: all women in PNG. Financial inclusion: all women, particularly those in remote and rural areas Westpac Women's Education Grants: women and girls in education/wishing to return to education.
<b>Timeframe:</b>	Ongoing. Westpac's financial education program began in 2007 and has evolved into the financial inclusion program. The Westpac Women's Education Grants program began in 2011. Westpac PNG initiated the Westpac Women in Business Awards in 2007, now called the Westpac Outstanding Women Awards.

#### **Description of the Activity:**

Financial inclusion program: financial literacy workshops combined with other initiatives to increase access to financial services, particularly in remote and rural areas. These initiatives include developing relevant, pro-poor products and services (Choice Basic bank account, Mobile Phone Banking, reduced fee Telegraphic Transfers) and distributing them through cost-efficient channels (branch network, ATM and In-store Banking outlets).

Westpac Women's Education Grants: offer financial assistance to women and girls to enable them to continue their education at primary, secondary and tertiary levels. The competition, centred on applicants responding to an essay question, is also open to women who wish to return to study. The program is now in its fourth round, providing 49 grants to women and girls in the seven countries where Westpac Pacific operates. The grant numbers and amounts vary depending on the country and level of education.

Westpac Outstanding Women Awards: Run by Westpac in PNG, these awards recognise and reward women for their outstanding achievements made in five categories: private sector, public sector, community, entrepreneurship, and young achievers. Nominations generally open in June and conclude at one of PNG's premier black tie events in October. The awards have been run in PNG since 2007. This year, we will include a mentoring program for each category winner as well as an education grant. These enhancements aim to provide longer-term support and nurture women who have already demonstrated outstanding qualities. Westpac also supports similar awards in Fiji and Samoa through sponsorship and/or in kind services.

#### **What is the evidence that the activity has effectively created change for women?**

Financial inclusion: Between 2010 and 2012, more than 32,567 people in the Pacific attended a financial literacy workshop. More than 50% were women. Many more read financial education articles placed in local newspapers by Westpac. More than 70,000 Choice Basic accounts were opened in 2012. While it proves statistically difficult to demonstrate increased financial literacy and improved money management by those who attended a workshop or opened an account, evaluations by workshop attendees have indicated that the education tool is useful.

Westpac Outstanding Women Awards: The awards continue to be the premier event in PNG that recognises and rewards outstanding achievements made by PNG women. Apart from rewarding high achieving women, the awards aim to generate awareness of gender inequality. This is achieved through a comprehensive communications campaign which aims to encourage nominations as well as generate publicity for the winners. An award win often leads to greater publicity and potential more accolades, further amplifying the significance of the achievement.

Westpac's support for similar award programs in other countries aims to draw attention to gender inequality. Westpac's interest in taking a leadership role in this issue demonstrates, visibly and tangibly, that a large, well-known organisation has a role and responsibility to play to address wider issues that impact the community, role modelling this for other corporate to follow.

Westpac Women's Education Grants: Gender inequality in education in the Pacific is well documented. Since their inception in 2011, the Westpac Women's Education Grants have provided financial assistance to more than 100 women and girls. The grant amount generally provides financial assistance for more than one year and sometimes up to three years, depending on which school they attend (private or public) and the expenses incurred. For recipients, the grants not only make a world of difference to their education level but winning a grant in itself also boosts their confidence. Again, the program generates awareness of gender inequality in education in the broader community.

Where to from here for Westpac: To identify further opportunities to empower women through business initiatives and financial support. This could include projects that provide training, seed capital, finance, development opportunities and mentorship to women-owned business and women entrepreneurs in the Pacific as well as young girls and women who need that extra push to be successful. Other potential opportunities include working with women's cooperatives with surplus funding distributed amongst shareholders. The target age audience could focus on girls and young women between the ages of 16 and 35.

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## Women's Economic Empowerment

### Session 1: Financial Inclusion initiatives

**Organisation:** UNDP Pacific Centre  
**Name of Activity:** Pacific Financial Inclusion Programme (PFIP)  
**Countries Covered:** Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga, Vanuatu  
**Target Beneficiaries:** Unbanked and Under-banked Pacific Islanders, with focus on vulnerable groups, in particular: women, youth, low-income and rural people. Our mission through 2013 is to increase the number of Pacific islanders who have on-going access to quality and affordable financial services and financial education by 500,000. As of Dec 31, 2012, the programme has reached:

Total Mobile Money Subscribers (Women)	526,527 (202,664)
Total unbanked Mobile Money Subscribers	223,280
Total Bank Savings Accounts (Women)	236,735 (94,706)

**Time Frame:** The PFIP programme was originally designed from 2008-2011. The current phase of the programme will end December 2013, but a continuation phase is under consideration.

#### **Description of activity:**

By working directly with policy-makers, industry leaders, community organizations and the unbanked population, our work takes a holistic approach towards increasing financial inclusion in the Pacific.

PFIP is currently focusing on four key areas:

*Financial Competency* - Enabling people to acquire the skills and knowledge to manage personal finances and to participate in the money economy leads to greater financial inclusion. The large scope of work and the numerous stakeholders involved in catalysing inclusive finance in the Pacific requires a national strategy to network institutions and prioritize initiatives. Having good baseline data, a strong champion institution and programmes aimed at students are desirable elements of a national strategy.

*Financial Inclusion Policy & Regulation* - PFIP conducts research and assists policy makers and regulators to build financial sectors that are inclusive and meets the needs of all citizens.

*Branchless Banking* - The use of mobile phones, point of sale devices, smart cards and other technologies for the ease of payments, so that delivery of financial services more cost-effective and can begin to reach previously underserved and unbanked populations.

*Microinsurance* - Working to bring insurance products designed for low income people to market, and enable those insured to hedge against the recurring risks of falling sick, death of the primary income earner or destruction of crops, assets and sources of livelihoods.

#### **What is the evidence that the Activity has effectively created change for women:**

A 2008 study (sponsored by UNDP Pacific Centre, Fiji and overseen by Massey University, New Zealand) found a positive relationship between financial competence and household wellbeing in rural households. In particular, the study revealed that the wellbeing of a rural household can be quantifiably improved if only one person in that household attends financial literacy training and has a savings account. A significantly higher level of wellbeing is achieved when that person is a woman.

Women accept the principal role in the management of household finances in rural Fijian households and are demonstrably more competent than men at managing household finances and at saving. Their role is pivotal to improving the wellbeing of their households. And yet, evidence from rural Fiji suggests that despite this, women have fewer opportunities to access the banking system and to participate in financial literacy training programs. Financial literacy and financial inclusion programs must emphasize the active participation of women to maximize impact. The study shows that investing in financial literacy training that is accessible and convenient to women gives the greatest returns to rural households. Specifically targeting women's training coupled with interventions to increase women's access to simple and affordable savings services should be an integral part of any financial inclusion strategy.

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## Women's Economic Empowerment

### Session 1: Financial Inclusion initiatives

#### DISCUSSION

The research using financial diaries in PNG through PFIP was noted as an innovation in the Pacific. The diaries record not only cash exchanges but also barter, other non-cash exchanges e.g. bride price and the exchange of gifts for bride price, remittances, the costs of visitors to the household, and social obligations, eg funerals etc.

The session highlighted the evidence that people in rural areas will save when opportunities are made available to them. Giving people access to savings accounts in locations close to them (including through in-store merchants or via mobile phone), and combining this with financial literacy training had the potential for huge economic benefits for individuals and communities.

Limited research has been undertaken in the Pacific region to ascertain whether there is a link between increased access to savings and domestic violence. There is anecdotal evidence that that women involved in savings programs are at increased risk of domestic violence, although it was also considered that women were protected because the money saved could not be accessed by the male members of their family. It was also considered that mobile money initiatives were a safer way to transact finances with rural communities and for market traders.

It was agreed that more research and better project-level monitoring and evaluation of this issue is required.

The meeting discussed the patriarchal nature of societies and the importance of continuously assessing if the programs had led to an increase respect for women, and if women have control over their resources and the way money is spent. It was noted that the value of the informal sector and women's in-kind contribution to household, community and national economies was under-valued.

More research is also required to understand how women managed economic shocks and natural disasters and how women can better access savings or cash transfers during emergencies.

Women's role and resilience needed to be linked to financial projects with the value of women's informal work also a key aspect that needed to be considered.

It was noted that there is a fine line between credit and debt. Many women and men were borrowing money for recurrent costs and that this lead to recurrent debt. More regulation is needed within financial services sectors to regulate the services of money lenders and credit companies to ensure they were not contributing to poor people's increased vulnerability.

The barriers to women's increased economic empowerment were: burden on housework and childcare; lack of access to land and other assets (including for use as equity for loans); lack of access to apprenticeships and trade training; poor quality of transport options; and social expectations.

## Women's Economic Empowerment

### Session 2: Enabling Environment

<b>Organisation:</b>	Asian Development Bank
<b>Name of Activity:</b>	Solomon Success—Company Registry Reform in Solomon Islands (Pacific Private Sector Development Initiative (PSDI), co- financed by AusAID)
<b>Countries Covered:</b>	Papua New Guinea, Timor-Leste, Vanuatu, Samoa, Tonga, Fiji, Federated States of Micronesia, Palau, Republic of the Marshall Islands, Cook Islands, Nauru, Kiribati and Tuvalu. Case study—Solomon Islands.
<b>Target Beneficiaries:</b>	Women and men. In Solomon Islands, 815 women directors have registered companies since the reforms. Women shareholders have increased to 867 since the reforms, from just over 600 in 2011. Women now represent 22% of directors, and 26% of shareholders.
<b>Time Frame:</b>	Legal reform from 2006, implementation from 2009, live launch 2010, ongoing technical assistance and support to 2013. PSDI I and II Timeframe: 2006–2013

#### **Description of the Activity:**

In Solomon Islands, PSDI has undertaken an extensive series of reform initiatives since 2006, including secured transactions reforms, microfinance and mobile banking regulatory reviews, a rural financial inclusion pilot (design to scale from 2013), company and insolvency law reforms, and transactional support for a number of state-owned enterprise reforms, including the Sasape Marina privatisation.

PSDI has undertaken extensive business law reform in Solomon Islands (including secured transactions and company law reforms, and electronic company and secured transactions registries) as part of its mandate to deliver a more conducive environment for private sector development in the Pacific. PSDI worked with government to create simplified, modern and customised business laws and is continuing to implement innovative solutions, including single shareholder companies, community companies, electronic registrations, and online public searches. These structures have significantly reduced the barriers to women's economic and legal development, including removing the need for male company directors and signatories. The company law reforms resulted in the launch of the Solomon Islands Company Haus registry in 2010. Women in Solomon Islands now face no legal and fewer historical barriers to registering formal companies, occupying director positions, owning shares in their own right, and actively participating in the formal economy.

#### **What is the evidence that the Activity has effectively created change for women?**

The reforms have created several key successes, which translate to positive change for women. Since the reforms, the cost of incorporating an company in Solomon Islands has dropped to US\$175 from US\$336 (48% decrease), time to incorporate a company dropped from an average of 45 days to 1.5 days (97% decrease). Taking into account women's specific needs, these two results are effecting real change to women's engagement in the formal sector. The number of women shareholders rose from around 640 in 2011, to around 867 in 2012—representing a significant increase in the number of women owning and managing companies in Solomon Islands. Overall, more than double the number of formal companies was registered in 2012 compared to 2009. The different initiatives provide clear benefits for women. Community companies allow women to collectively pool resources and expertise and provide a formal structure for community ownership of land and other resources, with mechanisms in place to ensure profits benefit communities over individuals. Single shareholder companies enable women to formally operate as individual business entities, without male interference or ownership of any part of the company. Women are also no longer required to have a male signatory as co-director in their companies. This also flows through to applying for credit and holding financial accounts in their own right, and increases their ability to make clear financial decisions without undue hindrance by either legal or social constraints. Online company registration and reporting means that women no longer need to visit central

registry offices in person, which had required time away from household responsibilities, negatively impacted income generating activities during this time, and involved increased risk of violence during travel from rural areas to urban centres as well as extended stays in unfamiliar accommodation. Removing discretion in the approvals process also means that women cannot be discriminated against during the online registration process, or in the management of their business.

Our experience shows that doing business in the Pacific is especially difficult for women. Archaic business laws have historically restricted their ability to start a formal business and access credit. Women find the process complicated and exclusionary, and the double burden of income generation and familial responsibilities is a significant barrier to women's participation in the formal sector. This, in turn, lessens women's impact on economic growth and contributes to reliance on unregulated markets for income generation. It also impacts their ability to make informed financial choices, independent of male influence. PSDI works with Pacific developing member countries to remove these barriers to growth and enhance women's legal and economic empowerment throughout the region by changing the legal and regulatory operating environment, thereby encouraging behavioural change at the highest levels.

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## Women's Economic Empowerment

### Session 2: Enabling Environment

<b>Organisation:</b>	United Nations Development Programme Pacific Centre and Fiji Multi-Country Office
<b>Name of Activity:</b>	Millennium Markets: Rakiraki, Fiji
<b>Countries Covered:</b>	Fiji (pilot) now being extended to Solomon Islands, Vanuatu and PNG in partnership with UN WOMEN
<b>Target Beneficiaries:</b>	100 female-headed households were direct beneficiaries of the pilot initiative
<b>Time Frame:</b>	12 months

#### **Description of the Activity:**

The main objective of the Project is to strengthen women's economic security and rights, especially women market vendors, who work in the informal sector, most vulnerable to economic setbacks and politically powerless.

Women constitute 87% of market vendors in Fiji but are excluded from decision-making on market improvements and market governance, are voiceless in market vendors associations and often trade under appalling conditions, placing their health at risk, dignity and self-esteem dented. The economic activities of women market vendors are also at the mercy of changing weather patterns, threatening their livelihood and their families. Municipal markets are a central institution and a major service provided by local governments in Fiji. Engagement between the local government and the market vendors association is limited in resolving market-related issues. Through stall fees, market vendors generate sizeable revenue for town councils but there is often minimal re-investment by town councils to improve markets.

The initiative addresses legal, governance and decent work deficits in the markets operated within the city councils and contributed to the following MDGs: Livelihoods, Financial Literacy and Economic Empowerment (MDG 1, 4 & 5); social empowerment including health (MDG 6 & 5); and legal empowerment including governance and rights (MDG3).

#### **What is the evidence that the Activity has effectively created change for women?**

An internal UNDP assessment which focused on addressing the challenges in the design and delivery of phase 1 of the project noted that all four components of the training programme were seen to be extremely relevant with market women vendors expressing strong support for the approach and structure of programme. There was particularly strong support for the financial literacy and customer service components and clear evidence that many of the participants were now confidently applying aspects of the training in the everyday lives, through better money management and seeking to respond to customer needs more appropriately. While more indigenous Fijian women participated in the training than the indo-Fijian women vendors, feedback suggested that all who participated had enjoyed the training and were keen for more.

A key aspect of the financial literacy training was how many of the women were now saving more regularly with the Market Attendant reporting that all were paying the market fees on time – a significant improvement since the training had been conducted. One participant commented that the training had “taught here that she was not simply a market vendor but a women business owner”. Others in commented that they now saved regularly and were able to pay education and other expenses more easily rather than seeking deferment. Participants interviewed indicated a greater degree of confidence in speaking publicly, with a number indicating that they now knew much more about their rights and the importance of good governance and as a result wanted to exercise their rights with regard to the operations of the Market Vendors Association. The number of members of the Association had grown significantly since the training – although accurate numbers were difficult to obtain.



Critical success of the training programme was the use of local resource persons from Rakiraki who were able to provide link the learning with the realities on the ground – better grasp of lessons for the participating vendors. The ability for other project partners to also come on board and contribute to the training programme, as well as the follow up capacity development initiatives (Record keeping books, technical support to the Market vendors association’s review of constitution, set up of the Market learning centre) is testament to the strong partnerships fostered on the ground under this project.

UNDP is hoping to roll-out this pilot style project in other countries the following points are also relevant:

- The informal economy constitutes 60-85 % of Pacific economies and growing due to lack of jobs/opportunities in formal sector
- Women & Girls comprise of 75-90% of those involved in Informal economy
- 50-75% income earned by women market vendors supports families
- The informal economy occupy bottom of the pyramid but attracts little attention resulting in emerging poor
- Poverty results from disempowerment, exclusion and discrimination.
- The informal economy must be viewed from business Lens not just social lens – contributes 15%-40% of GDP in most Pacific economies

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## Women's Economic Empowerment

### Session 2: Enabling Environment

<b>Organisation:</b>	Women in Business Development Inc
<b>Name of Activity:</b>	Income Generation and Economic Empowerment for vulnerable families
<b>Countries Covered:</b>	Samoa based, but also working in Tonga, Fiji, Solomon Islands, Vanuatu, Cook Islands, Niue, Tokelau, Marshall Islands, Kiribati, Chuuk (FSM)
<b>Target Beneficiaries:</b>	Rural families with no access to opportunities to earn a cash income. In Samoa 1500 families
<b>Time Frame:</b>	On going

### **What is the evidence that the Activity has effectively created change for women?**

Village families are producing organically certified products and exporting to niche markets. These are families that relied on remittances for all their cash needs. They now earn an income where they live and no longer have to leave to earn cash.

Knowledge is being shared around the region and markets will be shared as products develop. Projects set up on outer islands of Tonga for production of virgin coconut oil and a process of organic certification in place.

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## Women's Economic Empowerment

### Session 2: Enabling Environment

#### DISCUSSION

A key concern was that violence and sexism were often impediments to women's access to economic opportunities, including when establishing businesses. Support an improved enabling environment (policy environment, social economic, physical environment) was a priority.

The UNDP and UN Women markets projects found that it was important to not only provide services (eg financial literacy training) but to compensate the vendors for the time spent in training, which often meant time away from selling supplies and could affect their earnings. It was therefore important to consider all the aspects of the lives of women vendors who were seen as beneficiaries in these projects, including the timing and location of training opportunities.

The need to link multiple service providers was also discussed, and the opportunities that improved market infrastructure could provide, eg child care facilities, child care, financial services.

The need for impact assessment of projects was discussed: the key question is whether the projects have improved the quality of life of women and have contributed to empowerment within their own families.

It was noted that some women and their families will never be economically independent and that there is a need to explore formal and informal social protection systems and programs. It was important to highlight any examples in Pacific where social protection mechanisms either assets or cash transfers have worked.

Another question was posed on the need to recognise the formal and informal and what is happening with the informal work as the women move into the formal sector?

## Women's Economic Empowerment

### Session 3: Livelihoods Skills, Cooperatives and Enterprise

**Organisation:** Foundation for Rural Integrated Enterprises & Development  
**Name of Activity:** Backyard Poultry for Livelihoods  
**Countries Covered:** Fiji  
**Target Beneficiaries:** Women in Sugar Belt Areas: Poultry - 200/ Food Processing - 500  
**Time Frame:** 3 Years – 2012-2014

#### **Description of the Activity:**

FRIEND has a number of success stories it is willing to share. These include the initiatives behind the range of Friend's Fiji Style® Products, FRIEND's Savings Scheme as well as Backyard Poultry for sustainable Livelihoods project. Friend's Fiji Style® brand name was launched in 2003 with two food products and has grown to a range of chutneys, pickles, jams, herbal teas, spices that can be found in Fiji, Australia, NZ and US. Friend's Fiji Style® Handcrafted Cards has also grown in range since it was started by a group of Deaf youths in 2004.

#### **What is the evidence that the Activity has effectively created change for women?**

This is most effectively captured in the collection of stories about the most significant change.

[http://www.friendfiji.com/index.php?option=com\\_hwdvideoshare&task=viewvideo&Itemid=135&video\\_id=16](http://www.friendfiji.com/index.php?option=com_hwdvideoshare&task=viewvideo&Itemid=135&video_id=16)

1. Why women count? - This video was made in 2005 as part of a series of documentaries produced by The Broadcasting for Change Network.
2. GROW Poultry Video – A short video documenting European Union funded backyard project start up of a Tavua woman and the hope and confidence it has given her.
3. GROW Poultry Phase 2 – This video shows a Labasa family involved in the backyard poultry project and dreaming of a better future through the initiative

**Book - D Book – Dreaming Daring & Delivering** - This is a recent publication of FRIEND that captures the stories of the people the organisation works with, which was authored by an independent journalist Samisoni Pareti. The book Review by USP Academic Professor Vijay Naidu states, "The author has masterfully crafted the easy-to-read book so the reader obtains a very good overall sense of the organisation, its leadership and vision, and the passion of its staff as well as the work it does together with a rich collection of pictures and stories of 25 beneficiaries who are a sample of scores of people at the local level in western Viti Levu assisted by FRIEND. This prompts people to dream of possibilities that once seemed remote: better education for their children, improved accommodation, access to better medical facilities and surplus income for additional needs. Twenty-five beneficiaries from boys and girls in secondary schools, youth, men and women, the elderly and the chronically ill recount their stories about the assistance provided by the NGO. Under programs labelled "Governance (Backyard), Governance/Grow, Governance and Health, Governance/Food Security, Flood Rehabilitation, Health and Scholarship" a range of support is provided to individuals and families. These include support and advice as well as providing farming implements (for example chicken mesh for poultry), cuttings, plants and seeds for gardening, building materials, and the provision of door-to-door health advice and medical treatment."

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## Women's Economic Empowerment

### **Session 3: Livelihoods Skills, Cooperatives and Enterprise**

<b>Organisation:</b>	Anglican Overseas Aid (AOA), (formerly Anglicord)
<b>Name of Activity:</b>	Bright Lights Solomon Islands & Bright Lights Vanuatu in partnership with the Anglican Church of Melanesia (ACOM)
<b>Countries Covered:</b>	Solomon Islands, Vanuatu
<b>Target Beneficiaries:</b>	2011-13 Solomon Islands 4,570 Direct (80% in rural areas Isabel, Makira, Malaita, Central Provinces). 2012-13 Vanuatu 1,160 (90% rural areas including Santo, Ambae, Pentecost, Banks and Torres Islands)
<b>Time Frame:</b>	2011-2014 (however, this is a part of a 20 year old relationship with the ACOM)
<b>Budget:</b>	Solomon Islands 2011-14 \$468,201 (includes 2013-14 estimate of \$150,000); Vanuatu 2012-14 (estimate) \$80,000

#### **Description of the Activity:**

The Bright Lights project's goal is the improved quality of life in rural communities through access to solar lighting and family support mechanisms. AOA works in partnership with the Anglican Church of Melanesia in particular with the 16,000 member strong Mothers Union across Solomon Islands and Vanuatu. The program involves three streams: governance (how to run projects); solar lighting & communication; and support to strengthen families. Solar is the main activity where rural solar businesses are established with women's groups - they receive capital loans (the solar equipment) and then make repayments once their business is established.

The women receive financial literacy training as part of running these businesses. AOA partners with Australian social business Barefoot Power to provide low-cost quality solar stock. Solar is used as an entry into other community development activities such as sexual and reproductive health talks and awareness about family violence. Furthermore, under family support, the project aims to help the church leadership work with men on gender issues. Activities include the creation of a church Family Violence Prevention Policy and Tool Kit to enable church leaders to undertake advocacy against violence against women.

#### **What is the evidence that the Activity has effectively created change for women?**

Examples of achievements/evidence of change include:

- 1) The women "solar agents" groups have been economically empowered. In FY 2011-12 the first 6 solar agent groups in rural areas earned a total of AUD\$5,560 within 6 months. Implemented (predominantly) through the Mothers Union these groups have started applying learnt business principles to their other fundraising activities. There are several stories, for example, one youth group in Isabel used profit to pay school fees (for college in Honiara) for one of its young women.
- 2) AOA has collected anecdotal evidence that there is a correlation between increased lighting and increased safety for women. Reducing financial pressures on families improves family harmony and lowers family violence rates. This needs further evaluation.
- 3) The 'working with men' project has seen a resolution passed at the Anglican Church's General Synod (highest decision making body for Solomon Islands and Vanuatu) and research on the perceptions among church leaders of the status of women and family violence as well as strategies which church leaders have utilised to deal with family violence issues. While these have not been tested as part of a project with AOA, they will inform the direction of the evolution of the project.

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## Women's Economic Empowerment

### **Session 3: Livelihoods Skills, Cooperatives and Enterprise**

<b>Organisation:</b>	Talitha Project Inc
<b>Name of Activity:</b>	Young Women Leadership Program - "Impact Your Community"
<b>Countries Covered:</b>	Tongatapu, Vava'u, Ha'apai, 'Eua
<b>Target Beneficiaries:</b>	30 young women ages 18-25yrs old from Tongatapu Is (20), Vava'u Is (5), Ha'apai Is (3) and 'Eua (2)
<b>Time Frame:</b>	18 months

#### **Description of the Activity:**

This project aims to increase the participation of young women in leadership roles throughout communities in Tonga by providing them with the skills, confidence and support necessary to overcome longstanding discrimination and stereotypes limiting and disempowering their leadership opportunities, aspirations and abilities. This will be achieved through i) capacity and confidence building of a selected number of young women, and ii) the practical implementation of gained leadership skills in individually planned projects.

**Leadership Training:** Formal leadership training will be delivered through a three-week residential program. Participants will be accommodated in one venue where it will help them to develop a sense of solidarity. They will be encouraged to share ideas and together handle the challenges they face. Less distraction will prove vital as the women stay focused on their goals and what they aim to achieve individually. The trainers consist of a group of well-trained and professional facilitators and trainers.

**Leadership in Practice:** Following the training phase, the young women will return to their communities and begin working on their leadership projects which they have developed throughout the training process. They will be supported through a small-grant. Each candidate will be visited by project trainers and their progress monitored to ensure they are on the right path to achieving their individual goals. This monitoring process will ensure the attainment of the overall goal of the project. The young women leaders will also be supported by individual mentors throughout the project who will also serve as role-models. To ensure sustainability the trained women will undertake mentoring of other young women of their community. Once these tasks have been successfully undertaken, the young women leaders will come back to present their individual leadership projects and one of the projects will receive the Young Women Leader Award.

#### **What is the evidence that the Activity has effectively created change for women?**

##### **Previous initiatives**

Between September and December 2009, the Talitha Project conducted three Young Women's Leadership Conferences in Tongatapu. The Conferences brought together 69 girls and young women from three village areas for a two day conference with the aim to empower at-risk and marginalized young women through workshops facilitated by successful Tongan women on leadership, decision-making, goal setting, and sexual health. During these conferences, the Talitha Project observed a transformation of shy and reserved girls and young women into informed, confident, optimistic and empowered participants. Some of the feedback received from participants highlighted the importance of educating these girls and young women in the importance of leadership, decision making and self empowerment, including:

*"This program has equipped me with skills to be a leader and to achieve something;*

*You have to have a goal first. This program should be an ongoing program."*

(Young woman participant, Houma)

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## Women's Economic Empowerment

### Session 3: Livelihoods Skills, Cooperatives and Enterprise

<b>Organisation:</b>	UnitingWorld
<b>Name of Activity:</b>	Partnering Pacific Women for Change
<b>Countries Covered:</b>	PNG, Kiribati, Solomon Islands
<b>Target Beneficiaries:</b>	PNG - 900 women through Mother and Child and Microfinance Programs (currently at point of roll out more widely) Kiribati - up to 10,000 women (engaging with nation-wide women's fellowship) Solomon Islands - up to 5000 women (engaging with nation-wide women's fellowship)

#### Description of the Activity:

Over the last 4 years UnitingWorld has partnered with women's networks in PNG to in financial literacy training, income generating skills and microfinance loans for women in poor communities across PNG. This has often been done directly through established women's networks of the United Church in PNG. The success of these programs has led to the development of a regional program, Partnering Pacific Women for Change. UnitingWorld partners directly with the women's organisations of our partner churches across the Pacific to design and implement community development program that empower women in communities and in the church. This community development centres on increasing access to economic empowerment for women but also includes opening spaces and developing mechanisms through the networks for engaging with social issues around gender inequality and gender-based violence and developing mechanisms to address these within their own contexts. There is also a cross-regional component of this program. This involves developing a Pacific women's fellowship network for information sharing between country church partners; working in close collaboration with the Pacific Conference of Churches in their Elimination of Gender-Based Violence program recently adopted by the General Assembly and supporting the development of a *Pacific Contextual Gender Equality Theology* to establish the Christian faith-based foundations for social change around gender equality and GBV.

#### What is the evidence that the Activity has effectively created change for women?

##### Mother and Child Program PNG

There are 800 members across the 15 settlement communities including mothers, young girls and children. All members must open a savings account and an everyday account and must develop a savings history and women and girls across 10 of the communities have established successful businesses. As a result, all members are experiencing financial growth and have now have established a level of financial security to counter shocks. A number of the community groups are now collectively initiating and coordinating local community development within their own communities by establishing community schools in 4 of the communities. The Program has also established the "Sparrows" program which supports girls from disadvantages backgrounds from within these communities to attend business college.

##### Microfinance

Of the women who have undertaken the business skills training and accessed microfinance loans, 89% have been able to completely repay their loans, and the rest or on track to do so.

### **Key Learnings**

- The strength of the women's network is fundamental to the success of the programs implemented through them;
- Local buy-in and ownership is vital. UnitingWorld's role is to facilitate the process and in connecting agencies and networks together in support of implementation as well as building partner capacity;
- The relevant livelihoods training and financial literacy training is more important and valued more than feed funding.
- Livelihoods access for the women is about more than just economics. It opens opportunity for greater social participation and experiences of greater personal contribution to their community.
- The social and networking opportunities experienced by the participating women are powerful capital for personal and collective action.
- Engaging in the Christian belief and theology around gender equality and violence against women is fundamental to working for gender equality in church-based communities. If what is preached from the pulpit on Sunday undermines the development activities for social change, then the change is less likely to be sustainable.

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## Women's Economic Empowerment

### Session 3: Livelihoods Skills, Cooperatives and Enterprise

#### DISCUSSION

It was noted that programs are successful when there is proper planning in consultation with women and men, and ongoing engagement with the targeted communities. The value of using existing women's groups or networks, including in the church, to introduce economic empowerment was highlighted in discussions.

The need for churches to address patriarchy, violence, governance, accountability was noted, as was the need for NGOs to engage with churches. The meeting heard that at the last General Assembly of the Pacific Conference of Churches in the Solomon Islands, a recommendation was passed for a strategy to address gender based violence (GBV) within member churches. This was directly linked to recent workshops on EAW through churches where theologians presented theological discussions on Gender Equality, with a great deal of excitement around the fact that this issue is now being raised by Pacific churches. The strategy is expected to include a 5-year plan that deals with what is preached from the pulpit in relation to GBV.

The Bright Lights project linked early project failures with the pressures on women to give solar away to wantok. This was dealt with in the evolution of the project with the project staff working with existing groups and spending months storying and trying to find out how this could be addressed. There also was an issue of youth-groups giving money to the clergy, which had to be addressed as well.

The FWRM Young Women's leadership program had initially been targeting 18 – 25 year olds but now recognises that by this stage, a lot of the learning has been internalized, especially if what is being communicated is based on feminist thinking. A new strategy is in place, now targeting the younger age group i.e. 10 – 12 year olds. While young women were empowered and had agency to go out to public spaces and advocate to end violence against women and for equal representation etc, they often displayed issues around sexual negotiation which they found very difficult regardless of whether they were lesbian or transsexual. To deal with these issues in Tonga through the Talitha Project, they had received funds from UN Women to run a My Body, My Rights project targeting young women aged 10 – 18. The project has been developed based on a survey on teenage pregnancy, which identified key gaps in young women's ability to negotiate around sex.

To mitigate negative reactions from husbands and partners of women participating in livelihoods programs, the meeting heard that men were equally engaged in the implementation of projects and that there was always an effort to integrate both women and men's concerns into the project implementation.

A key gap that was discussed was the issue of sexual violence against children, both males and females, and the lack of responses to this issue by communities, the church and governments.

The discussions concluded with the reiteration of the need for a holistic approach to the discussions on women's economic empowerment, particularly as it often dealt with structures and organisations that were patriarchal and that required new ways of thinking.

## Women's Economic Empowerment

### Session 4: Global Experiences

<b>Organisation:</b>	International Finance Cooperation
<b>Name of Activity:</b>	Rawbank Women in Business Project (DRC)
<b>Countries Covered:</b>	Democratic Republic of Congo
<b>Target Beneficiaries:</b>	Within 10 months of implementing the project, women opened 371 saving accounts valued at US\$5.9 million.
<b>Time Frame:</b>	2009 – present

#### **Description of the Activity:**

IFC's Investment: US\$7 million to support Rawbank's SME banking program in the DRC. US\$2.1 million was to be on-lent to women-owned SMEs by the end of the second year of project implementation.

IFC Advisory Services: to analyse and reach the women's SME market, analyse the bank's products and services with a gender lens, assisting the bank to run workshops for women entrepreneurs to "demystify" it and it and position the bank to have better relations with the women's market and meet their needs.

#### **What is the evidence that the Activity has effectively created change for women**

- US\$7 million to support Rawbank's SME banking program in the DRC. US\$2.1 million was to be on-lent to women-owned SMEs by the end of the second year of project implementation.
- Within 10 months of implementing the project, Rawbank has already lent US\$1.9 million to women entrepreneurs, growing its portfolio of women entrepreneurs by close to 18%.
- Women also opened 371 saving accounts valued at US\$5.9 million, allowing the bank to raise low-cost capital.
- Trained over 120 women entrepreneurs on increasing their financial management and business skills.
- Created "Rawconseils" a legal desk which provides advice and coaching to women on maneuvering through the business registration process in the DRC.

IFC is currently working with banks East Asia to expand their access to women's markets, and we aim to roll this out with Pacific banks in 1 -2 years time.

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## Session 4: Global Experiences

<b>Organisation:</b>	New Zealand Aid Program
<b>Name of Activity:</b>	Women's Economic Opportunity Index
<b>Countries Covered:</b>	Papua New Guinea, Samoa, Fiji, Tonga, Solomon Islands and Vanuatu
<b>Target Beneficiaries:</b>	N/A
<b>Time Frame:</b>	2012

### **Description of the Activity:**

Women's economic opportunity, as defined by the Economist Intelligence Unit, is a set of laws, regulations, practices, customs and attitudes that allow women to participate in the workforce under conditions roughly equal to those of men, whether as wage-earning employees or as entrepreneurs in the formal sector. The WEOI benchmarks and measures progress in the economic advancement of women by aiming to look beyond gender disparities to the underlying factors affecting women's access to economic opportunity in the formal economy. The result is a comprehensive assessment of the enabling environment for women's economic participation in 128 countries.

In 2011 the New Zealand Aid Programme funded the Economist Intelligence Unit to include six Pacific countries Timor Leste in the 2012 Women's Economic Opportunity Index.

### Summary Findings

Fiji is the highest ranked Pacific country (81 out of 128 ranked countries). The Solomon Islands (125/128) and Papua New Guinea (126/128) are in the bottom 5, ranked lower than all Sub-Saharan African countries except Sudan. One of the key findings is that while the six Pacific countries are categorised as Low Middle Income, when it comes to women's economic opportunity they track similarly to Low Income Countries (with the exception of Fiji, which nevertheless performs below the global average in every category and on most indicators.)

Pacific countries perform well on some indicators, primarily Citizenship Rights which includes freedom of social participation and movement, and education; PNG, however, ranks second worst in the world on education with the average woman able to expect only 5.2 years of formal education.

Of relevance to development programmes and policies are the indicators where the Pacific scores particularly badly:

- property ownership – equal legal ownership rights; customary law doesn't take precedence over statutory law (PIC's are the lowest group of countries in the world)
- equal pay, non-discrimination and legal protection in the workplace – enforcing of an equal pay policy.
- access to finance – includes outreach programmes, financial services and financial literacy
- political participation – share of women in ministerial positions, parliament and public office
- levels of violence against women – laws that protect women from domestic violence, rape, physical attacks and sexual harassment (these are not indicators of the incidence of violence against women)
- tertiary education – total number of years a woman could expect in tertiary education
- maternity and paternity entitlements – leave and provision
- infrastructure risk – risk that deficiencies will cause loss of income and business (Samoa and Fiji are exceptions)

Pacific countries are ranked as Lower Middle Income Countries however on nearly all WEOI indicators, apart from education and training, they track as poorly as, or worse than the average Low Income Country. (Scores; 0-100 where 100=most favourable)

## PIC SCORES COMPARED TO LOW INCOME COUNTRY AVERAGE ON SELECTED INDICATORS

OVERALL SCORE	
Fiji	48.5
Samoa	41.7
Vanuatu	39.1
WB: Low income	38.5
Tonga	38.3
Timor Leste	36.9
Solomon Islands	29.2
Papua New Guinea	26.6

1) LABOUR POLICY AND PRACTICE	
WB: Low income	44.8
Timor Leste	44.9
Fiji	41.0
Vanuatu	37.8
Tonga	30.9
Samoa	28.3
Solomon Islands	28.3
Papua New Guinea	25.7

1A) LABOUR POLICY	
Timor Leste	68.1
Fiji	60.3
WB: Low income	58.2
Vanuatu	53.9
Tonga	40.0
Samoa	34.7
Solomon Islands	34.7
Papua New Guinea	34.7

1B) LABOUR PRACTICE	
WB: Low income	31.4
Vanuatu	21.8
Samoa	21.8
Timor Leste	21.8
Tonga	21.8
Solomon Islands	21.8
Fiji	21.8
Papua New Guinea	16.7

2) ACCESS TO FINANCE	
Fiji	43.4
Vanuatu	35.4
Timor Leste	22.9
Tonga	22.9
Samoa	20.8
WB: Low income	19.9
Papua New Guinea	14.7
Solomon Islands	14.6

3) EDUCATION AND TRAINING	
Tonga	60.4
Samoa	60.0
Fiji	58.6
Vanuatu	41.6
Solomon Islands	37.0
WB: Low income	34.3
Timor Leste	27.3
Papua New Guinea	20.9

4) WOMEN'S LEGAL AND SOCIAL STATUS	
Timor Leste	62.0
WB: Low income	55.3
Fiji	55.0
Vanuatu	50.4
Solomon Islands	46.9
Samoa	46.0
Papua New Guinea	42.7
Tonga	37.5

5) GENERAL BUSINESS ENVIRONMENT	
Samoa	67.1
Fiji	51.9
Tonga	47.5
WB: Low income	32.0
Vanuatu	31.6
Papua New Guinea	30.1
Solomon Islands	20.2
Timor Leste	19.4

### Lessons, Analysis and Conclusions

1. Women in the Pacific do not have equal ownership rights over moveable and immoveable property, in law and practice; the worst region in the world. A lack of property rights excludes women's ability to own assets, including land which in turn limits access to productive resources and the opportunity to use assets as capital or investment.

2. Very low levels of political participation by Pacific women in parliaments (3.6%, the lowest rates of any region in the world) and senior public office further entrenches women's disempowerment as it reduces women's opportunities to bring about legislative changes to increase women's economic opportunity.
3. A significant cause of women's economic lack of opportunity and disempowerment in the Pacific is labour practice, specifically unequal pay, inequality and discrimination in the workplace and availability of quality childcare.
4. On Education and Training PICs track as would be expected of Lower Middle Income Countries, with the exception of Papua New Guinea and Timor Leste. Female literacy rates in Tonga and Samoa are amongst the highest in the world. However it is in access to tertiary education where women are unequally represented.
5. Infrastructure risk is an indicator within the General Business Environment category that assesses access to transport, distribution networks, telephones, power, etc and its contribution to loss of income. Although not a gender sensitive indicator it is a significant and disproportionate obstacle to women accessing resources, markets, services and networks, particularly if coupled with high levels of violence against women. It scores very low in all indexed Pacific countries (except Samoa).
6. The extraordinarily high levels of ODA per capita in the Oceania/Pacific region, and New Zealand's role as a significant donor, does beg the question about whether more leverage and policy influencing couldn't be brought to bear to improve gender equality policies and practices.

For further information go to

[http://www.eiu.com/site\\_info.asp?info\\_name=womens\\_economic\\_opportunity&page=noads](http://www.eiu.com/site_info.asp?info_name=womens_economic_opportunity&page=noads)

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## **Women's Economic Empowerment**

### **Session 4: Global Experiences**

#### **DISCUSSION**

While cultural determinants are strong in some societies in the region, there needed to be some discussion around the cultural determinants of poverty and perceptions around wealth and poverty. The presentation by NZ Aid on the indicators of Women's Economic Empowerment could be used and reported upon in response to the Pacific Islands Leaders' declaration on Gender Equality as it provided relevant data and information.

In the work on women's economic empowerment, there is a need to start looking at transformative issues and to move interventions beyond the community level and/or to link grass roots programs with policy and legal reform. An example of transformative change would be a review of land ownership rights across Pacific island countries, which customary rights are often a barrier to women's access to land ownership.

## Session 1: Eliminating all forms of violence against women; working with men

**Organisation:** Fiji Women's Crisis Centre  
**Name of Activity:** Training and outreach, male advocacy  
**Countries Covered:** Fiji with support to 12 other countries  
**Target Beneficiaries:**  
**Time Frame:**

### Description of the Activity:

The Fiji Women's Crisis Centre (FWCC) was established in 1984 in response to a marked increase in rape reports and the lack of support for survivors and prevailing attitudes blaming women and girls for crimes committed against them.

The FWCC started off as a feminist counselling service run as a volunteer collective. Now, in addition to counselling advocacy, we have an extensive community education program; mobile counselling services; strong advocacy and lobbying program; research and publications section, and a Male advocacy for Women's Human Rights program.

We established the Pacific Women's Network against Violence against Women in 1992 – this is now a vibrant and effective entity with members from 13 countries (Fiji, Vanuatu, Solomon Islands, Tonga, Papua New Guinea, Cook Islands, New Caledonia, Kiribati, Tuvalu, Samoa, Tokelau, Nauru and Marshall Islands).

### Access to Support Services

- Establishing centres in rural towns
- Mobile counselling services – providing community education in rural areas and incorporating counselling and support into this.
- Training of Police and other agencies so they provide better services to women and children
- Extensive and innovative use of media to educate.

The Centre has put violence against women on everyone's agenda and has encouraged a rights – based (feminist) approach to address the issue. There is increased awareness amongst women of rights; increased reporting by women and there have been legislative and policy changes.

When we began the Centre, no one (funders) would take on VAW or view it as a development issue, so funding was a major problem. Collective members who were in paid employment would take turns to pay the bills. Now we receive multi – year funding from Australia and New Zealand. And we occupy a custom made million dollar building which is the Suva Centre. So I can say that we were part of the first wave who were able to get VAW recognised as a human rights and development issue.

### Reasons for our success

- We use a rights-based approach, and have always maintained this;
- Consistency of the message;
- Being very visible with an effective media strategy;
- Learning to use the media effectively –we pioneered women's rights being discussed in mainstream media;
- Being ready to fulfil any needs of women and strong advocacy for survivors;
- Very brave women – most of the centre workers lack tertiary education but not the courage, belief, passion and resilience;

- All our staff undergo rigorous training on gender, VAW and Human Rights; basic counselling skills, and other relevant training;
- None of our staff regardless of qualifications are allowed to do any work without being trained; and tested. So we provide quality services which our communities need and which is their right;
- Consistent leadership;
- Mentoring of staff;
- Using "Personal is Political" feminist philosophy;
- Strong professional code of ethics which is reviewed regularly;
- Welfare of staff;
- Partnerships with donors - negotiation skills;
- Accountability; transparency;
- Following through with mandate; and
- Multi-year funding.

### Key Strategies

- Rights- based approach is the foundation.

We have some innovative strategies which are unique –

- Setting up of regional network with a meeting every four years.
- The Regional Training Program  
Set up in 1995 for Pacific people to develop a better understanding of VAW. It is a 4 week basic training run twice a year. (Program attached). The demand is great and both men (Police, priests, traditional leaders, HIV/AIDs workers, government workers, youth) and women (NGO workers, activists, nurses, Police, lawyers) attend these courses and they are reported to be the better workers in their field ( better gender analysis).
  - We also do in country training on request and assist in capacity building and mentoring other regional centres.
  - We have produced our own training manuals - not reinventing the wheel but reviewing international best practice and adapting and adding to Pacific needs, without ever deviating from the rights approach.
- Strong Advocacy and Lobbying –everyone and everywhere
- Male Advocacy for Women’s Human Rights – major breakthrough. Very innovative and simple.
  - Targeting influential men in our community and taking them through a rigorous and challenging training in several stages so they can change their own thinking and behaviour and influence other men to do the same. We have developed a Women’s Rights Communications Manual for men which was launched in November during the 16 Days of Activism against Violence against Women 2010.
  - We developed this program only when men requested to be part of our prevention program. So again we looked at international programs for men and adapted them to our needs with some unique twists – I believe it is unique and we are already seeing results
- Holding meetings with community leaders, police and other stakeholders and developing strategies and support for:
  1. More sensitive responses for survivors
  2. Prevention strategies - encouraging communities to take responsibility and ownership of the problem.

While we do a lot of work we still are fighting against many odds. I do not know whether we have been able to bring down the numbers, but we have definitely put VAW on everyone’s agenda.

### Challenges

- a strong patriarchal culture imbued with a religious and culture bound society where male/female roles and behaviour are clearly defined (often to the detriment of women).



- Political instability – military coups, ethnic tensions, tribal fighting- women’s rights are further undermined. At the moment in Fiji we are working within a military regime. The Centre has always strongly advocated for democracy, rule of law and human rights so we have also become “enemies of the state”.
- Working within a system where government services are deteriorating and it is getting harder for women to access justice and human rights defenders are constantly at risk;
- increased machoism.

However, the demand for our services (community education, counselling /advocacy) is also increasing despite all the challenges, so we must have some impact.

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## Behaviour change/Ending Violence Against Women

### Session 1: Eliminating all forms of violence against women; working with men

<b>Organisation:</b>	Caritas Australia
<b>Name of Activity:</b>	Men's Matters Program
<b>Countries Covered:</b>	Papua New Guinea
<b>Target Beneficiaries:</b>	Men and women in the Western Province of PNG. Initially 40 men but hundreds more as the program have gone out to parishes through the Men's Movement.
<b>Time Frame:</b>	2006 – current

#### **Description of the Activity:**

The presentation is based on a recent paper developed by Father Philip Gibbs (soon to be published in an academic journal) on the Men's Matters program in the Western Province of PNG. The program supported the implementation of strategies to support men to negotiate concepts of human rights and masculinity in PNG. It reflects on the role that a church-based agency may play in interpreting rights language and values into cultural frameworks which are meaningful to people in a given local context. The study provides insights into PNG men's perspective on human rights. Amongst the significant points are the following three:

1. The discovery that certain roles and duties are not exclusive to men. The roles of provider, protector and leader are not simply masculine qualities within a dualistic concept of male and female, but qualities the genders share but learn to express in different ways.
2. Equality within a discourse on difference. This came more from the embrace of Christianity rather than the secular humanism that underpins understandings of human rights in countries such as Australia.
3. A move from a hierarchical to an egalitarian model of control within a community context, based on care and respect. This move is applied at the level of awareness, skills training and organizational change.

In the context of rapid and radical socio-cultural change, men in PNG have attempted to reframe the new (rights) ideals into their system of cultural meanings in order to change existing behaviours.

#### **What is the evidence that the Activity has effectively created change for women?**

One of the participants gave a personal testimony on their experience following their engagement in the program: *"Having attended two men's seminars in 2006 and 2007 I literally made great improvements and changes in my life. At the end of 2006 my wife deserted me and went back to her home. Her main reasons behind her desertion are genuine being that I've been strongly married to my job and had little time for the family, always getting drunk and bashing her for unknown reasons, and being a womanizer. After absorbing the fruit of the two seminars I came to realize my true identity as a man. I decided not to repeat the same mistakes. I said to myself. If someone out there can change I can too. So that's what I literally did. Whilst back in the village my wife wrote numerous letters to her friends to put an eye on me and advise her if I had another wife, whether I'm still drinking, womanizing and socializing with friends. After she had positive reports from her friends, she then wrote a love letter to me, apologizing for her desertion, asking for my forgiveness and if I could accept her returning. Without delay I phoned her and told her to pick up her ticket at the airlines office, which she did. From there on we have lived happily. Our place is now a good place to work and live".*

Utilising the Most Significant Change method, participants in the Men's Matters program were able to demonstrate their new understandings of rights and masculinities to change existing understandings and behaviours.

The project has focused on men on the premise that men and boys are not only part of the "problem" but also an important part of the solution.

**Contact:** Fr Philip Gibbs ([gibbs199@gmail.com](mailto:gibbs199@gmail.com)) regarding the research or Stephanie Lalor ([stephanie@caritas.org.au](mailto:stephanie@caritas.org.au)) regarding the presentation.

## Behaviour change/Ending Violence Against Women

### Session 1: Eliminating all forms of violence against women; working with men

<b>Organisation:</b>	OXFAM working in partnership with Nana Kundi Crisis Centre (NKCC) and Saint Anna Crisis Centre (SACC)
<b>Name of Activity:</b>	Elimination of Violence against Women (EVAW) Program - Community outreach and working with men component
<b>Countries Covered:</b>	Papua New Guinea and also makes reference to the lessons learnt coming out of a 3 year “Engaging men in gender justice” initiative in Indonesia.
<b>Target Beneficiaries</b>	various – see below
<b>Time Frame:</b>	FY 2012/13 however builds on program implementation, learning and research in the 11/12 FY

#### **Description of the Activity:**

- 1. 100 male perpetrators and 50 survivors provided community based support to improve positive behaviour change and reduce VAW reoffending:** To date a total of 36 ex-client perpetrators were identified and are being monitored to improve positive behaviour change and reduce VAW reoffending. Through counselling and mediation, perpetrators have been supported to understand and uphold their responsibilities to their wives and families. Preliminary observations point to most ex-clients perpetrators expressing remorse for their actions and are taking measures to mend relationships with their families and wife’s.<sup>1</sup> This is especially common with mediation cases. There is also an increasing amount of men who walk in and access the centres services. A volunteer is being trained to conducting home visits to the perpetrators and their families to provide community based support and strategies to improve positive behaviour change and reduce the potential for VAW reoffending.
- 2. 2100 (150 people in 14 sessions) community members in North Wosera LLG in the East Sepik Province (ESP) receive EVAW awareness messages:** To date **1449 people** have received information on family and sexual violence. Including: Male – 395, Female – 671, Boys – 255, Girls – 121, Disable male – 1, Disable female – 4 and Disable boy – 2
- 3. Conduct 3 trainings for selected leaders (60 leader participants) North Wosera and Yehimbole in ESP:** These trainings aim to mobilise local community leaders to stand-up against violence against women. Through legal and counselling training, these leaders will increase their knowledge and skills so that they may be able to more effectively manage violence situations within their villages and refer to other service provider. Training is planned for the coming months.

Despite several interventions to assist victims of violence and to deal with perpetrators, there is still a reported increase in violent situations at homes and in communities in PNG. The 2011 NKCC Men and Boys case study identified the need to provide greater support for community-based initiatives to work with men and community leaders to reduce VAW within their community. Findings showed that 89% of women who have experienced violence from their husbands admitted that their husbands had not significantly changed their violent behaviours after receiving counselling and mediation assistance from NKCC. This evidence has propelled Oxfam and partners to expand the centre-based VAW support services program to now include community led outreach. The outreach positively engages men to change their behaviour while strengthening women’s leadership on this issue in their communities (see the attached 1 for the Model of change drawing on the Rao and Kelleher framework). These initiatives are implemented in selected communities in the East Sepik Province that are experiencing critically high levels of VAW, and include:

- Sensitizing key male and female community leaders (including village government, police and village court magistrates), men and women on VAW and related women’s rights issues through community awareness

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<sup>1</sup> It is uncommon for these men to apologies for their actions regarding VAW, but instead tend to justify their action as “correct”.

- Building capacities of potential village leaders through legal and counselling trainings so that they may be able to more effectively manage violence situations within their villages.
- Supporting crisis centre services to conduct outreach follow-up services for past clients. This should perform a mixture of a monitoring/ informal enforcement role for continued positive behaviour for male perpetrators, and counselling support to both perpetrators to continue this change and their female partners who were survivors of violence.

### **What is the evidence that the Activity has effectively created change for women?**

There is a high number of male adults and young men participating in the awareness sessions. The session creates a friendly avenue for the communities and their leaders to speak out on violence against women. Most leaders (mostly males) use the sessions to make comments and remarks on violence against women based on their experiences:

*Many women are coming to the aid post with cases of unwanted pregnancies to seek an abortion. Most young girls get pregnant through forced sex, multiple sex partners, incest, prostitution etc. Incest is on the rise. (Male Nurse – Duninigi Aid Post)*

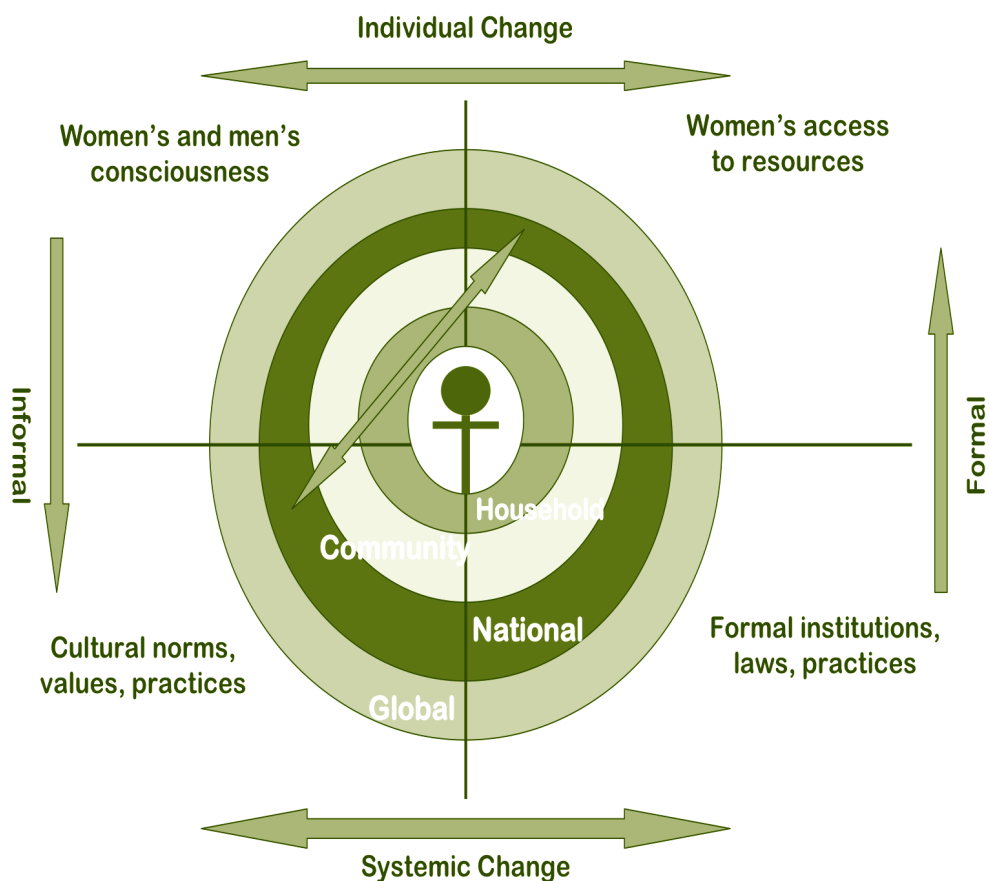
*The awareness has challenged male youths on how they view women. As one youth said “we used to sit around the road and call on young girls when they pass by but now I don’t do that because it is wrong, and also rape – I though girls also wanted sex like me so we force them to have sex. This is not good. (Male Youth, Duninigi)*

*There is a lot more violence against women cases coming to my court (village court) and I make decisions based on culture without knowing human rights and women’s rights. Now I ask someone from SACC to be a part of the village court hearing committee. (Village Court Megistrate - Duninigi)*

There is an increase in the number of women survivors of violence coming to SACC to seek GBV support services provided – counselling, mediation, and village court hearing on GBV cases, and referrals to district court. Refuge accommodation is provided for emergencies and serious cases at the centre as well. The awareness building is resulting in survivors coming to the centre to seek counselling about cases that happened in the 1980s and 1990s. It was only after the awareness sessions that these women knew about their rights and that there was a safe place for them to go to get support and seek justice. There is also recognition that in order to do this with a new confidence those men in their lives have also shifted in part their position, this comes about in part by the community (particularly men) awareness and acceptance of the rights of the victims of violence. We have stories that verify this individual behavioural change.

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**Oxfam Attachment 1: Model of change for PNG Community outreach and working with Men**



The main working assumptions about the change process are as follows:

- That provision of services for survivors of violence against women leads to increased awareness of their rights and the support services available
- That increased awareness of violence against women issues, of human rights, women's rights, and children's rights, and of services available, leads to increased reporting of abuses
- That increased awareness in the community leads to more survivors accessing services
- That increased awareness can lead directly to changes of attitude and behaviour of some men and boys
- That increased awareness of community leaders leads to more monitoring and action by these leaders
- That increased reporting leads to more offenders being penalized (whether legal penalties through the court system or community sanctions related to mediation, compensation, etc.)
- That penalising offenders leads to changes of behaviour, with less reoffending
- That changes of behaviour will be sustained and will result in a reduction in violence against women
- That the provision of support services and awareness raising contributes to the empowerment of women

## Behaviour change/Ending Violence Against Women

### SESSION 1: ELIMINATING ALL FORMS OF VIOLENCE AGAINST WOMEN; WORKING WITH MEN

#### DISCUSSION

While the discussions centered around requests for further clarification for the work on the ground from the presenters, it was noted that there were a lot of gaps to be addressed when trying to encourage men to participate in programs and discussion to end violence. The participants at the workshop discussed the need for training for more male advocates while also recognising that the only training in the region is provided by the Fiji Women's Crisis Centre. It was noted that organisations often lacked the resources to be able to enlist more men in the male advocates training. Given the strong cultural positions, male advocates were instrumental in addressing gender inequality discussions within families.

The work of the FWCC was commended by partners Empower Pacific and also by the representative from the Department of Women's Affairs in Vanuatu stating that a number of the male champions in Vanuatu had been trained by FWCC and also through the Para legal training conducted by RRRRT. It was noted that there was a need to continue to strengthen local institutions with a need for chiefs, church leaders and journalists to attend the training.

In relation to the role of the church and faith based organisations, the forum heard that the many churches in PNG are major partners for delivering services to communities, however their role in EAW was not as strong though there were a number of church women's groups, which were very active in the community.

The meeting heard that sometimes women were prevented from taking action on EAW because of social stigma and the concerns for the livelihood of the family. Religious and social beliefs often dictate that families must stay together at all costs. While many church leaders wanted to stop violence, the church institution itself was hierarchical and NGOs found it easier to work with churches which were already receptive to women in positions of authority such as the Anglican church. In this regard the church presents an opportunity to address EAW and work with men and it also presents obstacles.

Violence against women can only be addressed through fundamental changes in the power relations between men and women in the Pacific: increases in women's political leadership, equal rights in the work place; change in management roles; access to land and credit etc.

Concern was raised that measuring the change in the behaviour of men as a result of the programs had only focused on men's perspective and that it was important to not just obtain significant change stories from the men but to also record the experiences of the women.

## Behaviour change/Ending Violence Against Women

### Session 2: Working towards structural change

<b>Organisation:</b>	SPC Pacific Regional Rights Resource Team (RRRT)
<b>Name of Activity:</b>	Addressing the legal and policy framework on VAW and Family Law which has direct links to poverty reduction by securing women's economic empowerment and addressing and protecting property law.
<b>Countries Covered:</b>	Six Pacific countries were the initial focus of the project: Cook Islands, Kiribati, Samoa, Solomon Islands, Tonga and Tuvalu. A further three countries were linked in through sub-regional connections: Federated States of Micronesia, Nauru and Vanuatu. During the project Cook Islands was replaced with Nauru as a main partner due to similar work being done in Cook Islands by UNDP Pacific Centre
<b>Target Beneficiaries:</b>	The goal of the project was to build the capacity of key stakeholders working in areas of VAW and Family Law to effectively lobby for legislative change.

#### **Description of the Activity:**

A key premise of the project was that there is a need to provide a comprehensive, legal and policy framework to address VAW and Family Law. This includes enactment of comprehensive integrated VAW legislation. That is legislation that looks at prevention, protection and has women's human rights as central in the principles of the legislation.

It was evident that women not only face physical violence but are subjected to economic violence. Studies have shown that women do not leave a violent relationship for a myriad of reasons, one being economic insecurity. The project built on earlier lessons learned from the lobbying for the passing of the Fiji Family Law Act 2003 and to some extent the Vanuatu Family Protection Act 2008. Both legislation provide for a protection order and allows for the removal of the perpetrator from the marital home. The Fiji Family Law Act provided for a new division of court for resolving family disputes through counseling and conciliation. It also removed forms of discrimination against women, granting them an enforceable right to custody and financial support for them and their children. It removed fault based divorce and called for the recognition and implementation of the UN Conventions affecting the family. The law allowed women who are victims of domestic violence to divorces their husbands after one year separation rather than three and also allowed divorced women to have a right to apply for a share of matrimonial property.

These provisions enabled women to increased self-sufficiency, allowed for gender justice with more equitable rights to property and maintenance.

In building on these lessons learned, the project set out to improve legislation through the development of policy paper, research examining current legislation and made recommendation on related legislation which impacts on women and children in civil matters such as family law. Participants at consultations and trainings were selected by their employers/government and roughly three-quarters were women: however, the men in attendance were from key stakeholder groups such as Attorney Generals offices, police and churches. All became advocates for the legislative work on addressing VAW and Family Law.

#### **What is the evidence that the Activity has effectively created change for women?**

Law reform is a long process: the Fiji Family Law took over 13 years before enactment. The Vanuatu Family Protection Act took over nine years and there are challenges with implementation. Hence the project is working in a participatory approach to ensure that stakeholders own the process and develop laws that would be applicable and relevant to the country context.

Increased capacity to lobby for legislative change was evident in target countries and beyond that draft legislation had been developed in three countries (Tonga Tuvalu and Kiribati). Draft legislation covered domestic violence but progress will also cover VAW and Family Law. Productive discussions were underway in other target countries where work had commenced.



Detailed drafting instructions for the policy and legislative framework covers VAW and Family Law. However countries chose to address DV comprehensively as they want to work on one component at a time. The next stage will be working on Family Law changes.

#### Main Challenges

- political sensitivities affecting participating governments in a time of political change
- funding insecurities
- recruitment and retention of staff in target countries

#### Impact

- Effective and informed committees/lobbyists working on VAW legislative reform in 6 PICs
- Cabinet approval to advance VAW legislation in three countries (Tonga Tuvalu and Kribati). Draft Legislation prepared and ready for parliament in 2013.
- Development of VAW drafting instructions for legislation covering VAW and Family law adapted from UNDAW Handbook for legislation on VAW.

#### Outcomes of the project/Lessons learnt

- Expect a slow start in Year 1 to allow for consulting and negotiating with project partners over the terms of the project so that there is mutual ownership of decisions and good relationships.
- Follow up the introductory sub-regional consultation as quickly as possible with national consultations that contextualize the project on a country-by-country basis. Indeed, where possible, discuss the concept with the national governments before the first sub-regional consultation.
- Fund a desk officer in partner countries, who has a clear brief to progress the project and also has flexibility to support work in related areas, eg, CEDAW reporting. Situate the desk officer inside government because legislative change is ultimately the responsibility of the government.
- Create a constituency by resourcing a multi-sectoral working group to champion the project. Both human resources and activity resources are required. Acknowledge that working group members have busy schedules and require secretariat support to make progress.
- Provide a program of relevant training to stakeholders so that key messages are reinforced, issues debated and constituents are given the skills to achieve.
- Plan for problems with the transfer of funds when working bilaterally so that activities go ahead as scheduled. The more influential the participant is, the more demands there will be on time and the harder it will be to attract the level of seniority desired to participate. Meetings and activities need to be planned well ahead and need to happen as planned.
- There can never be too much communication and coordination with regional partners working on legislative change. There is also a need for consistency in advice being given to governments.
- Technology can be challenging in some Pacific countries so budgets should provide for mobile devices that can be used as back-up.
- There is a need to create debate amongst the donor community on contributing to implementing organizations' core costs, rather than just providing project funds—especially at a time when large donors are facing cut-backs.
- Last and by no means least, time is required to embed societal change. Meaningful change can't be achieved in a one-year project and barely in a three-year project. Legislative change to eliminate violence against women deserves a consistent effort over many years if we are serious about improving the outcome for society as a whole.

#### Next steps:

Continued work on supporting and strengthening advocates working on law reform

Support countries in developing legislation so when the bills are passed, a smoother transition to effective legislation.

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## Behaviour change/Ending Violence Against Women

### Session 2: Working towards structural change

<b>Organisation:</b>	Pacific Leadership Program (PLP)
<b>Name of Activity:</b>	Leadership and Coalitions for Developmental Change
<b>Countries Covered:</b>	Regional Pacific, Samoa, Solomon Islands, Tonga and Vanuatu

#### **Description of the Activity:**

- PWSPD mentions that it will work with coalitions – or collective action – to bring about development change
- Behaviour change is not just about changing communities' attitudes or government practices – it also opens up for discussion how development agencies and partners look at supporting the agency of development – the actors of development – change makers.
- This presentation challenges some of development agencies and partners in thinking about how we think approach development – it gives a quick outline of PLP's work with coalitions and some of the political economy analysis tools that we are using.

Leadership plays a pivotal role in a nation's path to development and is a central determinant in the allocation of aid for poverty alleviation and improved livelihoods. The Pacific Leadership Program works with committed Pacific Islanders to identify, shape and lead developmental change. In particular, PLP recognises the importance of collective efforts to bring about inclusive and durable change for the public good.

#### **Why Leadership for Development?**

- Differs from leadership development
- Focuses on the practice (exercise) of leadership around identified development priorities.
- Recognises that change is political; and the need to engage with formal and informal *institutions*
- Shift from default technical solutions

#### **Why Collective Action?**

- Increased support and likelihood of success
- Opportunities for self-interest are minimised
- Coalitions comprise individuals/organisations with common development priorities (skills, knowledge, political capital)
- Change is more durable and sustainable

The Program employs a political economy approach to development, recognising the roles of context, history and agency in determining how collective action can affect policies and legislation. PLP is adaptive, learning iteratively from program experience as well as from international research, with an emphasis on developmental leadership practice in the Pacific. PLP uses political economy tools adapted from the Developmental Leadership Program, The Asia Foundation and Cambridge Leadership Associates. PLP is also influenced by the Overseas Development Institute.

PLP's selection criteria for engaging with coalition work includes:

- is it developmental (ie linked to poverty reduction)?
- is it politically possible?
- is it technically sound?
- is it measurable?
- is there a role for an external actor – such as PLP?

#### **What have we learnt?**

- Knowledge of context – this isn't just PLP's knowledge – but primarily it's the knowledge that coalition members have and use to shape and drive change
- Partnering has been an important step in establishing robust relationships (managing through relationships – takes time)
- 'Good enough' design can sometimes be more timely than waiting to design the perfect intervention – but risky – so use small steps...
- Accept that support for the exercise of leadership can be risky and experimental
- Risky requires systems and process that ensure financial accountability whilst flexible to allow ownership
- Experimental requires iterative learning systems to help guide and shape the work
- *Development is an iterative process – ACT, LEARN, BUILD, REPEAT*

#### **Tonga National Development Leadership Forum**

- Coalition made up of an association of eminent Tongan leaders from various sectors including Nobles, MP's, private sector, church, civil society
- Locally owned and led
- Current focus of the Forum is to enact a national leadership code
- More than 30 workshops, with up to 50 people per workshop, have been held in all seventeen constituencies together with their Members of Parliament, for the first time.
- The process created space for members of parliament together with their constituencies to dialogue, and collectively discuss leadership expectations and draw up their leadership code
- Next steps – schools leadership program, nurses association leadership code and looking to apply coalition methodology to other developmental challenges
- Ongoing PLP support to coalition: secretariat, research, tailored training, mentoring services, strategic planning and advice

#### **What is the evidence that the Activity has effectively created change for women?**

- Early days but 'coalitions' approach shows promised for working with stakeholders on key reforms
- Potential use for bringing about key legislative and institutional changes to support gender equality
- PLP works with a number of women leaders across the Pacific, who have participated in training, mentoring, and other leadership development activities we have supported over the past 5 years.
- Working in coalitions takes time, iterative learning and, taking advantage of opportunities.
- Currently support SPC RRRT Legislative Lobbying program, Vanuatu Women in Shared Decision Making, Economic Empowerment in Simbu Solomon Islands, PIPSO Pacific Women in Business network.
- Looking for opportunities to work with coalition approach

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## Behaviour change/Ending Violence Against Women

### Session 2: Working towards structural change

<b>Organisation:</b>	International Women's Development Agency
<b>Name of Activity:</b>	Tugeda Tude fo Tumoro
<b>Countries Covered:</b>	Solomon Islands
<b>Target Beneficiaries:</b>	611 women (in savings clubs) 6,934 beneficiaries for the whole program
<b>Time Frame:</b>	5 years

#### **Description of the Activity:**

IWDA introduced the Floating Coconut tool, a tool used to generate discussions on the Melanesian economy. The floating coconut reflected the formal economic activities the line and the informal activities such as gift economies, wantok etc below the line. The tool is used to generate discussion on the complexities of community level economics and the value of women's informal work. Following this analysis at a community level, households were encouraged to renegotiate around some of the informal activities and for men to take on more of that work, as women move into the formal economy sector. It was noted that this activity linked the behaviour change component to the women's economic empowerment work.

TTFT operates in over 50 communities in 5 provinces in the Solomon Islands. It is part of the Solomon Islands NGO Partnership Agreement (SINPA), funded by AusAID.

TTFT has developed a model of women's based savings clubs is currently supporting 18 savings clubs. Using a strengths-based approach, TTFT has collaborated with the Solomon Islands Credit Union League (SICUL) to assist with drafting their microfinance strategy. They also learned from Melanesian NGOs: Tetepare Descendant's Association, West Are'Are Rokotaniekeni ,Wide Bay Conservation Association (PNG), VanWods (Vanuatu) to understand what is working in other countries in Melanesia regarding economic empowerment. The women's-led savings clubs are based on the following approaches: building relationships through sustained engagement through a network of Community Facilitators; working with existing groups and networks including church groups; working with chiefs and male decision makers in the community to gain support for women's-led savings clubs; coordination and collaboration with IWDA to ensure a strong gender focus; all funds that are raised by the women's led savings groups. There are no external 'revolving funds'; there is a focus on training in financial literacy for women including budgeting and planning.

#### **What is the evidence that the Activity has effectively created change for women:**

In the last year savings club membership has increased from 480 members to 611 members. The total amount of combined savings for TTFT clubs has increased from over \$100,000 SBD at previous year to approximately \$250,349.00 SBD at the end of this year. While there is great variation in the total amount saved by each club, an example of one clubs savings who have total personal savings of \$18,484 SBD and (general) fund savings of \$9952 SBD. There are consistent reports of improved financial literacy skills among the women members and their husbands. Women (and their families) are engaging in income generating activities and accumulating much needed savings to respond to basic family needs. Six savings clubs are making loans to eligible members, and the other clubs are expected to begin making loans once they gain more confidence handling money and recording loans. Of those loans being made the majority are made to pay school fees and meet medical expenses and range from \$50SBD to \$600SBD. Examples of how women are using loans or savings are; purchasing bulk amounts of phone credit/ petrol to on-sell for a profit, school uniforms, travel expenses for medical reasons and cultural obligations, establishing small canteens or catering businesses, piggery, sewing clothes, lava lava dying, sale of second hand clothing and banana chips packaging. Access to capital is a major barrier for women's involvement in income

generating activities and accessing lump sums of cash at short notice is difficult for many women and they often have to solicit loans from

On the second day, IWDA will present on the evidence of behaviour change that has resulted in increased women's leadership and participation at the community level as a result of involvement with the TTFT program. IWDA will also present video interviews and footage of the TTFT savings clubs in Isabel Province.

*'At first I don't know how to manage my money for my family... Now I have a canteen from money loaned from my savings. It helped me in paying the kids school fees and daily meal. After all these expenses, I still have money because I know how to save now'.*

**Julia Rahe, Savings Club Member, Makira**

*'As men, we support our women in savings because men often misuse money for smoke and betel nut and women are good managers of money, they support the children. We also give our money to our wives to save'*

**Frank Dafe, Church leader, Ghomeo, Isabel**

Contact: Heather Brown, Director of Programs, International Women's Development Agency Inc ([hbrown@iwda.org.au](mailto:hbrown@iwda.org.au)) and Joanna Brislane ([jbrislane@iwda.org.au](mailto:jbrislane@iwda.org.au))

## Behaviour change/Ending Violence Against Women

### Session 2: Working towards structural change

#### DISCUSSION

Discussions focused on the need for comprehensive legislative change, which needs to be supported by an environment which supports prevention of violence, including through primary school curriculum. It was also noted that a multi sectoral approach was needed for the advocacy and communications work required around any legislative change.

Given the challenges faced by some countries in the implementation of Legislative change, it was important for countries to own the processes and to bring all sectors together to discuss what is needed for implementation at different levels, and to also identify what costs are required etc. It was the role of in country institutions such as Legal Aid Institutions and other Legal advocates to ensure that the information reached all members of the community. RRRT drew attention to their flagship, Community Paralegal Program which encouraged awareness and legal literacy throughout the Pacific with as many as 400 paralegals in one Pacific island country. This was now being sustained through the provision of a Diploma in Leadership, Governance and Human Rights being offered through the Pacific Leadership Program.

Discussions highlighted some of the positive aspects of Pacific culture which could be used to advocate for gender equality with examples drawn from the work done by the FWCC in Vanuatu, working specifically with male advocates who were able to research positive ways in which culture valued women. IWDA was commended for the way they have managed programs for rural women in the Solomon Islands, “walking at the same pace as the women and slowing down when they were requested to slow down”, which was good for ownership and for the full participation of the women.

It was agreed that coalitions are powerful mechanisms for implementing interventions and activities, it is recognised that there needed to be ownership and political will around the formation and the sustainability of the coalitions. This is not a linear process. From experience, PLP noted that most groups went through a constant cycle of learning and sharing, with members of the coalitions holding each other accountable and monitoring each other. In discussing the leadership of coalitions and the power sharing that needed to take place, it was recognised that real leaders are often the ones who are in the background driving the life of the coalition and not necessarily the ones seen as leaders in the public domain.

There needs to be a broad definition of coalitions and defining new ways of working on ERAW and to change behaviour. It was noted that some NGOs and peak organisations can become gatekeepers of funding and dominant because donors liked them. It is important that coalitions don't replicate existing power structures and be inclusive rather than exclusive.

It was noted that there is a need for NGOs and coalitions which are committed to women's human rights to learn from each other. Churches and FBO played a significant role with some of them also having peak bodies which functioned well and these groups should also be considered when trying to work within coalitions.

## Behaviour change/Ending Violence Against Women

### Session 3: Methodological issues in measuring social transformation

<b>Organisation:</b>	State, Society and Governance in Melanesia, ANU
<b>Name of Activity:</b>	Community Conversations
<b>Countries Covered:</b>	PNG and elsewhere
<b>Target Beneficiaries:</b>	Rural and urban communities
<b>Time Frame:</b>	In PNG, from 2007; elsewhere from 1996.

#### **Description of the Activity:**

The Community Conversations methodology aims to strengthen the capacity of communities to create safe places within which community members listen to the concerns and perspectives of others and feel free to speak about their own interests, concerns and aspirations for the life of the community. The Community Conversations approach is built on the understanding that communities are the creators and custodians of cultural practices and social norms and values. These shape men and women's sense of who they are, what they believe and the way they act. The community conversations methodology addresses forms of power which exist in communities, especially gendered power and the power to silence people. Gender permeates every aspect of the work, from the composition of the facilitation teams, through the negotiation of its principles and practice with communities, to the way that the teams work with communities to assist them to change.

#### **What is the evidence that the Activity has effectively created change for women?**

This presentation focused on the issues that arise in assessing changes in social attitudes, practices, norms and values. For these forms of social transformation are emergent; they happen from within groups and communities. That is, the relationship between cause and effect are rarely obvious or predictable. The pathways to such changes differ from one context to another. This raises questions about how we understand such changes, and about how to document, monitor and learn from them. Evidence producing methodologies that are based on linear and predictable pathways from inputs to outcomes and impact cannot be applied.

The effectiveness of initiatives to catalyse and support social transformation is often a function of soft factors, difficult to count and audit. The presentation reflected on and drew lessons from HIV work in PNG and elsewhere in order to explore methodological, conceptual and practical issues involved in assessing the effectiveness of gendered social transformation work.

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## Behaviour change/Ending Violence Against Women

### Session 3: Methodological issues in measuring social transformation

<b>Organisation:</b>	CARE Australia
<b>Name of Activity:</b>	CARE's Women's Empowerment Framework
<b>Countries Covered:</b>	The research study encompassed 24 countries: Bangladesh, Bolivia, Burundi, Cambodia, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, Guatemala, Honduras, India, Jordan, Lesotho, Malawi, Mali, Nicaragua, Niger, Peru, Somalia, Tanzania, Uganda, West Bank/Gaza and Yemen.

#### **Description of the Activity:**

CARE's theory is that empowerment is the sum total of changes needed for a woman to realise her full human rights: the combined effect of changes in her own aspirations and capabilities (agency), the environment that influences or dictates her choices (structures), and the interactions she engages in (relations) each day. This theory is the basis of CARE's Women's Empowerment Framework.

Women's agency is the most visible domain of empowerment, and it draws the most attention by development agencies who seek to leverage women's action to drive social change. But agency is constantly shaped – advanced and undermined – by the structures and power relations that shape women's choices. The most coherent way to understand empowerment is as a constant interaction across all three domains.

CARE's theory and the Women's Empowerment Framework grew from a systematic effort to better understand women's disempowerment as an underlying cause of poverty. The SII was a four-year research effort, beginning in 2005, and the initiative sought to answer: What impact, if any is our work having on women's empowerment?

#### **What is the evidence that the Activity has effectively created change for women?**

CARE found that our programs were empowering women in some cases, but many efforts were coming up short. Many programs were failing to achieve the desired long-term impact. The study led CARE to make significant organisational changes, refine its programmatic approach, and to alter its perspective about how international development initiatives should be conceived and structured.

The SII has shown that any progress in empowerment represents changes in all three dimensions. A rise in a woman's income, for example, has implications across each dimension of empowerment – it requires that she has access to markets in order to earn income (structures), that she has the skills and confidence to undertake her own business (agency) and that her husband will support and respect these changes (relations).

For example, in CARE's Integrated Community Development Project in PNG, learning from the SII has been applied leading to positive impact across all three dimensions. CARE's work with Ward Development Committees has led to structural changes allowing increased participation by women in decision-making positions, while targeted training has ensured community support for women's increased involvement and influence in the work of the Ward Development Committees.

SII evidence reveals important benefits that CARE is helping women to achieve – concrete results we consciously seek and unintended impacts that are shaping gendered power relations in unexpected, and often unnoticed, ways. It reveals the limits of these projects – the opportunities they overlook, and the harm they can create. But it also demonstrates important cases where our programs are closing these gaps. Cases where concrete and short-term benefits that projects produce for women serve as important entry points of a coherent and sustained strategy that moves stakeholders to address the larger social forces that shape gender inequity. These cases represent seedlings of an exciting new approach to



gender-equitable development.

The Women's Empowerment Framework acts as CARE's theory of change – women's empowerment is not solely about women, nor can it be achieved only by women but also requires changes to the relationships and social structures that shape the lives of women. This conceptualisation helps CARE think through the links between women's economic empowerment and the changes in equitable attitudes and behaviours that we seek to influence. The Women's Empowerment Framework guides all our program work and has been the basis on which our Coffee Industry Support Project has been designed.

Knowing now what we do about the chance we have to lift our impacts for women's empowerment to a fundamentally new level, we have every reason to rise to the challenge as a concerted force in the Pacific and aligning with others seeking the same goals, seize the opportunity to address the interrelated barriers to Program Officer – Pacific women's empowerment.

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## Behaviour change/Ending Violence Against Women

### Session 3: Methodological issues in measuring social transformation

**Organisation:** AusAID  
**Name of Activity:** Review of electoral awareness PNG  
**Countries Covered:** PNG  
**Target Beneficiaries:** PNG community (1,000,000 voters)  
**Time Frame:** 2 years

#### **Description of the Activity:**

The Electoral Support Program funded 45 community groups to run awareness programs across the country prior to the 2007 general elections. The awareness used participatory processes, as well as print media, TV etc. Over 1,000,000 voters were reached through this work across the country; many in very high risk areas of the Highlands. Most groups used face to face conversations with women and men; many risking their lives to discuss contentious electoral issues.

The aim of the awareness program was to inform people of the new limited preferential system. However, once begun, we became conscious that few people know what a democracy was; what could be considered good leadership; women's rights to participate etc so the program was expanded to include broader civics education. We contracted a women's CSO to run training of groups.

The program was evaluated extensively with over 1000 people consulted about the effect. Interviews included before, during and after election observations as well to assess changes.

#### **What is the evidence that the Activity has effectively created change for women?**

The evaluation found some behaviours changed but most significant was the changes within the teams of people running awareness e.g. teams cleaned rolls in some of the critical areas where electoral roll were most fraudulent. The key to change was participation. Less campaign 'houses' were built in Simbu (sites of much electoral fraud and violence against women) and women community advocates successfully pressured the Electoral Commission to establish women only voting booths in the Highlands. Critically the start of a country wider movement to improve elections resulted from this work but needed longer term funding to survive.

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## Behaviour change/Ending Violence Against Women

### Session 3: Methodological issues in measuring social transformation

#### DISCUSSION

The discussions recognised the challenges of monitoring transformational change, particularly the ability to demonstrate change within the limited timeframes that were given for projects. Given the recognition that behaviour change often took a lot longer than three or five years, it is important to challenge project time frames and to seek longer-term funding. It was also noted that the unintended outcomes of various projects were very important to capture change, and that M&E logframes and Results Frameworks need to be able to identify and capture the unintended changes. This also applied to the measurement of sustained behaviour change as it may not apply to a specific behaviour but what changes had been sustained in the community as a result of a certain intervention.

It is important to capture quantitative and qualitative information, including documenting individual and community stories which often reflect the link between the personal and the political and the highlight women's experiences to influence change.

A key gap exists in the analysis and sharing of data that is already available in the region. While many great pieces of research and baseline studies had been done, there was a gap in analysing the information and also documenting and sharing these reports.

It was noted that donors held NGOs accountable to what they had promised to deliver in project proposals and it was important that organisations were realistic when developing project proposals about what they could achieve within the life of the project. It was agreed that there is a need to support NGOs on M&E, but also to review donor reporting requirements.

## Behaviour change/Ending Violence Against Women

### Session 4: Changing gender relations in communities

<b>Organisation:</b>	BRAC
<b>Name of Activity:</b>	Gender Quality Action Learning (GQAL) interventions
<b>Countries Covered:</b>	Bangladesh
<b>Target Beneficiaries:</b>	Community level: households (both women and men)—30,000 (thirty thousands); Organizational level: BRAC staff ((both women and men)—22,000 (approximately)
<b>Time Frame:</b>	Community level: 2001-2011/Organizational level: 1995-2004

#### **Description of the Activity:**

GQAL deployed an action learning approach focusing on individual, target group and community development to make the changes wider. The approach came up with a range of strategies which included capacity development through training, refreshers and educators' forum; awareness rising through courtyard meeting, guardian forum, focus group discussion, docudrama and popular theatre show; follow-up and monitoring through door to door visit and commitment follow-up; movement creation through journalist forum, Union Parishad (rural local government) forum, students' orientation, rally and community meeting. The training included topics such as gender based violence, the division of labor; gender dimensions and practices relating to access to food and nutrition, healthcare & treatment, education, mobility and access to and control resources.

GQAL identified and trained women and couples as Gender Justice Educators (GJEs) who were committed to change gender relations within their own homes and also at the community level. These meetings were normally conducted by the GJEs. GQAL at the organizational level carried out extensive training programs targeting BRAC staff to enhance gender relations among them.

#### **What is the evidence that the Activity has effectively created change for women?**

The successes of GQAL interventions are evident in various studies<sup>1</sup> carried out independently. The major successes include: taking foods together and equally by female and male family members, attendance of girls children in school regularly, reduction of child marriage, transfer of assets (land) in favor of wife's name through registration, women mobility into public places, increase of women's incomes generation; also social (61.3%) and economic (77.4%) status, participation of males in the household work, providing equal health service to the family members, reduction of quarrel and tensed relations among spouse (83.9%), early return at home (at night) of husbands, taking foods together and equally by female and male family members, creation of social mobilization against VAW, wife's participation in household decision making, changes in perceptions and attitudes toward gender roles at household level and community movement against VAW.

The GQAL, apparently a non-cash program, even promotes increasing family incomes and protecting erosion of the incomes when women become much more aware and able to participate in the family decision making process. One of evaluations explores that the improvement of economic status was high (77.4%).

The key strength of GQAL at the community level was people's participation— they received not training merely—but also acted according to their own plans. GJEs, the community based gender educators, had a significant role to facilitate such community actions including conduction of court yard meeting or making door to door visit. Thus they became as catalyst for changes.

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<sup>1</sup> for examples, (i) Alim, M.A. (2010), Shaking Embedded Gender Roles and Relations: an evaluation of Gender Quality Action Learning program, Research and Evaluation Division, BRAC, Dhaka; (ii) BRAC (2010), From Darkness to Enlightenment: Cases of Gender Justice Educators, Gender Justice and Diversity, BRAC, Dhaka; (iii) BRAC (2008), From Action Learning, to Learning to Act: Lessons from GQAL by Farah Ghuznavi, Gender Justice and Diversity, BRAC, Dhaka; (iv) Huq L, Mahmud S, Sultan M (2012), Gender norms and behavior in CFPR areas: assessing the performance of GQAL programmes in three districts, BRAC Development

Institute, BRAC University, Dhaka

Any program like the GQAL's community based gender action has the potential to combat VAW, both directly and indirectly<sup>2</sup>. Taking up a number of stakeholders, from individual (both poor and non-poor and women and men) at household to UP (local government) at community, even local journalist at wider level would be effective into making the actions comprehensive. The action with both poor and non-poor at household level would capture all social classes of community while taking up both women and men would facilitate combined or joint initiatives in favor of women. This household level action would also influence children there accumulating a gender friendly attitude and practices. The action with UP or youth would facilitate a community mobilization against VAW while media's engagement would have a critical role influencing the administration as well as wider society.

Following the tremendous success of GQAL program at community level, BRAC has scaled up the program from 30,000 to 390,000 households for the period of 2012 to 2015.

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<sup>2</sup> The program received a 'Best Practices Award' in 2012 at national level

## Behaviour change/Ending Violence Against Women

### SESSION 4: CHANGING GENDER RELATIONS IN COMMUNITIES

<b>Organisation:</b>	World Vision
<b>Name of Activity:</b>	Channels of Hope for Gender (Solomon Islands)
<b>Countries Covered:</b>	Solomon Islands, however through the World Vision Pacific Timor Leste Office, World Vision is also looking to replicate the program to Vanuatu, PNG and Timor Leste in the coming months.
<b>Target Beneficiaries:</b>	Targets church leaders and church communities – both men and women (currently 17,000 people in Honiara and expanding this month to Temotu 18,000 people and Weathercoast 22,000 people).
<b>Time Frame:</b>	Channels of Hope for Gender – Honiara is a 4 year project, currently half way through. Temotu and Weathercoast are 2 year projects with view of 2 year extensions.

#### **Description of the Activity:**

In essence, the Channels of Hope approach seeks to reduce gender based violence utilizing the context of Solomon Islands being 97% Christian. Faith leaders and the teachings of the bible are used to mobilize deep change in behaviour in relation to gender based violence and gender roles. The project has been very successful in the past years in Honiara in Solomon Islands and is now being expanding to the provinces.

Faith leaders are often amongst the most influential members of the communities in which World Vision Solomon Islands works. Their personal beliefs and values can inspire an entire community to care for one another and to take responsibility and collective action over issues that concern them. However ill-conceived theologies can contribute to negative gender messaging resulting in stigmatization and discrimination based on one's gender or HIV status. Such messages contradict the calling of faith leaders to provide loving care and safe spaces to all members of society without prejudice. The Channels of Hope model equips faith and community leaders to individually and collectively respond to core issues that compromise the well-being of children, their families and communities, whether these be health or gender injustices. These partnerships with faith leaders are a step towards positive social transformation.

The Channels of Hope approach is more than just training or education, it is the transformation of ideas and subsequently of behaviour. Training is designed to engage with participants in a manner that challenges their attitudes and knowledge, inspires a change of heart and behaviour, and motivates a sustained and effective response to issues that threaten the wellbeing of communities.

People trained in the Channels of Hope approach are given tools so they can return to their communities to mobilise their faith congregations and other groups to make a positive change. They instigate the formation of volunteer groups that begin to sensitize communities to gender injustice or HIV and AIDS. The same groups also form networks that support the most vulnerable in their communities.

Channels of Hope for Gender emerged from World Vision's work with church and community leaders in HIV & AIDS prevention, care and advocacy. Statistics and realities from the field depicted a higher infection rate of women in comparison to men. Studies attributed this disparity to a number of factors, including gender injustice. Unfortunately, religion and culture were identified as factors that tend to subtly discriminate against women and girls rendering them unable to have control over choices regarding their sexual and reproductive health. Consequently the need arose for a tool that would help create platforms for open and respectful conversations about gender while relating it to the sacred text and also to culture.

### **What is the evidence that the Activity has effectively created change for women**

- Channels of Hope has been used in Africa for some years now with various relevant evaluation / impact data demonstrating its ability to change behaviour.
- An independent baseline research study completed on the Honiara project by Australian National University (ANU) confirmed the appropriateness of the methodology for the context.
- Various monitoring data has been collected from the Honiara project confirming its impact.
- An independent paper was prepared on the approach by IWDA confirming its appropriateness and impact.
- The Honiara project was presented at the 57<sup>th</sup> UN Commission on the Status of Women in New York as a promising practice.

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## Behaviour change/Ending Violence Against Women

### SESSION 4: CHANGING GENDER RELATIONS IN COMMUNITIES

<b>Organisation:</b>	ABC International
<b>Name of Activity:</b>	Ring the Bell
<b>Countries Covered:</b>	Samoa, PNG, Solomon Islands, Vanuatu and Tonga
	<b>Phase I:</b> Piloted in Samoa
	<b>Phase II:</b> Approach replicated and localised for four additional locations, PNG, Vanuatu, Solomon Islands and Tonga.
<b>Target Beneficiaries:</b>	(Phase 1) in Samoa - 4000 direct beneficiaries ; 6000 community leaders; : 10,000 Community Members; 50,000 Citizens (Audience – 50% women) total
<b>Time Frame:</b>	Phase I: 3.5 years; Phase II 5 years

#### **Description of the Activity:**

This program works with, and through, mass media to raise awareness of, and to challenge community attitudes and behaviours towards, violence against women. Literature reviews and M&E of communication campaigns on this subject in PNG and the Pacific have shown that in order to change behaviour, men's attitudes on masculinity and equality need to be challenged.

Breakthrough and its global Ring the Bell campaign challenges men and boys to take a stand against domestic violence. The campaign has been replicated in more than 6 countries globally and is being adapted for many more local contexts. The proposal is for ABC International to use its Pacific experience, cultural knowledge, media networks and research capability to partner with Breakthrough and adapt the successful *Ring the Bell* campaign to the Pacific context to help build a culture in which violence against women is not supported. The initiative, initially to be implemented in Samoa includes in-depth trainings with young people, government officials, media and community groups to ignite new generations of leaders to act for local and global human rights, through a multimedia campaign aimed at attitude and behaviour change. It utilises a four component approach to move beyond directing its outreach effort for social change to social activists, to transform the underlying attitudes and norms at all levels that lead to VAW. The four components of the activity outlined below, will be based on comprehensive consultation with local partners, NGO's, community groups, village councils and the Samoan ministry of women's affairs.

#### **What is the evidence that the Activity has effectively created change for women?**

Through the Ring the Bell campaign in India, Breakthrough has worked effectively with communities to change the knowledge, awareness and practice related to VAW. The impact of the campaign has been recorded as an increase of 11.5% in knowledge of India's 2005 Prevention of Domestic Violence Against Women Act, particularly the law's protections for victims of VAW; 15% more women seeking help in leaving an abusive partner; a nearly 10% increase in community action to stop VAW; and 90% of women who encountered the campaign favoured taking legal action in VAW cases, while significantly fewer felt that taking legal action would bring shame to their family. The breakthrough model of change can be replicated across countries and contexts. ABC ID will implement a comprehensive and regionally adapted campaign to create change for women in Pacific contexts. The primary objectives of the first phase of the activity in Samoa are to reduce VAW (by intimate partners) in Samoa by 10% (from 41% to 31%), to increase awareness of VAW in the overall population and reported cases of VAW by 20%, to increase the empowerment of women and men to seek action against VAW by 15%, to reach 30% of the national population through the Ring the Bell campaign and to influence the introduction of national legislation to protect women under the law against VAW. A comprehensive M&E approach as utilised by ABC ID and Breakthrough, will be used to collect evidence to verify the impact of the campaign over the life of the activity. The secondary objectives of the campaign are to see an overall improvement of Samoa's ranking



(96) on the Gender Inequity Index (GII) and demonstrate increase in the level of gender equality in Samoa based on the Gender Equality Scales.

The four components of the Ring the Bell activity embed the campaign within the local context, to mobilise communities to work together for sustained action, to influence decision makers and to build leaders for the future. The components of this activity are:

1. Leadership Development: Training and workshops for community leaders, youth, media and NGO's and governments on gender, VAW and human rights. Trainees are equipped with skills and networks to utilise in the community to ignite awareness and change behaviours.
2. Community Mobilisation: Partnerships are established with leaders, NGO's and youth to translate and develop the campaign messages, community activities, events which promote community action on VAW. This component actively engages local organisations to facilitate sustained action.
3. Mass media campaign: A multiplatform campaign that employs traditional media, new media, popular culture and other forms of cultural expression to influence and frame the public agenda to value and promote action VAW. The campaign draws on the actionable message of "Ring the Bell" to call for men and women to take steps against VAW.
4. Research and M&E: The internationally lauded program received the Cannes Silver Lion award and has importantly; a strong M&E focus which is considered a crucial component measure and demonstrate impact. Research conducted for the first phase activities will be used to inform the design of future phases of the activity to replicate the campaign throughout the region.

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## Behaviour change/Ending Violence Against Women

### SESSION 4: CHANGING GENDER RELATIONS IN COMMUNITIES

#### DISCUSSION

It was noted that the work with faith based organisations was a crucial component of the work to address behaviour change and gender inequality. Given the key role that churches plays in Melanesian countries, there is a need to engage faith leaders to challenge the traditional norms of gender. It was noted that significant work had been done on HIV with the Pacific Conference of Churches and there were opportunities to share experiences and lessons learned. The program was often introduced as a 4-year programme in each geographical area and it had been noted that those who had strong opinions and resisted the teachings became the biggest allies of the Program when they were convinced of the key messages of equality.

For behaviour change to take place, it was suggested that a primary prevention approach needed to be adopted with efforts to strategically address issues of gender inequality through the education system and the education of children at primary school age with some of this already happening in Australia where children were taught respect for each other at a very young age.

In discussing the Ring the Bell initiative, a number of examples of similar community driver innovative approaches to stop violence emerged during the discussions with the concept of Ring the Bell identified as a metaphor for the community taking action against violence against the women.



## Participants List

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