



The XXX BPW International Congress
“BPW International: 90 years of
Women’s Empowerment for Sustainable Development”
Orlando, Florida, USA • 21-25 August 2020



Hellen SWALES, Candidate for Position of President, BPW International

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| Last name and first name | SWALES, Hellen |
| Member of | Individual Member of BPW New Zealand |
| Nominated by | Christine Berridge, 1 st Vice President, BPW New Zealand |
| Consent of own Affiliate | Nominated by own Affiliate |
| BPW Offices held | <p>Local Club: Founding President for BPW Wellington From 2014 to 2017 Immediate Past President BPW Wellington From 2017 to Present BPW Upper Hutt Executive member KTA’s Convener From 2019 to Present BPW Upper Hutt BPW Upper Hutt Executive Member From 2012 to 2014</p> <p>Federation: National President_ From 2017 to Present 1st VP Issues From 2016 to 2017 2nd VP Issues From 2014 to 2016 Chair of Issues & Legislation Convener From 2013 to 2014</p> <p>International: UN Standing Committee From 2014 to Present</p> |
| Positions in other Voluntary Organizations | <p>Fundraiser and Speaker for Hutt Valley Samaritans 2009 – 2011 Chair of Hutt Valley Samaritans 2011 – 2013 Board member on the Upper Hutt Multicultural Council – 2012 to present Pay Equity Challenge Coalition Board Member Wellington 2016 to present Member of the WEPs (Women’s Empowerment Principles) Committee in New Zealand 2017 to present Board Member Te Whare Taiki Wahine Refuge 2018 to present Chair of Te Whare Taiki Wahine Refuge 2019 - present Board Member Porirua Living without Violence 2018 - present Chair the International Women’s Caucus 2018 – present Chair of the NGO CSW Selection Committee for the NZ Government Ministry for Women 2019 to present</p> |





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Related Experience / Qualifications (e.g. CV, resume)

Dip in Physiotherapy and Business Studies
RMA Good Decision-Making Course for Commissioners.
Commissioner for DLA

Currently Deputy Mayor I sit on the Wellington Metro Committees, Climate Change, Transportation, Regional Economic Strategy and Three Waters committees. In my fourth elected triennium I have chaired the following committees: Audit Risk and Finance Committee, Finance and Performance, City Development, Contracts that exceed the delegated authority of the CEO, The Economic Stimulus Package, Legislation and the performance appraisal of the CEO of Council. I have a comprehensive understanding of Standing Orders, Constitutions and National Policy Statements.

I support 223 businesses in Petone in a position like the CEO of a Chamber of Commerce. We advocate on their behalf to local and central government, host Business Networking events, broker collective deals and project manage events. We develop and monitor the collective marketing strategy to attract clients and visitors.

I have been attending CSW from 2015 to 2020, during that time: -

- Been a panelist on Child Brides and Forced Marriages two years back to back.
- Been invited to speak and Chair sessions at the NGO Morning briefing since 2016.
- A panelist at events speaking on subjects from Equal Pay at the German Mission, Flexible working models - Australian Mission, partnerships with NGO’s hosted by the United Kingdom, CEDAW process at the Mexican mission.
- Written two abstracts for the New Zealand government. One of these was hosted as a side event on “How the Education System is failing Indigenous People”, the other was the first event ever hosted in the New Zealand Mission.
- A reference source on Leadership and Disabilities for the New Zealand Government Delegation
- NGO representative in 2019 officially attached to the New Zealand Government delegation and part of the negotiations on the UN Assembly floor. I implemented in real time a voice for NGO’s through WhatsApp application to participate in the negotiations which engaged New Zealand NGO’s, BPW Members, members from Civil Society from around the globe feeding into what was happening on the floor. An initiative that I don’t believe has happened before.
- Co-leader for the New Zealand delegation for our CEDAW Country Alternate report in Geneva in 2018.
- Responded to our Universal Periodic Reviews on Human Rights, through this process was successful in securing support from the Egyptian mission on Women with Disabilities and the Mexican mission on the plight of our indigenous Women.





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| | <ul style="list-style-type: none"> ▪ Writing and presenting oral submission to NZ parliamentary select committees for the last 7 years. ▪ Active in the international treaty responses. ▪ Speaker at the 29th BPW International Congress, Asia Pacific Regional Conference 2018 in Bangkok, 38th BPW Australia National Conference in 2018. ▪ Presented at the Cooperation Spirit 2019 New Zealand - hosted by the NZ Defence with military guests from the following countries: Australia, The Peoples Republic of China and the US. My presentation was on Women’s role in Disaster Recovery. ▪ Invited speaker at NZ Parliament events hosted by Commonwealth Women Parliamentarians. |
| <p>Statement by Candidate (Maximum 500 words)</p> | <p style="text-align: center;">Let’s have a conversation</p> <p>As we welcome in the new decade what better time than now to measure where we are as an organisation and reflect on where we want to go. I have always found that having a good road map (or a strategic plan) that can be shared with all, helps us have a sense of belonging, direction and contribution.</p> <p>Our Mission Statement captures what we have always wanted to achieve we just have to put in place actions more effectively to deliver on our Mission that we are committed to: -</p> <p><i>“develop the business, professional and leadership potential of women through advocacy, education, mentoring, networking, skill building and economic empowerment programmes and projects around the world.”</i></p> <p>So by: -</p> <ul style="list-style-type: none"> • supporting our women in business to upskill and grow • collecting, shaping and amplifying our BPW stories to be the globally recognised NGO • being an advocate and catalyst for economic change for women • unlocking the membership’s potential through mentoring, succession planning and educating them in parliamentary processes to ensure we attain positions of influence. <p>These are the aspirations of our founder. My vision is to convert these aspirations through actions to ensure we can become the preferred ‘Not for Profit’ organisation and the automatic choice to be invited to the table to be the representative voice for Woman and Girls globally.</p> <p>I ask the membership to think on who would best deliver our vision on your behalf, such a strategic plan and elect those as your new executive. Elect members who are driven and believe in the untapped potential of our organisation. A team who will accelerate the vision of our founder. I am but one voice and I need focused and driven people with me, so let’s do this together.</p> <p>When asked did I think I had the qualification for the position I had no hesitation in responding. That yes, I did, and that I was ready to be the voice of BPW International.</p> |





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| | <p>Currently, I am part of a team that manages public funds with an operating budget of \$350 Million annually delivered against a Long Term Plan (LTP). We report on our LTP progress quarterly to our community which carries with it all legislative requirements around transparency and accountability. Other strengths I would bring are proven negotiating skills, the ability to speak in diverse forums, such as the United Nations and Country Missions, which are respected in the NGO and government forums both here and abroad. I am ready to be your next International President and would bring to the leadership a style that will ensure direct and regular communications. I am a not a ‘secretive person’ and I have no problem front footing and owning any mistakes made - <i>“to err is human and to forgive is divine”</i></p> <p style="text-align: center;"><i>My strength is not that of an individual but that of a leader of a multi-disciplined multi-cultural team.</i></p> |
| <p>A written Supporting statement (Maximum 200 words) by nominating affiliate</p> | <p>BPW New Zealand executive unanimously agree to nominate BPW New Zealand President, Hellen Swales, for the position of BPW International President.</p> <p>Hellen is a true leader with strong strategic focus who can align the direction of BPW International with the global needs of women as expressed at the annual Commissions on the Status of Women (CSW) and the policy directions set at BPW International Congresses. Hellen has in-depth knowledge of UN Conventions and processes and would work collaboratively for women’s rights.</p> <p>Hellen has strong skills in business and parliamentary process. She would work to make sure BPW International’s processes are transparent, consistent and constitutionally based. Her enthusiasm and action-driven approach inspires others and will engage membership.</p> <p>Hellen is a strong advocate for women and has been influential in the work for equal pay, the Women’s Empowerment Principles (WEPs) and the advancement of women’s rights both in New Zealand and globally. Her oratory, knowledge of global trends and network of international colleagues add to the value Hellen brings to the President’s role. Hellen’s vision is for BPW International to be the world’s foremost not-for-profit advocacy women’s organisation and she has the support of BPW New Zealand to work for this goal.</p> <p><i>Christine Berridge, First Vice President, BPW New Zealand</i></p> |

