

Secretariat of the Pacific Community



**Pacific Women's Bureau**

**Strategic Plan**

**2006–2009**

## **1 Introduction to the Pacific Women's Bureau and its strategic plan**

The Pacific Women's Bureau (PWB) is part of the Social Resources Division of the Secretariat of the Pacific Community (SPC) and is based in Noumea. It shares the common goal of *Empowered Pacific Island women and young people and strong cultural identities* with SPC's Pacific Youth Bureau, Cultural Affairs Programme and Community Education and Training Centre (CETC). To help achieve this goal, the PWB assists PICTs to improve the status of women through implementation and monitoring of the Pacific Platform of Action (PPA). This Strategic Plan (the Plan) maps out the direction of the PWB for the 2006–2009 period. It is centred on clear objectives and outputs designed to produce tangible results, thus demonstrating to SPC member governments, partners and donors how the PWB is contributing to the advancement of women in the Pacific region, consistent with the Pacific Plan and Millennium Development Goals (MDGs).

## **2 Pacific context and challenges**

Since the adoption of the PPA in 1994 and the Beijing Platform for Action (BPA) in 1995, PICTs have used these agreements to guide national and regional actions and engage international cooperation to assist in empowering women in political, legal, social and cultural spheres. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and, more recently, the MDGs have provided universal standards for measuring progress in these efforts.

Despite years of efforts to promote the mainstreaming of gender in national and regional development frameworks, the translation of policy into outcomes remains challenging for PICTs as demonstrated by the 2004 PPA revision at the 9<sup>th</sup> Triennial Conference on Women. The review noted the structural, political and cultural impediments to progressing women's advancement and the need to develop a mechanism for monitoring the revised PPA.

All PICTs have established national women's machineries and have made progress in integrating women's perspectives into national policies. Thirteen have ratified CEDAW. However, national machineries remain marginalised and under-resourced, few national plans mainstream gender, and legislation in some PICTs demonstrates minimal compliance with CEDAW and the BPA and PPA. Participation of Pacific women in political and public decision-making remains low and financial crises, structural reforms and threats to peace and security in several PICTs have reduced budgets and further relegated women's issues to the periphery.

Despite some gains, the 1994 PPA goals for improved health and education for women have not been achieved due to the inadequacy of service provision. Increasing HIV/AIDS rates signal an urgent need to focus on the gender dimensions of the epidemic in the Pacific. Although many PICTs have achieved universal primary education, there are more females than males amongst those who have never been to school and this number increases in rural areas.

Violence against women is prevalent and has led to an increase in school dropouts, teenage pregnancies and broken families. Despite some positive initiatives, this issue remains difficult to successfully address as it is ingrained in society and is linked to alcohol and substance abuse.

Women are still under-represented in senior official and management positions, including in the media industry, and few countries have specific policies to promote women's economic advancement. Growing areas of concern are the exploitation of women migrant workers and the impact of trade liberalisation efforts on the livelihoods of Pacific women and their families. Research by the ADB (Asian Development Bank) indicates that poverty and hardship is increasing in Pacific Island

countries, particularly for female headed households. However, more sex disaggregated data is needed to help address this issue.

Pacific communities gain most of their information for private and public discourse *via* national radio, television and newspapers, where stereotypical gender representations prevail. Women's issues require better analysis and more balanced presentation through the expanded use of media and Information, Communication and Technology (ICT).

### **3 SPC's response**

SPC recognises the vital role of women in sustainable development and is committed to gender equality as reflected by the PPA consistent with the Pacific Plan and the MDGs. The PWB considers that the advancement of women and progress towards gender equality are mutually reinforcing goals that require an integrated approach at regional and national levels. This approach recognises the role and contribution of a range of stakeholders including governments, non-governmental agencies, the media, and regional and international development partners.

The PWB facilitates and provides technical support and training to strengthen national women's machineries. This includes assisting ministries and departments responsible for Women's Development to conduct gender analyses, mainstream gender in their policies, plans and programmes and those of other ministries, and monitor and evaluate these from a gender perspective. Emphasis is placed on building stronger partnerships between governments and civil society. As the official co-ordinating body for ratifying, implementing and reporting on CEDAW in SPC member countries, the PWB will work closely with governments that have yet to ratify CEDAW and continue to work with regional and international partners to support implementation and reporting initiatives in the other countries.

During this planning period, the PWB will focus on strengthening the knowledge base of all stakeholders to improve national and regional capacity to implement the PPA. This will include developing a regional database for monitoring purposes, supporting relevant research, making information on women's issues accessible to all stakeholders and building national capacity for improved media coverage of women's and gender issues. The PWB will also work closely with CROP agencies, in particular the Gender Issues Adviser at PIFS, to implement the CROP gender strategy within the SPC. As the regional co-ordinating agency for the PPA, the PWB will continue to facilitate regional consultations on implementing the PPA, contributing to international meetings and conferences, and coordinating donors.

Media and ICT are important tools for advocating all aspects of the PPA. PWB will continue to work with media personnel to promote a balanced, non-stereotyped portrayal of women in the media. This will include providing communications training and technical advice to national focal points.

### **4 Priorities**

The PWB's priorities during 2006–2009 are to:

- strengthen the knowledge base of governments, national machineries, civil society, regional organisations and the PWB in relation to the PPA
- determine, and respond appropriately to, institutional strengthening needs of national women's machineries
- promote ratification of CEDAW

- develop stronger working relationships with SPC's Community Education Training Centre, its Pacific Youth Bureau and Cultural Affairs Programme and with agencies such as PIFS, UNIFEM, the Commonwealth Secretariat and regional non-governmental bodies
- facilitate the implementation of SPC's gender policy and the CROP gender strategy
- improve information flows to national women's focal points and regional media practitioners on PPA issues

## 5 Goal and objectives

The PWB shares the goal of *Empowered Pacific Island women and young people and strong cultural identities* with SPC's Pacific Youth Bureau, Cultural Affairs Programme and Community Education and Training Centre (CETC) as it assists PICTs to improve the status of women through implementation and monitoring of the PPA and CEDAW.

To do this, the PWB will focus on the following objectives for the four-year period, 2006 to 2009:

- stronger national capacities,
- enhanced regional cooperation, and
- strengthened knowledge base and information flows in support of the Pacific Platform for Action.

## 6 Outputs and key performance indicators

### **Objective 1: Stronger national capacities**

#### **Output 1.1: More effective implementation of policies relating to the PPA**

This output is designed to equip national machineries to engage in more proactive policy work. Its success will depend largely on the cooperation of national machineries, contributions of stakeholders in other government ministries and civil society partners, and funding support. Activities for achieving this output will include expanding the knowledge base of in-country capacity within the PWB, designing programmes based on the needs of PICTs, delivering programmes that respond to these needs and delivering training in media literacy and gender advocacy.

#### **Key performance indicators**

- Increased PICT ownership of PPA
- Development of comprehensive database on national women's machineries
- Delivery of in-country technical support
- Provision of internships
- Distribution of publications and other information

#### **Output 1.2: Promotion and implementation of CEDAW**

This output will advance progress on a range of CEDAW initiatives in three areas: advocacy, implementation, and monitoring and reporting. The PWB will collaborate with stakeholder groups to deliver this output. The main activities will include maintaining input to the regional CEDAW group, promoting ratification, providing technical assistance to implement, monitor and report on CEDAW activities and using the media and ICT to educate and raise awareness on CEDAW.

**Key performance indicators**

- Contributions to the regional CEDAW group
- Initiatives targeted at countries yet to ratify CEDAW
- Provision of technical assistance to countries that have ratified CEDAW
- Media and ICT initiatives relating to CEDAW

**Objective 2: Enhanced regional co-operation****Output 2.1: Better co-ordination between CROP and international agencies on the implementation of the PPA**

This output is designed to avoid duplication of effort and maximise support to PICTs by improving the coordination of gender programmes and activities being implemented by bilateral and multilateral agencies and regional organisations. The main activities will include joint work programming with the PIFS and the establishment of an inter-agency consultative mechanism.

**Key performance indicators**

- Joint PIFS/SPC-PWB initiatives
- Establishment and operation of regional consultative mechanism

**Output 2.2: Increased gender awareness and collaboration among SPC staff and divisions at all levels**

The PWB, as the SPC CROP gender focal point, will work to increase gender awareness within SPC at all levels based on the CROP gender strategy. Activities will include reviewing SPC's gender policy and developing implementation plans, facilitating gender training, and assisting the CETC to incorporate the PPA into its curriculum. The PWB will also continue developing and implementing joint initiatives with other SPC programmes and will ensure SPC publications include gender dimensions wherever possible.

**Key performance indicators**

- SPC gender policy reviewed and implementation plans adopted
- Gender training for SPC staff designed and implemented
- PPA incorporated into CETC programme
- Joint initiatives between PWB and other SPC programmes developed and implemented
- Gender dimensions included in SPC publications
- Input into annual CROP Gender Strategy Progress report provided

**Output 2.3: Coordination of PICT representation in key regional and international networks**

This output is designed to coordinate effective representation of Pacific women in key regional and international conferences and events. As part of this effort, the PWB will promote close regional cooperation between national women's machineries and civil society. The main activities will include identifying key international networks that discuss PPA issues, facilitating the inclusion of Pacific women's issues in regional and international forums, and coordinating media coverage of such events and forums.

**Key performance indicators**

- Identification of networks
- Contribution to networks
- Media coverage of Pacific women's issues in regional/international forums
- PICTs' representation at key international gender events (e.g. UN CSW)

### **Objective 3: Strengthened knowledge base and information flows**

#### **Output 3.1: Knowledge and information about PPA issues**

This output is designed to strengthen the knowledge base of all stakeholders to improve national and regional capacity to implement the PPA. Activities will include developing a regional database to support and monitor the implementation of the PPA, identifying and supporting relevant research, compiling information on good practice and lessons learned, and expanding a network/system for disseminating information on the PPA to stakeholders.

#### **Key performance indicators**

- PPA database established
- PPA research activities identified and conducted with PWB assistance
- Information compiled on PPA good practice
- System/network for distributing information to stakeholders expanded

#### **Output 3.2 PWB publications produced and disseminated**

This output is designed to inform and influence audiences on the PPA, BPA, CEDAW and related issues. Activities will include producing multi-media publications, maintaining and building on existing gender advocacy electronic discussion lists and website information, and contributing to the knowledge base/network on PPA implementation.

#### **Key performance indicators**

- Periodic print, broadcast and electronic publications
- Use of the PWB website to contribute to PPA discussions
- PWB contributions to the knowledge network/system

## **7 Reporting, monitoring and evaluation**

Annual progress reports and work plans are provided to the SPC Executive and donors, with a six-monthly update, in addition to specific project reports and any other reporting that may be required. The Triennial Conference of Pacific Women monitors and evaluates the PWB's work in addressing women's issues and progress towards gender equality. The PWB is also monitored annually by the Conference or CRGA and periodically by independent reviewers as part of SPC's programme of regular reviews.

## **8 Partnership and resources**

The PWB works in close collaboration with other CROP agencies, UN agencies based in the region, particularly UNIFEM, and other international agencies. The PWB is managed by an Adviser and is staffed by a Women's Development Officer, a Communications Officer, a Technical Support Officer and a Project Assistant. The latter two positions are shared with the Cultural Affairs Programme and Pacific Youth Bureau.

Currently, the PWB is funded through SPC's core budget and programme funding support from Australia, France, New Zealand and New Caledonia. Project funding has been relatively limited. The PWB will need to mobilise additional resources during this planning period to deliver its proposed programme.

## 9 Matrix summary

Objectives, Outputs and Key Performance Indicators	Means of Verification
<p><b>Objective 1: Stronger national capacities</b></p> <p><b>Output 1.1:</b> More effective implementation of policies relating to the PPA</p> <ul style="list-style-type: none"> <li>➤ Increased ownership of PPA by PICTs</li> <li>➤ Expanded database on NWMs developed</li> <li>➤ In-country technical support delivered</li> <li>➤ Internships provided</li> <li>➤ Publications and other information distributed</li> </ul>	<p>PPA National Plans of Action  PWB database  TA assessment reports  Internship assessment reports  Duty travel reports  User feedback  Follow-up actions</p>
<p><b>Output 1.2:</b> CEDAW promotion and implementation</p> <ul style="list-style-type: none"> <li>➤ Contributions to the regional CEDAW Group</li> <li>➤ Initiatives targeted at countries yet to ratify</li> <li>➤ Provision of technical assistance to countries that have ratified CEDAW</li> <li>➤ CEDAW media and ICT initiatives</li> </ul>	<p>Record of group consultations  Correspondence between group members  CEDAW country activity reports  Country CEDAW TA reports  Workshop/training evaluation reports  Duty travel reports</p>
<p><b>Objective 2: Enhanced regional cooperation</b></p> <p><b>Output 2.1:</b> Better coordination between CROP and international agencies on the implementation of the PPA consistent with the Pacific Plan</p> <ul style="list-style-type: none"> <li>➤ Joint PIFS/SPC-PWB initiatives</li> <li>➤ Regional consultative mechanism established and operating</li> </ul>	<p>Programmes and record of joint activities  Record of consultations  TA assessment reports/feedback  CROP gender strategy reports</p>
<p><b>Output 2.2:</b> Increased gender awareness and collaboration among SPC staff and divisions at all levels</p> <ul style="list-style-type: none"> <li>➤ SPC gender policy reviewed and implementation plans approved</li> <li>➤ SPC staff gender training designed and implemented</li> <li>➤ PPA incorporated into CETC programme</li> <li>➤ Joint initiatives between PWB and other SPC programmes developed and implemented</li> <li>➤ Gender dimensions included in SPC publications</li> <li>➤ Input into annual CROP Gender Strategy Progress report provided</li> </ul>	<p>SPC reports to CROP  CROP gender strategy report  Training activity reports  CETC curriculum and activity reports  Feedback from SPC divisions and programmes  Sample publications</p>

Objectives, Outputs and Key Performance Indicators	Means of Verification
<p><b>Output 2.3:</b> Coordination of PICTs representation to key regional and international networks</p> <ul style="list-style-type: none"> <li>➤ Networks identified</li> <li>➤ Contribution to networks</li> <li>➤ Media coverage of Pacific women’s issues in regional/international forums</li> <li>➤ PICTs’ representation at key international gender events</li> </ul>	<p>Network lists and database  Network inputs  Record of PINA media contributions</p>
<p><b>Objective 3: Strengthened knowledge base and information flows</b></p> <p><b>Output 3.1:</b> Knowledge and information about PPA issues</p> <ul style="list-style-type: none"> <li>➤ PPA database established</li> <li>➤ PPA research activities identified and conducted with PWB assistance</li> <li>➤ Information compiled</li> <li>➤ System/network to distribute information to stakeholders established and operating.</li> </ul>	<p>Functional database  Research partnerships and reports  Researchers supported  Database inputs  User feedback and statistics on website use</p>
<p><b>Output 3.2:</b> PWB publications produced and disseminated</p> <ul style="list-style-type: none"> <li>➤ Periodic print, broadcast and electronic publications</li> <li>➤ Use of PWB website to contribute to PPA discussions</li> <li>➤ PWB contributions to the knowledge network/system</li> </ul>	<p>Record of PWB publications  CETC media reports  Website features linked to PPA issues</p>