



# WOMEN IN AUTOMOTIVE NEW ZEALAND ACCORD

Join the movement for change

# TOGETHER, LET'S BUILD A FUTURE FOR THE AUTOMOTIVE INDUSTRY WHERE EVERYONE CAN THRIVE

The business case for a diverse and inclusive automotive industry is clear.



## FIT FOR THE FUTURE

The future prosperity of the automotive industry will be dependent on our ability to attract and retain top diverse talent in workplace cultures where everyone can thrive.



## REPRESENTING OUR CUSTOMERS

Women are equal consumers of our product however, a low participation rate - and much less in leadership roles - means they have significantly less influence on what product is brought into the country, how that product is marketed to them, and the overall sales and after-sales experience.



## HIGH PERFORMANCE

More diverse companies are now more likely to perform than their less diverse peers on profitability\*

Mckinsey- Diversity Wins (2019)



## LEADERSHIP AND LEGACY

Our industry has an opportunity to take a leadership position on diversity and inclusion and be known for bold action that leaves a lasting legacy.



**By working together we can create lasting change and a dynamic and future focussed automotive industry.**

## **OUR MISSION**



### **INCREASE WORKFORCE PARTICIPATION BY WOMEN**

Increase overall industry representation of women from 17% to 30% by 2030.



### **WOMEN IN LEADERSHIP**

Increase women's representation in leadership across the industry.



### **LEADING INCLUSIVE CULTURES**

Lead and measure inclusive culture across the industry and develop inclusive leadership as a key industry capability.

# SIGN THE ACCORD AND JOIN THE MOVEMENT FOR CHANGE



Businesses large and small from right across the automotive sector are invited to commit as a signatory of the Women in Automotive New Zealand Accord.

## HOW DOES IT WORK?

By signing the accord, each organisation is agreeing to the declaration and delivering on the commitments of the Women in Automotive New Zealand Accord.



# FOUR GOOD REASONS WHY YOUR ORGANISATION SHOULD SIGN THE WOMEN IN AUTOMOTIVE ACCORD

## Information is **POWER**

We'll help you develop an action plan and provide tips to empower you to bring change to your organisation.

# 1

## **LEARN** from others

You'll join a network of organisations from across the country who are all seeking the same goal. Let's share our knowledge so we can all get there faster.

# 2

## Make a **COMMITMENT**

Show your prospective and current employees that you mean business when it comes to being a diverse and inclusive organisation.

# 3

## Be the **CHANGE**

Make a positive and lasting impact on the automotive industry

# 4

## ACCORD PRINCIPLES

There are 7 principles that underpin the Accord and that signatories will be supported and held accountable to achieve.

1

Accord member organisations have a Diversity & Inclusion policy

Accord member organisations seek out opportunities to include women and encourage diverse views

2

3

Accord member organisations take steps to know and address any gender pay gaps

Accord member organisations create safe and inclusive physical environments

4

5

Accord member organisations can demonstrate a commitment to growing and retaining their female talent

Accord member organisations have a parental leave policy in place. They make their policy publicly available to view on the NZ parental leave register at [gocrayon.com](http://gocrayon.com)

6

7

Accord member organisations walk the talk on diversity. They champion the kaupapa of Women in Automotive New Zealand and take actions to grow the movement



## HOW IT WORKS

### REPORTING ON ACTION AND PROGRESS

Upon signing, organisations must submit to Women in Automotive their annual action plan describing the steps they will take towards delivering on each of the seven principles. At the end of each year they report back on progress.

### MEASUREMENT AND ACCOUNTABILITY

Members commit to completing the annual Women in Automotive Accord survey. The survey acts as a core tool for measuring and reporting collective impact.

### ANNUAL SUMMIT

Member organisations have their CEO attend the annual Women in Automotive Accord Summit where they will present their past years progress to the Accord community.

### PEER ACCOUNTABILITY

Women in Automotive and fellow Accord signatories have the right to remove signatory status from an organisation that fails to live up to the committed actions.

## YOUR NEXT STEPS

- Complete the Accord Signatory form and have it signed by your Chief Executive or business owner.
- Email the completed form together with a full-colour, portrait photo of your chief executive or business owner to [info@womeninautomotive.nz](mailto:info@womeninautomotive.nz)
- Pay the annual administration fee invoice, which will be issued once we've received your form. Cost is based on organisation size.
- The Women in Automotive Membership Accord runs annually from 1 July - 30 June. Organisations can sign at any stage.

## QUESTIONS

Get in touch with Women in Automotive New Zealand at [info@womeninautomotive.nz](mailto:info@womeninautomotive.nz)

### Annual fee per annum (+gst) by business size (FTE)

1 to 4	\$150
5 to 15	\$300
16 to 30	\$400
31 to 50	\$600
51 to 150	\$1000
151 to 300	\$2000
301 to 500	\$3000
501 plus	\$5000





# WOMEN IN AUTOMOTIVE

[info@womeninautomotive.nz](mailto:info@womeninautomotive.nz)



[www.womeninautomotive.nz](http://www.womeninautomotive.nz)



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