

BAY BUZZ

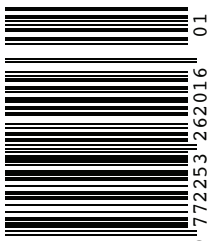
№62 • JANUARY / FEBRUARY 2022 • HAWKE'S BAY UP CLOSE, IN DEPTH

**The
Women's
Issue**

Women inspire Hawke's Bay

Grey hair, don't care
Women run Hawke's Bay
The Beauty Brigade
HB women: A-Z

\$10.00 INC. GST



9 772253 262016 01

Concept model shown




*ELECTRIFICATION ISN'T
JUST A TECHNOLOGY,
IT'S A FEELING.*

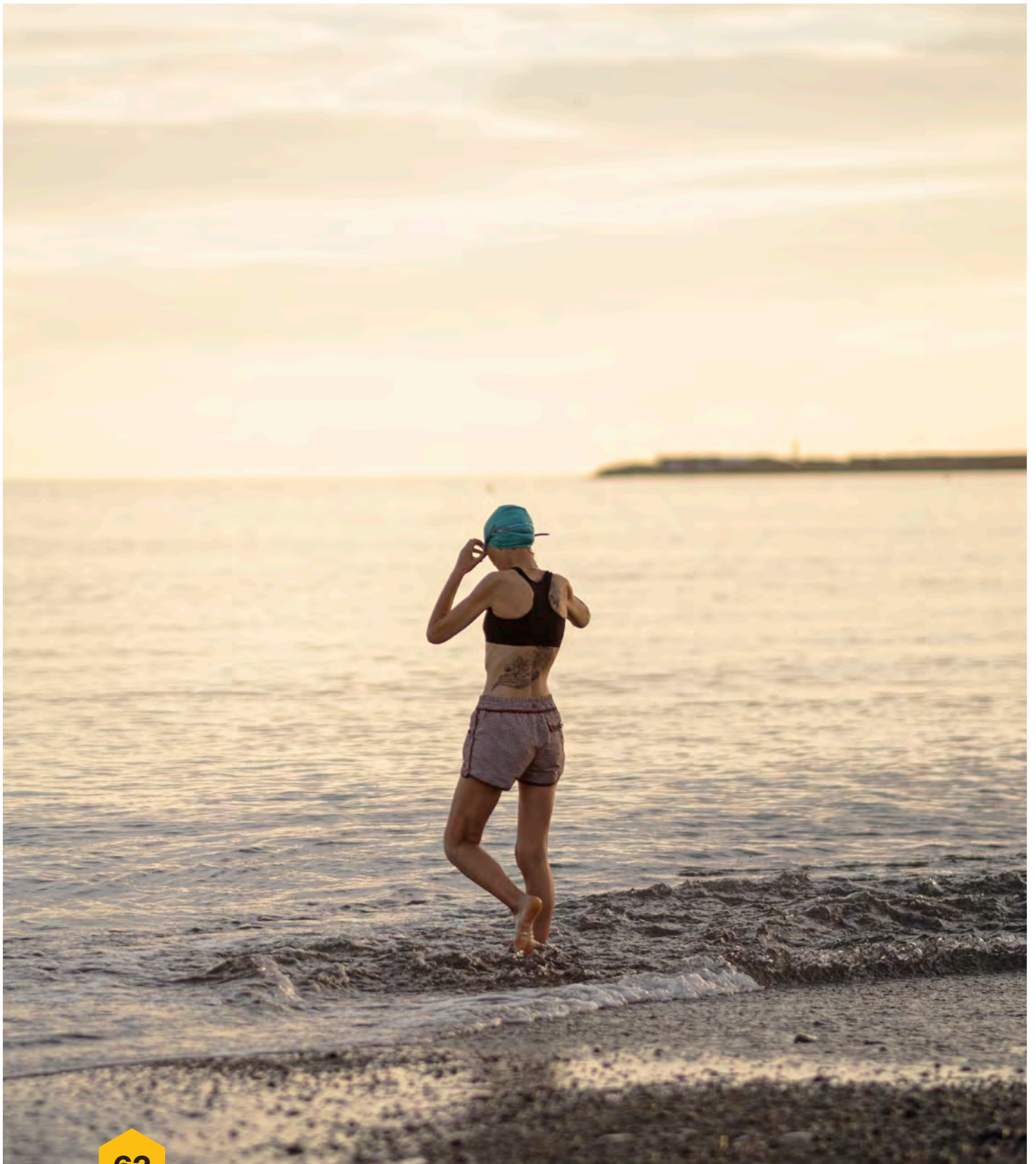


It began with the petrol engine. Crafting the most visceral thrills from the V10. Then we shifted our obsession to the Hybrid engine. Proving that fuel-efficiency can be utterly exhilarating. And now, we've set our sights on a new challenge. Pursuing the most electrifying driving experience yet. Because what's the point in going electric, unless it feels amazing?

LEXUS ELECTRIFIED

 **LEXUS OF HAWKE'S BAY**

505 Karamu Road, Hastings
(06) 872 8222
lexusofhawkesbay.co.nz



BayBuzz January/February 2022

Grey (hair) is the new black. Females at the helm. Twenty remarkable HB women. The women's network. Period pains. Let's talk about miscarriage. Multi-faceted effects of poverty. The Bay's own beauty brands. Gender confidence gap in finances. As misogynistic as men. Sharing the creative love.

Cover photo: Florence Charvin. This page: *The swimmers* by Florence Charvin.



Follow us at:
baybuzzhb

Articles online at:
baybuzz.co.nz

Editorial enquiries
editors@baybuzz.co.nz

Advertising enquiries
Tom Belford
tom@baybuzz.co.nz

Reach BayBuzz by mail
BayBuzz, PO Box 8322,
Havelock North



BayBuzz Team

EDITOR: Tom Belford
ASSISTANT EDITOR:
Lizzie Russell
SENIOR WRITERS:
Kay Bazzard; Tom Belford;
Abby Beswick; Bridget
Freeman-Rock; Keith
Newman; Lizzie Russell;
Jess Soutar Barron;
Mark Sweet
COLUMNISTS:
Charles Daugherty;
Andrew Frame; Katie Nimon;
Paul Paynter; Dominic Salmon;
Ian Thomas; Louise Ward
BUSINESS WRITER:
Brenda Newth
EDITOR'S RIGHT HAND:
Brooks Belford
PHOTOGRAPHY: Tom Allan;
Florence Charvin
ILLUSTRATION:
Brett Monteith; Israel Smith
DESIGN: Unit Design -
Max Parkes; Giselle Reid
ONLINE: Elizabeth-Marie Nes;
Lee Tong
BUSINESS & DISTRIBUTION
MANAGER: Kathleen Botha
PRINTING: Blue Star Group

ISSN 2253-2625 (Print)
ISSN 2253-2633 (Online)



This document is printed on an environmentally responsible paper produced using Elemental Chlorine Free (ECF) pulp sourced from Sustainable & Legally Harvested Farmed Trees, and manufactured under the strict ISO14001 Environmental Management System.



About the Cover

This issue's cover puts our BayBuzz photographer Florence Charvin on the other side of the lens in her favourite spot – the ocean off Ahuriri Beach where she swims every morning, year-round. Florence has written and photographed a feature *Grey Hair, Don't Care* on page 18.

Bee in the know

- 4 Women! It's about time ...**
Jess Soutar Barron
- 6 A-Z of Hawke's Bay Women**
Lizzie Russell

Features

- 18 Grey hair, don't care**
Florence Charvin
The pleasure and power of going grey.
- 24 Our leaders**
Tom Belford
Hawke's Bay really is run by women.
- 28 Twenty**
Tess Redgrave & Bridget Freeman-Rock
Interesting women making differences throughout the region.
- 52 Mentor, the goddess of wisdom**
Katie Nimon
Women championing women in education and in business.

The Women's Issue
Collaboration, challenge and celebration

This edition is all about the inspiring women of Hawke's Bay – literally A to Z as one article proclaims. We've tried to reflect both the 'obvious' public leaders of the Bay and the much larger pool of informal – often 'under the radar' – leaders who make the Bay thrive across all its sectors ... business, social wellbeing, environment, the arts, charities and nonprofits. No effort like this can be totally inclusive of every individual making contributions of personal excellence or community value. But we've tried our best to illustrate what women's leadership looks like in Hawke's Bay.



Photo: Tom Allan



Photo: Tom Allan

58 A bloody struggle

Abby Beswick

Challenges and changes to period poverty.

63 Miscarriage: Breaking the silence

Abby Beswick

It's time to talk about it.

66 Too much and not enough

Sophie Price

Ongoing struggles faced by women and families in our communities.

BayBiz ...

72 A fantastic four

Brenda Newth

Local entrepreneurs share their stories.

78 The beauty brigade

Brenda Newth

The business of looking good and feeling good.

84 Women finding financial security

Nick Stewart

Necessary steps for self-preservation.

Ideas & opinions

86 Sisters are doin' it to themselves

Sophie Price

Unlearning internalised misogyny.

88 Fraternity

Gretta Carney

Women who break the spiral of power to find "the trick of cooperation".

Culture

90 Heroes! The art facilitators

of Hawke's Bay

Kay Bazzard

Three women making a difference in the arts, while making their own!

96 Mad, bad, and dangerous to know

Louise Ward

Super summer reads featuring woman.



Beach life. Photo: Florence Charvin



Women! It's about time...

The average woman lives 3.5 years longer than the average man, that's 1,277 days more. We need to. We need that extra time to get ready. Not ready for death. Ready to hit each day with a smile on our face and a spring in our step.

We need that time so every day of our adult lives we can spend an hour on our hair and make-up. And then every month we can spend six hours at the hair dresser, nail salon and beauty spa getting a blow wave, a lip bleach, a leg wax and a mini mani-pedi.

Plus, we move much slower than men because we have to wear spanx and stilettoes and pencil skirts. And pantyhose, which ride down and trap our thighs like dugongs in drift nets, just as we're trying to climb the corporate ladder.

We need more time too because we have to spend hours each week making men feel okay about themselves, while behind their backs stabbing little passive aggressive holes in their egos. We're exhausted too, most of the time, from swinging hammers at the glass ceiling while trying not to sweat and ruin our complexions.

Or perhaps we need the extra time because we spend so much of our adult lives getting interrupted, having to switch our attention from one priority to another, and quickly. One minute a high flying career bitch, next minute Earth mother. One year striding forth through academia, next year bare-foot and pregnant trying to conquer the perfect cheese scone like we used to conquer critical analysis of Foucault.

We have to constantly pivot to accommodate what the people in our lives need from us. We need more time because we're constantly distracted, manically multi-tasking, and never quite fully focused on what's in front of us. Yes, we might make it into the

When menfolk were mammoth hunters, what were we doing? One hundred other things.

board room but we still have to keep an eye on the door in case Joey needs a ride to netball or Granny has a fall. And we need to give everyone the right amount of time and attention without anyone feeling short changed. While at the same time caring for ourselves so we can last the distance. Making it to 83.5 years requires weekly pilates, an annual half-marathon, the occasional silence retreat and a steadfast commitment to the slow-food movement. All that takes time. Not for us a quick trip through the drive-thru, devouring a Mammoth Burger between meetings.

When menfolk were mammoth hunters, what were we doing? One hundred other things. In the time it takes to bring down a woolly elephantidae, the sisterhood has birthed babies, wiped noses, homeschooled, juggled ballet and soccer, remembered everybody's birthday and baked all their cakes, done four loads of washing, peeled potatoes, begun three careers, re-wallpapered the master bedroom, kept the communal fire going, joined the parent-teacher association, and made polite chit-chat with the neighbours.

Decisions are the other reason we need more time. We have to make so many. We have to have the answers to so many questions: "What's this for?" "Where's the sellotape?" "Should we buy a new sofa?" "Can I have a rabbit?" "Did you pay the phone bill?" or the dreaded "What's for dinner?" We have all the responsibility and none of the power.

We need more time too for all the over-thinking we have to do. We have to make time for gossiping, judging and casting aspersions, while at the same time making sure we're likable, approachable and not too intimidating.

Plus we don't get paid as much, so we have to work longer. And for years and years we can only work between 9 and 3. We have to do the lower-paid version of every profession: dental nurses are all women, legal secretaries, administrators, receptionists, school lunch ladies, care workers, women women women. The worst paid jobs in society are all done by women.

There're also the most important: Our babies are delivered by poorly paid midwives, our children are cared for by poorly paid teachers, the people who keep every executive on schedule and on time, all badly paid women, our sick are nursed by poor women, our old are washed and fed by poor women.

And when the working week is over do we have time off? No, we have to work double-time to make sure we get our finalised list of household and garden tasks to him-Indoors before dawn on Saturday. Then we have to crack the whip to make sure it's done in a way that's full of fawning and flattery, and without a hint of nagging. While at the same time rolling out our own work programme of domestic chores.

Once men become too old to open jars, change light bulbs or stack wood, they get to kick back on the couch with a bevvy. Us? We get to pick up shifts as the free nanny of our grandchildren, the knitter of jumpers, the arranger of floral displays, the joiner of clubs, the maker of casseroles, the writer of angry letters to the authorities. We can't stop because we've worked all our lives and this is our time.

So we need those extra years just to get it all done. That's why girls read earlier, mature faster and don't play cricket. We simply haven't got time to muck around. ●



Women in Hawke's Bay A-Z Lizzie Russell

Take a meander with Lizzie Russell through a winding alphabet of women doing interesting things in Hawke's Bay. Some you may be well aware of, some may be discoveries for you. It's not an exhaustive list, because how could it be?

We encourage you to have a think and come up with your own version, after all, there is no shortage of fantastic, unique women and woman-led projects and businesses making waves and casting ripples in the Bay!



Artists

Check out Kay Bazzard's story on page 88 to learn about women working in and nurturing the arts in the Bay. As for those making art, here's ten names worth following up on:

Asaki Kajima (pictured), a sculptor of ethereal structures, whose honours include winning the Fieldays No.8 Wire National Art Award in 2020.

Gillian Appleby, a painter who focuses on abstracted, muted, somewhat eerie portraits and landscapes in oils.

Jo Blogg and her detailed, repetitive, clever and compulsive works.

Kathy Boyle, one of the finest and most accomplished printmakers in the country.

Emma Scott of Haumoana, creator of sleek, elegant stone forms (under the name Stonepeace) with a connection to past and place.

Lizzie Beere, whose large-scale, generous, vibrant florals can be explored at Muse Gallery and at Lizzie's home studio on St Andrews Road.

Kate Mackenzie, a stalwart of the local art scene, with a national and international reputation thanks to her surrealist-leaning paintings and World of Wearable Arts successes over the years.

Susan Mabin, sculptor with an eye and touch for exploring the human condition through mixed media.

Nic Tucker, who creates fabulously detailed Japanese woodblock prints depicting landscapes around New Zealand.

Rae West, renowned resin artist now offering workshops on this luminous, satisfying artform.



B

Birdwoods

An absolute Havelock North and Hawke's Bay classic, this gallery, sculpture garden, café, sweet shop and events venue on Middle Road, just outside of the village has evolved and grown over the years thanks to the hard work of **Louise Stobart**, her husband Bruce and their team.

A continual highlight is the range of African stone sculpture. And the cake. This summer, keep Birdwoods in mind for their Sunday Summer Sessions. Enjoy live music, lovely food and refreshing beverages, all in the serene setting of the garden, each Sunday from January 2 to February 13.



C



From top: Julia Atkinson, Fiona Fraser and Kara Biggs

Communicators

Across the region, communications are run by women. Women get the messaging out for councils: **Julia Atkinson** leads the comms team at NCC, **Naomi Fergusson** at HDC. **Anna Kirk** covers it for Hawke's Bay District Health Board. Then there are the consultants – **Fiona Fraser, Kara Biggs, Brenda Newth, Erin Harford-Wright, Lucy Dobbs**. Female-led agencies abound, plus the women charged with getting the word heard for some of our biggest businesses.

So what is it about women that make us so good at communicating? Perhaps it has something to do with the fact that we speak on average at a speed of 250 words a minute – that's around 30% more than the average male! It could also be because female brains have more than 10% more brain cells in the planum temporale, the area of the brain charged with perceiving and processing language.

D

Daffodils

Spring isn't spring in Central Hawke's Bay without that glorious paddock of daffodils at the Mabins' farm just on the southern side of Waipukurau. Sunny spring days wandering the hundreds of daffodil varieties, picking a bunch while enjoying refreshments have become an annual tradition for many families.

Railene Mabin started the blooming beautiful project 40 years ago, growing daffodils to raise money for Plunket. Plunket has remained the Mabins' charity over the decades, and in 2017 Railene was awarded the Queen's Service Medal.

In recent years much of the organisation and work has been taken up by Railene's daughter-in-law **Esther Mabin**, another dynamo in this generous, green-fingered family.

F

Female Foodies

Photo: Tom Allan

E

Environment Centre Hawke's Bay

Established in 2004 by coordinator **Marion Thomson** and educator **Jo Duff**, the Environment Centre came to life with funds from the Ministry of Environment. The centre provides "Education, information and a range of services to inspire, lead, educate and support people to create a sustainable Hawke's Bay."

Workshops, events and an information hub are key services, along with free specialist recycling (household batteries, coffee pods, bread tags, bottle tops electronic waste and more). The Environment Centre volunteers also get out and about at local events as Waste Warriors, helping to make big occasions waste-free.

We do most of the food provision in the home, and as it appears on closer inspection, much of it out in the world too – women run food around here! While you're enjoying the bounty of Hawke's Bay this summer, feasting on delicious food either at home, on a mission or in chic and unique eateries, spare a grateful thought to the hardworking women behind these delicious products and experiences, including these wonder women: **Miyuki McGuffie** (Asian Diner), **Prue Barton** (Mr D), **Sarah Watson** (Deliciosa), **Agnieszka Wills** (Hunger Monger), **Lisa Caro** (Ajuna and Wright & Co.), **Liv Thorp** (Mamacita), **Laura Crespi** (Sazio), **Joanie Williams** (Origin Earth), **Helen Walker** (Te Mata Figs), **Vicki Bolderson** (Vetro), **Jonelle Jarvis** (Bay Espresso), **Claire Vogtherr** (Holly Bacon Co.) **Monique, Emma and Kate Bradshaw** (Maison Therese), **Nadia Nazaryeva** (Matisse), **Gretta Carney** (Hapi), **Sophie Debord** (Café Tennyson & Bistro), **Chel Adams** (Aurum Coffee), **Kelly Simmonds** (The Gin Trap & Malo), **Emma Glover** (Hawke's Bay Farmers' Market), **Alexandra Tylee** (Pipi Café), **Helma Van den Berg** (Clearview).

Pictured is **Larni Webb**, co-owner of Bellatino's Food Lovers Market, an iconic part of Havelock North's food scene. Larni and her husband took over Bellatino's in 2019 and have since added a Bayview location and a store in the revamped Hawke's Bay airport.



Garment

Mother-daughter combo Ginny Althuisen and Sarah Simister are total fashion mavens with an eye for treasure. Popping into their sweet store, **Garment**, at the top of Napier's Tennyson Street to explore the collection of pre-loved designer clothing and accessories (plus vintage and retro pieces) is always a treat. While you're in the neighbourhood, visit Karla and Natalie at **Two Lippy Ladies**, Theresa and co. at **Degas**; Julie, Sandi and the team at **Caravan** (there's also a Caravan store in Hastings), Andrea and her bunch of interior and style ladies at **Brocante** and Wendy at **OFI** – all female-led independent fashion retailers in one city block!

Have you tried the famous Enzyme Facial? You are in for a treat. Founded by **Kelly Cushing**, Isla is more than a beauty clinic – amongst the passionate devotees, it's known as a total skin game changer.



Isla Skin Therapies



Hello Cup



Mary Bond and Robyn McLean

Hello. (aka Hello 'Period') already has an enthusiastic following and we expect to see much more from this Hawke's Bay period product company in 2022. They had huge demand for their seed funding raise in October 2021 - netting \$2.4M to support the development of exciting and innovative new sustainable period products. Their aim is to show anyone with a period that reusable period products are not only comfortable but also easier and cheaper, and better for the planet. With offices in Napier and Wellington, an expansion into the US market will be rolled out in mid 2022 as they continue to be on track to be the world's most 'bloody brilliant' period company.



Jewellery

Find bespoke treasures in diamonds and gemstones from jeweller **Monique Therese** in Havelock North, a range of handmade local pieces at **Tennyson Gallery**, the **Department of Curiosities and Fine things** and **Coco & Co**, or check out edgy contemporary work by Vanessa Arthur at **SPA_CE Gallery**.

Kindred Road

The latest addition to the Tribune precinct in central Hastings is **Alice Sip** and her husband's flagship store and showroom. Taking the airy corner spot in the beautifully restored heritage building, Kindred Road offers carefully designed luxury furniture manufactured in small runs and beautiful, contemporary homewares. Included in the space is a fresh café from catering outfit Mitzi & Twinn (Harriet Twinn and Melissa Rutherford), serving salads, sandwiches, baking and Hawthorne coffee.

Elsewhere at Tribune, you'll find more female success stories, amongst them Bazaar, the second of **Nadine Ataera's** fashion destinations after her initial Ahuriri boutique.



M

Magic Beans

Anneliese Hough and **Sarah Grant** are the dynamic duo behind Magic Beans, a way for Hawke's Bay people to share the bounty of their fruit and vegetable gardens, with no money changing hands. If you've ever had a heartbreakingly wasteful oversupply of backyard crops, join the Facebook group and the community of over 3,000 local foodlovers.



L

Little and Fox

With a fabulous emporium in Ahuriri and a sweet little showroom in Havelock North, **Asha Payton** and her Little and Fox team provide a fabulous service in curtains and upholstery, plus a terrific selection of wallpaper, furniture, accessories and rugs. Texture and colour abound thanks to their bold tastes and joyful approach to interiors.



Occasions & Events

O

Over recent years, Hawke's Bay has become an events and weddings destination, and this industry is predominantly run by talented, dedicated women, many of them with their own companies, often working in collaboration. The last couple of years have seen these women and their businesses display resilience and adaptability in the face of Covid-era challenges. Key players in this arena include stylists / hireage queens **Suzanne Beaumont** (Miss Frou Frou), and **Alice Sip** (Flock Events) and event managers **Bex Tacon** (Planit Events), **Elisha Milmine** (Super Events), plus the multitude of hairstylists, make up artists, florists, photographers, videographers, designers, caterers and venue teams who make the magic happen.

N

Netball

It's our winter sport! Hawke's Bay Netball is based at the PAK'nSAV Hastings Netball Centre at the sports park. Each week during the winter season some 3,000 players take the courts, and around 80,000 players and spectators use the facility each year. Hawke's Bay Netball is governed by an all-women board and run by general manager **Tina Aldridge** and her team.

Ultrella™

This summer, get your hands on an award winning natural deodorant.

- Reduces sweat by 1/3, naturally
- Aluminium free • Baking soda free
- Proudly HB based & female founded

Winner Odour Care category
- CertClean Clean Beauty Awards 2021

@f @ultrellaco

ultrella.co





Pania

The region's (and coastline's) mythological maiden sits in pride of place near the water on Marine Parade, cast in bronze and looking out to sea. Pania of the Reef was immortalised in statue form in 1954, modelled for by Hukarere student Mei Irihapiti Robin (now Mei Waitiri).



Quilters

and Writers, Creative Fibre Artists, HB Folk Artists, HB Miniature Artists, Morris Dancers, Book Artists, Theatre, Artists and Hawke's Bay Youth Theatre (HaBYT). These are the creative groups which make up the The Keirunga Gardens Arts and Crafts Society Incorporated, based at the lush Keirunga Gardens in Havelock North, a home of learning, personal development and community arts connection.

HABYT



Readers & Writers

These days the HB Readers & Writers Festival sits inside the annual Hawke's Bay Arts Festival, rather than standing alone as its own series of events as it has in the past. These booky, literary sessions span the gamut of publishing and are organised and run by a committee of committed women: (the Writers in Wineries Charitable Trust) **Louise Ward, Carla Crosbie, Josephine Carpenter, Maureen Roche and Brandi Dixon.**

Even in uncertain times for events, the trust pulled together an engaging programme for the 2021 festival, with highlights including Matt and Sarah Brown (She's Not Your Rehab), Kyle Mewburn in conversation with Wardini Books star and local podcaster Phoebe Wilton-Stuart, locally based novelist Catherine Robertson creating hilarity with Tom Sainsbury beaming in on the big screen from locked-down Auckland, and the fierce female literary panel of Tina Clough, Jacqueline Bublitz and Becky Manawatu.



Space Ship



The collaboratively run, creative, community-spirited arts, music and events venue in Hastings has been a unique and welcome addition to the Hawke's Bay cultural scene over the last year and a half. There are many fabulous local characters involved in the magic and mayhem, after all, "There are no passengers on spaceship earth. We are all crew." (Marshall McLuhan). Big credit to key pilots **Sophie Watkins, Rosheen FitzGerald** and **V Hoy** for bringing glorious life to Karamu Road.



Tui



While the Magpies have been soaring the last couple of seasons, their female counterparts, the Hawke's Bay Big Barrel Tui have been flying high too. The Tui made it to the 2021 Farah Palmer Cup Championship Final, going down to the Manawatu Cyclones. Since then, **Kathleen Brown** has been named in the 2022 Women's Hurricanes Squad and **Moomooga (Ashley) Palu** in 2022 Matatū Squad for the Super Rugby Aupiki competition.

Ultrella

A welcome game-changer to the natural deodorant scene, local outfit Ultrella makes products that don't just mask odour, they actually reduce sweating. The hero ingredient is a natural Botox alternative called IBR-Snowflake®, a plant extract made from Summer Snowflake bulbs. Having launched the business just as we all went into the first lockdown in 2020, Ultrella is going from strength to strength, including having won the Odour Care category at the CertClean Clean Beauty Awards 2021.

Founder **Mel Lewis** is excited about big news for 2022: Ultrella is to be the official deodorant of the newly formed Hurricanes Women's Super Rugby team for the inaugural season.



'Ladies, when smashing the glass ceiling let it be diamonds that rain down on you!'



GOLDSMITH & GALLERY

06-877-6072
UNIO.CO.NZ



Vaccine Rollout

Steered by HBDHB's **Ngaira Harker**, **Andrea Jopling**, a cast of health managers and leaders, and actioned by a mostly female workforce of nurses and practitioners, Hawke's Bay's Covid vaccine rollout has been pretty painless for most of us. Thank you all!



Wine

Kate Radburnd of Radburnd Cellars was the Hall of Fame recipient at the 2021 Hawke's Bay A&P Bayleys Wine Awards, the most recent in a slew of accolades throughout her career. Kate gives back too – serving at the chair of the committee charged with organising the annual Hawke's Bay Wine Auction, raising funds for Cranford Hospice. You'll find next-generation winemaker **Lauren Swift** on page 38. And keep an eye out for fantastic wines from **Jenny Dobson** (another icon of the local wine industry), **Julianne Brogden** (Collaboration Wines), **Emma Lowe** (Monowai Estate), **Lorraine Leheny** (Bilancia), **Rosie Butler** (Lime Rock), **Emma Easthope** (Easthope Family Winegrowers), **Sarah Little** (Helio Wine) and **Katie McKellow** (Crab Farm). Cheers!



Spex with an X

Protecting eyes and keeping us looking stylish throughout summer are the Spex ladies at both the Hastings and Napier stores. **Terri Coats**, a friendly face in town leads a happy, fashionable team of customer service stars in the long serving eyewear business, an icon of Hawke's Bay retail.

Yoga



For a lucky bunch of us, there is an incredible way to start the day a couple of times a week – Gypsy Yoga with **Laura Jeffares** at the Pacific Surf Lifesaving Club on the Napier's main beach. Rolling waves in the background, the retro charm of the surf club, it's a joy. In other yoga news, Modern Yoga in Onekawa was taken over by **Meghann Rowling** and rebranded as Yippie Yopi Yoga Studio in 2021 and there's a fresh programme of classes there to check out.



Zips, hems & alterations

Helen's Tailoring on Cathedral Lane is a regular stop for many, and a handy find for others. Helen skilfully whips garments into shape for fashion retailers and fashionistas quick-smart with a quick wit to match.

And now you know MY version of the ABCs. Have fun coming up with your own. ●



SMITH & SHETH

OENOTHÈQUE

"...probably the most premium New Zealand winemakers I have ever come across"

Jesse Mulligan, Viva Magazine

VILLAGE CELLAR DOOR

A seated tasting of the CRU collection of wines
guided by our knowledgeable sommeliers

Noon - 4pm

WINE LOUNGE & CRAFT BEER

An ever-changing list of local and international
producers, gourmet platters plus highlights from
the Malo menu

Noon - 9pm

HERETAUNGA WINE STUDIO

A one-of-a-kind wine experience that engages the
senses through story-telling, film and tasting

By appointment Thursday - Sunday, 1.30pm

Located in the heart of Havelock North,
The Courtyard Exchange, 4 Te Aute Road (behind Porters Hotel)





www.smithandsheth.com



Gift or subscribe to enjoy the best of the Bay, on us!



Enjoy four \$10 vouchers to four iconic Hawke's Bay retailers and hospitality hot spots with every new personal or gifted subscription to **BayBuzz**. That's \$40 worth of value on top of the quality journalism, insight, opinion and happenings that come with every issue of our region's much-loved magazine.

 <p>BIRDWOODS www.birdwoodsgallery.co.nz</p> <p>\$10 voucher</p> <p>A very special place just outside Havelock North village, Birdwoods is a café, gallery, sweet shop and sculpture garden in a tranquil setting and is a favourite spot for locals and visitors alike.</p>	 <p>the Urban winery</p> <p>\$10 voucher</p> <p>A cellar door and wine bar in the historic National Tobacco Company building in Ahuriri, The Urban Winery is home to Tony Bish wines and a fantastic selection of local Hawke's Bay wine brands.</p>
 <p>Total Food Equipment tfe</p> <p>\$10 voucher</p> <p>New Zealand's foremost experts in bakeware and kitchenware, Total Food Equipment in Napier is a destination for foodies with a wide array of cooking, baking and dining equipment.</p>	 <p>REAL WORLD®</p> <p>\$10 voucher</p> <p>With a flagship store in Hastings Tribune precinct and a sister store in Napier, Real World brings love and luxury to everyday life with a range of beautiful plant-based essentials for the body and home.</p>

BayBuzz is the best way to stay connected with all that's happening in Hawke's Bay. Choose from three great-value subscription options starting from **just a few dollars a month**.

BAY BUZZ
HAWKE'S BAY UP CLOSE, IN DEPTH

Subscribe now at
baybuzz.co.nz/subscribe

Sign up now, it's easy!
Subscribe or gift a subscription
to the best thinking in the Bay
and snap up your vouchers to
four local icons.



BayBuzz Premium

\$49.95/yr

- \$49.95 yearly (best value)
- or \$4.50 monthly

- 6 issues of BayBuzz magazine per year
- 6 issues of BayBuzz Digital version exactly as printed (great for your tablet)
- All BayBuzz website content
- Weekly e-newsletter, The Buzz

BayBuzz Digital

\$24.95/yr

- \$24.95 yearly
- or \$2.50 monthly

- 6 issues of BayBuzz Digital version exactly as printed (great for your tablet)
- All BayBuzz website content
- Weekly e-newsletter, The Buzz

BayBuzz Print

\$39.95/yr

- \$39.95 yearly
- or \$3.50 monthly

- 6 issues of BayBuzz magazine per year

PLUS: Every **new** personal or gifted subscription to BayBuzz will receive four \$10 vouchers to Birdwoods, Total Food Equipment, The Urban Winery and Real World.*



Online

Follow the easy steps on the website and pay with credit card
baybuzz.co.nz/subscribe



By email

Pay via bank transfer to 02-0655-0083775-000, including your name as the reference, and email your address details to editors@baybuzz.co.nz

*Offer valid until 28 February 2022 and for new subscriptions only.



Florence

Grey hair, don't care

Photo essay by Florence Charvin

I first had a glimpse of my grey hair (a full strand of it on my forehead, *Indira Gandhi* style) when I was 19. It wasn't fashionable at the time, so I started dying my hair and continued this for decades, until a few years ago. During my 40s I realised I couldn't bear adding chemicals to my body any longer, so I decided to embrace my truth.

It wasn't easy, and was often emotional but encouragement from my

children, my partner and my girlfriends gave me the strength to start and complete the process of going grey.

It took three years for my long hair to transform to grey from root to tip. During this time, not a day went by without someone (mostly women) commenting on how good it looked. It wasn't the appearance compliments that impacted me (I mean, half black, half grey wasn't a great look), it was

the support, the way women can have each other's back in the name of freedom and empowerment, that helped me stick to the plan.

I feel rebellious with my grey hair. I feel strength as I stare down old and rusty social norms.

Like the women on the following pages, embracing my grey hair has been an act of pride, fearless self-empowerment, and love.

Cushla

I was 40 when I stopped dying my hair and I felt totally confident and comfortable with my decision to go grey. I am a very firm believer in natural beauty and I didn't want to put toxic hair dye chemicals on my head anymore. I get so many positive comments from both friends and strangers saying how much they love my hair.





Giselle

I was inspired by Cushla, Florence and a close friend who started a modelling career in her mid-forties after going grey. You don't have to be a model to be part of the movement though. I wish more people realised how freeing it is. There is no reason to be a slave to ageism and outdated perceptions of what women should look like.



Mandy

I love it! It's fun! If you have an amazing head of hair or a great cut or style, then that is all you need. The clothes, the personality and the smile do the rest. As we age it is all about feeling great in our bodies and accepting ourselves as we are ... actually it is about loving ourselves ... yes, that is exactly what it is about. "LOVE." No regrets at all for me!



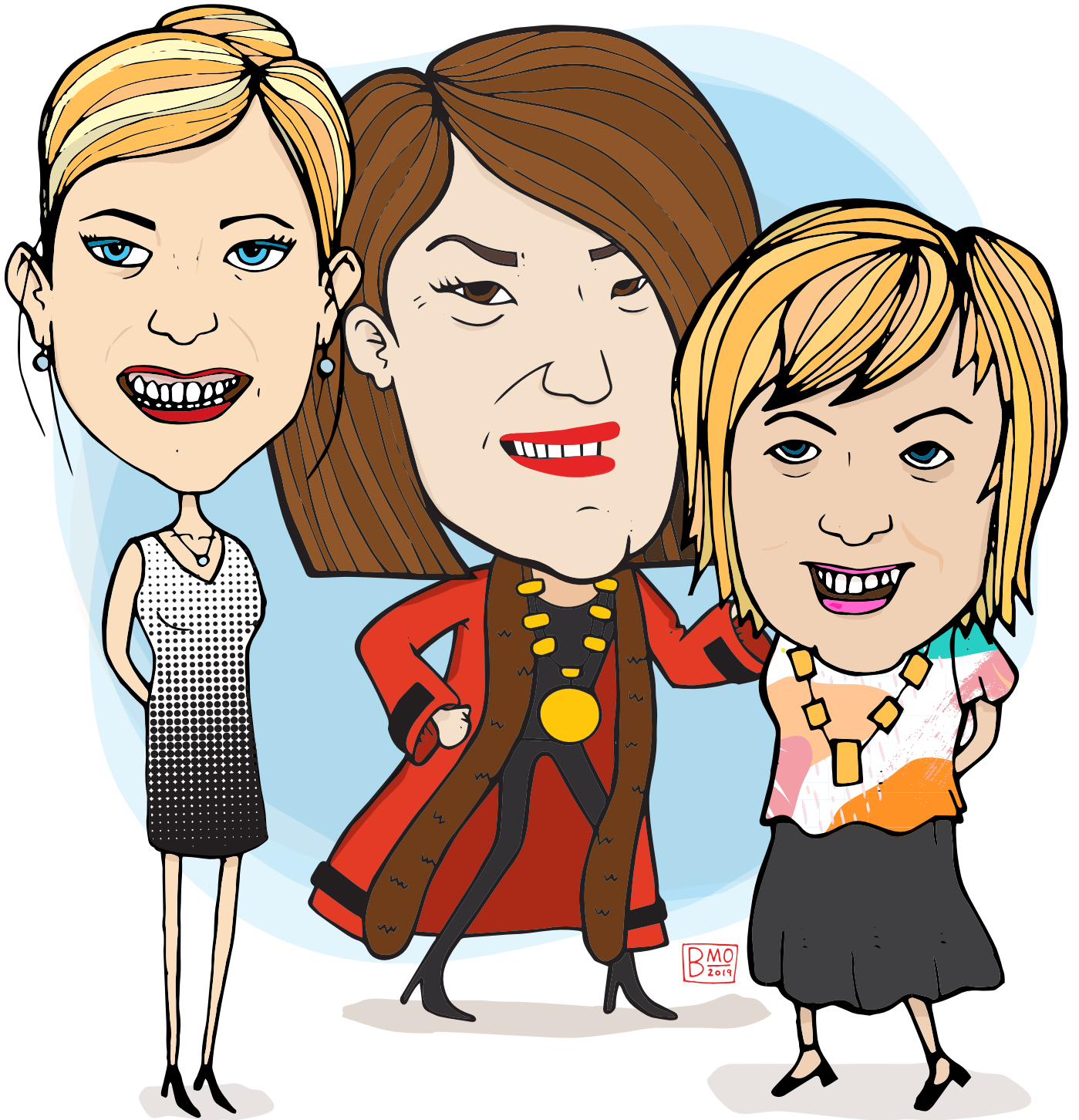
Kathryn

I've been going silver at the temples since I was about 27, and a few years ago I decided to crowdsource my decision-making, so I could blame other people if the decision about my hair turned out to be the wrong one. So I asked around – should I stop dyeing my hair? Elizabeth from my local cafe told me, “It’s better to look like a young old person than an old young person”, and that was my decision made then and there. Sometimes I’m startled by the old woman in the mirror, but I love how low-maintenance my hair is now, and I wouldn’t go back.

Gretta

I always said I would save dying my hair until I got old and it started to go grey, but now that time has come I just don't know how I would manage to make the time to go to the hairdressers regularly! I would if I could, but I can't kind of scenario ... Maybe when the kids get older ...!





Our Leaders

Story by Tom Belford

With this issue devoted to women making a difference and leading in Hawke's Bay, the most obvious set of individuals to note are the women we elect or who otherwise head our largest institutions. These are the women who are paid to lead, we expect leadership from them, and most - but not all - are familiar figures.

But complementing them is an even larger range of women who, simply by the nature of their position, paid or volunteer, exercise substantial influence over the day-to-day activities that affect our wellbeing and quality of life in Hawke's Bay. They sit on boards, run nonprofits, lead large networks - formal and informal - committed to one or another community mission in areas like health, education, sports and social services.

The 'public officials' are easier to spot; the other group is more difficult, and although *BayBuzz* has decent radar, without doubt some will have eluded us ... apologies in advance.

What is 'leadership' anyway? One can sit atop a huge organisation and not lead. To my mind, a 'leader' could be any one (or more) of the following. Someone who:

- Has excelled, innovated, inspired in their field - business, sport, whatever;
- Consistently worked for some public good reaching beyond their own personal, family, whānau interest - e.g. heading a charity;
- Holds an office or position that by its nature confers authority and influence - mayor, CEO of DHB;
- (And this might be the vaguest) For whatever reason, maybe pure charisma, has uncommon influence on others, especially on public matters.

For a more informed view, we asked veteran Hawke's Bay coach and facilitator Robyn Wynne-Lewis for her thoughts on women and leadership. Her view is that "Leadership is about having a positive influence. It's about using our unique gifts in service of something bigger than just ourselves - a greater good." [See Robyn's sidebar to this article.]

Our public leaders

Sitting at the top of the pyramid would be our region's three mayors. Alex Walker, Kirsten Wise and Sandra Hazlehurst - no further introduction needed. These are the elected women with some real power over the quality of our communal lives. Under local government law, as mayors they and

only they get to 'boss' their councils' chief executives (councillors are mere bystanders to this direct authority).

The right arm for each of these mayors, as well as lonely man-mayor Craig Little is their deputy mayor ... and, interestingly, each deputy mayor is female - Kelly Annand, Annette Brosnan, Tania Kerr and Hine Flood.

And as for council chief executives, two of those are women - CHB's Monique Davidson and Napier's Steph Rotarangi. To get something done in HB local government, these are the women to know!

They are the tip of the spear, but behind them are 17 additional elected woman councillors. CHB: Pip Burne, Kate Taylor. HDC: Eileen Lawson, Ann Redstone, Wendy Schollum, Sophie Siers, Geraldine Travers. NCC: Maxine Boag, Hayley Browne, Ronda Chrystal, Sally Crowne, Tania Wright. Wairoa: Denise Eaglesome-Karekare, Danika Goldsack, Melissa Kaimoana. HBRC: Hinewai Ormsby, Jacqueline Taylor.

Sharing visibility with our mayors, but probably with less direct personal impact on our daily lives would be our region's two woman MPs - Anna Lorck and Meka Whaitiri. Given both are Labour MPs, they of course offer us important entrée into the sitting government.

Hawke's Bay voters elect representatives to only three other public bodies, and these boards include a number of women. The HB District Health Board: Hayley Anderson, Ana Apatu, Heather Skipworth, plus Joanne Edwards (appointed). HB Power Consumers Trust: Diana Kirton (chair), Barbara Arnott, Kirsten Westwood. Centralines Power Trust: Karen Middelberg, Libby Tosswill, plus Catherine Avery (appointed).

This is the official public leadership team Hawke's Bay's democracy gives us - 38 women you have selected.

Institutional heft

This next group of women hold sway because they sit atop key organisations across the Bay - some public sector, some private, including a growing contingent of Māori women.

At the top of this list I'd put Keriana Brooking, running the largest organisation in Hawke's Bay - the DHB. Her projected 2022 budget of nearly \$700 million and staff of about 3,600 potentially touch every one of us - 44,000 of us go to the Emergency Department alone in a year.

She's the first wahine Māori CEO of a district health board in the country.

Awhile back, when *BayBuzz* interviewed her, Keriana said, "I wake up every day with the taste of expectation in my mouth." Isn't that what we want in a leader? Any real leader takes some hits, as she wryly observed about the "days when I'm the statue, not the pigeon". Her two priorities: Covid vaccination and equity in the way the DHB provides its services.

But Brooking is just the tip of Hawke's Bay healthcare iceberg when it comes to women in key positions. Within the DHB, Ngaira Harker holds the Māori Covid outreach lead and Andrea Jopling the DHB's vaccine roll-out (she's also deputy chair of Cranford Hospice Trust Board). Chris McKenna is chief nursing & midwifery officer and oversees all Covid response.

Phillipa Blakey is the recently appointed (last May) chief executive of Health Hawke's Bay, which oversees the region's primary healthcare system - our general practices and other health and social care providers. Dr Louise Haywood is the medical director and also serves as deputy chair of Hastings Health Centre.

One of HB's largest primary care providers is Te Taiwhenua o Heretaunga, whose CEO (also since May) is Waylyn Tahuri-Whaipakanga, and at TTOH the medical director is Dr Kiriana Bird.

On the 'private' side, Denise Primrose serves as general manager of Royston Hospital, with six operating theatres and 130 staff, now undertaking a \$14 million redevelopment that will feature two new operating theatres and new day surgery facilities. The separate philanthropic Royston Health Trust is chaired by Gifford Devine lawyer Jacqui Gray, who has served in an impressive history of community leadership roles. On that board is also Jessica O'Sullivan who sits on the Hawke's Bay Foundation board as well.

And finally, the revered Cranford Hospice is directed by CEO Janice Byford-Jones.

So, women run health in Hawke's Bay. But the health sector doesn't hold a monopoly on women in Hawke's Bay positions of influence.

Wendie Harvey chairs the Board of Hawke's Bay Airport, Christine Spring serves on the Unison Board, and Sarah von Dadelszen on the Centralines Board. *Hawke's Bay Today's* assistant editor is Linda Hall. Viv Bull sits in the executive team at Napier Port, with responsibility for all external relations and human resources (think: health & safety ... Covid response, vaccinations),

and the Port sports a female director, Diana Puketapu, Napier-born but now living in Northland (passing grade, Napier Port, but look at the resident talent herein). Karla Lee is CEO of the HB Chamber of Commerce.

Our major arts/performance establishments are directed by women, Toitotoi by Megan Peacock-Coyle and MTG by Laura Vodanovich. When she's not directing marketing & communications at HDC, triathlon athlete Naomi Fergusson contributes as vice-chair of Sport HB. Sally Jackson is general manager of the A&P Society (think showgrounds) and Sally Duncan is chair of HB Winegrowers.

How do major HB businesses and organisations find stars like these? Many turn to Rachel Cornwall, who heads search firm Populous People. Or they're developed from within by a coach like Robyn Wynn-Lewis.

In our Māori community women leaders abound. Chrissie Hape serves as CEO of Ngāti Kahungunu Iwi Inc. We've already mentioned CEO Waylyn Tahuri-Whaipakanga at Te Taiwhenua o Heretaunga.

Throughout the region several of the post Treaty Settlement entities, collectively holding hundreds of millions in assets and investable cash, are led by women - Tania Eden (chair, Mana Ahuriri Trust and CEO Te Taiwhenua O Te Whanganui-a-Orotū); Liz Graham (chair, Heretaunga-Tamatea Settlement Trust); and Tania Hopmans (chair, Maungaharuru-Tangitu Hapu Trust). And Joinella Maihi-Carroll co-chairs the Regional Planning Committee of HBRC, which has the lead say on all RMA matters.

Plus, you'll see plenty of other Māori women spread across the sector leadership described elsewhere in these pages.

Next to health, education is probably the other 'institutional' presence in Hawke's Bay most populated by women leaders. Naturally, each of Hawke's Bay's girls colleges is led by a female principal: Dawn Ackroyd (Napier Girls'), Maria Neville-Foster (Sacred Heart College); Dame Georgina Kingi (St Joseph's Māori Girls'); Catherine Bentley (Hastings Girls'), Shona West (Hukarere Girls'), Helen Armstrong (Iona), Julie Peterson (Woodford).

Women nurturing tomorrow's women leaders.

Dionne Thomas (Karamu HS), Jo-Anne Vennell (Wairoa College) and Pippa Caccioppoli (Taikura Rudolf Steiner) hold the distinction of being female principals of HB co-educational high schools (OK, the latter is Year 1-13).

Go Dionne, Jo-Anne and Pippa! Plenty of women principals at the primary and intermediate levels. Is there some unwritten rule we don't know about?

At EIT, former Hastings Girls' principal (now Hastings councillor) Geraldine Travers had chaired EIT's former governing council and now sits on the new board alongside Chrissie Hape (CEO, NKII). EIT's executive team includes Jo Blakeley, Philippa Jones and Natalie Waran.

Community glue

'Leadership' doesn't only occur in large government/public sector entities like those just described. Yes, they have vested authority and resources to work with. But much of our community 'glue' comes from the many women running the small and medium-sized businesses of Hawke's Bay. Across the spectrum, long-standing veterans like Jonelle Jarvis (Bay Espresso), Claire Vogtherr (Holly Bacon), Andrea Napier (Andrea's), Sharon Chapman (ABC Software), Helma van den Berg (Clearview) and Ahuriri's champion, Alison McKimm. This list could go on forever.

Sometimes people just 'get up and do'. Think Hello Cup, Jammies for June, LilyBee Wrap, Ultrella, Magic Beans, Norish, Napier Repair Café, Keirunga Quilters, Nourished for Nil, DO LESS, Yarny Army - all driven by women. All leaders defined as doing "something bigger than just ourselves", as Robyn Wynn-Lewis put it.

So we've also profiled twenty individuals making their unique marks in ways you might find inspiring. Plus, our other articles feature women leaders we think you'll find impressive in other key sectors in Hawke's Bay.

However, we've barely scratched the surface. Let's face it ... unless it involves beer, cars or beef + lamb, we guys are asleep at the switch.

Finally, because I don't get a Letter from the Editor in this edition, I want to note here that *BayBuzz* itself has been blessed with a crew of women who have kept this ship afloat with style, feistiness and excellence. The long-term veterans over the years have been Lizzie Russell, Giselle Reid, Bridget Freeman-Rock, Jess Soutar Barron, Kay Bazzard, Florence Charvin and Liz Nes. Accompanied by a host of women writers and columnists contributing frequently, including several in this edition. And my wife Brooks, who from day one has mellowed my sharper edges with her better judgment.

In short, no women, no *BayBuzz*.



We asked **Robyn Wynn-Lewis** for her thoughts on women and leadership. Robyn has been developing leaders for over 20 years as a Hawke's Bay-based facilitator, coach, and trusted advisor to organisations throughout New Zealand. She has facilitated hundreds of female leaders through 'Leadership for Women' a two-day programme which provides a safe environment for women to explore the particular challenges they encounter when taking on leadership roles.

Here are some of her insights. We'll publish her full article online in January.

What is 'leadership'?

Leadership, at its essence, is about having a positive influence. It's about using our unique gifts in service of something bigger than just ourselves - a greater good. By this definition all of us are - or can be - leaders and leadership can take many forms.

What is unique about women's leadership?

Here are some common threads:

- Women are the consummate jugglers. They are used to keeping an eye on everything at once, filling gaps, making sure everyone's needs are met. They will go the extra mile to get the job done, without seeking kudos or recognition for that.
- Women are naturally inclined to show empathy, to care, to listen. They are seen as more approachable when others have problems or challenges - more forgiving, less judgmental. They

provide a safe place for people to be themselves and show vulnerability. This helps to create a more human, caring, authentic culture.

- Women collaborate. They often excel at networking, team-building, engagement, and bringing the best out in others. They know when to push, when to stop. They can see when others are overloaded or struggling, and they will step in and help.
- Women know how and when to compromise. They are better at acknowledging that there has to be give and take in most major projects and they accept that. They are more thoughtful about the 'right' scenario for compromise. They understand that the best possible outcome requires you to have people on your side, and will work to accommodate the needs of all parties.
- As the life-givers, the carers, women often have a deeper connection to the wellbeing of people and planet. They recognise that wellbeing is multi-faceted, and also unique to each individual. It is often women who create a sense of wellbeing by bringing beauty, comfort, food, or just a kind smile.
- Women are moving the focus away from economics-only to a broader, more holistic model that includes environment, social issues, mental health and spirituality even. Women are good at seeing the big picture, the inter-relationships between things.

Is anything holding women back?

I would love to be able to say there is nothing holding women back these days; that gender inequity is a thing of the past. Sadly that is not the case.

And some of the contributing factors are so deeply ingrained that it's hard to stand back and view them objectively. For example, research shows that even when both partners in a male/female relationship have full-time jobs, women are still doing the lion's share of the extra work – housework, cooking, gardening, childcare, social organising, caring for elders or extended family. There is also the unconscious bias towards males for senior leadership roles that I touched on earlier in this article.

But I want to highlight one key factor that is not so commonly mentioned in the literature: confidence.

When I first began offering leadership courses (at the turn of this century!) I would ask people: What is the one thing that would make a significant difference to your development or effectiveness as a leader? Almost inevitably, the women would say 'confidence'.

And when prompted, this could be the confidence to speak up, back themselves, ask for what they want, challenge others' opinions or behaviour, draw a line in the sand, say no, put their needs first.

Twenty years later, I still ask the question, and the majority of women still say 'confidence' is their biggest work-on. For men, the responses are generally much more varied, and include other factors such as self-awareness, ability to influence others, focus, empathy, staying calm under pressure, and becoming a better communicator.

So why is confidence still such a big issue for women?

I think it goes back to the way we define leadership, and success. Our masculine definition of these things, though unconscious and unspoken, creates a culture that many women do not feel 'at home' in. They fear that what they have to offer may not be valued or respected.

Closely related to the confidence issue is Imposter Syndrome: the belief that "I'm not quite good enough, or ready enough, or experienced enough – so I'll just stay beneath the radar so they don't find out." In my experience, this is much more common among women. There can be a divide between those women who are confident/over-confident/hard even, and those who aren't.

Paradoxically, I am observing, even just in the last 2-3 years, that men are more ready and willing for women to take charge than women realise. Notwithstanding the unconscious bias (which may still be operating in the background), I see men making the mental shift to 'level playing field' faster than many women are. The majority of senior male leaders that I work with take their female colleagues seriously, respect their opinions, and are ready to share power.

But it's almost as if the women haven't quite caught up, and are still holding back. I would encourage women to see themselves as equals and trust their colleagues to 'have their backs'. Lean on them when necessary, don't be afraid to ask for help. ●

Know what's in your water.



Water Testing Hawke's Bay is one of New Zealand's leading regional, IANZ-accredited bacteriological water-testing and analysis laboratories.

We're local and independently owned, and with scientific rigour, reliability and consistency, we provide certainty and peace-of-mind when it comes to knowing what's in your water.

Water Testing Hawke's Bay also holds IANZ Accreditation for our potable water sampling, a range of field tests, and our Hastings laboratory.

We test most types of water with a focus on these key water types:

- + Drinking Water
- + Surface & Groundwater
- + Effluent & Trade Waste
- + Swimming & Spa Pools



Phone 06 870 6449

www.watertestinghb.nz





twenty

The BayBuzz team reached out through their networks for suggestions of inspiring Hawke's Bay women who offer insight and perspective on the many diverse ways of being successful, fulfilled and connected as women in our region. We received a mass of 'nominees', of course, the choices here more arbitrary than selective, curated through the opportunities that led to 20 remarkable conversations.

**Words by Tess Redgrave
and Bridget Freeman-Rock**

Photos by Florence Charvin

Kate McLeay

The desire for wellbeing is universal.

This is something meditation and mindfulness teacher Kate McLeay witnesses every week as she mentors a diversity of clients from high-powered career people in Auckland, to ex-prisoners in Hawke's Bay.

"These are all people who are putting their hands up and wanting to change," she says. "The tools we use to do this don't discriminate."

For six years Kate taught mindfulness, resilience and wellbeing tools

(largely voluntarily) at Hawke's Bay Regional Prison. She worked in particular with men to unlock a sense of inner peace and calm as they dealt with their sentences and prepared for life on the outside again.

Covid ended that work, but Kate has continued to support and mentor ex-prison clients and whānau as they have taken their learnings out into their communities. And this has been a revelation. "It has the potential for a very big reach out into the community and because of this, it is very potent."

Kate and her husband Cam run Cape South Country Retreat and Wellness Centre near Waimarama offering "relaxation, movement, meditation, organic food, learning and most of all time to put yourself first."

Like many women, one of Kate's

challenges is finding that balance between self-care and service. "I grew up being taught martyrdom and everyone else first. Now I am constantly trying to walk the talk."

Her aspiration is to make the world a more peaceful place. "I think we all have powerful invitations to come into present awareness," she says.

"We need to take those opportunities and do some deep listening. I like to think that if we can each make the world a bit better, all those little droplets can make a beautiful ocean."

Kate draws inspiration from many Hawke's Bay women.

"The ones in the community who have got over early trauma and early abuse and addictions and have had the heart to go on and make their lives better - they're my heroes."



Kristyl Neho

Every hour a small alarm goes off on Kristyl Neho's phone reminding her to repeat, to herself, a small mantra: "I am beautiful and I am enough."

"It builds self-worth and reminds me to stop and celebrate the moment," she says. "It's been a tricky year and a half for a lot of people. A small positive statement you say to yourself regularly can really help."

Kristyl, of Ngāpuhi, Ngāti Kahungunu descent, is an actor, playwright and founder of Confident Me –

a unique programme equipping school students with tools and strategies for dealing with whatever life throws at them.

Confident Me focuses on three areas: tikanga Māori, performing arts and personal development. Since it started, more than 5,500 students have gained increased resilience, confidence and self-assurance from the programme. Now Kristyl is launching an online version called Confident Mini Me.

"It's for mothers, preferably solo mothers, to help build their own self-confidence and then learn how to build that for their children." What's more, it will come with an interactive Confident Mini Me journal.

The new year also sees Kristyl,

a graduate of Toi Whakaari NZ Drama School, take her solo show "A Thousand Thoughts A Minute" to the Aoteroa International Festival of Arts in Wellington. It is part of a bigger show *Stories within Stories from Te Mataua-Māui, Hawke's Bay community*, directed by Puti Lancaster.

Asked if she has found it hard to forge her career as a woman, Kristyl says, "I get knocked back by men and women.

"A lot of women have inspired me," she adds. "My biggest inspiration by far is my seven-year-old daughter Numia.

"And sometimes people have inspired me because they haven't believed in me and I have thought: 'I am going to do it anyway'.

"I don't hear 'no' anymore."



Gabby Allen

Gabby Allen's strong desire for fairness and to make sure people are well looked after drives her growing role as an advocate for vulnerable pregnant and young mothers, their babies and families.

She is currently representing consumers on the national DHB Maternity Covid Resilience Planning Group, asking "how do we look after pregnant mum's and their families during these times?"

"It is really hard trying to navigate the pandemic," she says. "It is like dealing with an upending tidal wave."

It was when Gabby became a mother herself ten years ago that she realised what a vulnerable time of life it is. She started the Facebook page "Out and about with kids in Hawke's Bay" thinking she'd connect with a 100 or so local mums. On day three she had 700 followers and today there are over 23,000.

The first thing she created via social media was a winter clothing drive which has distributed over 70,000 warm winter items locally. Realising as much as 65% of Hawke's Bay babies are born into poverty, Gabby then started the year-round "Our Babies" project. She coordinates about 1,000 newborn

packs each year featuring merino baby raps, clothing, and woollens knitted by some 400 knitters across Hawke's Bay. The month of June is synonymous with another Gabby Allen project, Jammies In June, gifting pyjamas to over 5,000 local children each year.

"The challenge is that there is always more to be done."

Ask what other HB women inspire her and at top of the list is Gabby's Mum - "sounding board and mentor". Then it is the "wonderful selfless knitting nanas knitting with love to provide more than just warmth to our precious babies."

Finally it's her circle of friends, "who inspire, uplift one another and keep it real. They are the true 'Wonderwoman' in my life".



Caren Rangi

Caren Rangi, ONZM, is on a mission.

She wants to see more diversity and inclusion on New Zealand boards, and she is better placed than most to make this happen.

Caren is the first Pacific woman, and only the third woman, to chair the Arts Council of New Zealand Toi Aotearoa (Creative NZ). She is also on five other New Zealand boards: Te Papa, RNZ, Pacific Island Homecare Services and Pacific Co-operation Broadcasting.

“There are a lot of myths and legends about governance, she says. “It is

not something we learn at school and yet people on boards are required to be highly skilled at decision-making.”

Caren, who is of Cook Islands Māori descent, is working with a colleague to offer training on “good governance with a Pacific lens”. Her aspiration is to get more Pacific people to put their hands up for board work.

“If you think about governance being collective decision-making, then Pacific people have more experience than most communities in the world.

“We’ve been doing governance for years. We just don’t call it that.”

Caren mentors and supports younger people, and often women, who aspire to get on boards. “There is a low expectation of how younger people can contribute to board work,” she says, “Yet they can often deal with a lot more

complexity. They bring their own approach and we need to make space for that.”

She travels to Wellington for her board work and goes to Rarotonga, where she is on the Board of the Cook Islands Investment Corporation. But home is Tamatea in Napier, where she grew up. (She has just finished a stint as chairperson of the Tamatea High School Board). And the local chapter of the national Pacific Women’s organisation, Tiare Ahuriri PACIFICA, is the group she returns to for sustenance and inspiration.

“We are about 20 women, mainly of different Pacific ethnicities, ranging from 14-92 years old and including my mother and daughter.

“We support each other personally, professionally and culturally.”

New Zealand

Sotheby's
INTERNATIONAL REALTY

NZSOOTHEBYSREALTY.COM



Your next move should be next level.

Nothing compares.

Our outstanding results reflect our commitment, expertise and local knowledge. We are dedicated to delivering a premium experience for every client, at any price point.



HAVELOCK NORTH	+64 6 877 8199
NAPIER	+64 6 835 8399
AHURIRI	+64 6 833 8950
TARADALE	+64 6 835 8399



Julie Hart

How do we truly break the cycle of family violence?

This is the question Julie Hart, long at the helm of Women's Refuge in Hawke's Bay, has repeatedly pondered.

When she began working at the Refuge in Hastings in 1994, the focus was firmly on helping women and children who were victims of domestic violence.

"But often victims will go back to their situation and the cycle happens all over again because we have done nothing to help the abuser."

Although there are programmes in place for adult men who have been long-time offenders, Julie says the refuge's work needs to extend to younger men, in particular, by stepping in and preventing them from becoming offenders.

"In 2022, we have funding to work with younger men and also men that have themselves been the victims of domestic violence. This is a very hidden issue," she says. "Men don't often talk about it for fear of being laughed at by friends but we need to support them."

Julie joined Women's Refuge in 1994 at a time when the organisation was often laughed off as being run by a bunch of "hairy-legged lesbian men-haters".

"It is so much better now," she says, "but in Hawke's Bay there is still a boys' club we can't always access."

In 2019 Julie won a prestigious Zonta "Woman of Achievement" award. She admires female public figures such as Helen Clark and Jacinda Ardern and enjoys relating to other Hawke's Bay business women.

But right now Covid is the biggest challenge.

"We are working hard to ensure that despite the pandemic, victims of domestic violence know they can leave their home if they have to; know they won't get arrested; and that the Police will help them.

"No one should ever feel trapped in their home with an abuser."



Jill McDonald

Every Sunday morning Reverend Jill McDonald puts on the same black dress ready to lead the Sunday service at Hastings' St Andrews Presbyterian Church.

"The one thing I have noticed as a woman in this role is that people comment on how I look. I wear the same dress every Sunday because I don't want people thinking about what I am wearing, but rather entering into worship."

When Jill was inducted as the minister of St Andrews in 2017, she was the first female minister in the church's 132-year history. Already she is making her mark with a keen aspiration for social justice.

In 2018 Jill and husband Chris Lambourne seeded an ambitious project to build a solar farm to bring low-cost electricity to around 1,500 people in Flaxmere. That has now evolved

into Manaaki Energy which aims to end energy poverty in Aotearoa.

As a board member Jill says that Manaaki Energy is becoming a social retailer/generator using solar, wind and geothermal energy generation.

"We are all given an equal amount of sun, but people who struggle financially are the last to benefit from the technology to harness it," she says. "That's where we aim to make a difference."

Jill is also facilitating The Common Good, a monthly talk at Common Room in Hastings hosting a guest speaker on a social justice issue such as homelessness or domestic violence.

"Church can be a real barrier for many, so we want to engage with people where they hang out.

"This is public theology in action."

The fact women are leading key organisations in Hawke's Bay such as the Police, HBDHB, HB Prison, along with the majority of mayors and MPs being women, is something Jill celebrates.

"There is such a strong relationality and 'can do' attitude."

- Green matcha latte almond milk
- Moccachino half-strength decaf
- Coconut latte with cinnamon
- Frappuccino soy milk

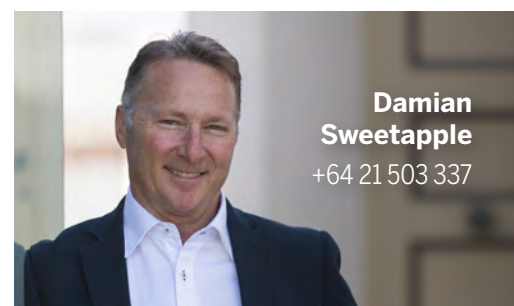


We won't judge you on your coffee taste.

Call James and Damian for a coffee and conversation about your next real estate move. Their straight up approach to the selling process has seen their services requested by a discerning group of customers and resulted in premium sales results.

Together or separately James and Damian will ensure the sale of your home is straight-forward and successful. Give them a call today, your next coffee is on them!

JAMES & DAMIAN
HAGGERTY & SWEETAPPLE



Damian Sweetapple
+64 21 503 337



James Haggerty
+64 27 485 8419

New Zealand **Sotheby's**
INTERNATIONAL REALTY

Each office is independently owned and operated.
SHB Limited (licensed under the REAA 2008) MREINZ.

Ngaira Harker and Andrea Jopling

Meet the two women who have successfully led Hawke's Bay DHB's Covid 19 vaccination roll-out.

Ngaira Harker, the DHB's Covid vaccination operation lead, and Andrea Jopling, the DHB's Covid vaccination project management lead, were both seconded/contracted to their roles early in 2021.

"To be honest it has been a roller coaster," says Ngaira, "navigating the need for vaccination uptake and working with the community to support the best approaches to deliver vaccinations."

For Andrea "the workload has been immense and so has the pressure to deliver the service and protect the community".

Ngaira, Ngāti Kahungunu ki Wairoa, is a leader in Māori health education. She is the DHB's nurse director of Māori health and oversees and advises on Māori health workforce initiatives, supporting and advising on health delivery for whānau, hapū and iwi. She was also recently acting population health manager for HBDHB and is currently a ministry-appointed board member for the Nursing Council of New Zealand.

She says one of the main challenges as a Māori leader during the vaccine rollout has been ensuring equity is at the forefront of decisions and approaches to increase the vaccination uptake for Māori and Pacific communities.

"Providing the right teams and approaches that are welcoming to Māori and Pacific communities has been essential in the uptake.

"Another challenge has been our ability to move quickly and create vaccination spaces in communities to meet the needs and numbers required to be vaccinated."

She has loved the challenge though and says she "feels privileged to have been a part of this journey".

Andrea is originally from the UK and is an independent consultant working with clients in the health and community service sectors specialising in project management, strategic planning, service design and programme evaluation. She is currently deputy chair of



the Cranford Hospice Trust and in 2019 became the first female director of the Heretaunga Building Society in its 80+ year history.

For Andrea, balancing the public demand for vaccination with the vaccine supply was challenging early in the programme, as was the scrutiny - "There have been a lot of eyes on the rollout and that pressure was intense at times.

"It's not often in your career that you get to take on a project like this, and when it gets really tough, we just remember how important this work is, and that's enough to keep us focused."

The two women have worked closely.

"Before our team grew, we were pretty much setting up clinics, tents, making cups of tea, you name it, we were supporting," says Ngaira. "It was a great partnership and was great to share the highs and lows of the roll-out."

Adds Andrea, "Watching our vaccination rates rise as a result of our collective efforts across the sector has

been so satisfying, and the teamwork and new relationships formed have been really rewarding."

Both have a strong aspiration for their work with Covid into 2022.

"My aspiration has always been to see our Hawke's Bay communities, health services and economies protected and for people to be able to do what matters to them freely again," says Andrea. "I'd also like to see the vaccination debate become less emotive and less polarised and the conversations become more respectful."

Ngaira aspires to 100% Covid-19 vaccine coverage for Te Matau a Maui "across all our communities. To ensure our whakapapa Māori is not impacted by Covid-19 and we do not see the devastation that occurred during the 1918 flu epidemic.

"I hope some positive comes out of this and provides a change in our values to where we become a more caring community that looks out for each other and our wellbeing as a whole."

Dianne Downey

Dianne Downey, who has a background in start-ups in the beverage industry, has always admired those who take a raw material and develop it to the next level. She and her husband Paul “wanted to try this ourselves in the later part of our lives - if you don’t give a go, you’ll never know. We didn’t want to be sitting in a retirement home and thinking ‘what if’.”

So, they started The Limery in Wairoa.

While Paul heads the front-of-business, she’s “in the engine room”, driving the general operation.

Initially, it started as a seasonal business centred on whole fruit, but as they went from selling limes by the kilo to 50 tonne lots, the issue of waste (the secondary fruit) led Dianne to

develop and source equipment to build a juicing facility.

“We’re on a huge growth path, it’s been exponential. We have grown from an artisan to a commercial brand, supplying juice products around the country. New Zealand used to import lime juice concentrate from Mexico - now we have lime juice produced here in Hawke’s Bay.”

Dianne’s a strong believer in giving back to the community, employing local people as well as apprentices - “there’s a lot of talent in Wairoa, it’s about finding it and giving it a chance.” Neighbouring farmers now grow for them on the side and because nothing is wasted, “what’s not graded as whole fruit gets juiced”, they get a good price. The skins go to the deer farm over the road.

Dianne says, “When you’re got a small business you’re head down, bottom up, you don’t really get to look over the fence at what others are doing.” But she hugely admires Joanie Williams of Origin Earth who she feels a real affinity with in terms of values and approach to business. “Joanie is extremely passionate about dairy, as we are about citrus and beverages, she’s an incredible lady.”



Photo: Supplied

“If you don’t give a go, you’ll never know. We didn’t want to be sitting in a retirement home and thinking ‘what if’.”

DIANNE DOWNEY

Bring out the best in your smile,

with a little help from the friendly team at Smilehaus.

General /Cosmetic dentistry • Smile makeovers
Nitrous oxide sedation • In house whitening
Crown and bridge • Hygiene treatments
All implant options • Filling replacements

Online booking available.

Smile consultations are free of charge.

NEXT LEVEL DENTISTRY

smilehaus

FAMILY DENTAL / COSMETIC / HYGIENIST
92 Te Mata Road, Havelock North email hello@smilehaus.nz





Lauren Swift

Have you taken a sip of *Marceline*?

This is the new Methode Traditionnelle sparkling wine created by Lauren Swift, the winemaker at Swift Winery.

Marceline is a no-dosage wine with no sugar added and made with blanc de blanc chardonnay grapes.

For Lauren, *Marceline* is another success in her career as a rising star in the Hawke's Bay and New Zealand wine world. She made her mark early, when

in 2015, aged 27, she won the inaugural New Zealand Young Winemaker of the Year Competition.

A former chief winemaker at Ash Ridge wines, Lauren is now running Swift Wines with her husband Henry as well as working part-time with a viticulturist learning how to pressure bomb - "a new state-of-the-art technology for managing your vines with less water".

Lauren has a distinct winemaking philosophy: "Don't add if you don't have to.

"We want to create mindfully grown and made wines with minimal interventions, additions, fining and filtering for maximum varietal expression."

Not many women aged 32 have their own wine-brand and Lauren is aware many don't stay in the wine industry

at the top level because it doesn't lend itself to having a life and a family. "It's a hard industry for women and it's not a level playing field.

"For a quarter of the year when you're doing the Vintage it can be seven days a week, twelve hours a day ... how do you manage that and a family?"

For now, Lauren is working hard to grow Swift Winery. The company recently achieved national distribution and if *Marceline* takes off, then who knows what she will produce next.

But one Hawke's Bay woman who inspires her and she is watching, is independent winemaker Julianne Brogden of Collaboration Wines. "She makes really good wines. She doesn't buy into the industry and she is doing her own thing."



Marie Taylor

Ask Marie Taylor, the managing director of Plant Hawke's Bay Limited, if being a woman has held any particular challenges in her work, and her answer is unequivocal.

"I am only limited by the way I think about things."

Last year Marie won the 2021 Hawke's Bay Primary Sector Laurie Dowling Memorial Award for her contribution to local agriculture.

"Her knowledge and experience are incredibly valued by rural Hawke's Bay," said the judges.

Marie was growing plants for her

own restoration project at Bay View when she realised there was demand for tough and hardy locally-sourced and grown plants. With a horticultural science degree and work experience for the QEII National Trust behind her, she launched Plant Hawke's Bay in 2005.

"When you're building a business you have to work with people who believe in your vision," she says. And local women in the same field have inspired her. For example Kay Griffiths who jointly runs The Conservation Company in Central Hawke's Bay.

In 2020 Marie joined forces with Rob and Coral Buddo, and they now run a commercial nursery at Waiohiki growing some 300,000 native plants for next winter - the majority eco-sourced from about 70 naturally occurring

indigenous populations.

These range from common flaxes and coprosmas, to the rare Te Mata pimelea and Marie's personal favourite: kakabeak, which naturally occurs in the wild from Shine Falls near Lake Tūtira up to the East Cape.

But there's only 108 kakabeak populations left in the wild. "That's very worrying and puts it on a par with kakapo in terms of our threatened species."

Kakabeak, like many of Marie's plants, need water and that is her constant aspiration: rain. "We have only had 425ml this year and our average in Napier is 800ml.

"I just hope we get enough rain this summer for all the revegetation projects underway across Hawke's Bay to succeed."



Photo: Supplied

Miranda Smith

Many years ago Miranda Smith was looking to buy a business. It was at a tricky stage of negotiation and she felt a bit out of her depth.

“I met Auckland entrepreneur and business woman Dianne Foreman. She told me to go in with confidence, be clear and direct, and put my best foot forward. ‘Own the situation’, she said. None of my waffle waffle.”

Miranda hasn’t looked back since. Today she is the managing director of

Miranda Smith Homecare, the longest running private homecare agency in New Zealand with offices in Auckland, Wellington, Christchurch, Tauranga and Hawke’s Bay. She has some 250 staff on her books and provides 4,000 hours of care every week to people in the community who need support.

The focus of the business is that vulnerable people have increased levels of independence, happiness, positivity and longevity when they stay in their own homes.

“We see the evidence everyday,” says Miranda.

Her company also provides palliative support and end of life care and Miranda owns Karitane®, an agency specialising in mothercraft skills and support for mothers with new borns.

She reflects that being a woman in her job is probably an advantage, though it hasn’t been an easy 18 months managing the business with the stresses of Covid.

“We have been down on staff numbers by about 30% every week because of concerns around Covid, the vaccine mandate and the stresses and vigilance of carers not wanting to pass anything on to clients.

“We are really hamstrung. We can’t find enough carers and we’re not able to help as many people as we’d like.”

Her aspiration going into 2022 is simple then.

“I want to get through this time ensuring everyone’s health and wellbeing is protected with as little risk as possible.

“And then I hope we can grow again.”



Professional training from the best in the business

Dale Carnegie Training has been around for 108 years, across 85 countries with over 9+million graduates. Our successful local franchise has been operating in Hawke's Bay for over 30 years.

We offer public and customised in-house training programmes across the following essential skills:

- Leadership Training for Managers
- Self Confidence and Communication
- Public Speaking and Presentation Effectiveness
- Sales Skills in Business
- Managing Stress and Worry and Building Resilience

The core **Dale Carnegie Skills for Success** course is a ten-week interactive learning programme, that develops effective communication and human relations. The key benefits include increased self-confidence, managing stress and worry, development in public speaking, communication and leadership skills. **Next class commences 15th March.**

ISO 9001 Accredited
NZTE Service Provider

Call Shiona on 021 990 192, or Annette on 027 208 1550
Email shiona@dalecarnegie.co.nz, or annette@dalecarnegie.co.nz

www.dalecarnegie.co.nz





Phyllis Tichinin

Women are pivotal change agents in agriculture, says eco-nutritionist and long-time crusader for regenerative and organic farming practices in Hawke's Bay, Phyllis Tichinin.

"They get the concept of biomimicry and farming in nature's image and are focused on the nurturing, healing aspects of agriculture."

Ask Phyllis who inspires her in Hawke's Bay and she singles out four women who have "forged a pathway to produce the highest quality, nutrient-dense local food.

"Kirsten Wilson in Longlands produces the best cherries. Susan Hunsberger has brought regenerative

grazing to her family's sheep and beef farm, creating an exemplar. Katharine White was the first activist to keep GMO crops out of Hawke's Bay and the late Vicky Bostock was the driving force in encouraging her husband John to go organic."

Phyllis, herself a retired farmer and soil scientist, grew up in Northern California watching fertile Santa Clara orchards and agricultural land being slowly paved over to make way for the growth of Silicon Valley. It left an indelible impact.

Today Phyllis's company True Health is importing certified, plant-based remedies for animal health and is focused in particular on trying to get dairy farmers to reduce chemical use and change mental gear in the way they treat conditions such as mastitis.

True Health remedies are also part

of a bigger picture Phyllis is working towards: helping New Zealand agriculture establish microbially robust soils growing premium, diverse pastures that reverse climate change.

Her immediate focus is to become a more productive communicator so she can help farmers quickly grasp the new more complex, profitable and satisfying regenerative farming approaches.

One recent success is as a founding member of the HB Future Farming Trust. It held a well-subscribed Field Day last November on two Patoka dairies, where testing shows big soil carbon and nitrogen increases from regenerative farming.

"The Trust is waiting to hear on some amazing research projects," says Phyllis. "Education to further the results of these is crucial, especially for farming women."

Raina Ferris

Raina Ferris was 17 years old when she was asked to karanga for a tangi at her local Rongomaraeroa Marae in Porangahau.

“I couldn’t speak Te Reo then but I could sing it,” she remembers.

Ever since Raina (Ngāti Kahungunu, Ngāti Raukawa, Ngāti Māmoe, Kāi Tahu, Italy) has been refining her karanga and has performed on marae, with the Tamatea Arikini Kapa Haka group and even at the Colosseum in Rome.

She now runs a karanga wānanga at Kurawaka Retreat Centre in Porangahau, with help from her husband Doc and three daughters. “We teach wāhine how to find their karanga voice and empower them to learn about who they are as Māori women.”

“A good karanga is delivered with love,” she says. “It is relevant to what is about to happen, serves the living and invokes the non-living, and it deals with wairua.”

Raina and her three daughters all wear moko kouae (chin tattoos) referring to their genealogy and she believes that knowing where you come from is an important part of Māori re-connecting with their culture and ensuring it stays rich and healthy, and the language alive.

Pākehā women can also attend the wānanga and learn more about the art form of karanga, moko kauae and related teachings.

“But wāhine cannot just leave here and expect to do karanga,” Raina cautions. “You have to be chosen and earn the right.”

One wāhine, now passed, who has been an inspiration for Raina, is Dr Rangimarie Turuki Rose Pere, known as Whaea Rose of Tūhoe, Ngāti Ruapani and Ngāti Kahungunu. “She stood in her own mana as a Māori woman and Māori leader,” says Raina.

“All the women who come here inspire me,” she adds. “They all come with their beautiful qualities and it is my reward to see them leaving empowered.”



Photo: Supplied

“We teach wāhine how to find their karanga voice and empower them to learn about who they are as Māori women.”

RAINA FERRIS

Is your favourite swim spot good to go?

Our team check the water quality at 39 beach and river sites every week all thru summer
Jump online at [hbrc.govt.nz](https://www.hbrc.govt.nz), search: #swim

HAWKES BAY
REGIONAL COUNCIL
TE KAUNIHERA Ā-ROHE O TE MATAU-A-MĀUI



Rachel Cornwall

Rachel Cornwall has her finger on the pulse of many sectors, shifting comfortably between engineering and pipfruit to law, in the space of an afternoon. She heads Populous People, an executive search and recruitment agency bespoke for Hawke's Bay with "a clear focus on growing provincial performance through people".

It is discreet work based on "long, quiet conversations", drawing upon knowledge across who is doing what where, "discerning intelligence in the mix of people, their competencies and

aspirations", and the social requirements and commercial needs of the particular company or organisation ... making judgments requiring head and heart.

While she is drawn to seeing businesses perform both commercially and ethically ("good companies with good balance sheets and a good culture"), what she loves about her role is that "you get to share in other people's journeys; you get to help them navigate that journey and the decisions around where to go". It is incredibly satisfying when you get "the fit" right.

Rachel is motivated by "a good old-fashioned work ethic and determination to do good for people... There's the satisfaction of seeing both people and companies do well."

She comes from a long line of hard-working women, and draws inspiration from her whakapapa and Kiwi women who paved the way like Kate Shepperd. Both her Wairarapa grandmothers were successful business women in their own right, one was the first woman to work on the NZ stock exchange, while also being big on social justice, the other an independent farmer, strong and capable.

In Hawke's Bay, she's inspired by privately held, commercially-led organisations that "fly a bit under the radar", yet contribute so much to the region. And "as someone with a science and commerce brain, I'm in awe of some of our local enduring women artists like Kate McKenzie."



Naomi Fergusson

The best advice Naomi Fergusson, a former professional, world-competing triathlete, was ever given: “Be good to deal with”. Ultimately, an ability to build connections trumps prowess and “can make your life in sports more expansive”.

Along with heading marketing and communications for Hastings District Council, Naomi’s vice-chair for Sports Hawke’s Bay, and says being a good sportsperson is about “being authentic”, while privately, among her mates, it’s also about “reinforcing the crazy in each other!”

Since becoming a mum (she has

two daughters, aged 3 and 7), she has returned to racing, more for the challenge and enjoyment than the competition, and to tick off her bucket list of experiences, from running a full marathon to the Tussock Traverse. Sports is her ultimate wrap-around, meeting physical, mental, social and wellbeing needs; “It’s like a therapy session”.

She takes a whole of life perspective in her sports advocacy, with an aim to get people moving across the lifespan, but to also consider the whole person and the full career pathway when it comes to professional sports, underpinned by a “balance is better” philosophy. She is particularly attuned to adjustment (whether to one’s changing body or circumstance) and transitions,

believing the ‘steps down’ from high performance to a more enduring involvement in sport deserves as much focus as the competition itself.

Valerie Adams, who continues as a mum in professional sport, is a role model, but Naomi also finds inspiration in her friends “who live an everyday life and face challenges (like cancer or caring for small children) and still get up and fit in the exercise”.

And in local government, where women such as mayor Sandra Hazelhurst and Naomi’s “smart, switched-on” colleagues, Rebekah Dinwoodie and Bronwyn Bayliss, put so much time and energy into their roles without losing either themselves or their empathy.



Angelika Möllmann

Angelika Möllmann is a lead maternity care midwife, accompanying women in their journey from first positive pregnancy test to six weeks post-birth, supporting them above all to trust in their own capacity.

It means being on call, literally, 24/7, requiring a flexibility and openness to the organic, often chaotic process of bringing forth new life. “There’s not a

male-dominated profession similar to what we do.”

Angelika, who is German-born, trained in Britain in the 1990s, and has delivered over 1,000 babies in Hawke’s Bay since immigrating 19 years ago, in homes and hospital, in pools and birthing suites, her books open to all on a first come, first served basis, on the principle, “whatever you want, wherever you want to be”. In her local practice, Maya Midwives, she works with a team of five other midwives, who back and cover for each other, providing consistency of care for the women they attend.

She sees “a huge variety of women”, across all ethnicities and demographics, from those living in garages to luxury homes. No two births are ever the same, though there are universal

truths. While women are “certainly challenged” through labour and birth, it can also be “super empowering” - on the other side of childbirth there’s often “a massive sense of achievement that is rivalled by nothing else.”

Her husband says he will know she’s done if she were ever to respond to a call-out, night or day, with a sigh. “I love what I do, it’s a real privilege.”

Angelika describes having a baby as a kind of “cracking open” that occurs in the dynamics of a relationship and a person’s life. “It’s an incredible step in human development to bear witness to.”

“My women inspire me, families inspire me - the way they adapt in their roles to accommodate a new life that is so consuming, that requires so much care and attention.”

Sarah Reo

Seven thousand, five hundred whānau in Hawke's Bay live below the poverty line, says Sarah Reo, MZNM.

"My dream is there are none."

Sarah is co-founder of Cultureflow, a company specialising in te reo and tikanga Māori training, and more recently, co-founder of Orawa Ltd - a cultural leadership programme born in Hawke's Bay.

"We work with whānau who are looking for change and focus on the soft skills of leadership ... team-work and compassion for example. Our network is wide reaching, so we invite different skillsets into the classroom, then work with employers re technical training.

"The marae/taiao are the classroom, and the model of teaching is predominantly via a te ao Māori lens."

Since October 2019, 150 people have been through Orawa, 55% have

graduated and 98% of graduates have entered employment or higher education.

Discussions are happening with other hapū and iwi who have expressed interest in Orawa's programme for their regions.

Alongside Orawa and Cultureflow, Sarah - BA/LLB Victoria University, 1999; Fulbright Scholar, 2014; MBA University of Hawaii, 2017 - plans to begin a PhD in 2022 looking at the place of social enterprise in uplifting communities.

"How can we ensure our investments contribute to both the wellbeing of the community, including our environment, and the economy?" That's the research question she will explore.

Sarah works and studies at high levels in business and governance and says she encounters difficulties being a woman in her roles, "everyday!"

"But you laugh and smile (when you can), choose how best to respond, then move on."

Two women in her community she looks to are Anglican Care Waiapu CEO Lucy Laitinen and Narelle Huata, Te Wānanga Whare Tapere o Tākitimu and The Kahurangi New Zealand Māori



Photo: Supplied

Sarah works and studies at high levels in business and governance and says she encounters difficulties being a woman in her roles, "everyday!"

Dance Theatre CEO.

"Both are inspirational thought leaders who push the envelope with humility and integrity."

tfe

Total Food Equipment

Bower Street Napier
www.tfe.co.nz



Liz Krawczyk

Liz Krawczyk, who grew up in the tiny rural settlement of Mohaka, near Wairoa, decided at an early age that she wanted to work on farms. And true to her vision, she's done just that.

She describes herself as being “very pro-agriculture, especially agriculture in Hawke’s Bay. I love Hawke’s Bay, and I just want to see it thrive.”

Along with being the chair (and only female trustee) of the Hawke’s Bay

Future Farming Trust, with its aspiration for regional sustainability and focus on soil health, Liz is the territory manager for Hatuma Ltd, a role that sees her travel to farms between Havelock North and Woodville, looking at soils, undertaking herbage tests, seeing what’s needed for the land, and making fertiliser recommendations.

From dairy to beef + sheep, from small farms to large, from corporate-run to family-owned – in her every day job, she gets a feel for the diversity of agriculture here, “I get to meet so many different farmers and learn what makes them tick.”

She sees “a real synergy” between her two roles, and says her kids (aged 11 and 8) and their future are a driving motivation in what she does.

Liz is a big believer in growing her knowledge, “you don’t want to stay stagnant”, and in the adage: “teamwork makes the dream work”. Fifteen months ago, she and her husband fulfilled “a long pipedream” ... buying a hundred-acre sheep and beef farm in Argyll.

Liz finds her mum’s dedication and compassion inspiring, “She’s always the first one to put her hand up to ask if I need a hand. She would do anything for anyone.” And says her good friends, “hardworking people, strong women that get on with it”, inspire her every day. As do aunts, cousins in her whānau – the way they’ve approached the curveballs in their respective lives; their resilience, and ability to learn from life experiences.

Leah Baterbonia

Leah Baterbonia came to New Zealand from the Philippines in 2007. She has postgraduate qualifications in management and in rural and international development, with a background in social and humanitarian services - professional skills and experience she employs in an impressive swag of volunteer roles alongside her full-time job as an aged care worker.

She is a Justice of the Peace, an interpreter/ translator, and a volunteer ambassador for the Philippine Embassy, which sees her work closely with the Philippine ambassador to NZ on language and cultural enhancement and exchange, and as an advocate and facilitator for the Filipino community, helping to connect people to different agencies and organisations. She's on the board of the Hawke's Bay Multicultural Association, teaches a Filipino language and culture class, and is developing a pilot cultural training programme in Hawke's Bay high schools for youth empowerment.

Leah says simply, "I have a good heart for people," and that receiving thanks is payment enough, that having a positive impact on people is satisfying.

Leah comes from a family of traditional politicians and community-minded people who made sacrifices for the greater good, in a country that has a long history of foreign invasion and colonisation. Her grandmother was killed by the Japanese during World War II for refusing to betray family members administering to local people against military wishes.

She speaks of 'angkan diplomacy' - angkan meaning family, tribe - and the responsibility to the collective that underpins Filipino culture. As with whānau in te ao Māori, the basic unit is the family in its broader, relational sense.

Not having had children herself means she has given more of her energy to her voluntary work, to serving other people.

She is inspired by those who work hard for the benefit of all without discrimination, and finds many examples of this ethic in Hawke's Bay's Filipino community, and among women who are balancing motherhood, career and community contributions.



Leah says simply, "I have a good heart for people," and that receiving thanks is payment enough, that having a positive impact on people is satisfying.

LouvreTec
Engineered for Life

Retractable opening roof creating the ultimate outdoor room

phone **06 833 6655**
email **office@louvretec.com**
free no obligation quote & site visit

201101_18huzz_Feb

DENTISTRY TO MAKE YOU SMILE

At David Marriott Dental we believe dentistry should make you smile. That's why we deliver a high standard of dental care, for better looking teeth, healthier gums and a confident smile.

Our calm, relaxing atmosphere reflects our highly professional, genuinely caring approach to dentistry.

RECEIVE A FREE*
Oral-B Vitality Precision Electric Toothbrush with every new patient check up, clean and polish.

* Terms & Conditions Apply

Call us today to make your appointment or book online at **davidmarriottdental.co.nz**
300 Southampton St West, Hastings • 06 876 5797

DAVID MARRIOTT DENTAL



Holly & Lucie Macdonald

Lucie's a primary school teacher and a brand-new mum, Holly's a surf instructor with a BA in English lit. Together they run Hermana Food Truck, creating beautiful Mexican-inspired food from fresh local produce "with a Kiwi, Hawke's Bay-infused twist".

The Macdonald sisters have always been close, and knew they wanted to do something foodie, fun and creative together, but the impetus came from the 1960s caravan they discovered down in Wanaka three years ago, with everything

else happening "naturally" from there.

Growing up in Waimarama, their mum, who was always trying out new dishes, cooked "amazing dinners", while their dad was into gardening and growing. "Good healthy food is what we know," says Lucie, and "we're almost perfectionist in wanting what we offer to be sustainable, ethical, organic."

Their menu is seasonally driven and they go out of their way, covering kilometres if need be, to support local businesses and Hawke's Bay grown, letting the produce direct their food creations, whether that's Bostock's chicken, Good Vibes mushrooms or Pakowhai jalapeno chillies.

They are inspired by people doing new things, people who take risk, like

Gemma and Matt at Brave Brewery, Gretta at Hāpi - "such an awesome business", Alex Tylee's seasonal menu at Pipi, and the three guys at Hands On in Napier who make all Hermana's tortillas.

"They shipped in a tortilla machine from Mexico to make their own mesa from scratch, without knowing if there was a market for it here, just following their passion - we love that."

"We are so lucky to be in Hawke's Bay, with all the produce that is grown here," says Holly. But operating a food truck at the farmers' market and local events is not just about the food, "It's a cool way to get to know people in the Bay, to build connections and relationships." ●



Jane & Molly

A family approach to real estate

As a mother and daughter duo - Jane and Molly are bringing a fresh, new approach to real estate in Central Hawke's Bay. Working together, their clients have the benefit of two people, rather than one - working hard to get their clients the best results.

Jane has been selling real estate in Central Hawke's Bay since 1997. She has been included in the 'Top 20' for Property Brokers for ten years, regularly featuring in the top rankings in the company and is part of the \$250 million dollar club. Her knowledge of the real estate market is exceptional.

Molly joined Jane as her PA in 2019 after more than fifteen years in marketing and event management. Their partnership is a natural progression for this hardworking team. With different skills that compliment each other so well, their clients are seeing the power of having two salespeople working for them and the extra benefits that brings.

Central Hawke's Bay will always be their home. They are passionate about the community and the people that live here. Jane has four grown children and eight grandchildren, three of them being Molly's young children. When they're not working, you'll find them at school and kindy events, weekend sports and spending lots of family time together.

In every area of their business, the most important factor is their client's experience, ensuring communication is fast and accurate. They always work with honesty and integrity. Whilst the process of buying and selling can be daunting and overwhelming, Jane and Molly aim to take the worry and pressure out of the situation with a genuine, family focussed approach. They will go that extra step every time to ensure the process is smooth and as stress free as possible.

Working with Jane and Molly makes great sense. Reap the benefits of double the energy and enthusiasm and their same relentless passion to achieve great results.

Jane Hamilton

Residential Sales Consultant

M 027 457 8660 E janeh@pb.co.nz



Molly Baldwin

Residential Sales Consultant

M 021 244 0673 E molly.baldwin@pb.co.nz





Mentor, the Goddess of Wisdom

Story by Katie Nimon

You'd be forgiven for thinking that the word mentor has a Latin masculine origin, but the story is better than that.

During the 10-year Trojan war, Odysseus, the King of Ithaca, left his family to lead the army. To protect and guide his son and heir, Telemachus, he brought in a guardian called Mentor.

While Odysseus was away, many noblemen tried to woo his wife to take the throne for themselves. It became apparent that Mentor wasn't doing a very good job, when Telemachus became too weak and insecure to defend himself.

Athena, the goddess of wisdom, who was watching from above, decided to intervene and shapeshifted into a wiser version of Mentor. With Athena's guidance, Telemachus killed all the noblemen, proving himself worthy of his claim to the throne.

Fortunately, this is not the role of a mentor today, but I do want to point out that the real mentor in this story was a wise observant woman, who felt the need to intervene at the most pivotal point of a young person's life. Hold that thought.

In modern history, mentoring is seen as 'one on one guidance' from a trusted advisor, which often follows the "I know everything, so, you can learn from me" pattern. But life is not linear, and guidance can't be found in one place or from one person. We learn from many people, and it's not always structured. How many people have you heard say "wow, that person really mentored me"?

In indigenous cultures, the young learn from a group of elders, and they

learn through narrative. The stories of people who have experienced life before them. Unfortunately, this is something that is getting lost in modern western society, while communities in their traditional sense are becoming fewer and farther between, and the world is getting even more uncertain. Now, we're more heavily reliant on our teachers than we ever have been before to provide that guidance, and to be all things to all people.

Historically, mentorship has favoured the male population. While men naturally seek out prodigies; by way of the feminine spirit, women naturally create networks. Hold this thought too.

Let's talk about the history of female mentorship. The Women's Institute (WI) was started in Canada in 1886, as a grassroots domestic education programme. While that might scream sexism, it was a way for women to come together and feel more empowered to contribute. The programme landed in Britain in 1915, focusing on women upskilling each other in response to the First World War.

Bessie Spencer, former principal of Napier Girls' High School, traveled to London for voluntary war service, and returned inspired to establish the WI in New Zealand. Spencer, and her friend Amy Hutchinson (touted as the spiritual founder of the WI) held the first meeting of the WI in Rissington, in 1921. Spencer hoped that the WI would increase opportunities for women and train them to take their place in all aspects of New Zealand life.

While the WI has laid the foundation

Bessie Spencer, former Principal of Napier Girls' High School, traveled to London for voluntary war service, and returned inspired to establish The Women's Institute in New Zealand. Spencer hoped that the WI would increase opportunities for women and train them to take their place in all aspects of New Zealand life.

for many female-led organisations that have followed, be it community or industry, all have placed importance on creating opportunities for women and growing strength in ability. The Agri-Women's Development Trust and Women in Wine are both industry-based programmes that aim to strengthen the female presence within a growing male-led industry.

Our very own Kate Radburnd, who was recognized as Industry Leader of the Year for 2021 at the Hawke's Bay Primary Sector Awards, was one of the founding mentors behind the Women in Wine Mentoring Programme. Her driving passion was to help encourage women in the industry to take up roles of leadership and governance. At the time Kate started in the industry, she was the only female in her graduating year. Despite that, she has never shied away from any leadership opportunity. She is now the chair of Women in Wine who set out to help the women of the wine industry connect and grow.



Susie Gunn, SuperGrans Mentor (left) and Julia Crasborn, SuperGrans Coordinator at Heretaunga Women's Centre

The Agri-Women's Development Trust (AWDT) is set to launch their mentoring programme early in the new year, and yet another Hawke's Bay woman is at the front of the queue. Hastings District Councillor, Eileen Lawson, who went through the AWDT Escalator Impact Leadership Accelerator, is going to be one of the first mentors in the new programme.

As a director of a farming business, run by three women, Eileen felt that she'd learnt so much from her experience that she wanted to help other women in the industry find their confidence and voice earlier than she did. Clearly pre-disposed to community service, Eileen was also the chair of the Heretaunga Women's Centre, from 2016-2018. Through the SuperGrans community, the centre established their own female mentoring programme in March this year, focusing on how they can support wāhine to develop life skills.

Julia Crasborn, the service development lead for SuperGrans Heretaunga, wants to see a safe space for women to access support in an environment that is free from judgement. Women often feel intimidated when taking their car in for maintenance, so recently, SuperGrans

The idea is to empower women to gain knowledge and skills to improve daily living for them and their whānau. More than that, the SuperGrans want to walk alongside every woman and enable them to enhance their own lives.

Heretaunga provided a car maintenance workshop for five women, delivered by female mechanics. The programme extends across all skills, from cooking affordable healthy meals, gardening, and sewing, to writing CVs, budgeting, and applying for jobs, and beyond.

The idea is to empower women to gain knowledge and skills to improve daily living for them and their whānau. More than that, the SuperGrans want to walk alongside every woman and enable them to enhance their own lives. Since March, the programme has seen 8 mentors work with 25 wāhine; ranging from young women looking to grow their own food or start a home business, through to women facing retirement and how to budget for it.

Female mentorship is a connection

between womankind. It's not a power play. We want to pass on the wisdom we've gained from others, or from just muddling along and working it out. We've taken big leaps, and we mentor so the big leap becomes a small step for someone else. Eventually we all find our way, but what if we can help others get there earlier? We should be asking ourselves, what do I have and what can I share? What can we grow together? What women are doing when they mentor is informal (or at least it should be) then, what we have is a network. We have emotional support.

This is what Jessica Knapp was looking for when she started Bay Hive in 2018. Jessica moved back to Hawke's Bay after being overseas for eight years, and as she'd never lived here as a professional, she didn't have a network of people to call on for support. Instead of waiting for someone else to draw her in, Jessica built the community that she needed.

What started as a Facebook group to connect with women in business, is now a network of nearly 400 women, who confidently share their work and support each other. It turns out it's a community that other people needed just as much. Whether it's Zoom catch



Jessica Knapp

ups during Covid, a safe place to ask for recommendations, or sharing business ideas, Bay Hive has become a platform for women in business to gain confidence and grow as a collective.

To Jessica, an open and honest forum to share struggles and wins is the best way for anyone to learn and connect. Now the CEO of the Hello Cup, life has kept Jessica busy, but Bay Hive has still buzzed away, with something new popping up every week. The platform is now a real community of women in business, offering advice and opportunities, and extending a hand where it's needed. Jessica wants to see Bay Hive become a springboard for new enterprise in Hawke's Bay. She could see that whether it was here or overseas, women felt like imposters in the business world. We're all capable of the same thing, but if we don't see enough examples of women 'making it', we're never going to think that we can too.

This is exactly what Julie Peterson, principal of Woodford House, felt was missing in the modern education of young women. As the career advisor at Southland Girls' High School in the early 1990s, she interviewed over 100 girls, asking what they were planning to do with their lives. It was apparent

What started as a Facebook group to connect with women in business, is now a network of nearly 400 women, who confidently share their work and support each other. It turns out it's a community that other people needed just as much.

that there was limited concept of what was truly possible.

Julie could see there was a whole world out there, yet every girl aimed for one of three degrees, and it all involved a short drive up to Otago University. Even bringing in successful guest speakers to school was just a drop in the bucket. The messaging was not systematic, not consistent, and not embedded. Julie could see there was an incredible need for a much brighter horizon in the mindset of these young women.

It was Julie's time at Christ's College that helped her notice the difference between young men and young women. While the young women she taught felt inadequate, lacked confidence, and sought safe success; the young men at Christ's College were comparatively

open, full of confidence, and aimed for scholarships at Yale, or Oxford. While the boys saw no limit to what they could do, fear was driving girls to do less (the wrong kind of do less). Women have been against the tide for centuries, with none of the power or authority. But women are resilient, and our DNA should prepare us for that winding road that we inevitably face, if only we could tap into it sooner.

When Julie became principal at Woodford House, she wanted all young girls to see that the world was theirs, and they weren't confined to just the limited horizon that they could see in front of them. The poetic way of putting it is "if you can't see it, you can't be it". After an inspiring trip to see an international university, Julie felt Woodford House needed a physical space for the girls to grow their horizons, a space with resources to show them what was possible and understand that the strengths they needed were already inside them.

Motivated to make it happen, Julie found the space, and set out to get the right people on board. Julie met Judy MacDonald Johnston, a technology and education entrepreneur, at a Woodford House fundraising event.



TOP: Founders of the Shine Strengths Programme at Woodford House (L-R Judy MacDonald Johnston, Julie Peterson and Catherine Robertson). Photo: Tom Allan. Other photos supplied.

She was immediately on board with the idea, and in early 2019 Judy got a group of women around author Catherine Robertson's dining room table to make it happen. Ana Ward, Vicki Lawson, Ali Andrews, Judy, Catherine and Julie all knew they were onto something. If you ask five smart women if they like an idea, and they all want in, then you know you've got a good thing. This is where the Shine Strengths Programme was born.

As with every other female mentoring programme, it's about giving and not expecting anything in return. The process of developing Shine was iterative and organic, and it's still evolving. Shaping the programme was easy with Julie's decades of experience in education and Judy's entrepreneurial background. Everyone understood the assignment, and the momentum was never lost, even though it took a year before the first workshop launched.

As it turned out, it was never about the physical space. All that was needed was a network of women with different experiences and stories to tell, balanced on a framework of key strengths, and a platform to communicate it all. While Woodford House has been the pilot, the idea is ready

As with every other female mentoring programme, it's about giving and not expecting anything in return. The process of developing Shine was iterative and organic, and it's still evolving.

to take flight. Nearly three years later, without even trying, there are over 200 women on the mentor list, with Slate, the purposefully rebranded Strengths Programme, rolling out to the community in the New Year.

The programme is a model that can move and translate into any school or community. Whether it's Shine or Slate, it's about finding young people in a place where they're making decisions about their lives and bringing a network of stories to share with them, so they can see that life is not linear. The mentors are open and honest about their journey. Sharing the ups and the downs. Letting them know that it's ok to access your feelings, and it's ok to fail. Things sometimes work out well unexpectedly, just as

sometimes they don't. And that's ok.

The most important thing I've ever heard is that women can do anything, but they can't do everything. I've grown up in a generation where we are expected to do so much. Marry well, be a super-mum, have a successful career, stay fit, and keep house plants alive. Somewhere in the Girl Boss era, we've told every little girl that they can rule the world and something's gone wrong. All these little girls are now women, and they think that if they're not ruling the world they've failed. What I've learnt - that I share with anyone that will listen - is that nothing is permanent. Try ruling the world if you want to. If you don't like it, stop. Do something else.

With great power comes great responsibility, and this feels like the reason for women mentoring women. We have realized how much power we have, but who will help us harness it? Who will show us how far we can go if we want to? The women that mentor, get as much out of it as those being guided by them. It's a privilege and a pleasure, and we do it to strengthen and grow womankind.

The rising tide lifts all boats. ●

CELEBRATING SUCCESS

BAYLEYS IS DELIGHTED TO ACKNOWLEDGE AGENTS PERFORMING AT THE TOP OF THEIR GAME, BEING RECOGNISED NATIONALLY.

EASTERN REALTY LTD, BAYLEYS, LICENSED UNDER THE REA ACT 2008



CARO MEO
Napier #1 Bayleys Agent



ALTOGETHER BETTER

Residential / Commercial / Rural / Property Services

Caroline Meo 021 022 20387 | caroline.meo@bayleys.co.nz |  Caroline Meo - Real Estate |  @caro.meo.realestate

Periods might seem like a mild inconvenience each month, but for many women they represent a much darker reality — a financial burden they can't carry, and the loss of dignity.

A bloody struggle

Story by Abby Beswick

In these challenging times, a growing number of women are unable to pay for period products, an often-unspoken struggle that leaves them embarrassed and ashamed. Periods don't stop in a pandemic. In the 18 months since Covid brought the world to its knees, period poverty has increased sharply, with many women making the galling decision between buying sanitary products or putting food on the table.

Of course, food always wins, leaving women forced to take off work each month, or to suffer the humiliation of using toilet paper, newspaper, rags, socks and even sawdust in the place of period products.

Paying for the privilege of menstruating doesn't come cheap. The average woman will spend more than \$10,000 on period products over a lifetime. These supposed 'luxury items' - pads, tampons, panty liners and reusable products - are better described as a basic human right.

A growing struggle

Dignity NZ, a not-for-profit organisation that provides free sanitary products to schools, youth and community groups, supports more than 40,000 menstruators a year. Demand for products has "skyrocketed" during the pandemic and these numbers are expected to keep rising, says Dignity general manager, Anika Speedy. They currently work with 97 community organisations that have requested period products - double the number they supported pre-Covid.

Tough economic times are forcing more women and their families to make heartbreaking decisions every month, says Speedy. If there are several

menstruating women in a household, the cost of sanitary products can be \$30, \$40, \$50 a month, which many families simply don't have. "You either put food on the table or you buy things like period products." Recipients of Dignity's products come from all sectors of society: a mum of four young children, a woman who has escaped a violent relationship, an overwhelmed first-time parent, and a father of three teen daughters whose wife recently passed away. "It impacts everybody in all parts of life."

A search for equity

The ultimate goal of Dignity is for all menstruators in New Zealand to have access to affordable and sustainable period products, says Speedy. When researching the issue of period poverty, Dignity's co-founders Miranda Hitchings and Jacinta Gulasekharam found the fundamental issue women felt was the unfairness of the emotional and the financial burden of menstruating. "It's a huge financial cost that 50% of the population bear and so it became apparent that the provision of period products was beyond period poverty, it was also an issue of period equity," says Speedy.

Dignity provides free period products through two initiatives: buy-one, give-one partnerships and gifting for the benefit of Kiwi workplaces and community organisations. Under the buy one, give one model, for each box of period products a business buys, Dignity matches the equivalent number of products and provides them to youth and community groups throughout New Zealand. The gifting initiative

The Youth19 survey found 12% of Year 9 to 13 students who menstruated reported having difficulty accessing period products due to the cost.

allows people to fund period products for those in need.

"A need and nobody was filling it"

Three and a half years ago Danika Revell co-founded The Period Place. Revell admits when they started out they didn't know exactly what it was going to be, simply that there was a huge need for period product support that wasn't being met.

Since then, the Auckland-based organisation has grown to become the country's biggest period equity advocacy charity, supplying donated period products through sponsors to 100 impact partners around the country including marae, foodbanks, sports clubs, churches, and community organisations.

Like other period support organisations, they have a waiting list of people who would love to receive their products and Covid has seen demand soar. Through partnerships



“You either put food on the table or you buy things like period products.”

ANIKA SPEEDY,
DIGNITY NZ GENERAL
MANAGER

with The Warehouse and Kimberly Clark they have been able to focus on large-scale deliveries. On Super Saturday alone, they donated 43,000 pads to people getting vaccinations. Along with pads and tampons, they also distribute period underwear, supplied by sponsors.

The pandemic has been a turning point for Revell, who says she has reevaluated how they can best tackle period poverty. “I realised I couldn’t keep watching people drown at the bottom of the river while I was trying to stop them from being pushed in at the top. I had to do both.” That means supplying products to those who need them while also advocating for systemic change.

Missing school because of menstruation

In 2019, researchers from four universities collaborated to survey more than 7,700 adolescents from 52 Auckland, Northland and Waikato schools. The Youth19 survey found 12% of Year 9 to 13 students who menstruated reported having difficulty accessing period products due to the cost. It also showed 8% of menstruating students had missed school because they didn’t have period products. Students in lower decile schools and less financially well-off communities were more affected - missing school more often - than their higher decile counterparts.

The survey found Māori and Pasifika students were particularly vulnerable, with 19% of students from these communities reporting they

had experienced period poverty - more than double that of Pākehā and European students. Of the Māori and Pasifika students who menstruated, almost 1 in 12 missed school once a month or more because of a lack of access to period products.

Hawke’s Bay entrepreneurs making a difference

Hawke’s Bay woman Robyn McLean is the founder of Hello Cup, which she launched with her friend Mary Bond in 2017. The company sells high-quality, reusable menstrual cups that McLean says many women find more comfortable and convenient to use than traditional products.

At \$49 each, they are also more affordable in the long term compared to single use products, as each cup lasts several years. Made from medical plastic, the cups are hypoallergenic and fully recyclable, making them a zero-waste option.

McLean is passionate about reducing the cost barrier to period products. “The key to having sustainable products that then become more affordable in the long term is to make them quality and to make them last.” Through the company’s giving programme, Hello Kindness, the Hello Cup is distributed to people and organisations in need, along with education on how to effectively use and take care of the product.

The cups have been hugely popular, and the award-winning company recently announced raising \$2.4m in capital investment to expand overseas, starting with Australia and the

US. Next year, the company plans to release a new product - the Hello Disc.

Another businesswoman making a difference is Vicki Scott, who has seen firsthand the confronting reality of period poverty. Growing up in Hastings, Scott developed a strong sense of justice and hard work ethic from her parents, which ultimately led to the decision to study law.

Representing young people as a youth lawyer, she would often visit them at home and would always call first to ask what she could bring. The boys would usually want coke and chips. The girls asked for things like soap, toilet paper, tampons and pads. Many of them were among the 100,000 girls missing school each month when they got their periods. “If their basic needs were not being met, then how could they begin to properly consider the consequences or implications of their offending?” says Scott.

As a lawyer and a mother, Scott is passionate about tackling period poverty and ensuring access to period products is never a barrier to opportunities for women. “Everyone deserves the right to attend school, go to work, go about their business while menstruating. And of course the mother in me can’t bear the thought of any girl or woman suffering the indignity, inequity and health issues that period poverty creates.”

The stories of indignity from women suffering period poverty are heartbreaking, she tells me. Women who choose, every month, to buy food for their children and make rent



“I realised I couldn’t keep watching people drown at the bottom of the river while I was trying to stop them from being pushed in at the top. I had to do both.”

DANIKA REVELL,
CO-FOUNDED THE
PERIOD PLACE

payments rather than buying pads or tampons for themselves. Young girls and women who tell her they use whatever materials are available to them for absorbing the blood flow, or simply avoid leaving the house. Women living rough on the streets, or who have fled abusive partners and have to deal with this indignity on top

of everything else.

Now based in Tauranga, Scott initially came up with the idea of a tampon donation program that provided products to vulnerable women in need at organisations such as shelters, missions, housing agencies, churches and community organisations.

In 2018, she officially launched

Crimson Organic. The company supplies 100% organic cotton tampons through a subscription service and a donation program for those wanting to give back. The impact has been immense for recipients. “One woman thanked me so beautifully for donating tampons to her, explaining her husband had been made redundant and she couldn’t afford the “luxury” of tampons, so she had resorted to using socks.”

Scott is also ecstatic to be part of the Government’s Free Period Products in Schools Program, supplying organic cotton tampons to primary, intermediate and secondary schools.

Free products in schools

In 2020 the Government announced an initiative would provide free pads and tampons to all primary, intermediate and secondary schools, in a move to combat period poverty and improve the wellbeing of young people. Roll-out of the program started in June 2021.

Prime Minister Jacinda Ardern said the initiative aims to remove barriers to education and allow children to feel comfortable at school so they can engage in learning.

BEST BAR IN THE BAY
PEOPLE’S REPUBLIC
OF HASTINGS
ALL CONSUMING
SINCE 2013

COMMON ROOM HASTINGS N.Z.
Best little bar in the Bay!

www.facebook.com/commonroomhb/

**Mindful, Embodied
Leadership Development**

- Leadership Development Intensive (LDI) - a 5-day residential retreat
- Deep dive, 1:1 coaching
- Customised workshop facilitation

For more information, including LDI retreat dates and pricing visit
www.ldinz.co.nz or email robyn@ldinz.co.nz



“Everyone deserves the right to attend school, go to work, go about their business while menstruating. And of course the mother in me can’t bear the thought of any girl or woman suffering the indignity, inequity and health issues that period poverty creates.”

VICKI SCOTT, CRIMSON ORGANIC



“The key to having sustainable products that then become more affordable in the long term is to make them quality and to make them last.”

ROBYN MCLEAN,
CO-FOUNDER OF HELLO CUP

Other steps forward

The Free Period Products in Schools program will ensure tens of thousands of young people have access to period products while studying, but it is only part of the solution. The program doesn’t include tertiary education or community organisations, leaving a huge number of women still in need. Period poverty goes “way beyond schools”, says Speedy.

There are other positive changes. A growing number of New Zealand companies are producing organic products and reusable options such as period proof underwear. More organisations are recognising the need to support their menstruating members by providing free products at work.

It’s a step in the right direction, says Speedy, but period equality remains the real issue. “No one should miss out on opportunities because of their period.”

Still a long way to go

Free period products should be available in every bathroom in New Zealand, as a fundamental human right, say advocates. Society accepts that the cost of toilet paper should be absorbed by whoever has installed a

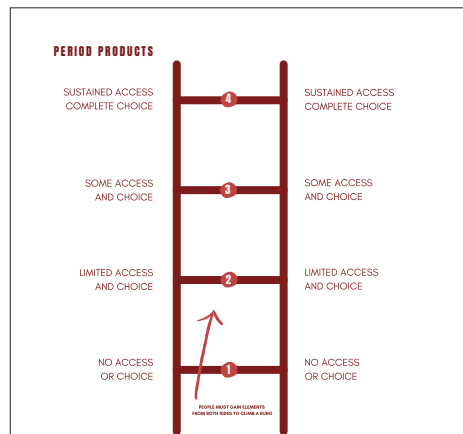
toilet but because not everyone menstruates the financial cost of this has fallen on the individual. The approach must change, says Revell.

There’s also still a lot of stigma and shame attached to periods. To move forward we need to normalise periods by talking about them. Revell advocates leaving period products out in the bathroom rather than hidden away and making them available for guests to use as needed.

Educating both girls and boys about the menstrual cycle will equip them with the understanding of issues women can experience. “Educating boys is the key to removing stigma around periods,” says McLean.

When women have free access to sanitary products, it has an incredible impact, says Revell. “You give a kid a pad or a tampon and they can go to school, they can finish their education, they can work, go to university. You’re giving them a choice and autonomy over their bodies.”

Period poverty can be completely removed. If we continue to take the right steps forward it no longer needs to be an issue for any woman in New Zealand. ●



Credit: The Period Place

The Period Equity Ladder

The Period Equity Ladder shows how access to products and education interact to allow individuals to move up the ladder. To improve a person’s period equity journey and move towards sustainable period equity for everyone, individuals need to gain elements from both sides of the ladder.

In New Zealand there are 1.2 million menstruators and 70,000 of these live in extreme period poverty, with little or no access to period education or period products.

Miscarriage: breaking the silence

Story by Abby Beswick

Maybe it's happened to your sister, sister-in-law, a cousin, friend, colleague or neighbour. Or maybe it happened to you. One in four pregnancies ends in miscarriage, so statistically speaking it touches all of us.

Miscarriage is the most common pregnancy complication, so why are we so bad at talking about it? When a grandparent dies they are mourned, publicly acknowledged and celebrated. When a baby dies they are mourned quietly, behind closed doors, and often without the support of family, friends and the wider community.

When I started investigating baby loss in pregnancy, I had no idea how easy it would be to find people who have experienced miscarriage. And how desperate they are to be heard, even years later, so they can share their stories and find healing through the pain.

Many have horror stories of being let down by medical staff, or suffered well-intentioned but misguided comments from family and friends that cut deeply: "It wasn't meant to be" ... "You'll get pregnant again" ... "It wasn't really a baby".

Sadly, losing a baby remains a taboo subject, linked to stigma and shame. Many women do not receive the respectful care and support they deserve when their baby dies, leaving them to suffer this traumatic event in silence.

How common is it?

A miscarriage is a pregnancy that ends on its own within the first 20 weeks of pregnancy, according to the NZ College of Midwives. The loss of a baby after 20 weeks is a stillbirth (an estimated 1 in every 200 pregnancies ends in a stillbirth). Most miscarriages happen in the first 12 to 14 weeks of pregnancy and an estimated 7,500 to 14,500 miscarriages occur every year in New Zealand.

There are several causes of miscarriage and the most common of these is problems with the development of the baby at or soon after conception. However, for many women the cause of their miscarriage is unknown.

Acknowledging the lives of all babies

Baby Loss Awareness Week takes place from 9-15 October every year, ending with International Pregnancy and Infant Baby Loss Day on October 15. The week is an opportunity for parents and families from around the country to come together and remember the lives of their babies who have died.

During Baby Loss Awareness Week last year, social media lit up with messages of loss and love for babies that are no longer here but always remembered. Celebrity chef Nadia Lim, for the first time, shared her experience of miscarriage with Instagram followers. Sending a virtual hug to those who

Most miscarriages happen in the first 12 to 14 weeks of pregnancy and an estimated 7,500 to 14,500 miscarriages occur every year in New Zealand.

have lost a baby, she wrote, "If that's you, I hope you are doing OK. If that's a friend or family member, check in with them. Sometimes silence is the hardest part. I've never spoken publicly about this before, but earlier this year I miscarried at 13 weeks." She accompanied the message with a photo of her pregnant belly, taken the day after losing her baby, to acknowledge their life.

Another well-known New Zealander, television presenter Hayley Holt, also suffered a devastating loss. Holt was seven months pregnant when she lost her son, who she named Frankie, in 2020. Following the stillbirth, Holt took time off to heal and has spoken about the role of therapy in helping her find love and peace through the tragedy.

Support through grief

Voluntary, nonprofit organisation, Sands NZ, supports parents and families who have experienced the death of a baby at any stage of pregnancy, birth or as a newborn. The group has branches around the country, led



Emma Tuck. Photo: Florence Charvin

largely by parents who have lost babies and provide a much-needed service following the heartbreak. The group also provides memory boxes for parents who have lost babies at 20 or more weeks, and early loss packs.

Emma Tuck, chairperson of Sands Hawke's Bay, says the group offers empathy and understanding in an environment where bereaved parents can share experiences, talk and listen. "It's someone to talk to. You can say, I know what you're going through."

There are devastating stories of loss. One mother lost her triplet daughters at 20 weeks due to extreme prematurity. Others have been let down by midwives, doctors and nurses who made them feel like an inconvenience or a problem for the system during the worst time in their lives. Some never told anyone about their baby loss, carrying the deep pain around in silence. A member who recently joined, revealed she suffered a miscarriage 25 years ago and hadn't spoken about it until now.

Tuck lost her daughter Bayleigh at full term 10 years ago. She was the second child of Tuck and her partner Te Roa. The pregnancy was uneventful and Tuck felt well throughout. During a routine check-up on her due date however, her midwife couldn't find a heartbeat. Tuck was rushed to hospital for a scan,

but her baby girl was already gone.

An autopsy revealed Bayleigh's heart was back to front - a condition that wasn't checked for in her scans at the time. Tuck carried around a lot of guilt about her daughter's passing for a long time. "It took me about five years to accept that it wasn't meant to be. I look back now and say there's a reason that would have happened but that seat at the table will always be empty."

The couple have gone on to have three more children but Bayleigh remains a big part of their lives - they talk about her often, celebrate her birthday and special memories of her are placed around the home.

Support in New Zealand and particularly Hawke's Bay for those who have suffered miscarriages is virtually non-existent, says Tuck. Sands provides a much-needed service for parents. "We get people who are lost and they don't know what to do."

Finding hope through pain

It's hard to comprehend what Auckland woman Sarah Numan has endured. Over 10 heartbreaking years, she lost four babies - Hope, Noah James, Willow and Ebony. Unbelievably, all four of her children suffered from Lethal Multiple Pterygium Syndrome, which affects the skin, muscles and skeleton, and

"It took me about five years to accept that it wasn't meant to be. I look back now and say there's a reason that would have happened but that seat at the table will always be empty."

EMMA TUCK,
CHAIRPERSON,
SANDS HAWKE'S BAY

affects only 200 children worldwide. The condition caused each of her children's hearts to stop during pregnancy.

Sadly, Numan and her husband Remco didn't get any physical memories of her babies - "It was pretty hard". So she set out to make sure others who suffered baby loss didn't go through the same thing. Creating charity, Baby Loss NZ, has been Numan's way of supporting other bereaved parents and honouring her own children. "It's their legacy to be able to do this work." The charity's main service is to provide care bags and create memories of babies that families can hold onto, including casts of hands and feet.

This free service provides comfort at one of the most difficult times of their lives, says Numan. "They say 'it means so much', through to 'you've saved my

“I think when you hear miscarriage it can be thought of as not even a baby. We need to acknowledge every baby as a baby.”

SARAH NUMAN,
BABY LOSS NZ CHARITY

life’. The castings of little hands and feet give them something they can hold onto forever. The youngest baby Numan has cast was eight weeks old.

The existing terminology for baby loss doesn’t sit right with Numan. She prefers to say early loss for a baby under 12 weeks old. “I think when you hear miscarriage it can be thought of as not even a baby. We need to acknowledge every baby as a baby,” she says.

New law supports grieving parents

In 2021 the Government passed legislation giving mothers and their partners three days of bereavement leave following a miscarriage or stillbirth. The law applies to mothers, their partners and parents planning to have a child

through adoption or surrogacy. It gives parents time to grieve their loss without having to use sick leave.

Numan and Tuck applaud the law as a positive step towards acknowledging baby loss and providing people with the space they need to work through it. “From the moment you find out you’re pregnant, it is a baby and that’s your hopes and dreams,” says Tuck. The death of a baby is one of the hardest things a family can go through and the new law plays a role in supporting them through that, she says. “It gives you time to process it before you go back to work.”

Breaking the silence

The psychological consequences of miscarriage can be anxiety, depression and post-traumatic stress disorder. Many women experience significant depression and anxiety during and after pregnancies for up to three years following a miscarriage.

So why don’t we talk about miscarriage? It’s still a taboo subject that makes people uncomfortable, says Tuck. But talking is healing. “It’s healthy to talk about it ... If you keep it inside, you’ll explode.”

Losing a baby is undoubtedly one of

the darkest times in people’s lives, that often leaves them feeling isolated and abandoned. The acknowledgement of miscarriages under the new bereavement leave law, and the work of volunteer groups, are helping people pick up the pieces.

However, the time has come to provide better support for those who suffer miscarriages. We can’t on one hand acknowledge that it is the most common pregnancy complication but continue to fail in the treatment of those who experience it.

Nothing should stop anyone from grieving for their baby and the future they imagined. We need to make people who experience miscarriage feel heard, cared for and give them back their dignity. Most importantly, we need to start talking about it. ●



Royston Hospital is pleased to sponsor robust examination of health issues in Hawke’s Bay. This reporting is prepared by BayBuzz. Any editorial views expressed are those of the BayBuzz team.

100 years of dedicated staff

Since 1921, Royston Hospital has prided itself on its superior healthcare, and its comprehensive range of surgical services.

We’re proud to be part of Hawke’s Bay’s medical past - and lead its innovative future for our community.

Royston.co.nz

Evolution Healthcare





Amanda Meynell, Ana Apatu, Veronica Rivett and Kirstie O'Riley
Photo: Florence Charvin



Poverty overwhelms many women in Hawke's Bay, leaving them as broken as the system that is meant to help them.

Too Much & Not Enough

Story by Sophie Price

Imagine you are a single mum who has been living in transient housing for almost two years. No security, no community, you can't call it home. The house might be overcrowded, mouldy or cold. You spend more than 50 % of what little money you have each week on it. After other bills are paid you are often left with just \$50 for food. Every day you worry about your children; if they get sick you have to borrow money to get them to the doctor putting you into a debt you cannot repay.

You have been fighting to exist for so long, you no longer trust the services that have consistently let you down. The social stigma that comes with being an out-of-work single mother brings on mental health issues and the idea of suicide is one that is never far from your mind. You were born into this life and now you are raising your children in it, a cycle that breeds poverty and one that is almost never broken.

Now imagine that for the past 20 years you have lived in your own home with your husband, raising your children. You have never known what it is like to want for anything, except the want to escape your abusive relationship. So, one night you do leave and almost immediately find yourself in a position you have never been in before – homeless and in need of welfare from a system that makes no sense. Being in your mid-50s you

can't access any senior benefit help and being over 45 years finding work is difficult because society simply does not see a woman your age. You are thankful for charities like the Salvation Army, but you know they can only do so much due to their constrained resources. Missing your kids, you start to think that "sure it wasn't an ideal living situation, but I had security". So, you return home to your abusive relationship – because at the end of the day you reason, it is better the devil you know.

I would like to say the stories of two very different experiences with poverty that women here in the Bay face are just that, stories, but they are not. They might not be about any one woman, but they are unfortunately about many women - whether they are born into poverty or circumstance puts them there. Whatever the reason, no woman should know what it is like to barely exist, especially in a country like ours. But that is not the case.

Today, because of poverty, women in Hawke's Bay face a myriad of unseen, never talked about problems. Homelessness, physical and mental health issues and family violence (which while poverty does not cause it, it certainly does not help its prevention). Poverty is a much bigger problem than the choice of whether one pays for food or for electricity - it is what

“There are still vulnerable people in New Zealand to whom economic benefits have not trickled down. Food banks still exist, as do the diseases of poverty, rising violence, racial tension and homelessness, all of which contribute to a worrying under-privileged in our society”

DOROTHY MEYER

being forced to make this choice does to a person. For women in Hawke’s Bay, poverty is a lack of money, lack of stability, lack of choice, lack of understanding, lack of compassion, lack of self-worth.

The facts

“There are still vulnerable people in New Zealand to whom economic benefits have not trickled down. Food banks still exist, as do the diseases of poverty, rising violence, racial tension and homelessness, all of which contribute [to] a worrying under-privileged in our society ... Poverty is very disabling for people who experience it. It reduces educational chances, increases health risks and increases the risk of violence.” Kiwi researcher Dorothy Meyer penned this about women in 1997. She could write the same thing about women of today.

In Aotearoa, anyone earning less than 60% of the median wage is deemed poor. But it is a crude figure that is misleading. The Child Poverty Action Group looks at poverty more realistically, by seeing how much people have to meet their basic needs such as utilities, food and healthcare, after housing costs have been paid. With local Salvation Army captain Veronica Rivett pointing out that the government’s Accommodation Supplement falls well short of what was needed for rent, it shows that women are tapping into other basic needs money just to put a roof over their head.

The complexity and interrelationship of these issues born of poverty only cause greater stress for women, says Heretaunga Women’s Centre (HWC) service manager Amanda

Meynell. “Women living in poverty often spend long periods of their days just trying to get the basics together to feed their families.”

Issues that are compounded by limited support and structural discrimination, especially in regard to employment and housing for women in the rainbow community.

When it comes to poverty, it seems all roads lead to home, or rather a lack of one, and have done so for decades.

Over 30 years ago, Meyer reported that “housing adequacy is perhaps the key determinant in the welfare of a family”. Hawke’s Bay District Health Board (DHB) member Ana Apatu agrees. “It is the things that lie outside the clinical sphere such as the housing crisis that determine one’s health. I mean, if you are living out of the boot of your car you are going to be very anxious and stressed and I am not sure what a clinical service can do for you to allay those anxieties.”

Right now, there are 2,818 Kainga Ora managed houses in Hawke’s Bay. Forty-nine of these are vacant with only one in the whole of the Hawke’s Bay ready to let. The Ministry of Social Development (MSD) reports that as of September this year there were 1,644 applicants for public housing - 85% of which were women. According to Kainga Ora, this need has increased 10-fold over the last 5 years from 168 houses needed in June 2016 to 1,644 needed in June this year.

Meynell says there are hundreds of families in emergency and transition housing living in motels for months and sometimes years on end. She says the transient nature of these environments can create increased stress on

“It is the things that lie outside the clinical sphere such as the housing crisis that determine one’s health. I mean, if you are living out of the boot of your car you are going to be very anxious and stressed and I am not sure what a clinical service can do for you to allay those anxieties.”

ANA APATU

women and families who are already buckling under the weight of it.

Private rentals are just as hard to come by. When they do become available TradeMe reports they now cost on average \$550 a week here in the Bay and according to the DHB’s latest Equity Report are often in a substandard condition which only adds to poor health outcomes.

So bad is the problem (left to fester by successive governments) that Te Kahu Tika Tangata / Human Rights Commission (HRC) announced earlier this year it would be holding an inquiry into this national disaster.

Salvation Army social worker Susan Searancke says not only has the problem become so bad that it is driving people into poverty, it is separating mothers from their children, with children having to go and live with extended family for their safety.

Clearly, this crisis does not help single mothers on the Sole Parent Benefit (SPB).

Back in 1997 Meyer reported that “single mothers are currently expected to ‘do it all’. They are expected to engage in full-time work as citizens/workers, to sustain independent households and to raise healthy, well-balanced children, all on their own. These expectations may be unrealistic.”

Sadly, single mothers still face these unrealistic expectations. When I asked the MSD how much one could claim on the SPB, the Ministry’s Karen Bartlett sent through a list of dollar amounts (see table). With a lot of variables at play in how much one could claim, the figures she offered when added up showed the most a single mother could

receive was \$1,061.52 a week. Taking out the \$550 cost of private rentals, that leaves the recipient with less than 50% of what they receive to meet their family's other basic needs.

When I showed the list of MSD figures to Rivett, she said they do not "paint an accurate picture of the situation most of our clients face", with most living with substantial debt, intergenerational money challenges and addiction which "makes it almost impossible to manage on their benefit."

She says the Accommodation Supplement of \$305 a week was several hundred dollars short of being able to meet actual rental costs.

What exacerbates the benefit issues is most single parents are unaware of what they are entitled to claim and that the requirement under the SPB to either work or attend courses made life unmanageable for women who had care responsibilities.

Unfortunately, women who can work are seemingly no better off. In 2019 the HRC reported that the in-work poverty rate is substantially higher if the main earner in a household is female, when compared to male, regardless of the household structure. This rate can double for groups like single parent households, which are mostly women.

Moreover, the Salvation Army is starting to see a new trend developing - older women finding themselves on the breadline for the first time. A problem intensified by things like the gender pay gap which sees more women end up in poverty in their pre-retirement and retirement years. While the

reasons for this phenomenon are complex - from gender bias in the workplace to women taking time off for caring responsibilities - the outcome doesn't change.

Health effects

As you can imagine, being poor and homeless doesn't lead to great health outcomes for our women in Hawke's Bay, with the Equity Report showing it's our least affluent communities who rate their health lower. These are the communities that many of our minorities, our Māori, Pacific Islanders and rainbow women, belong to.

Apatu says for Māori it is wāhine who hold the whānau together and for this reason when it comes to their health early intervention is absolutely critical. She says while Covid-19 is monopolising the resources at present, which is "absolutely the right thing" to do, she is worried it will only make this "persistent lack of access" wāhine face worse.

Apatu says Māori women are often conflicted about caring for themselves and caring for whānau. "[So] we need to ensure that we don't take our eye off the ball. Māori women are at the hub of the whānau constantly caring for others."

Access to our health services is also a problem for the women of the rainbow community, Kirstie O'Riley (she/her) from InsideOUT says, and without it their health problems only get worse.

Exacerbating women's physical health problems are their mental health problems. The Equity Report shows that our district has one of Aotearoa's highest presentation rates of people suffering

self-reported psychological distress - most whom are women.

While this may be the case, the DHB's Dr Frances Oliver says the number of new female clients seen has been relatively stable over the past three years. Whether this plateau is because this is how many women are presenting, or if this is all the patients the DHB take on wasn't stipulated.

However, Meynell paints a different picture saying during the most recent lockdown the HWC saw a sharp increase in the number of women accessing urgent emotional and counselling support. "Since March this year, we have provided 72 urgent counselling appointments, above and beyond our usual counselling service."

Apatu says for Māori, health isn't just about one's physical wellbeing; one's emotional and spiritual wellbeing are just as important. As is connectedness - to their whānau and community; as dislocation from it adversely affects their health. "And I am not sure how much we appreciate that. So it is about trying to balance all those things when we know our health services are so constrained at the moment"

O'Riley echoes this sentiment, voicing her frustration at the lack of reporting done on how these issues impact on the rainbow community as a whole. So, it would be safe to say that even less reporting has been done on women in this community.

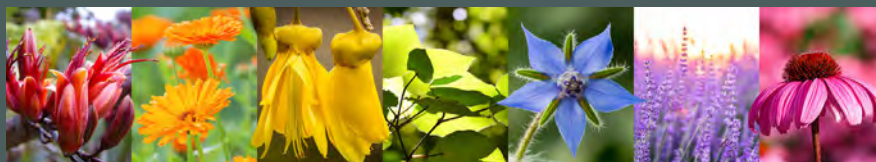
When it comes to the funding of women's mental health there is not much more information. While Dr Oliver says the DHB has \$42 million ringfenced for mental health, how

TONG & PERYER FUNERAL DIRECTORS

Pre-planning the Gift of Love

- ✓ **It helps your family** Next to making a will, planning your funeral is one of the most caring things you can do
- ✓ **You decide** Planning lets you take time to consider the exact type of gathering you would like
- ✓ **It's easy** You can fill out our Online form or meet with a member of our family care team at your place or ours

New Website now online – www.tnphb.co.nz



much of this figure was spent on women is unclear and women deserve more transparency around this, otherwise accountability suffers. She did say more than \$4.4 million had been put aside for Te Ara Manapou - a service for pregnant women and parents with children under three who have addiction problems, and mentioned the free mental health services available in the region. Unfortunately, the Salvation Army says, people can wait up to nine months for the latter.

This leaves private mental health services which, at up to at least \$175 an hour, are well out of reach for many women here. Searancke says so little of the population is receiving any form of mental health care that many women fall through the cracks, leaving social workers to pick up the pieces. "Social work is working with the remaining walking wounded who are anxious, who are in poverty, who are frightened and afraid, who have their mental health damaged by the situation."

Violent results

When all these problems come to a head, family violence is often the result. Dr Oliver says the correlation between social determinants, such as poverty, and gender-based violence with mental health issues is well known. Despite this, the DHB says there is no straightforward way of measuring the prevalence of such violence in our community as there is no monitoring framework. Which is a real problem as health services could play a vital role in effective screening and early intervention.

This lack of framework also leaves other organisations like the HWC grappling to change Hawke's Bay's family violence statistics. Meynell says at least one-third of the women who visit the centre do so because of violence, a figure exacerbated by emergencies like Covid-19. "What is important to remember though is that lockdowns don't cause violence - rather the conditions of lockdown can intensify already existing issues."

It is not any easier for rainbow women, O'Riley says, as they face even more barriers to receiving the help they need to heal from domestic violence such as poor experiences with support services.

What doesn't help is that violence in the home is taking other forms and becoming harder to spot. For example, Auckland University Professor Dr Janet Fanslow reports an increase

"What is important to remember though is that lockdowns don't cause violence - rather the conditions of lockdown can intensify already existing issues."

AMANDA MEYNELL,
HERETAUNGA WOMEN'S
CENTRE SERVICE MANAGER

in the rates of controlling behaviours and economic abuse. Such forms of violence are still being conflated with psychological abuse making it harder to confront them.

A possible reason for these increases, she says, is that societal work such as the It's Not OK campaign have increased the recognition that physical and sexual violence are not on. "If men have taken these messages on board, and possibly perceive that their greater risk of consequences for the use of physical and sexual violence, they may have shifted their use of violence to controlling behaviours and economic abuse," she says.

Several local family violence services were approached for comment.

Just not enough

So, what have I learnt researching and writing this story? That the problems facing many women in Hawke's Bay are both enormous and unending and that there is no magic bullet to help them heal. There are programmes, services and organisations out there doing their best to right these wrongs, however it is a piecemeal and ad hoc approach providing answers that often only lead to more questions.

One solution offered up is Te Tawharau, a public-private collaborative mental health crisis hub announced earlier this year by Health Minister Andrew Little. Expected to open early next year, Dr Oliver says once operational it will provide specialist care alongside input from social services with the needs of the patient (no matter their gender) at the centre.

Moreover, Apatu says the DHB is trying hard to recruit more Māori into our health services in an effort to make sure that wāhine feel safe and cared for in our health facilities. "So we see ourselves when we walk into a health

institution, that we feel part of it, that we feel engaged, that we feel listened to," she says.

Perhaps Te Ara Manapou could address some of Apatu's concerns through its work with Hawke's Bay women. Te Ara Manapou is an intensive family/whānau focused, wrap-around outreach service for pregnant women and parents with children under three years of age who experience problems with alcohol and other drugs. Programme spokesperson DHB health practitioner Haami Harmer says they are trying something different by building their capacity to apply matauranga - karakia, pūrākau, whakataukī, te reo me ona tikanga and exploring who we are as practitioners, and as a service - so maybe it is the start of turning things around.

And there may be some hope in this area for women in the rainbow community. Dr Oliver says the DHB acknowledges that fear of social stigma and discrimination can be barriers to accessing health services, including mental health services. It hopes to address some of these issues through its new Rainbow/Takatapu Advisory Roopu/Group with Panu Ti Whaiti. "The DHB remains committed to further work in this space, alongside community and primary care supports, to improve the accessibility and reach of rainbow services," says Dr Oliver.

And then there are the countless charities and organisations that fill the gaps wherever they can. Despite this though, Searancke says, "It is just banded upon banded."

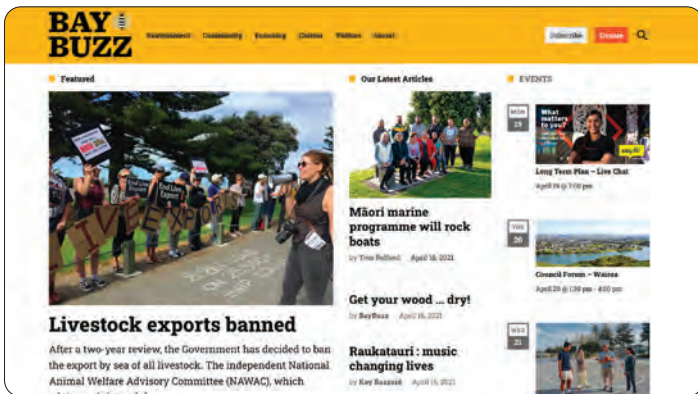
Rivett agrees with her, going further to say, while certain government initiatives are great most of the time - like the Ministry of Education's (MoE) Ka Ora Ka Ako free kai for kids programme - they also have downsides. She said parents coped when their kids were at school, but during lockdown, all of a sudden they had to find food to replace this and just couldn't make ends meet. "Sometimes handouts aren't actually fixing the problem, but rather they are creating another problem," she says. In this case, perhaps extending dependency. Tipene Chrisp from the MoE responded, saying "providing food outside of school is outside of the scope of the programme." Correct, but not an answer to confused children.

Rivett says ultimately there is not enough of any service. "I have talked to everyone, even our government services, there is just not enough. I mean, what do we do about that?" ●

BayBuzz Online

Did you know we now have heaps of content available digitally?

3



2



1

1. The Buzz e-newsletter

Are you signed up for our weekly e-newsletter, The Buzz?

Delivered Saturday morning to your email in-box.

2. baybuzz.co.nz updated website

Did you know our web content is growing by leaps and bounds?

For example, our Hawke's Bay events listings are the most comprehensive available.

3. BayBuzz digital magazine

Have you seen the digital version of BayBuzz magazine?

Read BayBuzz on your tablet or laptop, exactly as printed. Great for your overseas friends.

You can find it all here: www.baybuzz.co.nz/digital



**We may have shrunk
in size temporarily, but
we have grown a lot
through these Covid-19
experiences and the
prospects are exciting.**

ALIETA UELESE

Alieta Uelese, Learning Innovations. Photo: Tom Allan

Fantastic Four

Hawke's Bay is home to around 18,000 businesses, a fair few of them owned or managed by women. Meet four incredible women entrepreneurs all with a tale to tell, and hard-won, practical experience to share. For inspiration, read on.

Just do it – Sharon Chapman, ABC Software

What market and customers do you serve?

We have software products for the horticulture industry, namely packhouses and orchards. We have clients in NZ, Australia, US and Denmark. In the last four years, we have transitioned from a custom software development company to a company with software products for sale. We still do tailor-made software, but our primary focus is on our product sales.

What's unique about it?

Our software goal is to make the hard, easy; the complex, simple; the time-consuming, fast. Obviously, this is not always possible but when we get even halfway to that goal, it can be a game changer for our clients. And we back all that up with outstanding customer support!

What impact has the Covid-19 period had on your business?

Initially COVID had little to no impact. We easily worked from home and all our clients were essential services (growers and packers) so work continued uninterrupted. Now, 20 months on, not being able to travel to Australia is having an effect on new sales. I also

get the feeling of general jadedness in the markets that is slowing adoption of change and innovation.

If you could offer one piece of advice to a woman entrepreneur what would it be?

Nike say it best: 'Just do it'. It is understandable to be afraid, to think of all the things that can go wrong. But when you move from thinking about it, to talking about it, to action, all those doubts take a back seat because now you are in action. What you think about regarding your business, is what you will get. So, bring joy, delight, adventure, 'she'll be right' attitude, and it will be. And if it isn't, don't worry (it's bad for your health), just adjust, segue, reinvent, U-turn. Life is meant to be fun. If it isn't, change your thinking.

Who or what inspires you?

People who get out of their comfort zone, shake up the tree. People who are passionate and inspire others with their words and actions (as opposed to brow-beat or intimidate). Greta Thunberg and the innumerable climate warriors making a difference, like the HB-grown Project Do Less (www.projectdoless.nz) and ActionStation Aotearoa.

How do you balance business and personal life?

I'm at the point where I am working around 40 hours a week. That gives



What you think about regarding your business, is what you will get. So, bring joy, delight, adventure, 'she'll be right' attitude, and it will be.

SHARON CHAPMAN

me time for family, friends, fitness and personal space. Because I am single and no children at home, I have the privilege of really being at no one's behest. Personal time is mine and for me to use or squander. I ditched TV long ago, which is a great giver-back of time. I would like to work less hours but with our product development we are really a start-up company (which cracks me up) and it needs all the nurturing and attention any toddler would require. Personal and work life kind of blend. I've got it pretty sweet. And I'm having fun.



Surround yourself with the right people and be sure that they have the same set of values and aspirations as you do.

LISA METCALFE

Lisa Metcalfe

Skills for life – Alieta Uelese, Learning Innovations

What market and customers do you serve?

We are a private training tertiary provider offering training in literacy, numeracy and English as a second language to adults in Hawke's Bay and Central Hawke's Bay areas.

We have helped hundreds of people gain skills to achieve their training, employment or life goals. Our students range from school leavers as young as 14 years to 80+ year-old grandparents learning how to use computers and phone devices. In January 2022 we will have been going for 22 years.

What's unique about it?

Training and learning for adults is not unique, so for us it's the students who are unique with their own dreams, goals, skills, and challenges. Our tagline is 'Linking You to Your Future' and we see ourselves as being a link to help people get from where they are to where they want to be. Each person has an individual learning plan based on their own goals - eg complete NCEA levels, literacy/numeracy skills, driver licences, job skills or just to build

confidence. We provide open, friendly learning spaces and tutors who listen, respond and value learning. That's kind of unique.

What impact has the Covid-19 period had on your business?

It was a hard two years for us. We struggled then, and are still dealing with the impact now. Our delivery relies on face-to-face contact. It's the connection that helps build trust between student and tutor and for learners to gain confidence in themselves. It is hard to build a rapport, listen to and respond to their needs through an online medium; hard, but not impossible.

In 2020 we closed one of our three community sites in Flaxmere and this month will see the closure of another in Maraenui. I am looking at this as an opportunity to consolidate our services, develop our provision for 2022 and then expand back out into the communities in the future. We may have shrunk in size temporarily, but we have grown a lot through these Covid-19 experiences and the prospects are exciting.

If you could offer one piece of advice to a woman entrepreneur what would it be?

I know there's probably some profound, motivational, business advice

that could be shared. But in all honesty, if I could give advice to my own self 22 years ago it would be: "Look after your health and against all business advice, go with your gut feeling."

Who or what inspires you?

In my life, my family. In my business, my fantastic team of co-workers and each student who passes through our doors with hopes and dreams ... and leaves well on the way to achieving them.

How do you balance business and personal life?

Easy - the first 20 years was all business and these next 20 years are devoted to my personal life. It's important to have a life 'outside' the business and for me it is my family, church, and music.

One of the best decisions I ever made for me and my business was joining The Alternative Board (TAB) four years ago and getting my own business coach and board group. TAB philosophy is all about helping small businesses owners to succeed through supporting a good business/personal life balance. I wouldn't be kidding when I say, "I might not still be here without them" ... well, that's my 'gut' observation anyway.

BHAG: to be as big as Xero – Lisa Metcalfe, Gecco Software

What market and customers do you serve?

Membership organisations, mainly in the not-for-profit sector. Which is large, and pretty underserved by technology.

What's unique about it?

At the heart of Gecco is a focus on member engagement. We know that this is the key to success of any membership organisation, as it directly impacts on member retention and growth. We want to see all organisations using Gecco grow and flourish. Our BHAG (big hairy audacious goal) is

to be as big as Xero in our sector.

Gecco has smart tools to make the administration work smoother and faster, freeing up staff to focus on their members and their needs. Its features range from automated subscriptions and invoicing to complex conference management. Automated membership application processes and smart notification systems clear space for administrators to complete their work.

Gecco also has many engagement tools for members. It encourages them to log in and connect with their association and each other. Importantly for those who have to meet ongoing professional development requirements, Gecco effortlessly manages CPD.

Our product also supports at the governance level, providing Boards with discussion and file storage areas, as well as a Decisions Register for capturing important decisions and the information surrounding them.

While Gecco can be used “off the shelf”, we’ve designed it to be very adaptable; it can be customised to meet any specific needs of an organisation.

What impact has the Covid-19 period had on your business?

It has been up and down. We struggled with managing workloads during lockdown as some of our staff were impacted by their home environments. The main area of challenge is the impact on our client-base and market, a large proportion of which is located in Auckland. That said, we do still seem to be consistently busy.

If you could offer one piece of advice to a woman entrepreneur what would it be?

Surround yourself with the right people and be sure that they have the same set of values and aspirations as you do. This is important!

Who or what inspires you?

I am inspired by the highly talented people I work with. I love to watch their creativity, skills and passion at work, and see their confidence grow.

How do you balance business and personal life?

Not very well! I have found this very challenging since Covid, as work is part of my home life, too. I used to escape by going away on a trip - leaving everything behind - but have been unable to do this now for a few years.



Say Cheese :)

Luke is one of the people Hōhepa supports. He's part of our award-winning cheesemaking team who produce a range of yummy organic cheeses.

hohepahawkesbay.com



Hōhepa

every life fully lived



Tinaka and Lyn Stewart. Photo: Tom Allan

Queens of the pivot – Tinaka and Lyn Stewart, Archie’s Bunker Accommodation and Enigma Escape Rooms

What market and customers do you serve?

Archie’s Bunker is a backpackers/affordable accommodation business and The Enigma Escape Rooms are exactly that, an escape room experience incorporating mysteries, puzzles, safe-cracking, team building, and magic tricks in an innovative, narrative driven way.

The success of our escape rooms has supported our accommodation business as we navigate the many challenges thrown at tourism businesses by the pandemic.

What’s unique about it?

The way we incorporate narrative, stories and interactivity into the experience, as well as elements of Te Reo. We’ve been told by customers who have been through our rooms that this is quite different from other escape rooms. We also don’t lock people in; often with customers you can see them exhale with relief, when they find out they can leave the room at any time! We currently have two rooms, and we have developed a third experience for corporate groups, all themed around Mission Impossible. It is a progressive team-building game with the

While the escape rooms were a solution to a problem, they’ve proven so successful that they will be a permanent part of our business offshoots into the future.

TINAKA STEWART

fundamentals of escape rooms but not an escape room per se. And not to rest on our laurels, we are also trying to develop an outdoors escape/problem solving experience that takes in Napier CBD. There’s still a bit to go on that.

What impact has the Covid-19 period had on your business?

As you might expect, Covid-19 has had a pretty devastating impact on our accommodation business since March of last year. Necessity being the mother of invention, Mum and I had to find a way to keep our business going, and started looking at alternative sources of revenue.

We both love puzzles and problem solving, and that’s where the idea for an escape room came in. We opened our first escape room in October 2020 and our second followed soon after. Since then, we’ve welcomed more

than 5,000 people through our two rooms, which we are very pleased about and proud of.

While the escape rooms were a solution to a problem, they’ve proven so successful that they will be a permanent part of our business offshoots into the future.

If you could offer one piece of advice to a woman entrepreneur what would it be?

Do your best to be in a position to do what you love to put the food on the table, and always hope for the best, but plan for the worst.

Who or what inspires you?

We love meeting people from different countries and cultures and incorporating manaakitanga (hospitality) into everything that we do. Throughout the pandemic in particular we are inspired by people’s resilience.

How do you balance business and personal life?

This is a tough one for anyone in a SME I would say but recognising that a balance of work and play are the key to giving the best of yourself, and not the rest of yourself. ●

Kaweka Hospital - Leading a new way in surgical care.

- A first class surgical facility
- With highly skilled medical professionals
- Creating quality community health outcomes

Hawke's Bay's first new private hospital in 100 years opens in June 2022.

The facility will have the latest in medical technology and a team, including many talented women, that are dedicated to providing access to more elective healthcare to more of our community.

Kaweka Hospital is a Hawke's Bay owned facility, led by proud Hawke's Bay people.

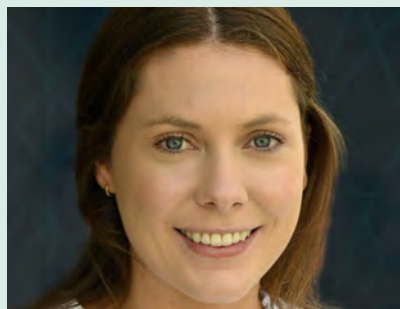
Meet some of the team ...



Anouk Doevendans-Lumb
Nurse Manager

Anouk is responsible for building and retaining the Kaweka workforce, ensuring patient safety and creating efficient and effective systems of work.

Prior to Kaweka Anouk was an Associate Clinical Nurse Manager at the Hawke's Bay District Health Board.



Bridget Cuming
Financial Controller

Bridget is a chartered accountant. She has returned to Hawke's Bay from the UK where she worked in finance management roles for start-ups.

Bridget is excited to be part of building the foundations of Kaweka and to work alongside a team of highly experienced team members to enable their vision to be leaders in private healthcare for the Hawke's Bay region and New Zealand.



Emma Ellison
Recruitment Manager

Emma is Hawke's Bay born and bred and has worked in corporate and industrial recruitment agencies across private and public sectors.

She was part of the recruitment team at the Hawke's Bay DHB prior to taking up the role with Kaweka.



Dr Catherine Gray
General Practitioner & Lifestyle
Medicine Physician

Catherine has been a GP for over twenty years and is a Fellow of the Royal New Zealand College of General Practitioners. She is also a qualified Occupational Medicine practitioner and has a special interest in lifestyle medicine, earning an Australasian Society of Lifestyle Medicine fellowship.



Dr Jody Jordan
Canopy Cancer Care Medical Oncologist

Dr Jordan has been in practice at Hawke's Bay DHB for over 10 years before joining Canopy Cancer Care

in 2021. Jody completed her Medical Oncology fellowship at Georgetown University in Washington DC and was in private practice in New Mexico before moving to Hawke's Bay. She is a Fellow in the Royal Australasian College of Physicians.



Dr Paula Barlow
Canopy Cancer Care Medical Oncologist

Dr Barlow is a New Zealand trained Medical Oncologist who moved to Hawke's Bay in 2020 to take up a role at the DHB and has now also joined Canopy Cancer Care in Hawke's Bay.

Paula has been awarded a fellowship with the New Zealand Australasian College of Physicians and also has a diploma in Palliative Medicine.

For more about Kaweka Hospital visit www.kawekahealth.nz

The Beauty Brigade

Story by Brenda Newth

Photos by Florence Charvin

Hawke's Bay has more than its fair share of innovators in the health, beauty and skincare brigade. Meet three leaders of local beauty businesses that are in different markets, serving different customers, each with a different approach. Together, they share a passion for what they do, for innovation, and for making the lives of the customers that use their products that much better.

LEFT: Nicola Mossman, Real World; Luci Firth, Adashiko; Louise Harvey, Holy Moly.







Holy Moly

Louise Harvey is the founder of Holy Moly (holymolyskincare.com), a just-launched natural skincare business targeting mostly teens. Harvey and an Auckland-based friend launched the business a year ago, under a different name. She explains that with her co-founder working full-time in Auckland there came a time where one of them needed to take the reins. And that's when Holy Moly was born.

"Things needed to be changed up," says Harvey.

"I felt we needed a brand and packaging that was more empowering and fun for teens. The product stayed the same. We had worked with a formulator and researched the market for about eight months before we launched the business.

"It took me about four months with the rebrand to go live. It was a big leap and one that I'm super proud of. People love the new name, Holy Moly; it seems to bring a smile to people's face when they say it."

Holy Moly is deliberately gender neutral; cleverly appealing to the maximum possible market.

As a small business owner Harvey says there are lots of difficult first steps. She says it often feels like there aren't enough hours in the day, but she's learned a few lessons along the way.

"I've learnt that you need to make

"People love the new name, Holy Moly; it seems to bring a smile to people's face when they say it."

LOUISE HARVEY

quicker decisions. When we were creating the range we sat on our first test batch for a while before we asked people to try it. I think I was too nervous to ask anyone just in case they said it wasn't any good. It wasn't until Greta, my teen daughter, said she liked it - in a short, sharp teen way - that I was confident to start talking about it."

Holy Moly is founded in simplicity, with an ethos that everything included in its products should have a reason. Using fillers or tiny amounts of ingredients that won't do anything just didn't pass muster, says Harvey.

"We worked with natural formulators to make sure that our products include everything you need, and nothing you don't. Using native plants like mānuka and kawakawa oils was always an important part of our product formulation. Holy Moly uses 100% pure mānuka oil 20+ which has health properties to help keep skin clean and clear of bacteria that can cause skin problems like acne, pimples and blemishes.

"We also wanted people to be able to read the label and understand what was in the product. Our thinking is parents

would prefer to try a natural skincare option first for their tween and teens."

Harvey's background is in marketing. Her goal for the brand is to grow Holy Moly to be the 'go to' natural teen skincare brand.

"We have plans to grow the range and have a few ideas that are in the pipeline. Right now we are building brand awareness and engagement to reach our teen and parent target audience."

Although it's only been a few weeks since launch, customer feedback has been really positive, says Harvey.

"I regularly talk to customers and understand how they have found the products. From what I can see there are two main camps for teens; those that are great at routine and use the product all the time and then there are those that need reminding to clean their face, which can be a frustration to parents.

"Personally I love the face wash and pink clay mask. The mask is a great product you can use for teens and adults. For teens it helps to clear and brighten skin and for adults it is great to help with fine lines. It's a win:win."

Harvey says that daughter Greta has been a fantastic sounding board. "Like most daughters, they will tell you exactly what they think, which has been helpful along the way.

"She uses the products, but is one of those teens that need reminding ... to clean their face," says Harvey.

Real World

Over in Hastings, Real World (real-worldnz.com) - a plant-based essentials business for body and home - will celebrate its sixth birthday early next year.

Founder Nicola Mossman says she had always planned to start another business.

Real World incorporates native plants in its formulations. The range includes skin-friendly dishwasher and kitchen spray, nourishing hand creams, and skin and body wash. Mossman says native plants have so many skin benefits. Her plan is to “share these with the world.”

The brand has its origins in Mossman’s dry and damaged hands.

“When your hands are sore, everyday tasks become painful and I wasn’t going to put up with it any longer.

“I wanted to create a natural plant-based range of products specifically for your hands that contained no harsh chemicals as I was sure that was what was drying my hands out. So Real World New Zealand was born.”

Since the second year of the business, Mossman has made all the products herself and overseen production in the last year.

“Native plants have so many skin benefits. My plan is to share these with the world.”

NICOLA MOSSMAN

“It was a very steep learning curve but looking back it was essential. It’s really important that we make it all in house and I am aware of the entire process, from formulation, trialling, making, marketing, and selling. I never enjoyed science at school but when it’s a critical component of your business you can learn to do it pretty quickly!”

She has a clear direction for the brand, which inspires product development. How she wants to live and the essentials she likes to use in her home that make everyday living more enjoyable, are other influences on the ever expanding range.

“We bring some love and luxury to everyday life with a range of beautifully considered essentials for the body and home. Made locally with heart, soul and simple, natural ingredients, our products provide restorative care

for real homes and real lives.”

Real World is based in Hastings, with manufacturing and a retail outlet, and a second retail site in Napier’s Tennyson Street opened during 2020.

Everything is made at Real World’s Hastings base, says Mossman.

“We have bought the building next door, and are expanding into this space and will have our manufacturing here. We have completely outgrown where we are so we are looking forward to moving in early 2022. We are based alongside the Tribune space and have so many visitors from out of town looking for a piece of Hawke’s Bay to take away with them.”

Real World sales are a mix of retail, hospitality, lodges and cafés, and Mossman says that sales growth has been “promising”. As for new product development, Real World has just

JARKS
Cityside
COUNTRY MEETS COAST

Open Monday to Saturday
From 11am for lunch & evening service
Bookings recommended
Hours may change through holiday periods
Home of the \$16 lunch and other great deals

jarks.co.nz

JARKS RESTAURANT & BAR, 118 Maraekakaho Rd, Hastings • Ph 06 870 8333 • JARKS

“Friends and family could see the benefits that I was experiencing. They were all asking me what I was doing differently. I became so passionate about the products and that shone through.”

LUCI FIRTH

released a line of four beautiful solid soap bars. There’s “Soap on a Rope” in the works and Mossman promises exciting new products in 2022. For those new to the brand and interested to give it a try the company’s biggest seller is the Restore Harakeke & Blood Orange range; a favourite with most of her customers.

Adashiko

Over in industrial Onekawa, you’ll find collagen company Adashiko (adashiko.com). The company is owned by entrepreneur and health enthusiast Luci Firth, who bought the business from its founder, in 2015.

Adashiko are pioneers of collagen in New Zealand, with its product made to its own specifications. Through the ageing process, our bodies lose collagen, skin loses its elasticity, and becomes prone to damage, increased wrinkles and sagging. Adashiko (100% natural, high potency peptide collagen) self describes as “holistic beauty from the inside out”.

Readers of a certain vintage might remember Remington Razor’s Victor Kiam’s strapline: “I liked it so much I bought the company!” and that’s exactly what happened with Firth and Adashiko.

The story goes that Firth (in her guise as a graphic designer) was working with Adashiko founder Yuko and her husband Chase with the branding, which then led to sales work.

Firth was using Adashiko collagen herself, and had the most incredible results. “Friends and family could see the benefits that I was experiencing. They were all asking me what I was doing differently. I became so

passionate about the products and that shone through.”

She took over the business in May 2015.

In the past six years, Firth has expanded the product range from two collagen powder formulas to what it is today - supplements, as well as skin-care, and a collagen water, combining Adashiko collagen with water from local company Parkers.

The product development journey started with a trip to Japan, not long after Firth came on board as owner.

“I met the team at our pharmaceutical company where I started developing our Joint Collagen Formula, which came about from the incredible results I had received for myself following a knee surgery (a netball injury).

“I was back on the court in three weeks which the surgeons said was amazing. I recovered so well. Plus feedback from customers using the Ultra powder was rolling in. We had people who suffered from arthritis and joint issues, with ongoing joint pain, getting relief.”

Firth then developed a specific formula with key ingredients for joint inflammation and lubrication, followed by the skincare line, which now has nine products in the range. Adashiko’s customers are from all over the world and the business currently has 150 stockists throughout New Zealand and some further afield in Australia and the United States.

An incredible support network plays a massive part in her business and its success, says Firth.

“I am very fortunate to have two business mentors; and very lucky to have one of them as part of my family.

The hours he dedicates to Adashiko and myself, I will be forever grateful for,” she says.

As for the future, Firth wants to keep expanding the skincare range and look at more internal health products.

“I have goals to expand our stockist range into Australia, but sadly Covid put this on pause last year. It is something we will continue to work on and when we can travel again we will bring this to the life.”

New products in development include an incredible SPF50 broad spectrum sunscreen, that Firth has been working on for two years. There is also an Adashiko Discovery kit which include minis of the skincare range which should be launched in a few months.

“We are working on a Collagen Mist and more exciting products, but you will just have to watch the space,” she says.

That’s just a peek at the wealth of talent, inspiration, and perspiration behind Hawke’s Bay’s beauty brigade. ●

Other members of the Hawke’s Bay beauty brigade

- Ultrella
 - Corbin Road
 - Millstream Gardens
 - Happy
 - Cushla Herbalist
 - And amidst a plethora of salons and clinics, no one beats Andrea Napier (Andrea’s) for longevity!
-

Thanks to our BayBuzz Sponsors

New Zealand | **Sotheby's**
INTERNATIONAL REALTY

Bayswater Vehicle Group



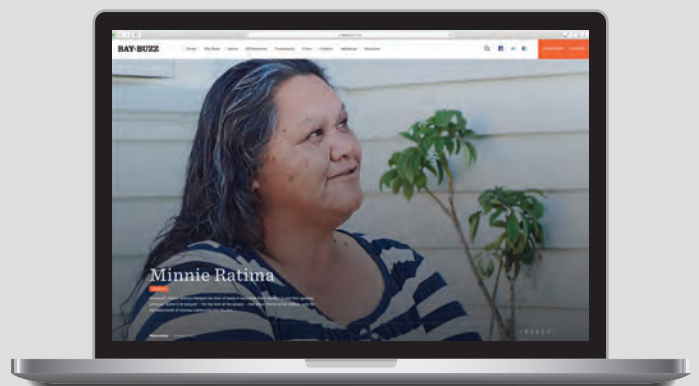
They commit

Our Foundation Sponsors provide year-long support to our magazine and online service, helping to ensure *BayBuzz* can deliver quality journalism to Hawke's Bay readers, connecting and informing our community.

BayBuzz commits

With that support, at a time when local journalism has never been more important, we commit to bringing Hawke's Bay in print and online:

- The most in-depth insight into the major environmental, economic and social issues challenging the region.
- The most comprehensive window into our region's arts and culture and community achievements.
- The most provocative and inspiring views and opinions on where Hawke's Bay should head and why.



Not receiving our free weekly e-newsbrief, **The Buzz**?
Simply visit www.baybuzz.co.nz and register your email address.

BAY BUZZ
HAWKE'S BAY UP CLOSE, IN DEPTH

[baybuzz.co.nz](http://www.baybuzz.co.nz) [facebook.com/baybuzzhb](https://www.facebook.com/baybuzzhb)



Women finding financial security

Years ago, I got lost out in the bush two days walk into the Urewera forest.

That's not a metaphor. My hand-held GPS, which I relied on for navigation died on me unexpectedly. I had no way to navigate back to where I was meant to be. After a fair bit of cursing my own shortsightedness in relying on my device and trying to calm down to think my way out, I put my hand in my pocket - and found an old-fashioned compass I had stashed at some point on an earlier outing.

At that moment I realised that regardless of the circumstances that saw me lost, I needed to think straight, calm down and use the tools available to me to move forward.

Here's the metaphor: Financial stress can cause a similar feeling of disorientation. When you look around and only see unfamiliar terrain, it's hard to even think of what your first move should be. It's important in these situations to know what you have in your arsenal, and what you want or need to achieve with it.

Unfortunately, it's a well documented fact that financial issues tend to affect women disproportionately to men.

Worldwide, women are less likely to have access to an account at a formal financial institution, are more financially fragile, own fewer assets and are less likely to have pensions or invest in risky, high yield assets. There's also a universal gap in financial literacy, true across cultures and socio-demographic characteristics.

A 2021 study by George Washington University has also shone a light on the gender 'confidence gap' - whereby a perceived lack of financial knowledge can make women less inclined

Over two-thirds of Kiwi women don't know how much they need for retirement, and have no plan to reach a target.

to do things like invest in the stock market. The study found that women were much more likely to respond with "I don't know" to the questions - but when that option was removed, the women in the study got it right more often than not.

So why has "I don't know" become the default, and how can we shift that mindset?

Closer to home, a study from Massey University suggests financial knowledge tends to be hereditary - we learn our most important money lessons from our parents, and then from continued life experience.

It's not all doom and gloom though - there's indications that financial literacy is on the rise, particularly with younger generations of women (Millennials and Gen Z) starting to ask questions and educate themselves on financial issues.

Money transparency

If you're a little lost - what's in your pocket?

As *The Joy of Money's* co-author

Julia Newbould aptly observed, it's not always the people who aren't doing well who need more help.

Newbould, an experienced financial commentator, elaborates; "There are often people who are doing very well but they don't quite know how well they're doing, and they're still very stressed about their finances."

Money matters are extremely personal, and they can elicit strong feelings.

Transparency is key when it comes to finance - you need to be brutally honest about where your money is going, as confronting as that can be if you haven't done it before. Most bank and some KiwiSaver apps will have a function where you can go through and categorise your spending to see your habits. You can also go old school with an excel spreadsheet, but that's a lot of ongoing manual entry which can be off-putting to even the most data-obsessed of us.

Doing this financial x-ray will help you to figure out where you are, which is the first step to making a plan. This is your compass, and your values and goals are due north.

If you're in a relationship, transparency is even more important to reach shared goals. We've already established that financial habits are largely learned behaviours from our parents. Similar to having to adjust to the way your partner does their laundry, or whether they were raised in a shoes-off or shoes-on household, a certain amount of conflict may arise over different approaches to money matters.

Take, for example, a couple saving for a house. Partner A may be a high earner with good savings habits and a substantial nest egg. Partner B may

also be a high earner, but more likely to spend than save (or just less concerned about knowing their situation). If they both assume the other handles money the same way, they will likely have different expectations around how they are going to accomplish this - how long they will need to save for a deposit, how much debt they are willing to take on, how long they will take to pay that off, etc.

Going back to the compass analogy ... trying to save without open communication and transparency in a relationship is like trying to find north with a large magnetic mass pulling the arrow off course. You can go along for quite a while thinking you're going the right way, only to never arrive where you expected.

Future-proofing

Over two-thirds of Kiwi women don't know how much they need for retirement, and have no plan to reach a target.

A recent sentiment report from Consumer NZ breaks down savings anxieties - one in five females indicate they have no savings (18%) compared with one in 10 men (11%); and feel more anxious about how they've

saved (31%) compared with males (23%). One in five New Zealanders aged 50-59 indicate they have no savings - the highest percentage across all age groups. They're also significantly less likely to be satisfied with their current level of savings (17% compared with the average of 24%) as they approach retirement.

New Zealand women actually spend less and save more than men, according to ASB customer data, but are still worse off when it comes to things like retirement. On average, women withdrawing money from KiwiSaver had balances that were 12% lower than men's - which is a little concerning when you consider women also tend to live longer on average and may need their savings to stretch further.

Anecdotal, we see women often placing their family's wellbeing over their future financial security. While this is certainly admirable, it's good to keep in mind the advice given in any emergency situation: you need to help yourself first before you help others. When the plane is going down and the masks are dropping, you must put yours on first. The same principle applies to investing and wealth.

Feeling in control of your finances

is incredibly empowering. Looking down the barrel of your financial journey, however, can be daunting.

Break it down into smaller steps. First, get an accurate sense of your own situation. Then consider your goals and values (and those of your partner if applicable). It's not just about money. It's about you, and how you can use what you have to make your life as enjoyable as possible. ●

The information provided, or any opinions expressed in this article, are of a general nature only and should not be construed or relied on as a recommendation to invest in a financial product or class of financial products. You should seek financial advice specific to your circumstances from a Financial Adviser before making any financial decisions. A disclosure statement can be obtained free of charge by calling 0800 878 961 or visit our website, www.stewartgroup.co.nz

Nick Stewart is a financial adviser and CEO at Stewart Group, a Hawke's Bay-based CEFEX certified financial planning and advisory firm. Stewart Group provides personal fiduciary services, wealth management, risk insurance and KiwiSaver solutions.



 **STEWART** Group
YOUR FINANCIAL STEWARDS

Thinking of the future?

Sustainable investing doesn't need to be a one size fits all solution. We can help find the best plan to align with your values.

Call us for a free, no obligation chat with an expert financial adviser to discuss your situation and goals.

0800 878 961 | STEWARTGROUP.CO.NZ

T&Cs apply. Disclosure statement available on request and free of charge. Our investment & advisory practices are monitored and validated by CEFEX



Sisters are doin' it to themselves

We will never win the war for equity when we are constantly battling each other.

While acts of misogyny being outed on social media every minute is commonplace - who would have thought some of the biggest culprits of it are women. You only have to have a quick scroll through Facebook to see some woman passing judgement on another woman - or herself - almost immediately.

So what is internalised misogyny and why is it so dangerous to women achieving equity?

Internalised misogyny is when we project sexist ideals onto ourselves and other women. It is dangerous because misogyny has been so indoctrinated into both men and women as children, it has become socially acceptable and so is often just accepted as the way things are.

I myself am a recovering misogynist. I still fall off the wagon on occasion and catch myself falling back into old patterns of judging other women or myself. But I work hard to get back on that wagon so I can continue working to build other women up.

I constantly work at changing my conditioning to hate on other women and myself so I don't model this insidious form of sexism for my daughter. The only time I want her to see the term "internalised misogyny" is if she takes a women's history class.

I say this because my words and actions, like the words and actions of so many, have led to a myriad of issues for women. For instance, the word girl has come to have such negative connotations from the playground through to adulthood we use one of our own gender definers against ourselves ("I'm not a girly-girl" - "okay, but what's wrong with being a girly-girl?"). Speaking of "girly", how has a colour (I am looking at you pink) come to create such division - I love pink ... and blue, and green and orange. It's a colour ladies - like it, don't like, don't judge.

Moreover, we find it hard to maintain close female friendships because instead of championing each other we compete with each other. Whether it be for the male gaze, jobs or lifestyle, or when we set unreasonable standards for ourselves - especially when it comes to how we look.

It is these subtle sexist tropes reinforce the idea that women are infact inferior to men, that they should shun sex before marriage, that they should dress modestly (because, I mean preventing assault is 100% a woman's responsibility), that we are the caregivers whose place is in the home.

By echoing these judgements, women unintentionally reinforce the idea it is okay for us to be treated this way. Unfortunately, such sexist comments and beliefs lead to more dangerous forms of misogyny to play out such as family violence and rape.

I am not saying it is bad to be a homemaker or for a woman to save herself for marriage - but it has to be her choice and as women we shouldn't judge her for choosing those things, just as we shouldn't judge a woman for wanting to live a more decadent life.

So how did we get here?

Simply, boys have been raised to protect the patriarchy using sexism as their tool to protect their male privilege. A flow on effect of this conditioning is girls receive the same messaging, and so grow up to act out the ideals and stereotypes men have created, inadvertently helping men to perpetuate sexism.

We tell ourselves "misogyny is what men do - men hate on us by grabbing our pussies, by controlling our bodies through abortion legislation and abstinence pledges, and by attacking our choices - not matter what those choices are. We are not misogynists". But the reality is we can be just as misogynistic as men. However, because our sexist behaviour isn't as grotesque as men's we think that on the face of it it is okay, when in reality it is just reinforcing their behaviour.

Women who have broken the mould of how men think women should look, talk and act - are now judging other women for not being as "woke" as they are.

Even in this #MeToo era women cannot escape this internalised misogyny. So conditioned are we to hate on each other, men are still winning out in this contrived gender war. The sisterhood may be standing up to the patriarchy but we are not standing up for each other. Women who have broken the mould of how men think women should look, talk and act - are now judging other women for not being as "woke" as they are.

I find it ironic then that the very movement we started to put women on an equal footing with men is called feminism - when as women we are very bad at building each other up, but very good at tearing each other down. We want equity, yet we do not see each other as equals. So honestly, how can we expect men to?

While we shouldn't judge each other, we should absolutely call out another woman (or ourselves) if she is being a dick (pun intended). Just when you do, don't be lazy and call her out for her appearance, her sexual orientation, or where she came from, she cannot change any of these things and they will not achieve your end. Instead call her out for her actions or words, because remember she is not a dick, she is just being one in this moment - and that is something she can change.

True feminism is about equity for all in society and internalised misogyny undermines this. If we don't start seeing each other or ourselves as equals and start celebrating each other for exactly who we are at any given moment, then the patriarchy will never be a thing of the past. ●

LIVE HERE GIVE HERE



HAWKE'S BAY
FOUNDATION



Pamela Haycock and mentor Izzy Kelsey saddle up 18yo 'DB'.

GIRL POWER MEETS HORSEPOWER ON LOCAL POLO PROGRAMME

If you believe in the saying- 'give a man a fish you feed him for a day but teach a man to fish you feed him for a lifetime, then what happens when you give a woman a polo stick? Izzy Kelsey and her plucky female prodigies will tell you it's given them strength in more ways than one.

Leaving for a stint playing polo in South Africa at the age of 18, the now 23 year old wasted no time on her return - pursuing the sport to a professional level and last year climbing the ranks to represent the NZ Women's Polo team. Izzy Kelsey credits her progression to her affiliation with Birchleigh Polo Club, south of Hastings where Club Manager Richard Kettle saw her leadership potential, promoting her to run their flagship Polo Programme for local school students.

"Without Birchleigh I couldn't afford to play polo, especially being a girl with little funds of my own yet. I'm also really passionate about helping other young people and growing the sport of polo to make it accessible for anyone keen to play. Horses are very therapeutic and give the kids on the programme a lot of confidence, it's hugely rewarding seeing young women like Pamela grow in self belief."

At 17, Pamela Haycock joined the Birchleigh Polo Programme two years ago from Hastings Girls High School. She admits she was 'going

through a difficult patch', struggling mentally at school and lacking any self-confidence.

"When I turned up I was very nervous but I soon discovered it was easier to talk to horses than people. Being here has provided an outlet to take my mind off everything else, to push myself outside of my comfort zone and meet new people. I've really come out of shell and find polo a lot of fun. I played my first tournament last year and enjoyed it so much I'm now hoping to pursue the sport after I finish school."

Since saddling up the Birchleigh Polo Programme in 2009, the course has introduced more than 80 students like Pamela to the sport of polo. This year, with support from a donor directed grant through Hawke's Bay Foundation, the programme's intake will see 13 students from Hastings Girls High School and eight from Flaxmere College take part with students referred by school counselors or teachers.

Hawke's Bay Foundation Executive Officer Amy Bowkett says the programme's objectives align well with their own.

"As a community foundation our mission is to connect people who care with causes that matter, to help strengthen our local community. By offering students the opportunity to be part of Birchleigh's Polo Programme, participants are learning new skills but more importantly they're learning powerful life skills and

that's incredibly enriching."

To be part of Birchleigh's Polo Programme students must commit to turning up once a week for two hours after school, with Club Day Saturdays an optional extra. If they can see the course through from October to March caring for, feeding, grooming, riding and ultimately playing Birchleigh's 16 polo ponies, graduates end up with an NZQA level 2 equine certificate.

Izzy adds, "for the Club to be where it is now, funding from the likes of Hawke's Bay Foundation is vital. For kids like Pamela, the Club environment here has equipped her with a real belief in herself and her own abilities which for me, underpins why we do what we do."

HAWKE'S BAY FOUNDATION:

A better and more lasting way to give. Hawke's Bay Foundation provides a simple way for you to support your local community for generations to come. For more information on the work they do, head to www.hawkesbayfoundation.org.nz

Words by Alisha Neilson
hawkesbayfoundation.co.nz

BAY BUZZ

BayBuzz is pleased to support the
Hawke's Bay Foundation



Fraternity

When I was asked to contribute to this special women's issue, I wanted to run for the hills. The only thing I had in me was a rambling muse on why Hapi employ mostly women, and certainly no answers.

Every time I thought about the assignment my mind went into a panic. Hot flashes of a genie wriggling her nose, Pink Ladies and T-Birds, "girls can do anything" slogans and all the while Vandana Shiva repeating that the free market will never be able to afford the care we receive from our mothers and the earth ... It was an internal lolly scramble.

Emerging from the chaos was Sinead O'Connor's famous recording of Germaine Greer as released on her 1984 album *Universal Mother*:

*"I do think that women could make politics irrelevant
By as a kind of spontaneous cooperative action
The like of which we have never seen
Which is so far from people's ideas of state structure
And viable social structure that seems to them like total anarchy.
And what it really is is very subtle forms of inter-relation
Which do not follow the sort of hierarchical pattern which is
Fundamentally patriarchal.
The opposite to patriarchy is not matriarchy but fraternity
And I think it's women who are going to have to
Break this spiral of power
And find the trick of cooperation."*



Photo: Florence Charvin

Greer is describing a paradigmatic shift that applies to not just to our cultural systems but also our agricultural systems. Biological, organic and regenerative agriculture strive to create ecologically cooperative systems where all components are equally respected for the role they play. The synergy of all elements acting cooperatively has the potential to create an abundance far greater than the sum of the individual components, and unseen in conventional reductionist systems.

I realised that to write about “women” misses the point for me. The real issue is the identification of “woman” as different and separate to “man” and the power play made possible by the creation of “other”.

Gender is a decoy that leads me away from the real issue which is cultural and economic frameworks that are dependent upon the disproportionate distribution of power. The inherent colonisation, discrimination and conflict within these systems begs my question - do we have the capacity to drop the drama and adopt a peaceful, cooperative way of life?

Male and female are the historic ways we have divided and discriminated, as are race, religion, cultural belief and sexuality. We have worked hard to legislate discrimination out of New Zealand culture but it is certainly a deeply rooted weed that we seem determined to resow. In trying to protect ourselves in an immediate future we automatically default to an “us” versus “them” mentality that demolishes the foundations of inclusion and the fundamental need for dialogue.

“The primary threat to nature and people today comes from centralising and monopolising power and control. Not until diversity is made the logic of production will there be a chance for sustainability, justice and peace. Cultivating and conserving diversity is no luxury in our times: it is a survival imperative.”

Vandana Shiva, International Environmental Spokesperson

When you speak with the most successful organic farmers in this country, they will invariably say it was their wives that led them to organics. Generally, they say it was a gentle nudge after research into a family health problem that yielded sound and obvious solutions. We refer to a woman’s instincts but what is instinct really, but highly attuned senses sharpened by the generational responsibilities of motherhood?

What we are being presented with today is an extraordinary opportunity for change. When we look beyond our fears there is a future for our country that is holistic, inclusive and diverse. As Nicky Hager recently commented, “In New Zealand the dominant values are much more about community and caring for each other.”

In my New Zealand it is women who break the spiral of power and find the trick of cooperation. ●

Gretta Carney operates Hapi on Napier’s Hastings Street, famous for its delicious organic, gluten free, dairy-free, raw plant-based and paleo friendly food, fairtrade coffee and vegan soft serve.





To be able to work in your ideal field is to be blessed. Here we feature women doing what they love, and fostering creative talent and wellbeing through art. All are established and

talented artists who juggle their own practice around prioritising others' creative needs.

They work hard and are focused on the challenges that come with the job. They're quietly

modest as they make their people-focused contributions, usually under the radar.

Those who experience their support are unreservedly appreciative of their mahi.

Heroes

The art facilitators of Hawke's Bay

Helen Kerridge

Helen Kerridge loves teaching art to adults. In 2004 she began with twelve students at evening classes at Hastings Boys' High School. With no teacher training she worked out a curriculum for each term based on colour and painting techniques used by artists over the ages. At the end of each session she would ask her students for feedback, gradually fine-tuning her teaching style and curriculum.

From those early night classes, Helen has progressed to running a private art school, teaching seventy students a week in six weekly classes in the studio above Humanity Books and Fine Arts in Hastings.

Helen Kerridge is possibly less well known as a painter than she is as an art teacher. Yet, when her personal artwork is shown in public exhibitions it stops people in their tracks. In the recent Festival exhibition, 'Remembering Roy', her image *'Jason ponders the length of a piece of string?'* (part of Dunningham's private collection) featured on a front wall. It contained numerous half sheep and owl

creatures flying down and hovering over a man slumped at his desk, two infants suckle a pig in front, and a child wearing a Weet-Bix shirt attempting to gauge the length of some string. Painted in beautifully applied acrylics, these unsettling symbols require close scrutiny and engagement to decipher.

The painting represents her personal form of paint communication - a form of surrealism largely inspired by the works of Spanish late Renaissance painter, Goya.

"For content, I often gravitate to the darker nature of humanity," she admits. "This interest developed around 2000 after reading about Goya, who documented in his art that mankind was not enlightened [two hundred years ago during The Age of Enlightenment]. He saw how crowd-mentality worked in dark ways; that violence, prejudice and stupidity existed in times that were meant to be enlightened.

"This greatly affected me as I realized we were still no more enlightened today - and from that time on I examined aspects of crowd mentality in my own work."

She says that there are at times, veiled elements of self-portraiture; other times comment about others,

"I like to weave numerous narratives within my art, some are blatant while others stay hidden."

Her students have an enormously high regard for her painting and tuition skills and she in turn regards them "like my extended family". Helen believes it is important that her adult students not only understand painting technique and processes, but that they also grow in ability and confidence to be the best they can as artists.

"I take great pride in the students who have gone on to have success as painters. Many are now represented in galleries both locally and nationally, they are being selected for fine art shows, winning awards and selling at investment levels." And while some of her students have ambition and drive to pursue a full-time career in art, others take great pleasure in creating purely for themselves and enjoy the companionship of the group.

"Teaching art to adult students is the most enjoyable of all the careers I have had. It allows me to continue to learn about what I am most passionate - that is painting and art history. My initial lessons are still being used and over the years I have extensively added to and tweaked them."



Lisa Feyen. Photo: Tom Allan

She ensures learning outcomes for each student are tailored to individual needs. For a beginner, the focus is on the basics of colour theory, paint techniques and composition and as they progress, the direction of learning becomes more individual.

She counts Alexandra Tylee and Anna Jepson amongst her students. Alex paints still-life using acrylics and describes Helen as an amazing teacher. “She lets you do your own thing, watches, quietly observing and just when you think you’ve finished, she pushes you to go on, offering insights and pushing you beyond your comfort zone.

“Technically she is really skilled, incredibly knowledgeable. Not being formally trained lends her teaching the kind of freedom that allows room for your own work ability - it’s a fine balance. I painted with joy all my childhood, but a secondary school art teacher judged me harshly and that totally knocked my confidence.

I started painting again with Helen and she has given me all that joy back.”

Like Alex, Anna Jepson has painted most of her life. “Helen is my mentor now but when I was getting back into my art I started going to her classes and we’ve become great friends. I like to work on my own, but she comes to my studio every week or so. I find her very motivating, she has a wealth of knowledge, incredible really. Even as an established painter you always need another pair of eyes and a sounding board, I feel very privileged.”

The week-to-week challenge for Helen is to keep coming up with new lessons that will stimulate and push her students. “This keeps me learning and drives me to experiment with many new products and delve ever deeper into art history. It’s a job where I too learn and play, although at times my experiments can turn to custard and I get reminded that painting/creating will keep you humble.”

More Hawke’s Bay art facilitators

- **Annette Bull.** Award-winning potter who set up UKU Hawke’s Bay Clay Awards with husband Natham Crossan and who (with others) spends days helping to prepare and load the woodkiln for its annual firing at Waiohiki Creative Village.
- **Linda Bruce.** Renowned ceramics, sculpture and installation artist and tutor at EIT Ideas School.
- **Kaye McGarva.** Established Muse Gallery in Havelock North in 2018 and is also a painter whose work challenges visual perception.
- **Lyn Mackie.** Stalwart of Arts Inc Heretaunga who works across the arts scene in Hawke’s Bay.
- **Kathy Boyle.** A leading light in the Australasian printmaking world, regional coordinator Print Council of NZ, innovative print artist and teacher.
- **Paula Sugden.** Classical cellist, who in 2019 established The Art Shed at Bay View, providing many artists and makers with valuable exposure.
- **Heretaunga Women’s Centre.** Provides free access to art and lots of aroha, friendship and support to women through art.

Whilst teaching is a big part of her life, Helen has continued to paint her signature works, enters exhibitions and participates in-group shows. Her work mainly sells privately; and she gifts portraits to friends and family.

Helen’s students’ annual group exhibitions are a career highlight for her, as she sees this is a celebration of everything good about teaching. Another highlight is a children’s book she illustrated, *Allis the Little Tractor*, that won a New Zealand book award. She is also proud of the fine arts shows she has been selected for. She recounts a major highlight was attending a month-long portrait course (pre-Covid) at an atelier in Florence with friend Anna Jepson.

“There have been many highlights, but one of the greatest gifts I receive from my teaching is the support, friendship and love from students, many of whom I have known for years. I also get to share in their successes knowing I have played a small part in it.”

Lisa Feyen

CAN's (Creative Arts Napier) hard-working manager Lisa Feyen first became involved with the community gallery as a new graduate in 2016, working for two years in the role of media coordinator. When major changes were in the offing, Lisa filled the role of acting manager for two years and just over a year ago, was appointed as the general manager.

CAN's mission is to provide the wider community with accessibility to the arts and it serves a vitally important role - not one Feyen takes lightly.

"It is well accepted that an ongoing experience of the arts is essential for wellbeing and is particularly important as we tackle the Covid pandemic and the effects on mental health, wellbeing and the economy," she says.

The building is owned by Napier City Council and was the former council chambers relocated to the Byron Street site. NCC helps with funding, similarly to other councils in regional centres.

When Lisa took over, CAN was struggling and since her appointment the gallery has seen a boost in the number of events and creative activities; this can be largely attributed to her leadership and communication skills.

CAN now runs between 70 and 80 exhibitions a year; it has doubled the number of community arts workshops and (from 2021) at the Keirunga Creative Hub in Havelock North. These initiatives have resulted in a noticeably improved economic performance.

In addition, CAN collaborates with Hastings' community arts organisation, Arts Inc Heretaunga, in leading the Hawke's Bay Arts Trail over Labour Weekend, an event that has great potential as a tourist attraction and as an intrinsic part of our local communities' enjoyment of the arts. The trail was reestablished in its present form in 2020 and builds on the Hawke's Bay Art Guide, with many artists now joining up because of the resulting benefits of participating in the HB Art Trail.

CAN's stated aim is to support exhibitors at a grassroots level so if an artist is exhibiting for the first time, they can be supported and advised through the whole process, gaining opportunities to make connections with other artists, local gallery owners and curators, raising public awareness and building the confidence of the artist.

In her operational role Lisa also manages, trains and supports a small staff and a larger team of volunteers and the team facilitates regional competitions and awards including the biennial Hawke's Bay Art Review, revived by CAN in 2017. A 'Friends' of CAN supporters' group has been established fostering engagement with the wider community.

Seeking funding is a regular chore for most community arts organisations. "It's a demanding part of my job," she says. "To keep CAN afloat we apply for funding from trusts and supportive organisations and I do all the administration that supports that." Every six months, she reports to Napier City Council on CAN activities in order to secure the next round of core funding.

She's also required to engage with the arts community in an advisory role which can take many different forms.

"Most importantly, our team delivers the best quality visitor experience to everyone we come into contact with, as they are all stakeholders in all our activities," she says.

It is little wonder that along with juggling the demands of her work and family commitments, Lisa has less time for her own artwork than she would like. She'd love to work in her print studio more often - the experimental work using screen printing on paper, doing etching and relief techniques such as woodcut. She is also engaged with the Hawke's Bay Inkers, is a member of the Print Council of Aotearoa NZ and she loves to attend the annual summer school in January, if and when time permits.

"My personal vision for CAN is that it becomes intrinsic to the fabric of the Hawke's Bay arts scene. We are a community gallery and happy to work alongside commercial and city galleries to provide a complementary experience, because there is no competition there, just opportunities.

"I see CAN acting as a springboard to launch people into careers in the arts. This means developing our internship and volunteer programmes (perhaps in conjunction with other organisations); establishing an 'Artist in Residence' once or twice a year and catering for groups who struggle with access to the arts. I think our exhibition programme is working well and now it's about focusing on the other areas that have potential," she says.



CLEARVIEW
ESTATE

Te Awanga | Hawke's Bay | Aotearoa

take me to
the Clearview Estate!

CELLAR DOOR | WINERY | RESTAURANT | ACCOMMODATION

Wednesday to Sunday 10^{am} - 4^{pm} | www.clearviewestate.co.nz



Jean McGavock. Photo: Tom Allan

Jean McGavock

Jean McGavock has spent most of her life working in the area of art therapy.

Over her twenty-five years of working in Hawke's Bay she has provided both individual and group art sessions to children and adults with disabilities; to clients of the Springhill Drug Addiction services; and has facilitated art workshops in mental health day services. A particularly rewarding period was working in a palliative care setting.

She has a passion for facilitating large scale collaborative community arts projects, such as the mosaic mural panels with the residents at Hohepa, and at the Heretaunga Women's Centre where she has organised three community arts projects.

She has worked in the adult education sector as a program director, running courses where health and art intersect, educating other therapists, health professionals, teachers and carers in the intuitive arenas of creativity and mental wellbeing when helping their own clients, sharing her knowledge of how to draw the emotional and psychosocial threads together as a therapist whilst working through art.

The therapeutic art approach isn't about creating a beautiful work of art - that simply might be the bonus. The end result is a tangible visible piece of a person's story - it's by no means the whole story.

Jean's skill set is as an educator and facilitator and lies primarily in providing a therapeutic listening space in which her clients are able to express themselves, and share their stories. It can be both healing and life enhancing. When words fail the visual arts can tell a myriad of stories and can become a communication tool to others. Being encouraged to make something new that is beautiful in its own way can be a deeply moving process.

Readers who have had cause to visit Cranford and have spent time in the beautiful hospice gardens will have observed the mosaic murals that tell the stories of those who were engaged in their creation.

The 'River of Life' around the fountain was a community project involving patients, whānau and staff. Displayed on the fence is the project titled 'Something Understood'. This consists of many individual mosaic panels. "Each is a special image chosen as a metaphor celebrating a life well-lived," says Jean. She was the art therapist at the hospice then, using an art therapy approach for psychosocial support for patients and whānau during the journey of illness and for bereavement support.

"I have enjoyed facilitating some local community arts projects where many people have contributed hands on and creatively." In 2018, the Ministry of Women's Affairs helped fund the 10-metre mosaic wall that

was created on the back fence of the Heretaunga Women's Centre in Hastings. This celebrates 125 years of women's suffrage in New Zealand and the suffragettes who won women the right to vote.

"Over 50 women were hands-on participating. It starts with Kate Sheppard and ends with Jacinda Ardern holding baby Neve. The Heretaunga Women's Centre are amazing supporters of the value of community arts projects," says Jean. In 2019 the Centre received a Landmarks highly commended Award for Art in Public Places for their Suffrage Mosaic Mural.

Jean currently works as a family support coordinator for the Child Cancer Foundation. "It's very rewarding," she says. "CCF is a fabulous organisation to work for. I am focusing on support for children with cancer and their families as they juggle the journey of illness alongside ordinary life and it's day-to-day challenges."

When asked what keeps her in this challenging area of work, Jean replies, "Being able to make a difference to people who are dealing with difficult situations, just knowing that you may have made some difference and to help people identify their own strengths and skills.

"I'm inspired by people's ability to cope with adversity. None of us know what we are capable of until we find ourselves in a 'challenge' we have not asked for."

For Jean, creativity is her own form of self care in a role that requires an awareness of one's own needs. "I've a great studio at home where I disappear into. I enjoy mosaics but also many other art mediums. I have five grandchildren who have helped make a mosaic dragon path in the garden. It's so lovely being able to be creative with them."

She recalls an incident'. "Once, a bereaved client, a wise young Mum, said to me that making a special mosaic in memory of her husband was like 'putting the pieces of her life back together.' I often think of her as I crack apart perfectly good pieces of glass tile or china and then rebuild the bits into pictures. I enjoy the chaos of the bits of colour and then reforming them to become something new.

"Perhaps that's my own therapeutic/self care artistic process. A metaphor for how we are all dealing with the chaos of life, with COVID. Just by putting the little pieces together - and hoping for something new and beautiful at the end." ●

THE PATH

AN EXHIBITION CELEBRATING THE WORK OF SURFING ARTISTS

Glen Armstrong
Kent Baddeley
Jordan Barnes
Jeremy Bennett
Mauricio Benega
Brian Campbell
Troy Conole
Lindsay Crooks
Peter Day
Scott Gardiner
Steve Gibbs
Aaron Greaves
Margaret Hansen
Bill Hayes
Joanna Joseph
Clive Kelly
Luke Kelly
Aaron Kereopa
Luke Kerr
Claudia Kogachi
Peter Lambert
Daryn McBride
John McLean
Damon Meade
Peter Miller
Alex Monteith
James Newby
Christian Nicolson
Tony Ogle
Isaac Petersen
Craig Potton
Richard Rogers
Aaron Topp
John Walsh

**Floor Talk &
Documentary
Screening
with Peter Day**

—
Friday 21 Jan,
12pm - 1pm

**The Path
Celebration
Evening**

—
Friday 21 Jan,
5:30pm

**The Path Panel
Discussion**

—
Saturday 22 Jan,
11am - 12.15pm

**Floor Talk with
Dr. Steve Gibbs**

—
Sunday 23 Jan,
11am - 12pm



**Book Launch,
Aaron Topp:
Nor'east Swell**

—
Thursday 3 Feb,
5:30pm

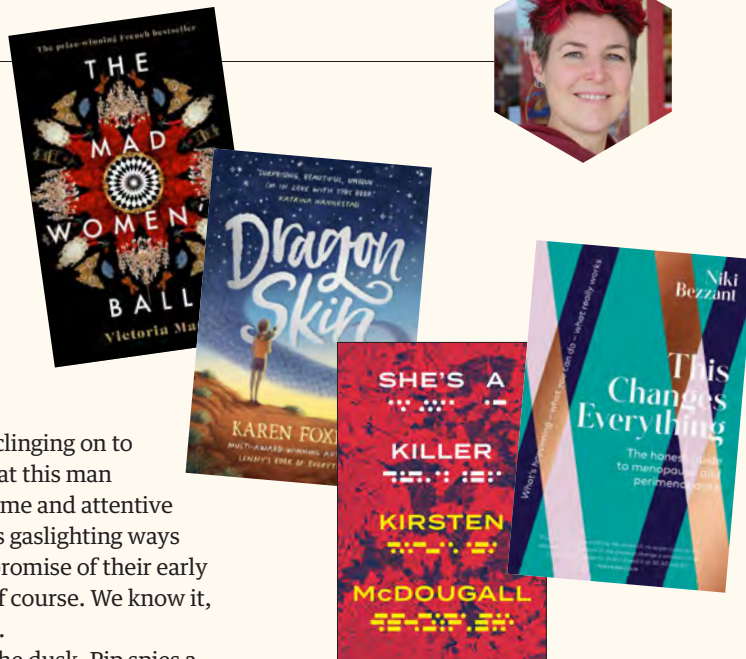
For further information about our events please check the gallery website. Covid-19 Protection Framework: All visitors to the gallery while these events are on will need their My Vaccine Pass scanned before entry.



HASTINGS CITY ART GALLERY
TE WHARE TOI O HERETAUNGA

201 Eastbourne Street East, Hastings | 06 871 5095 | www.hastingscityartgallery.co.nz
Open Monday to Saturday, 10am-4.30pm & Sunday 1pm-4pm | FREE ENTRY  

Mad, bad and dangerous to know



The 18th century novelist Lady Caroline Lamb coined that phrase and lived a bit of it herself. Let's add switched on and resourceful, and we'll have described some of the women I've been reading about, fictional and real.

Based on real events and real people, **The Mad Women's Ball** by Victoria Mas tells the story of the women incarcerated in the Salpêtrière asylum in Paris in the 19th century, put there by men for 'crimes' such as sadness, or being the traumatised victim of an assault. If a woman caused trouble, she could be deemed mad, and put away.

Further humiliation is heaped upon the women when famous (real life but here fictionalised) neurologist, Jean-Martin Charcot uses the women as performance pieces inducing fits at his lectures which are solely attended by men. These scenes are creepy beyond belief, the women dehumanised, the men not coming out of it too well either.

But it's not about the men. The narrative is snatched back by Eugénie, the overlooked, intelligent and lively daughter of a wealthy family. She has long been able to receive messages from the dead, and is incarcerated within Salpêtrière by her father who is having none of that nonsense associated with his family. The novel is short, the translation occasionally clunky, but there's a lot going on and it's fascinating.

A book for children (and grown-ups) that I think is brilliant is **Dragon Skin** by Karen Foxlee.

Pippa is a girl with a complicated life. She used to have a happy, vibrant mother. She used to have a wonderful best friend, Mika. These days she has a defeated, scared mother, an emotionally abusive step-father and Mika is gone.

Pip avoids going home where she has to slink around, avoiding her step-father and trying to persuade her mother to leave. She's lost herself and the life she had, a victim of a relationship in which her mother

is manipulated, clinging on to hope, praying that this man who was handsome and attentive will renounce his gaslighting ways and deliver the promise of their early days. He won't of course. We know it, and Pip knows it.

One night, in the dusk, Pip spies a broken, tiny thing. Wonderfully, miraculously, it's a baby dragon, but it's dying, only just holding on. Pip finds her purpose. She will save this dragon, and with Mika's voice forever in her head, she embarks upon a dangerous journey of secrets, lies, unlikely friendships and hope.

Pip is a girl who is brave, grumpy and resourceful. She's the one with the smarts to recognise a dire situation when she sees one, and to make a plan. Her emotional strength is incredible, and whilst channelled into the dragon, funnels through to other areas of her life, creating a chance for better things.

She's a Killer by Kirsten McDougall is a home grown novel set mostly in Wellington. It features a jaded, intolerant sociopath who is interested in sex rather than relationships and never speaks to her mother. It's not the usual Jack Reacher type embodiment of these characteristics, but Alice, clever almost to the point of genius and doing nothing with it. She communicates with her mother by Morse code and has one friend who she thinks she is very close to. In this near future tale of climate change and it's unexpected knock on effects, Alice is a character who will need to rethink many things by the time the story reaches its full-on conclusion.

The catalyst for a thumping good story is Pablo, a wealthugee thrown into Alice's way. He's handsome, rich enough to take her to the fancy restaurants that have armed bouncers on the door, his conversation diverting. Pablo has a daughter, 15-year-old Erika, an actual full-point genius. There's much more to the perfect Erika than is revealed at first glance and Alice's

imaginary friend Simp (just back after a long absence) has some pretty grave concerns. It's a riveting crew, the best of bunches who love, hate and feel ambivalent toward one another enough to create a bizarre and dryly comical story.

Niki Bezzant has been involved in the NZ media industry for a long time. She's interested in life, health and food, and how we get our information. Early in 2022 Niki's third book, **This Changes Everything**, hits the shelves and we will be reading about menopause.

There are several things that I have found we either don't talk about or don't believe in, until we get to a certain age; aches and pains for no apparent reason, how you will probably one day have to care for your parents and make decisions for them, how you'll put weight on overnight even though you have made no significant changes to your lifestyle choices. Menopause is one of these things that we don't talk about until we have to.

Many women of a certain age are crying out for this information and I'm really looking forward to reading this from a Kiwi writer who promises to tell us what we need to know. **This Changes Everything** includes: when menopause happens early, HRT, MHT and other treatments, periods, hot flushes, night sweats and heart palpitations, weight gain and body changes, migraines, mood changes, anxiety and depression, gut issues, sex, libido and relationships, sleep and insomnia, alcohol, exercise, nutrition and healthy eating and menopause in the workplace. Niki also promises to 'call out sexism, snake oil and bullshit.' I can't wait. ●

ECCLES ENTERTAINMENT PRESENTS

SIX60

SATURDAYS



2 APRIL



2022

MCLEAN PARK

NAPIER

TICKETS ON SALE NOVEMBER 8 FROM TICKETEK

THE NEW DEFENDER 90

TAKING CAPABILITY FURTHER



ABOVE & BEYOND



FROM ROCK TO ROAD

The new Land Rover Defender relishes challenges and doesn't care much for impossibilities, and now the two-door Defender 90 version promises even more agility and adventure.

With a top speed of 208km/hr it's our fastest Defender on the road, while permanent all-wheel-drive and world-first configurable Terrain Response technology mean it's more than capable off it, too.

Tested in every condition, in every environment, and on every surface you might encounter, it always comes out the other side, ready for the next challenge.

Defender. An icon in a category of one.

Bayswater European
107 Carlyle Street, Napier
(06) 650 0799

www.bayswatereuropean.co.nz

5 LAND ROVER CARE
YEARS SERVICE PLAN

FREEDOM
BY LAND ROVER
FINANCE AGREEMENT