



## **PNG Business Coalition for Women Commemorates International Women's Day with Powerful Video Highlighting Gender Pay Gap and Maternity Leave Disparities**

### **PRESS RELEASE**

**Port Moresby, Papua New Guinea – 7th of March 2025** – Commemorating International Women's Day 2025 and aligning with the global theme, "For ALL Women and girls: Rights. Equality. Empowerment," The Business Coalition for Women (BCFW) is launching a compelling video on March 7th, 2025, to raise awareness about the critical challenges faced by women in Papua New Guinea (PNG).

As PNG approaches its 50th anniversary of independence on September 16th, 2025, this initiative, under the theme "Accelerate Action," serves as a crucial moment for reflection and action. The video focuses on the persistent gender pay gap and the significant disparities in maternity leave benefits between the public and private sectors, issues that directly impact women's financial security, career growth, and overall well-being.

"Despite advancements, women in PNG continue to face significant barriers in the workforce," stated Evonne Kennedy, Executive Director at BCFW. "Our video aims to spotlight these critical issues and stimulate conversation and action towards bridging these gaps, ensuring that women in PNG have equal opportunities and rights in both the workplace and home."

The video launch aligns with the following objectives:

- **Raise Awareness:** To highlight the gender pay gap and discrepancies in maternity leave benefits between the public and private sectors in PNG.
- **Advocate for Policy Change:** To advocate for the development of policies that support pay equity and ensure equal maternity leave benefits for all women, regardless of sector.
- **Engage Key Stakeholders:** To engage government, NGOs, women's advocates, private sector companies, and individuals affected by these issues, to drive concrete change.

The video will be released on all BCFW social media channels as well as our website on Friday, March 7th, 2025, leading up to International Women's Day. BCFW encourages media outlets, organisations, and individuals to share the video and join the conversation to accelerate action towards gender equality in PNG.

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**About PNG Business Coalition for Women (BCFW)**

BCFW is a non-profit organisation that aims to help the private sector overcome challenges to women's participation in the Papua New Guinean workforce through advocacy and prevention strategies to address violence, promote women's leadership and implement human resource policies and processes to help companies recruit, retain, and develop their female staff. More than 80 major PNG companies are members of BCFW.

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**Authorised for release by:**

**Evonne Kennedy, Executive Director, BCFW**