

THE FILM ARCHIVE

Ngā Kaitiaki O Ngā Taonga Whitiāhua The New Zealand Film Archive

ON DISK

*A MOVING IMAGE RESOURCE FOR
NEW ZEALAND CLASSROOMS*

WOMEN AND WORK

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WOMEN IN PAID & UNPAID WORK 1840-1940

THE PIONEERING WOMAN

One Hundred Crowded Years (extract)

National Film Unit 1940. Duration 4:46

The pioneer woman, hard at it alongside her tenacious hubby in New Zealand's white settler mythology. This was official history and played continuously at the New Zealand Centennial celebrations in 1940.

KATE EDGER

New Zealand's Top 100 History Makers (extract)

Visionary Film & Television 2005. Duration 2:24

Kate Edger was the first woman in New Zealand to graduate with a B.A. in 1877. She was the first woman in the British Empire to earn a B.A. In order to obtain entry to tertiary education she neglected to mention her gender in the application. She was appointed to teach at Christchurch Girls' High School and at the same time studied for a Master of Arts degree from Canterbury College. She was capped in 1882. While working full-time – including being the first Principal of Nelson College for Girls – she supported her husband (a minister who had periods of unpaid work), had three children, was heavily involved in the Suffrage and Temperance Movements and worked with her husband amongst the poor of Wellington – a busy lass. Note that she was working in education and in charitable work. Compare with the treatment of female academic pioneers in other less acceptable fields like medicine or law.

SUZANNE AUBERT

New Zealand's Top 100 History Makers (extract)

Visionary Film & Television 2005. Duration 2:18

Suzanne Aubert sailed to New Zealand in 1860 with Bishop Jean Baptiste François Pompallier and with the exception of a period spent in Rome between 1913 and 1919, Suzanne Aubert remained in New Zealand until the end of her life. After time spent in Auckland between 1860 and 1869, teaching young Maori girls, she worked among Maori, first at Meeanee in Hawke's Bay, and from 1883 at Hiruharama (Jerusalem) on the Wanganui River. While at Jerusalem, Aubert began caring for unwanted Pakeha children, an activity which led her into a third stage of endeavour: social work among the urban poor. She achieved most in the period between 1899, when she moved to Wellington, and 1913, when she travelled to Rome to gain pontifical approval of the Congregation of the Daughters of Our Lady of Compassion which she had founded. Her activities at this time laid the basis of work still undertaken by the

order. Suzanne Aubert died in 1926 aged 91. Out-of-home activities for New Zealand women have an historical leaning towards the unpaid and community service areas.

PRINCESS TE PUEA: NEW ZEALAND'S HISTORY MAKERS

New Zealand's Top 100 History Makers (extract)

Visionary Film & Television 2005. Duration 2:20

Here again the definition of working role is encased in community service, although in the Maori ethos the community aspect of work activity allowed significant traction for endeavours like Te Puea's. Followed by the Maori Women's Welfare League in the decades following World War Two.

PRINCESS TE PUEA: TE PUHI KAI ARIKI

Te Puhi Kai Ariki: A Salute to the Maori Women's Welfare League (extract)

Pacific Rose Productions / Front of the Box 2004. Duration 1:05

Details Princess Te Puea's work at a practical and political level with regard to loss of land, health, housing, employment and quality of life. The League's first patroness.

THE 1920S

The Years Back: The Twenties (extract)

National Film Unit 1973. Duration 2:54

An extract from a documentary on the 1920s: a woman's view of women and work during the 1920s. Note that a working life was not just the lot of the working classes. Some professions were deemed suitable for the daughters of the middle class.

INDUSTRIAL FILM 1927

New Zealand Industries: Cole's Footwear (extract)

NZ Radio Films 1927. Duration 1:16

The job designations were specific. Cutters were men, full stop. Fiddly bits were allocated to women on a portion of a man's average wage. Some of the staunchest resistance to female equality in the workplace came from the unions and unionised males.

MANUFACTURING 1927

The Magic Collar Box (extract)

NZ Radio Films 1927. Duration 2:34

Female dominated manufacturing – lots of tricky sewing etc. An element of higher class manufacture in this specialised factory, hence the dress style.

DEPRESSION YEARS

Nineties (extracts)

Top Shelf Productions 1993. Duration 2:48

Revealing extracts regarding women during the Depression Years. Men lost their jobs and livelihood, women just tended to work even harder.

THE WAR YEARS 1939–1945

MAN-POWERING

The Enduring Land: Green Velvet (extract)

Gibson Group 1990. Duration 3:53

The women and girls of New Zealand took over the work of men on the home-front, as tram conductors, porters, ticket collectors and anything else that would free men to serve at war. Wartime statistics show that a third of positions in essential services were vacated by men leaving for active service. Add to this the significant numbers for wartime manufacture, extra primary production for the war front, and a long list of potential volunteer activities, and you have a high percentage of New Zealand women active on the home-front. The actual term used for women taking on war jobs was "man-powering"! The media however tended to indicate that this was only a temporary necessity and that in peacetime all would be restored to the former status quo.

WOMEN TRUCK DRIVERS

Weekly Review 138 (extract)

National Film Unit 1944. Duration 1:04

WOMEN TRUCK DRIVERS: While the men are at war, women load mail bags onto trucks and empty mail boxes. "Women drivers were once a back seat joke, these women know their job... but they're women still when it comes to knocking back a cup of chatter water." Unions had trouble accepting the necessity of man-powering and had to be convinced by War Cabinet legislation.

FIRST WOMAN JUROR

Weekly Review 115 (extract)

National Film Unit 1943. Duration 0:48

At the Auckland Supreme Court, New Zealand's first woman juror Miss E.R.

Kingsman talks about the possibility that one day there will be a woman judge!

Shock horror! It happened of course.

THE BIG SMOKE 1943

Our People Our Century: Families at War (extract)

Ninox Films 2000. Duration 2:45

The Harrison sisters hit the big city in 1943.

EXPECTATIONS OF ROLE 1945 – 1970

AUNT DAISY

New Zealand's Top 100 History Makers (extract)

Visionary Film & Television 2005. Duration 1:54

The legendary Maud Basham (1879 – 1963), universally known as Aunt Daisy, patrolled our airwaves from 1930 until a few days before her death at age 84, in 1963. Nicknamed the 'Dynamo from Down Under' by Americans during goodwill tours there during and after the war, she enshrined a certain view of domesticity and practicality for generations of New Zealand women.

MOTHCRAFT 1946

Weekly Review 248 (extract)

National Film Unit 1946. Duration 0:38

LEARNING MOTHCRAFT: Girls learn to wash babies in a school classroom.

"Some give up the idea of a career in favour of marriage and home".

Intermediate schools at the time (and for a considerable time afterwards) had model flats for the acquisition of proficient domestic skills.

DENTAL NURSES 1945

Weekly Review 218

National Film Unit 1945. Duration 2:46

At the Wellington Dental Clinic and Dental Training School on Willis Street, student nurses treat children under the watchful eye of supervisors.

EAST COAST DISTRICT NURSE 1946

Weekly Review 257

National Film Unit 1946. Duration 4:38

East Coast District Nurse: 100 miles north of Gisborne in Te Araroa, the district nurse visits the local people. An option for those women who did not marry was long service in nursing or teaching. More a life option than a career option because (i) there was poor relativity between male/female pay scales for related tasks, and (ii) few promotion paths were open to women.

MODERN GIRLS 1946

Weekly Review 252

National Film Unit 1946. Duration 2:04

Modern girls looking after the figures: a young woman at work in the accounts division of the Treasury Department. Explains the technology used and the application of punch cards. Doesn't spell out why the "girls" are modern though. The kind of office based occupation with non-existent expectations of career, bridging schooling and marriage.

CHAMPION TYPISTE 1948

Weekly Review 335

National Film Unit 1948. Duration 1:28

SPEED ... CHAMPION TYPISTE Mrs Ivy Wyse of Hataitai, Wellington won the 1st National Typewriting Speed Championship competing against 130 others. She demonstrates her skill. An early version of a woman's C.V. would highlight the average words typed per minute!

TYPECAST TEENAGERS 1955

Cookery Nook (extract)

Pacific Films 1955. Duration 3:05

Made as an advertising film for the Edmonds Baking Powder Company. A man attempts to bake afternoon tea, with disastrous results. His daughter and her friends rush to the rescue, putting into practice the techniques they have learnt at school. Notice that little boys are expected to steal a bit of the cream while the girls are already in training mode for their 'natural' calling of perfect motherhood.

YOUNG MISS & YOUNG MR NZ 1963

Young Miss and Young Mister NZ

Reynolds Television, 1963. Duration 2:55

Encourages New Zealanders to enter the Philips 1963 Young Miss and Young Mister New Zealand contest. A young man and woman notice the contest poster and dream of winning. Young Miss New Zealand will spend a year on the continent at a finishing school, while Young Mr New Zealand gets a year at an American university... spot the difference!

A WOMAN'S ROLE 1945-70

Sheilas: 28 Years On (extract)

Occasional Productions 2004. Duration 3:01

An extract from the follow up to the 1976 six-part series entitled Women. Aloma Parker remembers the role expectations of the post-war to the 1960s period: domestic role, motherhood, marriage, babies, work and education.

NOT A HOUSE-HUSBAND IN SIGHT 1968

The Quality's Included Free (extract)

National Film Unit 1968. Duration 1:28

A housewife prepares the family roast in her kitchen equipped with New Zealand made products. She uses New Zealand frozen vegetables and vacuums with her New Zealand made vacuum cleaner. In fact she's rather busy altogether! Part of a promotional film about New Zealand manufacturing, the primary functionary in the New Zealand household is quite definitely the New Zealand mother.

THE SECRETARY

Television Advertising: Mum Rollette

(196-) Duration 1:05

The 1960s attitude to women's role in the workforce is exemplified in this voice-over.

CONSERVATISM AND CHANGE 1970–2005

THE FEMINIST REVOLUTION

WOMEN'S LIBERATION IN NZ

Our Voice and Our Vision. Women s Liberation in New Zealand

(extract)

TVNZ 1985. Duration 3:37

Sue Kedgely and Ngahua Volkerling reflect on the early days of women's liberation in New Zealand. Connie Purdue, who later changed her views of women's role and the workforce, is shown preaching the gospel of gender pay equality in the 1970s.

THE MALE BASTIONS

Sheilas: 28 Years On (extract)

Occasional Productions 2004. Duration 7:00

From a follow up to the 1976 six part series entitled "Women". Marcia Russell reflects on her career as a journalist in print and broadcasting. "Marcia Russell, the first woman reporter in the general news section of the Herald, tells us: 'They truly thought the tapestry of life was going to unravel when I turned up', while we watch her side-on to camera, long lean frame in slacks, impatiently tapping fingers against hips while she waits for a senior newsman to acknowledge her. Eventually he does – with a brief aside. Russell went on to start Thursday magazine, brought out by the New Zealand Herald to fill an obvious gap in the market. 'Everywhere you looked it was wall-to-wall knit your own royal family,' Russell says." (quote from the New Zealand Herald).

IN RETROSPECT: GERMAINE GREER

Face to Face: Dr. Germaine Greer (extracts)

TVNZ 2003. Duration 4:30

The big name on our side of the world for 1970s and post-1970s feminism, Germaine Greer talks about the difference between the feminist revolution and the more narrowly defined 'equality feminism'. An interesting analysis of the New Zealand scenario.

PUSHING THE BOUNDARIES

PUSHING THE BOUNDARIES (1)

Rising To The Challenge

ECNZ (199-) Duration 1:52

Part of a raft of film and television production that just happened to occur around the centenary of New Zealand women's suffrage. It delivers a few surprising facts along the way... New Zealand's first female bobbies didn't appear officially on the beat till 1951, and we had to wait till 1981 for our first woman fire-fighter.

PUSHING THE BOUNDARIES (2)

S.O.S : Sally on Sound

In House Films / Mark Williams 2002. Duration 2:49

Sound engineer Sally Rees talks about her experience as a female working in the technical side of the music industry.

SYLVIA CARTWRIGHT

Face The Nation: 10/05/01 (extracts)

TVNZ 2001. Duration 7:31

Dame Sylvia Cartwright, New Zealand's eighteenth Governor-General, relates her experiences as a woman in the workforce. The writer of the Cartwright Report was one of New Zealand's first female lawyers, our first female Chief District Court Judge, and our first woman High Court Judge. She relates aspects of her background, her schooling and career choices, which give an accurate picture of prevailing attitudes to women's perceived roles in the make-up of New Zealand's workforce in earlier decades.

HELEN CLARK (1996)

Labour Party Political 1996 (extract)

(1996) Duration 1:54

Helen Clark gives some detail on the treatment of women in politics in an election '96 broadcast. The fact that we could see a decade of women in power should prove interesting in terms of media response and representation.

WHAT IS THE STAUUS QUO?

MESSAGE FROM THE ADVERTISERS 198-

New Zealand Butter : You make their lunches?!

Flying Fish 198- . Duration 1:07

Capable New Zealand mothers... again! Pure and Natural describes the butter, New Zealand's clean, green image, and perhaps something else...

MARIE CLAY

New Zealand s Top 100 History Makers (extract)

Visionary Film & Television 2005. Duration 2:05

Best known for the reading recovery programme she designed for young children with early reading difficulties. Reading recovery became a national education programme here in 1983 and now operates in most English-speaking countries as well as in Europe and Japan. Her teachers' guidebook alone has sold more than 8 million copies worldwide. Clay became Auckland University's first woman professor in 1975. Now 78, she has been working ever since - internationally since 1991.

For the purposes of this topic should Dr Clay be seen as a high achiever in an acceptable field or a boundary pusher? Compare Kate Edger's earlier academic efforts.

STILL A WOMENS' PROFESSION (1)

Nurses: Caring and Coping

Top Shelf Productions 1995. Duration 5:36

Karen Bycroft, a community nurse looking after children with cancer in their homes, talks about the realities of her job. Strangely reminiscent of the earlier East Coast Nurse!

STILL A WOMENS' PROFESSION (2)

Nurses: Hope and Heartbreak

Top Shelf Productions 1995. Duration 1:36

Job satisfaction, pay rates from a nineties perspective in a "women's profession."

MESSAGE FROM THE ADVERTISERS 199-

Natural Gas: Where Do Women in the 90s Get Their Energy From?

Saatchi & Saatchi 199- . Duration 1:09

Mum's got a job now. Mum still seems to be managing the domestic routines. Lucky she's got a daughter to chop the veges.

FACTS & FIGURES 2004

One News 13/05/2004

TVNZ 2004. Duration 1:55

According to a new report, women in the state sector earn a lot less than their male counterparts. Marie Habowska (Nurse); Ruth Dyson (Women's Health Minister); Katherine Rich (National MP). Private sector differentials also shown.