

Media release
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Tax deductible childcare would influence Gillard vote

If Julia Gillard introduced a policy for tax deductible childcare, 39% of Australian women said it would influence them to vote for her at the next federal election, including 45% of women polled aged 25 to 40, according to the latest poll from The Heat Group. But a lack of confidence exists as 42% wouldn't trust Gillard's promise to deliver such a policy (if she made one).

"The results from our latest Heat Poll give Julia Gillard something to seriously think about," says Gillian Franklin, Founder and Managing Director of The Heat Group. "A significant 42% of women are unsatisfied with our Prime Minister's efforts to address the needs of working mums. There is a lack of confidence and trust, but, like any situation, there is an opportunity for Gillard to turn things around."

Australian women have indicated how important the issue of childcare is, with 52% reporting it's the main barrier to them returning to work after having a child.

"Tax deductible childcare would have a significant impact on Australian families. There are women in Australia who want to return to work, but due to the cost of childcare they cannot afford to do so," says Gillian.

At the recent Tax Summit, the Federal Government pushed the current child care rebate over a tax deduction. The rebate pays 50% of childcare costs, is non-means-tested and capped at \$7500 per year per child on approved childcare services. However for a woman with two children in childcare, weekly childcare costs can equate to nearly half of her after tax average weekly earnings (based on an average of \$85 per day per child, full time), and that is with the \$7500 yearly cap per child applied. A childcare benefit also exists, however this is means tested, so not all families are eligible for the benefit.

"Yes, support for families exists, but the current childcare rebate and benefit is not adequate," says Gillian. "Irrespective of the arguments over tax deduction versus a rebate, the message is clear; there needs to be more support for mothers returning to work and new policies will have a positive influence on votes for Gillard at a future election."

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About the Heat Poll

The Heat Group is proud to recognise and respect the needs of Australian women and regularly captures the views and concerns of women through the Heat Poll (online poll). In October 2011, 470 women contributed to the poll.

About The Heat Group

Gillian Franklin is recognised as one of Australia's most innovative marketers with a passion and commitment to supporting women in business. She is Managing Director and founder of The Heat Group Pty Ltd, a leading distributor of some of the world's biggest cosmetics brands.

The Heat Group is committed to improving quality of life for Australian women and contributing to the economic prosperity of Australia. The Heat Group engages with women every month via the Heat Poll, a

research initiative that provides valuable insight into the needs and wants of Australian women, their opinions and the issues they face.

Since inception, The Heat Group has been strongly committed to creating a modern, flexible workplace. As a parent herself, Managing Director Gillian Franklin is acutely aware of the challenges of balancing work and family. The Heat Group's leadership team understands that by supporting staff in achieving work-life balance they will achieve higher productivity, retain their talents for longer and become an employer of choice.

The Heat Group prides itself on its unique company culture and sums this up in four words given to it by the team: creative, dynamic, passionate, smart. To learn more about The Heat Group visit www.heatgroup.com.au