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GENDER IMBALANCE STILL NEEDS ACTION, SAYS NEW REPORT

The majority of Australian women believe that they do not enjoy equal rights according to the results of a new study conducted by leading cosmetic company the Heat Group and UNIFEM Australia, the United Nations Development Fund for women.

The poll also revealed 41 percent of women flagged domestic commitments, lack of support in the home and the resulting inability to work longer hours and promote themselves professionally as the major stumbling blocks to gender equality in Australia.

Conducted in the lead-up to International Women's Day, the poll reinforces calls for the Australian Government to do more to address continuing discrimination against women in Australia.

"Programs such as the Paid Parental Leave scheme may help to move these women from the home to the workplace with greater ease, however it also highlights other issues such as access to flexible hours, the wage gap and access to affordable child care," said Gillian Franklin, Managing Director of the Heat Group.

Kate O'Reilly, Board Member of UNIFEM Australia, stated: "It simply does not make economic sense not to have equality in the workplace. Companies who support the full participation of women at all levels demonstrate stronger performance."

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