

AUSTRALIA 15 YEARS AWAY FROM HAVING A WOMAN AT THE TOP

A survey conducted by the Heat Group, Australia's leading marketer to females shows that 35% of women feel that we are at least 15 years away from having a female prime minister, 28% say we are only 10 years away however, 33% say they cannot see a female on top during their lifetime.

The survey which questioned 352 women also revealed that political parties should take note of women's needs as 76% of respondents said they were more likely to vote for a Government that puts women's needs as a priority.

Gillian Franklin, MD of The Heat Group says the three most important issues relating to women's needs that need to be considered by the political decision makers in the coming election are, according to the survey, affordable and accessible child care (37%), high quality health, housing, aged care and other community services, (30%), and family friendly workplaces (31%).

"Females are also concerned about equal access to quality, fully funded education and training opportunities (29%), equal pay (28%) and family leave and paid maternity leave (26%).

"Its amazing that in this day and age, females are still concerned about equal access to education, equal pay and maternity leave."

For further information or interviews, please contact Ro Markson at Markson Sparks!
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