

FOR IMMEDIATE RELEASE:**Business leader says Australian Paid maternity leave an investment, not a cost****9 March 2010**

There can be no argument that businesses benefit from staff longevity, retention of intellectual property and a team that is proud and motivated. These are some of the many benefits of supporting women as they grapple with the financial and emotional challenges of working and having children according to leading Australian businesswomen and Heat Group Managing Director, Gillian Franklin.

“The provision of paid maternity leave should be considered an investment in your business’ performance rather than a cost. What will it take for Australian businesses to wake up to this fact?”

“At the Heat Group our goal is to make it possible for more women to happily and successfully work and have children. We believe an investment in support for women aspiring to fulfill both career and family goals, is a common sense approach that will ultimately benefit the Australian economy.”

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.

Heat is committed to improving quality of life for Australian women and contributing to the economic prosperity of Australia. Heat 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, Heat 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. Heat’s leadership team also understand 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. Having an 85 per cent female workforce simply reinforces the need for this common sense approach.

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