

Media Release**24 February 2012****PRIME MINISTER GILLARD OUT OF TOUCH WITH AUSSIE WOMEN | POLL**

The Heat Group's latest poll of Australian women delivers bad news at a bad time for Prime Minister Julia Gillard, with only 9% of women indicating they are very satisfied with how Prime Minister Gillard supports the needs of women and only 20% indicating they are somewhat satisfied.

"When Julia Gillard became Prime Minister, I think some women were hoping, maybe even expecting, Prime Minister Gillard to be more in touch with the needs of women than past leaders and add policies to the agenda that address these needs. However, this hasn't really eventuated," says Gillian Franklin, Managing Director of The Heat Group.

None of the other key questions asked in the poll place the Prime Minister in a very positive light, which is not good news for the Gillard camp.

Opinions of women are divided over whether the Prime Minister is a role model to women in Australia, with 47% of the 465 women polled thinking that Prime Minister Gillard isn't a role model for women and 43% thinking she is.

When asked if they thought Prime Minister Gillard had blown her chances to be a mentor or role model to women, the majority (46%) of women said yes.

"I have no doubt Prime Minister Gillard would be disappointed with these results," says Franklin.

"I don't believe it is her personal lifestyle that impacts these role model results, however I do think it may relate to her professional image, possible perceived lack of integrity and decisions she has made as Australia's Prime Minister," says Franklin. "Personal values are important to women and perhaps the lack of clarity in this area may be proving to be costly with female voters."

"With her focus distracted by the infighting and leadership battle within her political party, it makes it difficult for the Prime Minister to take action to reconnect with Australia's female voters."

While nearly all women (94%) agreed that Prime Minister Gillard should not be treated differently as PM just because she is a woman, interestingly the majority (60%) of women feel that as a female Prime Minister she is treated differently than past leaders.

"Becoming the first female Prime Minister of Australia is an amazing achievement. However, despite this, when it comes to delivering, I think there are women who feel she has not lived up to the role or to their expectations," says Franklin.

One thing is for sure; Prime Minister Gillard has not won over Australian women and has some work to do on this front.

How satisfied are you with how Prime Minister Julia Gillard supports the needs of Australian women?

Very unsatisfied	22%
Somewhat unsatisfied	15%
Neither satisfied or unsatisfied	25%
Somewhat satisfied	20%
Very satisfied	9%
Not sure/don't know	8%

- ENDS -

Media enquiries please contact:

Naomi Hellenen | The Heat Group | 03 8545 7129 | 0427 822 791 | naomih@heatgroup.com.au

About The Heat Group

As a distributor for leading personal care brands, The Heat Group is one of Australia's most successful entrepreneurial companies and Gillian Franklin, Founder and Manager Director, is one of Australia's innovative marketers with a passion and commitment to supporting women.

The Heat Group is proud to recognise and respect the needs of Australian women and regularly engages with women via the Heat Poll, a research initiative that provides insight into the needs and opinions of women. www.heatgroup.com.au