



MEDIA RELEASE

Aussie women are worth more than their negotiation skills can deliver

Over half of Australian women (55.4%) believe they aren't paid the wage they are worth due to poor negotiation skills, according to an independent national survey conducted by The Heat Group¹, Australia's largest marketer to women.

Despite the outrage of Aussie women who aren't paid fairly by their employers, entering into salary discussions where they have to negotiate their salary based on their workplace value is considered a confronting task and one that is not readily embraced. This has created a negotiation divide for female employees, where the salary doesn't match the worth of an individual.

Gillian Franklin, Managing Director of The Heat Group strongly believes that it is important for women to place emphasis on their value and worth in the workplace. "Women need to take a headstrong and professional approach when negotiating their salary. Rather than underestimating their significance, they must be prepared to talk about the unique qualities they bring to a company. They should also do their homework and benchmark themselves in the industry."

Almost half of Aussie women (47.6%) believe they don't receive the salary they deserve due to a lack of assertiveness when asking for more money. Their inability to go forth and enter these discussions with confidence has caused a negotiation divide.

"In order to move forward and close the negotiation divide, women need to consider the many things they can offer an employer and feel empowered to request the salary they deserve. It is also important that women stop feeling they need to compromise to obtain flexibility, but rather focus on their outputs which is the most important KPI," said Ms Franklin.

"It is frustrating when women are apologetic for their requirements and feel they have to sacrifice their salary accordingly. Until we can address this, women will continue to suffer from the negotiation divide," Ms Franklin commented.

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**For further information or interviews with Gillian Franklin of The Heat Group, please contact:
Soraya Calavassy at AC Agency on 02 9356 4700 or email soraya@acagency.com.au**

ABOUT HEAT GROUP

Despite being relatively unknown to the everyday shopper, Heat is a brand that touches millions of lives each year. Industry data shows that someone, somewhere will purchase a product that was distributed by Heat every 2.7 seconds. The Heat Group is the exclusive Australian distributor of Max Factor, COVERGIRL, Bourjois, essence and Jeanne Arthes fragrances, the official licensee of Warner Bros. personal care, and the owner and distributor of ulta3, Billie Goat Soap and MUD. Heat is recognised as one of Australia's most successful entrepreneurial companies and works to make a difference to the lives of Australian women every day.

¹ Heat Group surveyed 753 Australian women in June 2013