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The new 'F Word' for women

Freedom reflects a shift in life and career goals for Australian women

Beyoncé had it wrong when she said “Who run the world (Girls)”, with working women no longer wanting to run the world, just their own lives. In a 10 year comparison of like for like research conducted by The Heat Group, Australia’s largest marketer to women, Australian women have revealed that all they want is the freedom to live their lives as they choose. The Heat Poll has tracked key changes in women’s attitudes and lifestyle choices and compared them to 10 years ago with the research showing a fundamental shift in the priorities for Australian women.

“Women have experienced a change in goals and desired lifestyle choices versus 10 years ago,” says Gillian Franklin, Managing Director of The Heat Group. “The key area holding women back across all areas is the lack of sufficient flexibility and choices, and this is what they are crying out for the most. There are 40% of Australian women who want flexible working conditions and a family friendly work environment compared to 19% in 2003 – more than 100% increase over the past decade.”

“The need for flexibility is strong for women today. Our research showed that 1 in 4 women would happily take a pay cut for flexible working hours, with 92% of these women prepared to sacrifice 10% of their overall salary. Women are also vying for more Government support in their quest for freedom with 33% of women desperate for tax deductible child care, compared to just 18% in 2003. This is telling us that women are looking for support in their quest for the freedom to work the hours they desire and pursue the lifestyle they choose,” said Ms Franklin.

The Heat Poll has found women are ranking lifestyle (62%) and travel (43%) as their top priorities, a shift from career success and fulfilment (40%) in 2003. Interestingly, status and power are today almost irrelevant as a pursuit for working women, with only 1% of women today placing high value on this compared to 21% in 2003.

One area that hasn’t changed over the past decade is the focus on family, with 44% of women in both 2013 and 2003 placing motherhood as their top priority in life” said Ms Franklin. “Women are trying to create a balanced lifestyle whilst struggling to be everything to everyone. Mother, wife, carer and breadwinner; these are tough waters to navigate.”

“While women are aiming to have freedom in their lives, they are putting themselves last on the priority list. Our research has revealed that 24% of women are struggling to fit exercise into their life, even though they know it is vital for their mental and physical health and wellbeing,” said Ms Franklin.

“In their pursuit of freedom, it is imperative women are receiving adequate support from employers and government. Without this, Australian women will not be able to achieve the career success they are working towards, raise their families in the best way they know how, and live the lives that they so much desire.”

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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 2.6 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.