



MEDIA RELEASE

What do we want? Better childcare options. When do we want it? Now!

Only 4.4% of Aussie business women are happy with current conditions

Abbott and Rudd take note: working mums are dissatisfied and need more support. According to a recent independent national survey conducted by The Heat Group¹, Australia's leading marketer to women, only 4.4% of working women said they were happy with how things are currently for women in business, with the largest issue for respondents being the cost of childcare.

36% asked our pollies to improve paid maternity leave policies to make it easier for mums to keep working, 25% asked for more childcare facilities, 33% asked for childcare to be tax-deductible and 23% asked for the current rebates and subsidies to be increased. Gender discrimination also ranked extremely high, with nearly half of Aussie women in business (47%) stating they would like to see improvements.

Gillian Franklin, Managing Director of The Heat Group says: "We forget about the economic value of having these women working rather than staying at home. It is a simple fact- your typical working mum contributes more to the economy than a non-working mum....whether it is through the business she generates at work, her personal income tax contributions, or the way she spends her salary. We need to start using language that encapsulates the *economic value* of adequate child-care options rather than the *cost*, because the truth is childcare subsidies allow working mums to continue to work or return to work sooner, which in turn drives the economy."

"Having children costs money. It is a myth that when women have children they have miraculously saved up a huge amount of money beforehand, and their usual expenses will decrease substantially...but in fact when you think about it, expenses go up when you have a child, particularly in the first year," adds Franklin.

In terms of influencing factors to decide who to vote for in the upcoming election, women are investing time to make their decision with almost half (49%) of the working women surveyed listing 'research I conduct myself' as the primary influence on their decision ahead of television campaigns (14%), media (18%) and family and friends (13%).

And a fact that should concern both sides of politics - almost 1 in 5 Australian working women agreed with the statement that they are "disenfranchised by the upcoming election" with 19.8% stating that they plan on recording a donkey vote and would even go as far as voting for a member of One Direction!

ENDS

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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 2.7 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 The Heat Group surveyed 904 Australian women on 2-3 September 2013. Full survey details available on request.