



MEDIA RELEASE - EMBARGOED SUNDAY 11th MAY 2014

Give us a Mother's Day present Tony Abbott!

Australian working mums want tax deductible nannies

This Mother's Day, Aussie women have a message for Prime Minister Tony Abbott; they will work 73% more hours and drive the Australian economy if nanny services are made tax deductible, reveals independent research conducted by The Heat Group, Australia's largest marketer to women.

Working mums strongly identify with the benefits of using a nanny compared to a childcare provider, with 64% of women stating they would employ a nanny, despite the additional costs, if it was tax deductible.

Attention and personalised care (77%), control over who is caring for their child (55%), flexibility (50%) and convenience (50%) made up the reasons why women prefer a nanny as opposed to childcare.

"Many working mothers who return to the workforce are forced to place their children in childcare," says Gillian Franklin, Managing Director of The Heat Group. "Using a nanny can be cost-prohibitive for many women, therefore they don't have the luxury of choosing who looks after their children and directly engaging with the kind of childcare their children are receiving."

"Women say they feel guilty when leaving their child at childcare (22%), find the hours restrictive (18%), worry about the lack of attention for their child (13%) and are concerned about the safety in the centres (11%), making it all the more relevant that the Australian Government considers the benefits of making nannies tax deductible," said Ms Franklin.

With women stating that they would happily work 73% more hours in their average week if nannies were tax deductible, this is something that should be recognised as an opportunity by the Australian Government.

"Offering tax deductible nannies which empower women to develop their career would be a massive boost to the economy and should be seriously considered by the Government," commented Ms Franklin. "In addition to the economic benefit to Australia, it will give mums more peace of mind as they continue to struggle with the challenges of navigating both their careers and motherhood."

"While Prime Minister Abbott and the Government are focusing on ways to improve the economy, there needs to be the recognition that highly skilled Australian women can contribute much more with the option of tax deductible nannies," concluded Ms Franklin

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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.