



**MEDIA RELEASE – EMBARGOED SUNDAY, 17<sup>th</sup> AUGUST**

## **Budget message still not received by Aussie women**

Aussie women still aren't responding positively to the Federal Budget, with one quarter (25%) saying they would change their vote from the last year's federal election, reveals independent research conducted by The Heat Group, Australia's largest marketer to women.

Whilst business may recognise the need for tough action and strict budgets to provide a secure future for all Australians, it appears this message has not resonated with Australian mums.

Only 13% of women have said they feel positively about the Federal Budget and almost half of women (48%) have said this budget, with drastic cuts to a number of areas, has changed their perception of Australian politics.

"Aussie women don't feel the government has their best interests at heart based on this budget," says Gillian Franklin, Managing Director of The Heat Group. "Approval ratings have plummeted since the announcement of this budget and 70% of Australian women believe this budget will negatively impact their standard of living."

"The high rate of disapproval and concern stemming from Australian women calls for the Government to sit up and take note; Australian women simply can't afford the cost of this budget," said Ms Franklin.

"As it stands, 47% of women have said they are currently unable to save money. As this budget is implemented, 63% of women have said this will impact their financial situation and savings. The Federal Budget is likely to increase the number of women who just can't get ahead," says Ms Franklin.

"In the lead up to the 2013 federal election, Heat asked Aussie women what they most wanted from the government. 61% said they wanted further investment in the healthcare system, and 36% believed more funding in education would make Australia a better place. Interestingly, in less than one year, the wishes of Australian women have been completely disregarded. Women are saying their top concerns are cuts to the healthcare system (71%), the GP co-payment (51%) and cuts to higher education (50%)."

"Australian women already feel the pressure financially, with 48% stating they often wonder how they will make ends meet. This budget is guaranteed to have an adverse effect on women and their families," says Ms Franklin.

"Perhaps a key suggestion for the Government is to consider how to improve communication to women to be clear about the need and benefits, both short and long term, of their proposed budget plans," concluded Ms Franklin.

**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 2.6 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.