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Double standards see Aussie women luck out in job interviews

An overwhelming majority of women (84%) believe there is a double standard between men and women based on looks during the job interview process, whereby women feel they are judged more on their appearance than their male counterparts. The findings of the just-released report¹ by the largest Australian-owned cosmetics company, The Heat Group, shows the emphasis employers place on appearance can create major challenges for women who are seeking employment.

“Our research shows that 68% of women believe the right makeup can make or break your job interview,” says Gillian Franklin, Managing Director of Heat Group. “In addition to this, 59% of women believe that their clothing and shoes are elements of appearance that can influence a prospective employer.”

“The unavoidable reality is that women need to look the part to be considered for employment opportunities,” commented Ms Franklin. “96% of Australian women told us that wearing makeup is the key to making them feel good about themselves. However we are aware there are hundreds of thousands of Australian women who are currently looking for work and are unable to purchase even the most basic cosmetics items. We want to make a difference to the lives of these women and their families, and are pleased to announce Fitted for Work as our cosmetics partner.”

Fitted for Work is a not-for-profit organisation that helps women experiencing disadvantage to access and maintain ongoing employment. Overcoming barriers such as a lack of skills, limited confidence and lengthy periods spent out of the workforce, 75% of Fitted for Work’s clients secure employment within three months². Committed to helping women gain financial independence and the dignity that comes from gainful employment, Fitted for Work provides clients with interview preparation, personal outfitting, transition to work programs and mentoring. The Heat Group will supply RRP \$60,000 worth of makeup to Fitted for Work in 2014: enough for 5,000 women to create a complete interview-appropriate makeup look and bring them one step closer to securing employment.

“Employment opportunities should not be limited by a woman’s bank balance or lack of clothing options,” says Jane Hunt, CEO of Fitted for Work. “Our services help thousands of women every year look professional regardless of their circumstances, so they can focus on their strengths and the skills they bring to a prospective employer.”

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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.

ABOUT FITTED FOR WORK Since 2005, Fitted for Work has transformed the lives of more than 13,500 women. As a not-for-profit organisation and the first of its kind in Australia, Fitted for Work’s mission is to help women experiencing disadvantage get work and keep it by providing tailored holistic services in Victoria and New South Wales. Fitted for Work helps over 3,000 women a year through its personal outfitting and interview preparation service, transition to work programs including work experience and mentoring, and staying employed programs which help women to develop and self-manage their own career plans..

¹ Survey conducted by The Heat Group of 1,047 Australian women in July 2013

² As at November 2013