

INTERNATIONAL WOMEN'S DAY GETS A 'MAN-OVER KIT'

economic Security4Women, a National Women's Alliance representing over 100,000 women across all parts of Australia, has created an audacious TV advertisement to raise awareness of the gender wage gap at the time of the celebration of the centenary of International Women's Day on Tuesday 8 March 2011.

"While we recognise that a bevy of talented young women sporting well-groomed moustaches hitting our TV screens promoting equal pay is perhaps a somewhat unusual concept," says the Chair of the Alliance, Ms Kate Gunn, "it is even more unusual that there really still is a gender pay gap. This advertisement targets younger women, and asks them to work with their male colleagues to ensure they are being paid the same as other people doing the same role. This is a task that men and women should undertake together to ensure that women are paid the same amount."

economic Security4Women spokesperson, Ms Sandra Cook said Australian women currently earn 16.7% less than menⁱ. "The wage gap rises to a staggering 25.2% in Western Australia." "That means on average, Australian women have to work up to 61 extra days each year just to earn the same annual salary as Australian men," Sandra said.

The TV advertisement was made by a team from Western Australia. Key creators, include director Eva Ramdohr and producer Suzanne Barton, both graduates from the WA Screen Academy.

"The talent and enthusiasm of the whole team, many of whom kindly donated their time and resources, have made the advertisement a great success," Sandra said. "But while the advertisement has been created by a group of young men and women as a jovial spoof, the message is a serious one."

"If you believe in equal pay, please visit us on line at equalpayday.com.au or find us on Facebook to register your support." To find out more visit www.security4women.org.au

This project was initiated by economic Security4Women and in kind support has been provided by Summit Homes, Double G, MPG, numerous TV Channels, Spank FX lighting, Sam Winzar, Changing Faces Make-up and more. The advertisement is currently being aired on mainstream TV, in the week leading up to International Women's Day, and released on YouTube.

economic Security4Women (eS4W) is one of six National Women's Alliances funded by the Australian Government through the Office for Women, Department of Families, Community Services and Indigenous Affairs. eS4W believes that economic wellbeing and financial security are essential ingredients to achieving equity for all women. The ability to achieve positive economic outcomes impacts on all aspects of women's lives including their family, education, health, employment, retirement, housing and personal safety and can enable women to make informed choices.

ENDS

For more information contact Kate Gunn on 0411 466080.

ⁱ Reference: Australian Bureau of Statistics, Catalogue no 6302.0, Table 1, Adult Full-Time Ordinary Time Earnings, trend data.