

MEDIA RELEASE

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eS4W ANNOUNCES NEW EXECUTIVE OFFICER AND POLICY ADVISOR

economic Security4Women (eS4W) is pleased to announce the appointment of Louise Rose in the role of eS4W's Executive Officer and Sally Jope in the role of eS4W's Policy Advisor.

The role of Executive Officer will maximise the effectiveness of the Alliance by delivering political themes and communication messages to advocate for new policy directions that advance women's economic security. "Louise's vast experience in lobbying politicians, senior government officials and achieving win-win outcomes will be a strong asset to the Alliance" states, Sandra Cook, eS4W's Chair.

The role of Policy Advisor will maximise the effectiveness of the Alliance by developing political themes and communication messages in line with eS4W's core issues. Sandra states, "that Sally's strong research and analytical skills, and a very strong interest in advocacy and public affairs will also be a strong asset to the Alliance."

Louise and Sally will work closely with a dedicated Management Board and a committed group of member organisations who are all focused on proactively responding to current issues – through advocating our policy positions in line with eS4W goals and objectives.

eS4W is one of six National Women's Alliances funded by the Australian Government through the Office for Women, FaHCSIA. 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.

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