

MEDIA RELEASE

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economic Security4Women: making it happen on IWD

Today on International Women's Day, an alliance of national women's organisations is celebrating all the effective action that is advancing gender equality, taken by women across the country and around the world.

The organisations that make up economic Security4Women are united in the belief that economic wellbeing and financial security are essential for women of all ages to have an equal place in society.

"As an alliance we support key themes of International Women's Day in 2015. Our work will always aim to 'Make it happen' for greater awareness of women's equality" said Ms Sandra Cook, chair of eS4W and member of Business Professional Women Australia.

"We 'Make it happen' for increased financial independence of women.

"Today we are inviting women to write a letter to her younger self about a major decision she is about to make and tell her about the good or not so good impact it might have on her financial position. This letter will be published online and linked to the relevant financial literacy resources to ensure women are better informed about savings and investments. We all know too well how to spend!" said Ms Cook.

Go to <http://security4women.org.au/letter-to-my-younger-self/>

eS4W also has an online checklist for women to prepare them for work place negotiations around pay and conditions. The checklist can also be used for women entrepreneurs to determine their fees. It can also be used by small businesses to ensure they are negotiating fairly with their employees. See www.security4women.org.au/knowyourvalue

We 'Make it happen' for more women in science, engineering and technology

An exploration of school based projects that encourage young women to consider careers in male dominated occupations and industries has led eS4W to invite women working in those areas to be role models, explaining why they love the work and any challenges they face. The site, for secondary school students, will be active shortly.

Go to www.security4women.org.au/rolemodels/signup/

We 'Make it happen' for more women in senior leadership roles and for growth of women owned business by connecting our member organisations, consulting with them and engaging actively with the Australian Government on policy issues as part of a better more informed and representative dialogue between women and government.

To find out more, visit www.security4women.org.au