

GILLIAN FRANKLIN, MANAGING DIRECTOR, THE HEAT GROUP COMMENTS ON 2006 EOWA AUSTRALIAN CENSUS OF WOMEN IN LEADERSHIP

What stands out in the 2006 EOWA Australian Census of Women in Leadership, is that where there are women on Boards, there are more of them. This is both encouraging and dangerous.

According to the Census, there has been no improvement in the number of boards where there is one female board director. Interestingly however, it's startling and encouraging to see a high jump in the number of boards where there is more than one woman.

The Census reported where there are two or more female Directors, the increase was a high 32% from 2004 but most importantly, where there are 25% or more female directors, the increase was a huge 71%.

This reinforces the need to have more women Directors on boards, in order to pave the way for other women. Whilst it's very promising to see that women aren't afraid to introduce other women, it does leave corporate Australia in a dangerous position of becoming reliant on other female Directors to increase the pace of diversification.

Diversification is the responsibility of executives everywhere, regardless of gender. In many cases, one woman may sit on a number of boards because she has visibility as a board member through other appointments and is therefore considered a safe and easy option.

By no means should anyone put a woman forward just for women's sake. Rather, Boards must formalise the procedure of appointments, making it compulsory to conduct a varied executive search based on qualifications and ability with a greater vision of diversity in mind.

Gillian Franklin is on the Board of the Cosmetic, Toiletry and Fragrance Association of Australia (CTFA), the Microsurgery Foundation, the Australian Formula 1 Grand Prix and CEDA (Committee for Economic Development of Australia), the Melbourne Theatre Company (MTC) and her own company, Australia's leading marketer to women, The Heat Group.

**For interviews with Gillian Franklin, contact Marie Najjar at Markson Sparks
Publicity 02 9775 7022 | 0408 687 688 | marie@marksonsparkspr.com**

About The Heat Group

With leading cosmetic brands, Max Factor and Covergirl, Heat is recognized as one of Australia's most successful emerging companies, an award-winning Employer of Choice with an established track record of growing brands. Founded in 2000, Heat prides itself on its unique company culture and sums this up in three words given to it by the Heat team: creative, dynamic, passionate. For more information on The Heat Group visit www.heatgroup.com.au

