

## MEDIA ALERT

### AUSTRALIAN EDUCATION UNION'S ANNUAL STATEWIDE WOMEN'S CONFERENCE

The theme of this year's conference is *No Body is Perfect* and representatives of the media are welcome to attend. The conference will provide advice and strategies for women educators concerning the issues surrounding body image.

The AEU nationally undertook a survey ('What Women Want') of members in 2007 and again in 2008. Body image, eating disorders and self esteem was rated the fifth most important issue to women educators in 2007. In 2008, this issue was ranked second behind workload with over 90% of respondents indicating that they were concerned about this issue and 60% of workplaces have responded to this issue in some way.

Award winning advertising writer and media personality **Jane Caro** will be the keynote speaker. As well as talking about her previous role as Deputy Chair of the NSW Advisory Committee on Body Image and Disordered Eating, Jane will also share her insider's knowledge on how the marketing industry distorts and manipulates consumers into buying products based on the ploy of "sex sells".

Jane will be speaking to the Conference on **Saturday 20 June from 9.15 to 10.15 am** and will then be available to the media. AEU President Leanne Wright will also be available.

The conference will be held at the Baha'i Centre of Learning, 1 Tasman Highway, Hobart.

Further conference details, agenda and biography for Jane Caro are attached.

**NOTE:** Jane will also be addressing a Cocktail Party on 19 June at the AEU (32 Patrick Street, North Hobart) from 6.00 – 8.00 pm. Her presentation will be *Domesticity Backlash!* which will be directed at a segment broadcast on *60 Minutes* last Sunday night. Media representatives are also invited to attend this function.

#### Contact Information

Leanne Wright – AEU President Ph 0400902685

Roz Madsen – AEU Industrial/Women's Officer

Ph 0417 50 046

