



Media Release
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FOOD AND FINANCE TRUMPS YUMMY MUMMY

New research findings have experts lining up to offer mum support at Westfield

Australian **mums** reveal their top concerns in 2009 are the family's nutritional needs and household finances, taking an enormous priority over their own desires including clothes, cosmetics and time out.

These are the results from the *Westfield Mum Matters Survey* released today, which explores the modern Aussie **mum** in 2009, polling over 1100 nationwide.

The study (full results summary below) shows that **mums** are selflessly sacrificing everything for their family – with highlights including:

- The vast majority are willing to forfeit a girls' night out (**76%**), a trip to the beautician (**81%**), new clothes (**87%**) and a haircut (**72%**), in order to buy their child the things they need
- Moreover, nearly half those surveyed (**41%**) are using cosmetics that are at least five years old!

Instead their focus remains firmly on the homestead:

- With **1 in 3** female caregivers confessing they'd choose free access to a nutritionist over a beautician, comedian or financial advisor.
- Furthermore, a massive **63 per cent** of Australian **mums** reveal they'd prefer family meal ideas over lunchbox tips for their kids, which came in at **32 per cent**.

On the back of these findings – Westfield has joined forces with over **30** leading Australian experts, including nutritionists, financial advisors, mum coaches and fitness experts – to offer educational and enriching advice for **mum** in her otherwise selfless schedule.

Entitled 'We Are Family' – the national Westfield campaign will connect **mum** with expert partners via an interactive website and practical guidebook – covering an array of topics such as family management, cooking for the family, DIY hair and beauty, early learning, home fitness, technology and shopping survival.



Westfield expert partner and nutritionist Joanna McMillan Price says the survey taps into **mum's** psyche, to gain a better understanding of her world today.

"The *Westfield Mum Matters Survey* demonstrates just how much the average Australian **mother** sacrifices for the benefit of her family. Sure, we might all love a new wardrobe and a little relaxation time – but the reality is that **mum** usually puts her family first.

"As a mother of two, I know how hard it can be to keep up with a busy school schedule, settle children to sleep, make sure they're getting their nutritional and educational requirements and still be a loving partner, friend – and in many cases – manage work commitments too. It's exhausting!

"The We Are Family campaign is designed to give **mums** practical and much needed information from industry experts, surrounding her key challenges," she finished.

Family finance guru, mother of three and Westfield We Are Family expert partner Justine Davies will help **mums** navigate the household budget in the current climate.

"*Westfield Mum Matters Survey* shows that over half of Australian **mothers** argue with their partner when it comes to money management – suggesting the need for assistance in balancing better the household budget. I look forward to giving **mums** some practical tips as part of the Westfield We Are Family campaign."

Mums seeking expert tips, educational editorials and advice online can visit <http://westfield.com.au/wearefamily/>, or head to their Westfield centre concierge for a guidebook. The We Are Family campaign, including the guidebook and new site content, will be live from 15 June to 16 August across the country, following a highly successful 2008 campaign.

Westfield We Are Family expert partners in South Australia include fitness guru Katrina Webb, director and founder of Parent Wellbeing Jodie Benveniste, Paediatric Nutritionist Merryn Netting, renowned Mum Coach Sonia Bisczak, stylist and beauty artist Summa Edwards and Nanny Coach Tanya Cole.

For more information or interviews please contact:

Gray Management Group

Anthea Hagar / Cathy Gray

08 8363 4496

0424 505 227/ 0412 515 819



About the research

The Westfield Mum Matters Survey was conducted in February 2009 by independent research agency Newspoll. The online survey polled over 1100 Australian mothers around the country, with children aged up to 12 years old – exploring their key concerns, challenges and needs today.

****Research summary below****

The Westfield Mum Matters Survey – research summary

Aussie mums' beauty secrets uncovered... cosmetics older than their kids!

- 77% of mums use cosmetics that are at least 2 years old
- 41% of mums use cosmetics that are at least 5 years old
- 16% of mums use cosmetics that are at least 10 years old

Most difficult challenges faced in the first 12 months of child rearing...

- 29% of mums say getting the child to sleep
- 28% of mums say spending quality time with their husband or partner
- 23% of mums say finding time to socialise
- 9% of mums say feeding the child
- 1% of mums say bathing the child

Mum's key concerns

- 77% of mums are concerned about getting their child to eat healthy and nutritious foods
- 69% of mums are concerned about being able to buy the things their child really needs
- 63% of mums are concerned about getting their child to spend time on 'constructive play'
- 61% of mums are concerned about getting their child to spend more time reading
- 56% of mums are concerned about getting their child to spend more time playing outdoors

Financially fuelled fights...

- Of those who are married or in de-facto relationships, 54% of mums argue with their husband or partner about money management

Where she seeks support...

- 36% of mums would most like to have regular free personal access to a nutritionist
- 32% of mums would most like to have regular free personal access to a financial advisor
- 18% of mums would most like to have regular free personal access to a beautician
- 5% of mums would most like to have regular free personal access to a comedian

*Mums were asked to choose from a nutritionist, comedian, beautician or financial advisor



What she sacrifices...

- 87% of mums sacrifice new clothes for themselves in order to buy things their child needs
- 81% of mums sacrifice a trip to the beautician in order to buy things their child needs
- 76% of mums sacrifice a girl's night out in order to buy things their child needs
- 72% of mums sacrifice having their hair cut in order to buy things their child needs
- 60% of mums sacrifice a night out with their partner in order to buy things their child needs

Time and money commitments...

- 83% of mums spend more money on their child than on themselves, and 77% spend more time on their child than on themselves.

Child's play...

- 68% of mums find it easy to create imaginary games with their child
- 23% of mums find it difficult to create imaginary games with their child

Family meals or lunchtime tucker – which would mum prefer?

- 63% of mums would most prefer family meal ideas
- 32% of mums would most prefer new lunchbox ideas for their children

Fighting fit – mums reveal the following barriers to exercise:

- 71% - finding the time
- 67% - lack of energy
- 66% - the price associated with participating in some form of exercise
- 58% - finding someone to look after their child while they exercise
- 37% - lack of willingness to participate in exercise

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