2012 Clare Burton Memorial Lecture

For Love ..... Jane Caro and Catherine Fox

“No matter whether it is paid or not, women’s work and their achievements are measured against a set of tenacious and traditional assumptions underpinned by the idea that women should be driven by love and selflessness in all they do, and not the recognition and rewards that drive men. Step out of line and show some career or financial ambition, or just a lack of suitable warmth, and women are quickly labelled pushy, greedy and bitchy”.

Building on the rich legacy of Clare Burton’s research and advocacy for women in the workplace, well-known writers, commentators and co-authors of “The F Word: how we learned to swear by feminism” Jane Caro and Catherine Fox will co-deliver this year’s Clare Burton Memorial Lecture “For love...” addressing modern feminism and the big challenges women still face in the workplace.

Drawing on many years of working on the Corporate Woman column for the Financial Review, Catherine will track the way the beliefs about what drives women and their ‘innate’ abilities overtly and covertly undermine their ability to be given a fair go in the workplace. She will cover the growing gap between the myths about women – too quiet, too little ambition and resilience, not enough of them, driven by love and strong urges to tend home and hearth and the evidence to the contrary.

As a social commentator and marketer, Jane will explore what the idea of doing it all for love means to women and their lives, their status and treatment. As always, her approach weaves together a take on the latest media trends, the zeitgeist and a sharp skewering of the accepted view of gender relations.

The MC for this event is Associate Professor Linley Lord. Linley is the Director of the Maureen Bickley Centre for Women at the Curtin Graduate School of Business and was the guest speaker for the 2010 Clare Burton Memorial Lecture.

The lecture promises to be interactive, informative and hopeful, not to mention fun and a little bit irreverent.

Date: Friday 23 November 2012
Time: 12.00 - 2.30pm (Registration from 11:45am)
Venue: Argyle Room, Parmelia Hilton. 14 Mill St, Perth WA 6000
Cost: $80pp or $580 for a table of 8 (Includes 2-course lunch, beverages and GST)
Parking: Parking is available within a short walk of the Parmelia Hilton. For parking locations please visit: http://www.cityofperth.wa.gov.au/web/Visiting/City-of-Perth-Parking
RSVP: 5:00pm, Monday 12 November 2012. (Please note: numbers at this event are strictly limited to 180)

About our speakers:

Jane Caro wears many hats; including author, lecturer, mentor, social commentator, columnist, workshop facilitator, speaker, mum, broadcaster and award winning advertising writer. She has published four books; three non-fiction: “The Stupid Country: How Australia is Dismantling Public Education” (New South 2007); “What makes a good school?” (New South 2012) both co-authored with Chris Bonnor; “The F Word: How we Learned to Swear by Feminism” co-authored with Catherine Fox (New South, 2008); and a novel “Just a Girl” released in 2011.

Catherine Fox writes The Australian Financial Review’s weekly Corporate Women column and is deputy editor of AFR Box magazine. Catherine has published three books: “7 Myths about Women and Work” (New South, 2012); “The F Word - How we learnt to swear by feminism” with Jane Caro (New South, 2008) and the book she co-authored with Helen Trinca, “Better than Sex: How a Whole Generation Got Hooked on Work” (Random House, 2005) which was shortlisted for the 2005 Blake Dawson Business Book of the Year award.

Books available for purchase at this event are: “The F Word: How we Learned to Swear by Feminism” by Jane Caro & Catherine Fox and the newly released “7 Myths about Women and Work” by Catherine Fox.

The Clare Burton Memorial Lecture is an annual ATN WEXDEV* event and the 2012 lecture marks the fourteenth in the series. The lectures commemorate and honour the significant contribution Dr Clare Burton made to gender equity and organisational change in higher education and other areas. Clare was a leading researcher, public sector administrator, academic, consultant and writer on employment equity. Proceeds from this event are donated to the Clare Burton Memorial Scholarship Fund.

*ATN WEXDEV: Australian Technology Network of Universities, Women’s Executive Development