

# VIEW

Voice Interests and Education of Women

2003 No1

## Hopes & Ambitions

great Australian women share their  
New Year goals

## CELEBRATION!

how we commemorate Christmas

## Australian Poetry

visit the outback & a true-blue birthday

## Inspiring Women

Margaret Lessing  
Linda Sewell  
Old Bar Beach Belles

## PLUS:

HRT update  
tackle public speaking!  
retro handbags  
international women's day  
Commonwealth backs  
VIEW Research

## The Ultimate Fit

It's about time. Finally, one of the coolest beach and surf labels for women is actually consulting real women on their body size!

Rip Curl Girl's scientific sizing study hit the Gold Coast late 2002 and continued its summer tour of Australia's east coast conducting a ground-breaking survey of Australian female bodies with a view to collecting accurate data for the development of a broad-based sizing system for their girls' clothing range.

The Rip Curl Girl Scientific Sizing Survey, conducted by the University of Adelaide's Department of Anatomical Sciences, will measure 45 physical characteristics of thousands of girls between the ages of 12 and 24. The completed data, to be known as Rip Curl Girl – The Body Matrix, will form the basis of the company's future sizing of girls clothing.

"The industry currently focuses on the so called size 10 and the 'average' perfect girl," says Toni Stalls, Rip Curl's senior garment technician. "I think we'll find from this survey that there's a lot more variation in body type in the larger and smaller sizes than we realised or allowed for."

"The last scientific study was conducted by the Berlei Bra Company in 1926, and we think we've changed a bit since then."

Rip Curl's survey results will be released early 2003 but if a preliminary study conducted by Adelaide University is anything to go by, we'll likely see that women in 2003 are two cm taller and six kilograms heavier than their 1926 sisters.



## What's your life worth?

When it comes to life insurance, there's always a trap of wanting to pay premiums that satisfy our emotions instead of our financial needs – and it's costing a fortune!

### Life Insurance TIPS:

The purpose of life insurance is to replace lost income in the event of death of one or both spouses or parents.

Be aware that most insurance companies encourage customers to choose their policies with their hearts rather than their heads.

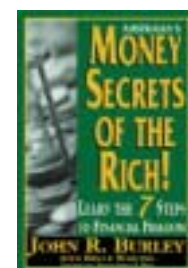
Avoid offers for life insurance sent in the mail – the coverage is often inadequate, overpriced, and untested.

Quit smoking – you'll halve your premiums and live longer!

Check if your superannuation fund can insure you – payments by super funds for life insurance are often tax deductible.

Never cancel an existing policy until you have a replacement policy – you don't want to risk being uninsurable and uninsured.

**Helpful Hint** For more inside advice on choosing life insurance and lowering your insurance costs, check out John Burley's bestseller 'Australia's Money Secrets of the Rich'.



## Safer Farms for kids

With accidents on farms claiming the lives of around 30 children a year in Australia, the Federal Government has announced an \$887,000 grant over three years to Farm Safe Australia to implement a package of measures to help rural families make their farms safer for children.

The new 'Child Safety on Farms Strategy' aims to identify effective ways that the farming community can address key

hazards for children to ensure those injuries that are preventable simply don't happen.

Some of the key dangers to kids aged 0 to 4 include drowning, usually in dams, rivers and creeks and for children aged 5-14 years, injuries are most often caused by farm machinery, farm motorcycles, and animals.