



Fact Sheet

ROLE REVERSAL IN SOCIETY



GUESTS:

Felicity McGahan - Felicity is a professional retailer with over 20 years experience working for multiple global companies including Esprit, Reebok, Sussan Australia, Gap and now Cotton On. She has relocated to London, Australia and the US for different assignments in the past 20 years. Felicity has now relocated her family back to Melbourne to take on the General Manager position at Cotton On.

Clint Greagan - Clint is *Reservoir Dad*, a stay-at-home-dad who is working away on a novel while also parenting his four wee ones. He is currently enrolled in a Novel Manuscript Development Course and writing 5,000 words per week, so his blog is a bit quieter than usual. He and his wife assumed their kids would be happier at home than at child care, and since Reservoir Mum made more money and loved her private physiotherapist practice it was logical that he would care for the children during the day.

STATISTICS:

- 1 in 5 Australians are dads
- There are 156,000 single-parent fathers



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- Approximately 144,000 dads are 'House Hubbies' looking after the kids.
- The average age of a dad with a newborn baby is now 33
- In the past decade, the "mummy blogger" phenomenon has shown no sign of waning. Their influence has spread across culture, retail and politics. But now there's competition in cyberspace. One of the world's leading trend spotters, Marian Salzman, recently identified "daddy blogging" as "the one to watch in the future" as brands shifted their focus to "child-orientated masculinity"
- In February, 250 dad bloggers met with 55 leading brands at the Dad 2.0 Summit in Houston, a networking event to discuss the commercial power of house-husbands
- According to the Australian Bureau of Statistics, there are 39,300 stay-at-home dads (men who do not work and say their main duty is "caring for children") compared to 426,700 stay-at-home mums. And this minority wants a voice.
- There are approximately 4.6 million dads in Australia, with an estimated 2.2 million dads currently with children aged under 18. Of these, approximately 156,000 are single-parent fathers, who look after 228,000 children, which averages at 1.5 kids for each single dad.
- While fathers spend roughly four hours a day caring for their children (the same in 2006 as it was 11 years before in 1997), the role of the father has significantly evolved. In a study conducted by McCrindle Research in 2010, it was uncovered that men under 30 are less likely to be adept at building a cubby house, fixing a tap or a punctured tire, but more likely to be able to change a baby's nappy, bake a birthday cake, wash clothes and drop the kids off at school. In comparison, mum's spend 8.5 hours caring for their children, up from just under 8 hours in 1997.
- Australian men are more likely to feel their work and family responsibilities are out of whack, with 16% saying these are rarely or never in balance (ABS, 2007). This could be due to the fact that men with children do not work any less than men without children – that is, 42 hours per week on average. This shows that while dad's are working hard, they still greatly value time with their greatest asset - their children.

WEB LINKS:



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www.reservoirdad.com

REFERENCES:

http://mccrindle.com.au/ResearchSummaries/2012/Australian-Fathers-are-Actively-Parenting_August-2012_McCrindle-Research.pdf

<http://www.theage.com.au/lifestyle/dads-on-the-line-20130402-2h4qz.html>