

## **Abstract**

This study explores whether, to what extent and how female and male members of the Finance Committee in local authorities differ in their perceptions and prioritization of local public issues. This study also attempts to shed some light on the whereby female and male members of the Finance Committee in local authorities promote the public issues they deem important differently. The findings highlight the fact that women and men differ in their methods for promoting important public issues. The findings also present a few insights regarding the advancement of women's municipal needs in light of public issues that are given top priority in local authorities. The findings indicate that women and men promote subjects and projects in different ways and practices. Findings of this study also indicate that education is the issue that is top prioritized on both the moral and the practical level, equally by male and female serving in the local authority councils, thus challenges the common understanding of education as prioritized only by women. The findings lay extra stress on the cardinal importance of gender awareness and awareness of the municipal needs of women, due to the revealing of the fact that male electives are willing to actively promote women's municipal needs, unlike women electives that hesitate to promote feminine issues in fear of negative reputation. The conclusions of this study reveal a dissonance between the aspiration or the Israel regulator for equal representation in local councils and the purpose of the law for equal representation, and the tension or discrepancy that exists between an awareness of municipal needs of women vis-à-vis the promotion of these needs.