

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Additional Estimates 2010-2011**

Outcome 2 - Schools

DEEWR Question No.EW0822_11

Senator Cash provided in writing.

Question

ONLINE (RECOMMENDATION 14)

What digital strategy has been implemented (e.g. viral campaigns, social media)?
What digital partnerships have been developed with influential online stakeholders to facilitate in the distribution of positive body image messages?

Answer

The National Advisory Group on Body Image's report provided a range of recommendations on what is a very complex issue. The Government decided to prioritise action in both of the key areas identified in the Advisory Group's report ('individuals and their immediate social environment' and 'industry and popular culture'). Initiatives also focus on young people as a priority group who are significantly affected by this issue.

The Government has provided funding for The Butterfly Foundation to develop and expand their body image education resources and this expansion is expected to include a digital resource.