

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

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

Outcome 2 - Schools

DEEWR Question No.EW0826_11

Senator Cash provided in writing.

Question

THE REPORT ON THE NATIONAL ADVISORY GROUP ON BODY IMAGE

1. Please identify progress achieved since the Government's June 2010 announcement of new initiatives to address negative body image in young people? 2. Please advise what specific steps have been taken to implement each recommendation? 3. What was the initial budgetary outlay for these initiatives? Please provide a breakdown for how the allocation has been spent. 4. Was there a tendering process for any of the groups awarded funds? Were any of the groups awarded funding directly involved as members of advisors to the National Body Image Advisory Group?"

Answer

1. The following education initiatives to build young people's resilience to negative body image pressures are in progress:

- The Government has provided funding to The Butterfly Foundation (a national charity that supports Australians suffering from eating disorders and negative body image issues) to expand their body image education resources.
- The Government has commissioned Education Services Australia to develop a body image poster and supporting materials for school communities, drawing on the 'Checklist for Body Image Friendly Schools' developed by the National Advisory Group on Body Image.

The Voluntary Industry Code of Conduct, developed by the National Advisory Group on Body Image, has been published online at www.youth.gov.au to provide national guidance on this issue for the media, fashion and advertising industries.

Information sheets on body image, prepared by Deakin University, have been published online at www.youth.gov.au. The information sheets cover the following topics:

- What is body image?
- So what is body image dissatisfaction and who does it affect?
- Why is body image important?
- What causes negative body image?

- What can you do to improve your body image? (General)
- What can you do to improve your body image? (Young Women and Girls)
- What can you do to improve your body image? (Young Men and Boys).

The Youth Working Group, under the Ministerial Council for Education, Early Childhood Development and Youth Affairs, is progressing research on young people and body image through the National Youth Affairs Research Scheme.

2. 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. These initiatives are outlined in the response to Question 1, above.

3. The initial budgetary outlay was approximately \$500,000 from the 2009-10 Youth Engagement program.

A grant of \$385,110 (GST exclusive) was provided to The Butterfly Foundation, (a national charity that supports Australians suffering from eating disorders and negative body image issues) to expand their body image education resources.

Education Services Australia was contracted to develop a body image poster and supporting materials for school communities. The total value of this contract is \$80,651.82 (GST exclusive).

Deakin University was contracted to develop information sheets on body image, to be published online at www.youth.gov.au. The total value of this contract, which also included the provision of a limited amount of additional information on body image, was \$8,909.09 (GST exclusive).

4. No. Funding to Deakin University and Education Services Australia were procurements conducted in accordance with Commonwealth Procurement Guidelines. Funding for the Butterfly Foundation was a grant provided in accordance with Commonwealth Grant Guidelines. Ms Claire Vickery, founder and former CEO of The Butterfly Foundation was a member of The National Advisory Group on Body Image.