

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

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

Outcome 2 - Schools

DEEWR Question No.EW0811_11

Senator Cash provided in writing.

Question

BODY IMAGE CODE OF CONDUCT - 5. APPROPRIATE MODELLING AGE

Will infantising adults be considered as well as adultifying and sexualizing children?
How will it be ensured that advertising is “age appropriate”?

Answer

The intention of the Voluntary Industry Code of Conduct is to provide national guidance on the issue of body image. It is ‘a call to action’ for the media, fashion and advertising industries to take positive steps in response to this issue. As the Code is voluntary, no mechanisms have been developed to enable reporting on ‘age appropriate’ models.