

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

**QUESTIONS ON NOTICE  
Budget Estimates 2011-2012**

**Outcome 2 - Schools**

**DEEWR Question No.EW0136\_12**

**Senator Cash provided in writing.**

**Question**

**Body Image - Funding To The Butterfly Foundation**

Material from Labor's 2010 election states that: 'To help address body image issues, funding will be provided to the Butterfly Foundation to develop training and workshop materials tailored to the needs of primary and high school students. These materials are expected to reach more than 100,000 young people across the country. The Gillard Labor Government has also endorsed a Voluntary Industry Code of Conduct to guide media, fashion and advertising industries on body image.' What funding has been provided to the Butterfly Foundation? How has this been used?

**Answer**

The Butterfly Foundation was provided with funding of \$385,110 (GST exclusive) to further develop their body image resources. The *Free to BE – A Body Esteem Resource* is built upon a framework of four key modules that address the various factors that underpin body image. This comprehensive new resource includes information and lesson plans that are suitable for students from Year 3 to Year 12.