

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

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

Outcome 2 - Schools

DEEWR Question No.EW0139_12

Senator Cash provided in writing.

Question

Body Image

What was the Advisory Group tasked with?

Answer

Under the Terms of Reference the National Body Image Advisory Group was tasked with provision of advice to the then Minister for Youth on:

- Strategic opportunities to advance a national, co-ordinated approach to help tackle body image in Australia in partnership with states and territories and stakeholders.
- Successful local and overseas initiatives addressing body image and explore how they can be best applied to Australia at a national level.
- Opportunities for Government to engage with industry on an ongoing basis, to ensure initiatives build and gather momentum and effectiveness over time.
- The development of a voluntary Industry Code of Conduct on Body Image that provides guidance on the responsible portrayal of body image by the media, advertising and fashion industries.
- Strategies and partnerships with the media, advertising and fashion industries that aim to promote the Code and identify further opportunities to minimise the prevalence of potentially harmful images and to promote positive and healthy body images and self esteem, particularly to young Australians.
- Emerging themes and issues associated with body image and how Government can move towards early identification and response to new issues and new technologies.