

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

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

**Outcome 2– Schools**

**DEEWR Question No.EW0812\_11**

**Senator Cash provided in writing.**

**Question**

**BODY IMAGE CODE OF CONDUCT - 3. REALISTIC AND NATURAL IMAGES OF  
PEOPLE**

"How will industry claims that they obtain pictures that are already airbrushed be addressed? Which organizations have exposed "digital enhancement" and how have they done this? How many have exposed airbrushed / photoshopped images in accordance with the Code? (and should the term "digital enhancement" be used when there is blatant changing of bodies, skin tone, etc )?"

**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 digital enhancement.