

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

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

Outcome 2 - Schools

DEEWR Question No.EW0825_11

Senator Cash provided in writing.

Question

BODY IMAGE CODE OF CONDUCT - 1. DIVERSITY

What aspects re diversity were considered, besides body size? For example, representations of ethnic diversity, religious diversity, natural skin colour, physical disabilities, gender and sexuality, scars and birthmarks etc? What was the result of this consideration? How is a "fair spread" going to be ensured- e.g. ensuring a range of sizes, ethnic diversity etc pitched in a range of situations so that these do not continue to be tokenistic? Were sexualized and adultified images of children considered? What was the outcome of this?

Answer

The report was developed by the National Advisory Group on Body Image, an independent group. The Department is unable to provide details of the group's considerations in regard to these specific issues.

The final report presented to the Government outlines that when considering diversity, particular focus should be given to including a range of body shapes, sizes and ethnicities and a wide interpretation should be considered where relevant.

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 diversity.