

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

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

**Outcome 2 - Schools and Youth**

**DEEWR Question No. EW1233\_12**

**Senator McKenzie asked on 16 February 2012 , Hansard page 90**

**Question**

***Voluntary Industry Code of Conduct on Body Image***

Senator McKENZIE: On the body image code of conduct—this is my second last question and there will be questions on notice—are we ready to go with the body image code of conduct? Mr Cook: Yes. Senator McKENZIE: That is excellent. How many businesses have signed up for the voluntary code of conduct? Mr Davies: I will need to take that on notice. I do not have that number at this stage. Senator McKENZIE: Could you break those businesses down into sort of industry— Mr Davies: Categories? Senator McKENZIE: Yes, that would be great. What efforts have been made to increase the number of businesses signed up to the code? Mr Davies: I think that primarily the approach is going to be a body image award winner symbol that will be seen as attractive to businesses to use. Senator McKENZIE: How are they going to know about it? Mr Davies: There will be not a campaign but communication activities to promote it as part of the awards process.

**Answer**

Australian Government support for the Voluntary Industry Code of Conduct on Body Image (the Code) was announced on 27 June 2010. The intention of the Code 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. The Code is available online at [www.youth.gov.au](http://www.youth.gov.au).

As the Code is voluntary there is no formal registration process as such, so we are unable to report on how many companies, organisations or groups have decided to adopt the principles in the Code.

The Positive Body Image Awards (the Awards) and accompanying symbol will raise awareness and encourage take-up of the Code and showcase real and positive change within the media and entertainment, fashion and advertising industries.

The Awards are being promoted through the body image website ([www.youth.gov.au/bodyimage](http://www.youth.gov.au/bodyimage)), various youth organisations, facebook and twitter. In addition, members of the Awards Assessment and Advisory Panel are using their own networks and expertise in the fashion, media and entertainment, advertising and health sectors to promote the awards.

As well as promoting and raising awareness of the Code, the Awards process should provide insight into the progress within these industries in adopting the principles outlined in the Code.