

Senate Standing Committee on Education Employment and Workplace Relations

QUESTIONS ON NOTICE Additional Estimates 2011-2012

Outcome 2 - Schools and Youth

DEEWR Question No. EW1234_12

Senator McKenzie asked on 16 February 2012 , Hansard page 91

Question

Positive Body Image Award

Senator McKENZIE: How many nominations have been received for the inaugural positive body image award, or is that secret? Mr Davies: I do not have those figures with me. I will have to get them for you. Senator McKENZIE: Thank you. You do not have to tell us who the winner is before the day, but if you could let me know when the award winners will be announced and the prizes. Mr Davies: Yes. Mr Cook: The announcement is expected mid-2012. Senator McKENZIE: That is fantastic. Do we know the prizes yet? Mr Cook: We will take that on notice. Senator McKENZIE: Thank you. And who is funding the prizes. Mr Cook: Yes.

Answer

The call for nominations for the Positive Body Image Awards was announced on 27 February 2012. The nomination period will be open until 10 April 2012.

Finalists will be announced in May, and Winners announced in June 2012.

The Positive Body Image Awards aim to provide recognition of organisations and individuals in the fashion, media and entertainment and advertising industries who are making a real effort to promote positive body image messages, in line with the Voluntary Industry Code of Conduct on Body Image.

In recognition of such efforts by organisations and individuals, it is anticipated that Award winners will be eligible to display the Positive Body Image Award symbol on their relevant business product and promotional materials for a period of 12 months following receipt of an Award. Subject to accepting the Positive Body Image Award, eligible organisations or individuals that receive an award must agree to a Deed of Licence outlining standard terms and conditions for the use of the 'Body Image Award Winner' symbol.

Winners will not receive a monetary prize.