

**Exec clearance not required. Senate Standing Committee on Education
Employment and Workplace Relations**

**QUESTIONS ON NOTICE
Supplementary Budget Estimates 2012-2013**

Outcome 2 - Schools and Youth

DEEWR Question No. EW0510_13

Senator Humphries provided in writing.

Questions

Positive Body Image Awards

1. What were the judging criteria for the Positive Body Image Awards? Please provide a copy of the full criteria or guidelines for determining the recipients of the Awards.
2. Who sat on the Positive Body Image Awards Assessment and Advisory Panel? How were the panel members selected, and by whom?
3. What was the total cost of the presentation event for the Positive Body Image Awards?

Answers

1. *What were the judging criteria for the Positive Body Image Awards? Please provide a copy of the full criteria or guidelines for determining the recipients of the Awards.*

Judging criteria for the Positive Body Image Awards were developed by the Assessment and Advisory Panel, based on the principles and guidance contained in the Voluntary Industry Code of Conduct for Body Image such as positive content and messaging, diversity, fair placement, realistic and natural images of people, healthy weight models, appropriate modelling age and include fashion retailers supporting positive body image.

There were two award categories for the Positive Body Image Awards:

- Positive Body Image business policies and practices:
could be awarded to organisations which demonstrate a meaningful and ongoing inclusion of body image friendly principles (in line with the Voluntary Industry Code of Conduct for Body Image) within their business practices and policies; and
- Positive Body Image initiative or product:
could be awarded for specific body image friendly initiatives or products (in line with the Voluntary Industry Code of Conduct for Body Image), such as a campaign to increase young people's media literacy about digital retouching or a body image friendly event or magazine special.

Details of the full criteria for determining the recipients of the awards are publicly available in the Terms and Conditions for the awards at:

http://www.youth.gov.au/bodyImage/Awards/Pages/Terms_Conditions.aspx

2. *Who sat on the Positive Body Image Awards Assessment and Advisory Panel? How were the panel members selected, and by whom?*

The Positive Body Image Awards Assessment and Advisory Panel members were:

- Helen McCabe, Editor, Australian Women's Weekly (Chair)
- Professor Susan Paxton, School of Psychological Science, La Trobe University
- Professor Phillipa Hay, Mental Health, School of Medicine, University of Western Sydney
- Mr Christopher Warren, Federal Secretary, Media Entertainment and Arts Alliance (MEAA)
- Mr Scott McClellan, Chief Executive Officer, Australian Association of National Advertisers
- Ms Karen Webster, Associate Professor & Program Director Fashion, School of Architecture & Design
- Ms Lauren Moss, Australian Youth Forum Steering Committee Member

Ms McCabe was selected as Chair due to her extensive experience in the magazine, newspaper and television industries together with her leadership in promoting positive body image. She was assisted by a panel of media, fashion, advertising industry and health experts recommended by the Department and approved by the Minister.

3. *What was the total cost of the presentation event for the Positive Body Image Awards?*

The total cost of the Positive Body Image Awards presentation event was \$19,834.

This included the costs of the venue and catering, travel and accommodation for awards recipients and panel members, trophies and certificates, audio-visual and event photographer.