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**STATEMENT: THE EATING DISORDERS FOUNDATION OF VICTORIA
WELCOMES AUSTRALIAN FASHION COUNCIL'S HEALTH & BODY IMAGE
FORUM**

The Eating Disorders Foundation of Victoria (EDFV) has welcomed the decision of the fashion industry to look at guidelines that will focus on the health and wellbeing of Australia fashion models.

The EDFV was given the opportunity to attend and discuss guidelines for the Australian fashion industry at The AFC Health & Body Image Forum today, Tuesday, 27th March.

The Forum was held at AIG House, Melbourne.

Representatives of the fashion industry met with a number of spokespeople from eating disorder organisations, state government and the medical field.

Kirsty Greenwood, Executive Officer of the EDFV who attended the forum, said:

“The Forum was a positive first move. It was a great opportunity to discuss the well-being of models with some of the top representatives in the fashion industry.

“We believe they really want to move forward on this, and we welcome the possibility that soon we'll see self-regulatory, voluntary guidelines for fashion shows, fashion shoots and modelling agencies across Australia.

“Already, we've seen shows such as the L'Oreal Fashion Week employ a nutritionist who provided advice to the girls at the show, and Rosemount Australian Fashion Week this year set its own guidelines covering this area, so we are confident that the industry will take any proposed guidelines seriously.

“Clear guidelines will assist the fashion industry to take appropriate measures in protecting the health and wellbeing of models.

“We want to see these guidelines protect and support models in a way that discourages, for example, non-healthy weight control behaviours such as the use of diet pills or laxatives, and also encourages models to remain at a healthy weight range.

“It's important that impressionable girls who see the many images of models in the media equate beauty and fashion with healthy living and eating, not extreme dieting and skeletal models. The guidelines will be one step forward in changing the industry for the better.

“We look forward to further discussions with the Australian Fashion Council, and we welcome their initiative today.”

About the EDFV

The Eating Disorders Foundation of Victoria is a not-for-profit organisation, which seeks to support those whose lives are affected by anorexia and bulimia nervosa and other eating disorders and to better inform the community about these disorders.

Services include a telephone Helpline and on-line chat room and message board.

Eating disorders include anorexia and bulimia nervosa and binge eating.

Eating disorders affect approximately 10 per cent of young women and 1 per cent of young men aged 14 - 24. Anorexia is the third most common disease in Australian females aged 15-24 yrs.

FOR MORE INFORMATION: For interviews with the Eating Disorders Foundation of Victoria, please phone (03) 9885 6563; email edfv@eatingdisorders.org.au or www.eatingdisorders.org.au