



ADVISORY NOTE

THE PORTRAYAL OF GENDER

This Advisory Note is designed to help reporters and program producers to understand and be responsive to the concerns of many people about how television portrays gender. It will also be of assistance to programmers, program promotion producers and program classifiers.

In describing and portraying the gender of people of any age, you should avoid encouraging or endorsing inaccurate, demeaning or discriminatory references or descriptions, stereotyping or unwarranted generalisation. In particular:

1. Do not place inappropriate or irrelevant emphasis on gender, physical characteristics related to gender or family status.
2. Avoid language that unnecessarily excludes, is derogatory of, or disrespectful towards a particular gender.
3. Avoid stereotyped gender portrayals which associate particular roles, ways of behaviour, personal or social attributes or use of products or services with people on the basis of gender.
4. Avoid implying that a person is inferior in relation to certain tasks or in certain fields because of their gender.
5. Recognise in reporting and in commentary that people of all genders are involved in a diverse range of roles.
6. Try to achieve a better balance in the use of people of diverse genders as experts and authorities, and give more prominence to the achievements of underrepresented genders in areas such as sport.
7. Take particular care when reporting instances of violence (particularly sexual assault) to:
 - (a) avoid offering explanations which may reasonably be seen to diminish individual responsibility for the violence, or even shift blame to the victim;
 - (b) avoid gratuitous detail, such as the state of dress or undress of a sexual assault victim, and unnecessarily detailed description of the crime;
 - (c) report instances of family or domestic violence in a responsible manner and direct those in need of assistance to the appropriate services.