



# australian nursing federation

29 December 2004

Cheryl Williams  
General Manager  
Bras N Things  
36-48 Ashford Avenue  
MILPERRA NSW 2214

Dear Ms Williams

I am writing to you to register a formal protest against your 'naughty nurse' advertising and request that this advertising is immediately withdrawn.

The Australian Nursing Federation represents 140,000 nurses across Australia. We have received an overwhelming number of letters and emails of complaint from our members who are offended and angry about advertising that portrays a sexist image of nurses. Nursing is a profession and a physically and emotionally demanding one. Nurses are highly educated and skilled professionals who work hard to promote health and alleviate pain and suffering. They do not appreciate the work that they do or the profession they uphold being trivialised.

It may be of interest to you to know that for the past eleven years, ever since nursing has been included; nursing has topped the annual Morgan Poll as the most ethical and honest occupational group. This result is a reflection of the community's respect for nursing and nurses.

Your very public advertising is disrespectful of nurses and offensive to nurses and their friends and families and the people they provide nursing care to. I have been requested to take this matter further, however I will await your response before making a decision as to whether any further action is necessary. I would appreciate a prompt response.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jill Iliffe', written in a cursive style.

**JILL ILIFFE**  
Federal Secretary

**Canberra Office (Professional Services)**

Unit 3, 28 Eyre Street Kingston ACT 2604 Australia  
PO Box 4239 Kingston ACT 2604 Australia  
+ 61 2 6232 6533 (T) + 61 2 6232 6610 (F)  
anfcanberra@anf.org.au

**Melbourne Office (Industrial Services)**

Level 2, 21 Victoria Street Melbourne VIC 3000 Australia  
+ 61 3 9639 5211 (T) + 61 3 9652 0567 (F)  
industrial@anf.org.au  
anfmelbourne@anf.org.au

**ANF Journals**

Australian Nursing Journal  
Australian Journal of Advanced Nursing  
anj@anf.org.au ajan@anf.org.au  
ABN 41 816 898 298