

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms Lambley to Minister for Children and Families.

Advertisement on Family Violence

1. Is the advertisement on family violence, including the scene of the child in the high chair crying, still being played on television?

No; this campaign was scheduled to run between 4 April and 30 September 2011 and has now finalised.

2. Was this advertisement deliberately removed due to allegations that the child in sitting in the high chair was directly exposed to violence in order to illicit a distressed response?

No. The television commercial was not deliberately removed, the media schedule for this television advertisement concluded on 30 September 2011. In the making of these advertisements no children were mistreated or exposed to any kind of harm. The parents of all the children were present at all times through the shooting of the commercial. Parents were aware of the content and script of the television commercial prior to agreeing to their children participating. Further the crying soundtrack that was used in the advertisement was a voiceover (i.e. "canned crying"), not the child's actual crying. The child was removed from the set at times when she did not appear in shot and spent only short periods in front of the camera. Facilities were provided for her to rest and play away from the set when her presence was not required and in between takes she was outgoing, happy and relaxed.

- **Statement by the mother Calida Jenkins, made at 10.27am (CST), 9 August 2011**

"As the mother of the baby in the "Stop the Hurting" television commercial, I continue to support the important message being conveyed. I was aware of the content of the TV ad before filming and very proud of our family's contribution added by Scarlet's inclusion in the commercial.

I was present during the entire TV shoot for the family violence commercial and oversaw all filming and activities including my daughter. Scarlet was briefly on set with the male talent, however, this was only for a short time. For most of the shoot she was resting or playing with me away from the set. The production crew made sure she didn't spend any more time than necessary on set. I am comfortable with the approach taken by the crew

and the way in which Scarlet was included during filming. I am certain that she suffered no lasting ill effects from the experience and her well-being and behaviour has not been affected in any way.”

I certify that this statement is true and accurate. Calida Jenkins 9 August 2011
