



FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

Family First Leader - Senator Steve Fielding

**Speech at the launch of Women's Forum Australia's new publication
*Faking It: The Female Image in Young Women's Magazines***

**Melbourne Town Hall
Saturday 18 August 2007**

“BODY IMAGE and SEXUALISATION”

Family First congratulates Women's Forum Australia on its launch of the "Faking it" report on female body image and sexualisation.

Family First wants to reform television standards so that sexualised music video clips cannot be shown during children's viewing time and offensive advertisements like the Nandos pole dancer commercial cannot be shown.

Every day we see images in print and on television that tell girls and young women they should wear less and be sexually available. Children are not being allowed the innocent childhood that is their right.

My wife Susan and I have faced this problem with protecting our 13 year old daughter and also our older two sons from destructive representations of sexuality.

Family First applauds the magazine “Faking It”. "Faking it", is an imaginative and timely way to highlight the problem of destructive advertising messages about sexuality.

Family First has been calling for action on this issue for sometime.

Earlier this year Family First was quizzing government officials in a Senate committee on television standards and I was shocked to find no one in the Howard Government is responsible for regulating advertising.

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With some of minor exceptions, the job of regulating advertising is left to the industry body, the Advertising Standards Bureau. So no-one is publicly accountable. I'm sure we will hear tonight about shocking ads the Bureau thinks are acceptable.

Family First also wrote to the Prime Minister about this a month ago, but we have had no response.

We all know advertising has a huge impact on all of us – especially our kids! That's why much more care should be taken with advertising standards. And, this is why Family First supports the "Get Real" campaign.