

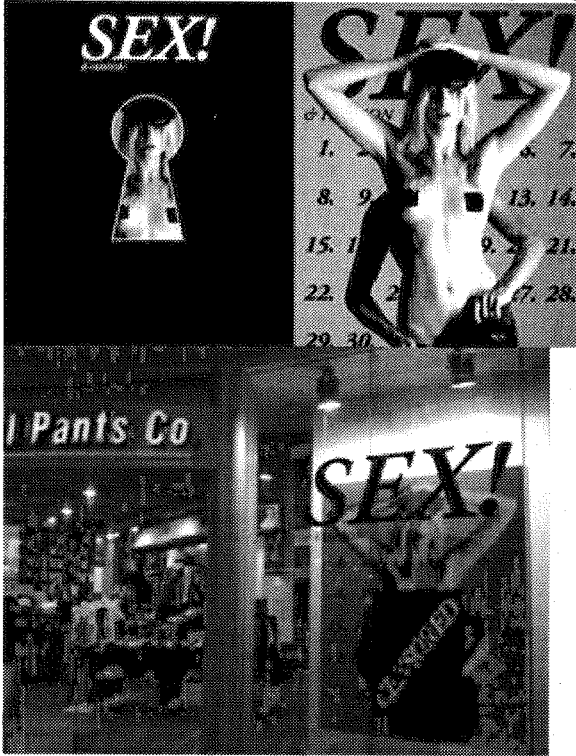
From: Committee, SPLA (REPS)
Subject: FW: Outdoor Advertising Inquiry

Submission No 51

From: Andrew Youd [REDACTED]
Sent: Tuesday, 17 May 2011 12:56 PM
To: Rowland, Michelle (MP)
Cc: [REDACTED]
Subject: Hi Michelle

Hi Michelle

I would like to email you in regards to a recent advertising campaign by General Pants Co. This advertising campaign, entitled, 'I love sex', featured the following images





I am writing as a responsible citizen who cares about the psychological, emotional and social effects of sexual imagery on the young for which this campaign typifies the disregard that media producers have for our society with covert and intentional sexualized marketing campaigns.

Here are some statements from <http://www.kf2bk.com/resources.htm> which relate to this issue.

"1/3 of 8yr olds are not happy with their weight and shape. Nearly 1 in 4 are dieting. I think there is a growing concern amongst eating disorder professionals around the world that children at this age are being subjected to increasingly sophisticated and adult messages. Messages acquainting thinness with success - sexualised images - presented to children at an age when really they're psychologically unable to understand those images." *Adolescent Psychiatrist, Dr Sloane Madden. Westmead Childrens Hospital, NSW*

"If the message is that you should be sexy and grown up, instead of being a kid - then kids aren't practicing and learning how to be whole human beings that will actually make them into great adults. They are instead only imitating adult behaviour, without understanding it - and that's very dangerous for their development".
Amanda Gordon. President, Australian Psychology Society. (Former)

"I tell parents, 'don't buy sexy clothes for your children'. There's nothing smart about having a 4 yr old in a little bra. It's time for adults to take a stand, for parents to take a stand and say 'this is what we want for our children' - instead of children saying 'this is what I want for me'.
Amanda Gordon. President, Australian Psychology Society. (Former)

"There is a concern that we are sending very conflicting messages to people. On the one hand, we're telling people that children need to be protected - that paedophilia is regarded as one of the most heinous crimes - on the other hand we allow advertisers and marketers to present images and saturate our media with images that might be sexually arousing to some paedophiles in the community."
Dr Louise Newman. Director, Institute of Psychiatry.

"Childhood is shrinking. We are exposing children to adult concepts that they can't manage, that are developmentally inappropriate, and I think we are going to pay the cost for this in a range of emotional and psychological costs down the track."
Dr Joe Tucci. Australian Childhood Foundation.

"Sex is being used to grab the attention of not just adults but kids as well. If the multibillion dollar 'tween' market is any indication, it's a sales pitch that's working".

Dr Karen Brooks. Senior Lecturer Communication & Cultural Studies, University of Sunshine Coast. "

The following are a couple of organisations that are seeking to campaign for tighter regulation for what children are exposed to in public places.

<http://collectiveshout.org/>

http://www.kf2bk.com/latest_news.htm

<http://www.sayno4kids.com/blog/>

I would also like to refer you to this abc report about the above mentioned campaign

<http://www.abc.net.au/unleashed/2471752.html>

"Here is recommendation no 1 from the 2008 senate inquiry into the sexualisation of children:

Recommendation 1:

1.12 The committee considers that the inappropriate sexualisation of children in Australia is of increasing concern.

While noting the complexity of defining clear boundaries around this issue, the committee believes that preventing the premature sexualisation of children is a significant cultural challenge.

This is a community responsibility which demands action by society.

In particular, the onus is on broadcasters, publishers, advertisers, retailers and manufacturers to take account of these community concerns.

* In particular, the onus is on broadcasters, publishers, advertisers, retailers and manufacturers to take account of these community concerns."

Obviously advertisers and broadcasters obtain market share and attention by having new, cutting edge, and more emotionally impacting material in this sexualised society. To expect advertisers to regulate themselves is a little naive, when their whole aim is to push the boundaries to catch and keep our attention. I am writing because I want to know what our government is doing to address and regulate visual media. If men and women are not allowed to indecently expose themselves in public, why do we put up with pictures of men and women in sexualised positions, or wearing little to no clothes. If we would not put up with this behaviour in public by embodied persons, why do we put up with the digital version as if it is somehow not the same. As a young adult, I would like to be able to raise my future children in a society where I can be safe that walking them down the street will not expose them to material which is tantamount to abusing them.

Your consideration and response would be much appreciated

Kind Regards

Andrew Youd

Scanned by the Alphacrucis Netbox from [Netbox Blue](#)

Scanned by the Alphacrucis Netbox from [Netbox Blue](#)

Scanned by the Alphacrucis Netbox from [Netbox Blue](#)