



16 April 2008

Senator Ann McEwen
Committee Chair
Environment, Communications and the Arts Standing Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Senator McEwen

RE: Inquiry into the sexualisation of children in the contemporary media environment.

Thank you for your email to Alicia Seledec on 8 April 2008 which has been forwarded to me.

I understand the Committee has received a submission that relates to Bras N Things and our business has been invited to respond.

In the documentation that has been provided and subsequent review of the website, the Terms of Reference indicates the Committee will report on the sexualisation of children in the contemporary media environment. In particular the Committee will:

- a. *examine the sources and beneficiaries of premature sexualisation of children in the media;*
- b. *review the evidence on the short- and long-term effects of viewing or buying sexualising and objectifying images and products and their influence on cognitive functioning, physical and mental health, sexuality, attitudes and beliefs; and*
- c. *examine strategies to prevent and/or reduce the sexualisation of children in the media and the effectiveness of different approaches in ameliorating its effects, including the role of school-based sexuality and reproductive health education and change in media and advertising regulation such as the Commercial Television Industry Code of Practice and the Commercial Radio Codes of Practice.*

In wishing to respond in a way that is as relevant to the Terms of Reference as possible, I would note that these products do not contain any reference to children nor do they contain any images of children. Further, the items referred to in the submission have not been advertised by Bras N Things on radio, television, or in magazines. There are no plans to promote this range in the contemporary media in the future.

The submission relating to Bras N Things focuses on products that are offered for sale in the store environment and would therefore be most likely related to Point b above. The primary concern of the submission appears to be the accessibility of the products and their proximity to other items in our range.

As a result of the submission, Bras N Things is currently reviewing the way these products are packaged to establish if there is a method that will reduce the concerns highlighted whilst still achieving acceptable commercial outcomes. One item in the range has already been shrink wrapped to address this issue.

Should you require clarification or further information, please contact the undersigned.

Yours sincerely

Richard Wood
Brand Manager