

Senator Ann McEwen
P.O Box 6100
Parliament House
Canberra ACT 2600

Dear Senator McEwen,

Please find below Target Australia's response to the **SENATE STANDING COMMITTEE ON ENVIRONMENT, COMMUNICATION AND THE ARTS: Inquiry into the sexualisation of children in the contemporary media**

ADULT WOMEN'S PRINTED UNDERWEAR:

Target Australia responds to the public submission by Kids free 2B Kids as part of the Senate Standing Committee inquiry into the sexualisation of children in the contemporary media environment.

The printed underwear products identified by Kids free 2B Kids are adult women's underwear garments, and are therefore merchandised in the women's underwear department. It is important to note that the women's underwear department is separate to and located a significant distance away from the children's underwear department in Target stores.

Whilst some young teens may visit the adult women's underwear department with their parents, or perhaps wish to purchase them without parental supervision, we believe it is the parent's responsibility to make decisions and educate their children about wearing garments that are suitable for their children's age. It is the role of the parent to determine what is appropriate for their children to wear, and, by clearly locating these items in the adult women's underwear department, the distinction between adult and children's/young teen product to the consumer is obvious.

In support of our position that these underwear garments are for adult women, our printed underwear range is available in adult women's sizes from 8 to 16. This size range takes into account the sizing of the majority of adult Australian women, and not young teens.

In addition, Target Australia has never promoted the products mentioned in the contemporary media. These products have not appeared in television or Internet advertising, have not appeared on billboards, magazines or newspapers, and have never been described in radio advertising.

LOVE KYLIE PRINCESS UNDERWEAR

Upon becoming aware that the cut of a select number of the Love Kylie Princess underwear garments was above that as listed in our style guides, last year, Target requested stores remove this item from sale.

Upon investigation, it appears a miscommunication occurred. As part of a general underwear clearance, these items were discounted. At the conclusion of the clearance, all unsold garments were removed from all stores permanently and are no longer available for purchase.

We have since reviewed and re-communicated internally our style guides for children's underwear. This occurred in an attempt to ensure our children's underwear meets our guidelines for modesty and age appropriateness.

Kind regards,

Daniel Ellis
Corporate Affairs Manager
Target Australia