

Dear Sir,

I raise this issue as a concerned citizen.

I am deeply worried about the use of children in any form of advertising which impacts on their developing sexuality.

As a mature citizen I have two daughters and two grandchildren.

The thought of either of them or any other children being involved as models or seeing this type of material on billboards or on junk mail catalogues is repugnant to me.

The sight of scantily clad kids advertising underwear and posing in sexually provocative positions is a distortion of their point of development. I personally find the sight of little kids of pre-school years behaving naturally and playing a lovely thing and my wife and I often comment on how lovely they look. The concept of these delightful little people exploited commercially or used by perverted people for sexual gratification is nothing short of an abomination.

So is the portrayal by actors who are obviously older than the teen agers they play in television "drama" at early evening programs. In the latter case, they are required to act as young people involved in situations which should not occur until about 10 years later.

I trust my comments are helpful to the Senate Enquiry. I am not a dirty old man just some one who has 70 years behind his and is able to note the declining standards.

Respectfully yours,  
Ian Mitaxa