



14 April 2008

The Secretary  
Senate Standing Committee on Environment, Communications and the Arts  
Canberra

Dear Sir/Madam

We wish to congratulate our elected representatives for establishing this Inquiry into the sexualisation of children. It is obvious that advertising, television and computer games all play a part in destroying the childhood of all children.

In particular we would like to draw your attention to the AANA Advertiser Code of Ethics and the advertising to Children Code. These codes have no provision for dealing with the sexualisation of children.

There is an urgent need to amend these codes to cover these issues so that when complaints are made some action can be taken. Such amendments should be specific and cover not only the depiction of children in overtly sexual poses or dress, but also their exposure to images of adults depicted in such a way as to adversely impact upon them.

There are many ways this committee should act address the sexualisation of children. We do hope that amending the Codes will be considered. If this is done then concerned citizens will have somewhere to go with their complaints.

Yours sincerely

*M. E. Macdonald*

*J. Macdonald*