

National Council of Women of Australia Inc Ltd



The Secretary
Senate Standing Committee on Environment,
Communications and the Arts
PO Box 6100, Parliament House
CANBERRA ACT 2600



15 April 2008

Dear Sir/Madam,

SUBMISSION – Inquiry into the sexualisation of children

In accordance with our stated and published concerns for the care and welfare of all children, The National Council of Women of Australia requests **urgent Government action** be taken with regard to:-

- sexualised imagery of children/early teens on billboards and in catalogues
- sexualised Music Video Clips in children's viewing hours
- unregulated content in Young Girls' magazines
- sexualised merchandise – clothing, toys, etc – marketed to children and young teens
- Pomographic Magazines stacked at children's eye levels in retail outlets
- Sexualised advertising on radio
- Inappropriate TV programmes/advertising in children's viewing hours
- Easy access to Pomography on the internet

Furthermore, since it is clear that the policy of Self Regulation of the Advertising Industry continues to create a highly undesirable, if not positively dangerous, Media environment for Australia's children, despite sustained public criticism, NCWA urges Government to **Speedily Implement** whatever action is required to bring ALL Media Regulation together in One Statutory System with a division primarily dedicated to the protection of Children's Interests in the contemporary media environment.

Yours faithfully

Geraldine W Campbell BA(Hons)Dip.Ed
Co-ordinator, Standing Committee on
Communications

Hean Bee Wee
President

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