

To whom it may concern

Firstly I would like to express my gratitude to the committee and the Australian Democrats for their raising awareness of the need to take a serious look at the communication and continual messages we are sending to the current and future generation through portrayal of sexualised images and concepts.

It has become an accepted fact that advertisers and marketing tools opt for shock value of sexualised images for the products. It's often a presumed method of greater success to included sexualised images as a greater guarantee of attention value. If it be so, then the impact of these images should not be taken lightly. That is if they serve well the advertising industry for its purposes they are having an impact in its views. The content however is not encouragement towards social values of respect and in an increasingly unstable family situations the vulnerability of children to a bombardment of images in public spaces, television and radio all the greater. Almost complete indifference to their impact, especially on young people is permitted by a weak ruling and surveillance of the industry regarding these issues. It leads also to indifference within the industry, making it difficult to make a complaint - a complaint which seems to have little impact since legally there is little ownness.

For that reason I would like to support the proposed amendments to the AANA Advertiser Code of Ethics proposed by the Australian Women's Forum in their submission.

Yours sincerely

Catherine Bonner