



15.4.08

Dear Secretary,

This is in reference to your inquiry into the sexualisation of children.

I am a mother and also a teacher, and I am appalled at the very low level of advertising on the streets and on the t.v. The Advertising Standards Board only gets involved when there is a complaint - and then often dismisses the complaint. I am suggesting that the Australian Standards Board vets ALL advertisements BEFORE they are released to the public, and also that professionals in the field of child development and education be on that board.

So many of the advertisements use sexual imagery and innuendo that do not respect children's developmental needs. Many of the ads are truly of a pornographic nature - and this is not helping to raise normal, healthy children who are developing age-appropriately (not to mention encouraging promiscuity among the rest of society - and putting the family at risk).

For example, every day I drive along Canterbury Road, Canterbury^{N.S.W.} and there is a Huge billboard near Frederick st, which cannot be missed (especially in traffic congestion). It says loudly "Do you want longer lasting sex?" and a picture of a cuddling couple and details of how to get nasal technology to deliver this!

This is appalling - especially as young children can see and read this - what message is it giving them? what questions are they asking their parents? Young children need not know, nor be exposed to this type of advertising - and awaken sexual curiosity before it is appropriate.

I plea again - please check all advertisements BEFORE they are released to the public - with consideration of what these ads are doing to our children, not the mega-bucks they are making for the marketer.

Thankyou.

Yours faithfully, . . .

(MRS. GILLIAN SOFATZIS).