

Dear Member,

I am very glad to get the chance to write this submission. As the mother of four children, ranging from preschooler to pre teen, I am disgusted with the availability and content of sexualised material my children can readily get their hands on.

Television is an obvious starting point. It has got to the stage where I am not willing to let my children watch tv. without myself or my husband in the room. It is not only the risk of sexualised or M rated ads shown while a G rated program is being aired, but the content of the children's shows themselves. Even the ABC which in the past has been a "safe" viewing tv. station has seemed to have relaxed its regulations to now include far more shows about relationships in a time slot where the viewing age varies from preschoolers to young teens.

I regulate the amount of tv. the kids get to watch and the shows they are allowed to watch. I also understand that I can turn the tv. off and not have them watch it. Why does this need to be the case though when tv. is meant to be available for everyone and in the afternoons after school the viewing age is meant to be for all school ages?

Children are not little people as it is so modern and liberal for people to think these days, they are children!

Children are sponges, their brains are physically different to adults and they process information differently to adults. What a child sees, hears and remembers as a child will define who they will become as an adult. To introduce a child to these sexualised images at such a young age and in contexts of children's magazines, tv shows, ads and clothing - all things that children see as cool and influential, is taking away the power of us as parents to guide them responsibly into the teen years, confident that they will not act out this sexualisation/ sexual behaviour that society has so casually accepted.

I have had to bring up issues of sexuality with my children earlier than I was happy to, to talk them through images they have seen and why they have seen them. These conversations have been spurred on by my children seeing different media around in their day to day life. We let so many images pass us by as adults, children don't, they absorb everything. While we are driving, the ads on buses, bus stops, bill boards all impact them.

I do not let my children watch tv. randomly, I do not buy them magazines and do not buy them revealing clothes. There are many other things I try to regulate in my children's lives while they are the ages that I can. I cannot be with them 24/7 though and that is where with images so readily accessible the danger lies.

Children are downloading pornographic images onto their mobile phones and showing friends. It is too easy to access these images by children through the new technologies that are being released. One phone call, the numbers advertised on late tv, to have porn downloaded onto your phone. Where are the regulations and honestly why does this stuff even need to be part of any tv. viewing? Television reaches far too broad an audience, even late at night to openly show those ads.

Last week I posted a letter at our local post office/newsagent and had my 6 year old son ask me why the ladies boobs were on the magazine? I looked around to see the

porn section right next to the post office bench where I was preparing my mail. This is not uncommon either. Right next to the entrance to most petrol station doors is the magazine section with porn magazines, sure, some are covered in the grey covers, most aren't, and it is so obvious what is (not) underneath the grey cover anyway.

Children are young for such a short time, why are we trying to get them to grow up so young and process information their brains are not yet ready to receive?

As a society we are not setting children with the strong foundations that they need to get through the teen years and into adult hood. My frustration is that as a family we are trying to set these strong foundations and are being side lined by media that has its moral standards set far too low.

Thankyou for taking the time to read this submission, I truly hope that the time I have taken to write this will help in making a difference.

Kim Burnet