

## **To The Senate Committee**

The information age in which we live where children of very early ages are increasingly being affected by: electronic games, internet, television, mobile phone internet, public advertising, toys, etc, in my view, makes it incumbent upon the governing authorities to actively support Australian families in protecting their children from potentially dangerous sexual misunderstandings and future practices.

Giant billboards advertising ‘WANT LONGER LASTING SEX?’ are currently displayed all over Adelaide despite being obviously unsuitable to some children; television channels are often advertising later programmed shows displaying sex, nudity, foul language and violent behaviours with the current complaints procedure being, in my view, complicated, laborious and unworkable; games and toys appear overly geared towards sex, with little children being encouraged to dress and act in a sexually provocative manner as if this is the expected normal behaviour; various popular television personalities, dolls, pop idols are often portrayed in a highly sexual context which undoubtedly encourage children to simulate these behaviours.

I strongly feel that all the above practices are making children more vulnerable to predatory victimisation and unsafe future sexual practices.

I know many parents, like myself, that feel very strongly about their children’s sexual education, and the current sex education programmes in homes and schools are in danger of being undermined by these competing messages. In my view, this apparent unfettered assault upon our children’s sexuality by these various media is largely motivated by things other than the healthy sex education of the children targeted.

For our children’s sake, let’s do something? Can South Australia take the initiative in leading the way to protecting young minds from this incessant attack? We are good at being ‘zero-tolerant’ of speeding, with speed cameras currently reaping millions of dollars from dangerous road users. So let’s look for ways to apply similar penalties to those who endanger our children’s minds, sexuality and the future of South Australia.

Who knows? It might increase revenue, improve quality of life, and make South Australia an even greater place to live.

Yours Sincerely,

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