

To the Senate Committee,

I/We the undersigned are very concerned about the premature sexualisation of children and young teens by advertisers and commercial interests in the media and wider community.

I/We believe that immediate action should be taken to regulate advertisers and the media in these areas by addressing the following suggestions:

Screening of billboards before they enter the public domain by an independent panel including appropriately qualified childhood experts

Sexualised Music Video clips should only be shown outside children's viewing hours.

Limitations on sexualised content in all magazines marketed to children and young teens.

Regulation of sexualised merchandise – clothing, toys etc - marketed and sold to children and young teens.

Pornographic magazines to be kept covered or out of the eye level of children and young teens in newsagents, supermarkets and convenience stores.

Stricter control on radio and TV advertising and programming at times when children and young teens are likely to be viewing.

Establish a single entry public complaints system for all areas of the media.

Establish an independent regulatory system to oversee all media exposure and advertising to children and young teens.

I/We the undersigned are very concerned about the premature sexualisation of children and young teens by advertisers and commercial interests in the media and wider community. This is occurring through both the direct use of age-inappropriate sexualized content in magazines and merchandise marketed to children and young teens as well as indirectly through the widespread use of overly sexualized adult imagery and content on television, radio, billboards and other forms of advertising to which children and young teens are involuntarily exposed on a regular basis.

I/We believe that immediate action should be taken to regulate advertisers and the media in these areas by addressing the following suggestions:

- Screening of billboards before they enter the public domain by an independent panel including appropriately qualified childhood experts
- Sexualised Music Video clips should only be shown outside children's viewing hours.
- Limitations on sexualised content and imagery in all magazines marketed to children and young teens.
- Regulation of sexualised merchandise – clothing, toys etc - marketed and sold to children and young teens.
- Pornographic magazines to be kept covered or out of the eye level of children and young teens in newsagents, supermarkets and convenience stores.
- Stricter control on radio and TV advertising and programming at times when children and young teens are likely to be viewing.
- Establish an independent regulatory system to oversee all media exposure and advertising to children and young teens.
- Establish a single entry public complaints system for all areas of the media

Anita Rujnic	Toni Lynch	Lianna Muscat
Tina Gray	James Armstrong	Rebecca Schultz
Corinne Grant	Melanie Penglase	Susanna Chase
Joanne Perrin	Jo-Lee Lane	Katrina McKay
Meagan Byrne	Felicity Clelland	Adrian Chase
Dave Annison	Wendy Van Ossten	Naomi Studach
Sandra Richardson	Kirsty Van Der Steeg	Tina Bakalla
Jasmine Lloyd	Sana Zreika	Hannah Ching
Melissa Lavender	Victoria Bennett	Lance & Fiona Drum
Julee Yelavich	Lisa Carr	Nicole Hart
Cynthia Watson	Victoria Lawson	Tracey Jenkins
Dale Clark	Linda Walshe	Lorraine Homewood
Rachelle Kenny	Christopher Huges-Gage	Julie Rochforte
Marcus Dustmann	Paul Pettitt	Gary Stewart
Beth Sadler	Jon Kenny	Elizabeth Holloway
Cathy Sandow	Arthur Cherrie	Cindy Cosar
Richard Hedley	Ann Aafjes	Amanda McQuarrie
Emma Ryan	Joanne Neil-White	Christine Barrie
Julien Chick	Karen Flavell	Kris Sokoloff
Crystal Scully	Karen Marsh	Christine Warner
Silvana Snaelli	Stephanie Stubberfield	Sonia Horsburgh
Kristene Pangilinan	Aiden Weir	Kimberly Naylor
Aimee Prenter	Andrea Darley	Belinda Wilson
John McPhee	Pamela Cox	Peter Uren
Aletia Summerfield	Alexander Pyke	Lily Peyroux Henderson
Garry Porter	Sharon Smellie	Vicki Gee
Bill Xintarianos	Maha Sawan	Andrea Tully
Madonna Hennessy	Melissa Clarke	Rochelle Boyle
Helen Preston	Catherine Carroll	Keren Baxter
Mark Tully	Deborah O'Leary	Tracey Poynter
Wanda Howard	Rachel Megow	Adam & Kim Kirk
Kathy Fowles	Russell Hunt	Lara Norman
Karl Martin	Wendy & Kai Nethercott	Heather Chambers
Annette Sims	Sue Mansfield	Luke & Anita Stanley
Dianne Graham	Maxwell Anderson	Debra Speers
Diane Hooper	Trevor & Joan Harslett	Janelle Henry
Debbie Lane	Elaine Cairns	Maria Brown
Jennifer Holmesby	Louise Taylor	Julie Hayes
Christopher Duggan	Jason Whitehand	Ruth Mitchell
Christine Kreuzberger	Carolyn Murray	Gordon Paterson
Julie Rietdyk	Anne Manning	Danae Andrawos
Glenn Oosthuysen	Janice Bade	Kim Oosthuysen
Margaret Walsh	Janelle Marsh	Leah Christie
Julia Groves	Jennifer Power	Brenda Foord
Kristy Davis	Danielle Edwards	Nicole Best
Rebecca Vidler	Monique Allerton	Renae Norris
Sharon Fittler	Jenny & Shane Russell/O'Brien	Jennifer Wilkinson

Dianne Greenwood	Gavin Maitland	Jennifer Peard
Tabeya Anyang	Clare Bowley	Nicholas Ioannou
Raelene Kuether	Shannon Maclarn	Grant Hodges
Therese Andrea	Jason Lancaster	Cheree McConaghy
Bradley Armstrong	Kaye McLeod	Eness Douglas
Lance Garrett	Stacy Bunney	Megan Carter
Jodi McGuirk	Win Beston	Peter & Janice Lonsdale
Leonie Oxley	Ian & Faye Bristow	Debbie Clark
Les Price	Sam & Liz Albrecht	Pauline Travers
Christine Hutchison	Gwen Simmonds	Sarah Ireton
Nicole Adams	Taryn Lee	Elvira Miano
David Hutchison	Dawn Mcalister	Suzanne Potts
Kathleen Graham	Chelsea Avietti	Judy Pullen
Kate Messenger	Sarah Edmonds	Louise Sharp
David & Roberta Field	Amelia Lloyd	Name Withheld
Melissa Hillery	Gary McCole	Pamela Hitchcock
Tim Bond	Barbara Sharp	Bernadette Mostyn
Kylie Weller	Deborah Graetz	Jennifer Beckett
Matthew Scott	Judith Wolski	Annemarie Comerford
Siti Zubaidah Hassan	Evelyn Patterson	Lesley Maxwell
Nicole Oakley	Rene Stansell	Tracey Ekeberg
Amy Dosek	Sonya Martyn	Amanda Smith
Richard Taylor	Moira Wilson	Helen Young
Vicky da Costa	Lis Boyd	Carol Leslie
Susan Douglass	Anne Fletcher	Karen King
Patricia Mau	Lynette Purcell	Caryn Page
Allan Walker	Phillipa Taylor	Kylie Aldin
Patricia Jeffrey	Jacinta Donovan	Sally Nankiville
Jackie Reed	Anisha John	Tina Olsen
Maria Bothwell	Sonya Shipman	Sharon Dixon
Ebony Mychajlyk	Elizabeth Broadhurst	Lisa Turner
Cathryn Tully	Lindsay Sutton	Kathryn Berthelsen
Wendy Noble	Amanda Rogers	Barbra Kypriotis
Mike Kriewaldt	Dianne Lee	Karen Drought
Kylie Hooklyn	Marta Occhipinti	Angela O'Donnell
Beverley Healey	Shannan Flaherty	Peter Handy
Steve Dewar	Gloria Maloney	Margaret Taylor
Kristine Tsutsulis	Michelle Fisher	Josefine Blandford
Karen Hemmings	Pauline McGinnes	Sabine Dorn
Kellee Morris	Shirley Morris	Christine Pes
Karen Fogarty	Maree Hicks	Kylie Carr
Allison Maestas	Justine Smith	Susan Lanyon
Cathryn Metcher	Sheila Baldock	Kerry Young
Amanda Druce	Kelli Aitken	Matthew Blake
Lynda Ferguson	Lesley Button	Anne Lawlor
Rebecca Fransos	Anna Greco	Mary Bruce
Beth Ritchie	Craig Scott	Mike Cooper
Barbara Caldarola	Kath Pointon	Tanya Maxwell

Rae Askew	Chelsea Wright	Joanne Hackett
K & D McGiffen	Ian & Bridget Leneham	Catherine Player
Barry & Lyndell Krueger	Donna Duncan	Lisa Thomson
Andrew & Angela Wilcher	Lisa Jurd	Julina King
Max Hilbig	Kanthe Hogarth	Fatima Kahlil
Eiriol Davies	Justine Grant	Jennifer Peters
Jenny Graetz	Leanne Parnis	Dimitrios & Vera Kapos
Tracy Ehlers	Terri Trewin	Sharon Uthmann
William Felsch	Alex Kofler	Cheryl Dumas
Christine Torrance	Andrea Egan	John Evans
Glenda Green	Susan Taylor	Liesl Baldock
Janice Lewis	Chris Harmon	Stacey Radcliffe
Gabriella Sabatini	Peter Stanton	Amanda Jessamine
Lisa Venning	Victoria Mason	Jo-Anne Holmes
Lois Collinder	Arzu Issa	Bob Mitchinson
Katherine Selkirk	Susan Thomson	Angel Washington
Laura Rigby	Georgina Bueti	Rebecca Trovato
Kathryn Humby	Dale Davis	Ally Paolino
Holanda Meurs	Sharon Barter	Reed Clark
Owen Ames	Heather Treloar	Robert Rothwell
Leonie Wyatt	Pamela Scarfo	Kerryn Suthern
Steven & Marcia Mudge	Ngairé Lowry	Monica Moss
Lynn Hucker	Louise James	Mary Kavanagh
Suzanne Karlsson	Melissa Weaver	Tina Booth
Yvonne Hughes	Elizabeth Robson	Sharon Johnson
Ebony Janz	David & Zoe Thwaites	Jane Catlow
Julia Cassidy	Deanne Hardwick	Fiona Lynch
Todd Williams	Katrina Williams	Theresa McCormack
Miriam Leary	Lynda Prowse	Naomi Struve
Sandra Currie	Samuel Brennan	Julie Savina
Mabs O'Brien	Susan Johnson	Rachel Simpson
Debbie Shumack	Vicki Bellette	Catherine Jordan
Jahna Bennetts	Georgette Courtenay	Janelle Duncan
Radmila Wright	Deborah Layton	Neil Biggs
Fiona Griffith	Julie Roesé	Joanne Cooper
Linda Plunkett	Donna Baker	Sally Page
Gina Magro	Andrea Philipp	Christine Ferguson
Tracey & Colin Jenkin	Tabitha Pandey	Carol Grinter
Naarah Harrison	Lyndel McGorlick	Alison Bealing
Rae Bennett	Naomi Tempny	Yvette Kaman
Beverly James	Donna de Zoete	Sandra Barton
Shannon Bachelor	Nichole Lloyd-Jones	Michelle Elmslie
Stella Tsetis	Rita De Grandis	Shannon Vogt
Rebecca Jackson	John Southgate	Nicole Ye
Madeleine Ward	Nadene Flick	Elizabeth Franklin
Amy Dixon	Susan Sweeney	Tony McMahan
Carolann Williams	Karen England, ACT Literacy Tutoring	Margaret Brady

John Prosser	Christine Mann	Christine Savides
Shane Pearson	Claudia Citton	Jackie Pritchard
Jacinta Evans	Kathryn Arnold	Stephanie O'Collins
Andrew McLean	Deborah Albrecht	Anne Last
Kate Tubman	Susie Richards	Sandra Rohde
Bill Brown	Ken Brown	Julie Brown
Karan Kennedy	Joel Muir	Youna Angevin-Castro
James Muir	Christine Muir	Ross Ramm
Dana Radisavljevic	Matt & Deb Long	Rebecca Toole
Suzanne Ellis	Sonja Heyne	David Annetts
Lyn Wood	John Wall	Judith Taylor-Wall
Tamara Mibus	Susanne Houlihan	Shane Drew
Trevor Templeton	Kristine Templeton	Brad Templeton
Marion Trabe	Joanne Somerville	Brendon Carroll
Sarah & Garry Grosvenor	Sarah Hayes	Davina Engelman
Kirstyn Justice	Marie Marendoli-Murray	Mary-Anne Kos
Shelley Tyson	Jessica Black	Julie Bridgeford
Georgina Piggott	Norm Jones	Natalie Buckle
David Lucas	Mandy McCarthy	Nicole Widdows
Lorraine Yeatman-Grant	Anne Turner	Lyn Cormack
Justine Cashman	Kerri Thomas	Dianne Redford
Annette Murphy	Michelle Stevens	Jan Forrest
Rachael Casey	Alice Solomon	Kirsty Findell
Sandra Eley	Robyn Flett	Catherine Layland
Jane Tibby	Carolyn Briggs	Alicia Hollingsworth
Amanda Rasmussen-Huang	Melissa White	Jaime Watson
Megan Rule	Kerry-Anne Hinchcliffe	Jim & Trish Lever
Christie McCreddie	Bettina Venner	Torsten Kofler
Jade Hudson	Donelle Hall	Nadine Brown
Tara DeVries	Sarah Dye	John Varley
Gaik Ong	Georgina Taylor	Lyn Robinson
Sonya Jorgensen	Yvi Leadbetter	Monica Nunez
Vincent Occhipinti	Fadwa Mollat	Emili Coppe
Brett Hohn	Peter & Jody McTier	Samantha Hohn
Michelle Neve	Stephen Venn	Cindy Palmer
Jillian Bonanno	Suzanne Lyon	Ramona Hamon
Eve Dembowski	Lorna Williamson	Noelene Bugaj
Bruce & Deborah Lloyd	Tania Force	Sevdalinka Zmejkovska
Nicole Hughes	Amber Siegersma	Daniel & Liz Brooke
Zoe Trudgeon	Narelle Elliott	Donna Shipway
Georgina Kirkpatrick	Caroline O'Donnell	Doug Beecroft
Vikki Anderson	Melissa Want	Fabiola Superina
Rajend Naidu	Mary Ross	Renee Bailey
Angela Fraser	Kate Bastian	Eric Walters
Barbara Petrie	Sarah Wilson	Raisa Silvonon
Mark McTier	Mike Cable	Ann-Louise Coulson
Fay Radford	Rina Aitken	Allison McKeon

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Melanie Price	Erin Berry	Belinda Cornwell
Samuel Upleger	Kevin McKenzie	Reanna Modistach
Maris Berry	Katrina Frazer	Neville McIntosh
Michelle Jeffrey	Evelyn Butler	Julette Kentish
Kelvin Hicks	Lisa Toso	Judy Avisar
Amanda Drury	Yolanda Charalambous	Shelley Wieden
Ana Sybenga	Marie Walker	Janice Kerrigan
Wendy Ferri	Jennifer Ward	Kylie Tytler
Fiona Fisher	Michael Mifsud	Karen Wilson
Bernadette Dutton	Kate Johnson	Lee-Anne Kupke
Kirstie Calder	Anna Koren	Rhonda Henry
Jacinda Barnard	Sally Balhorn	Terri Hardwick
Darren Saffin	Sarah Riches	Ingrid & Steve Hartog
Anita Gow	Felicity Polley	Angela Weeden
Deidre Petrakis	Name Withheld	Marie Bedggood
Gregory Brien	Judith Meiklejohn	Elizabeth Hutton
Cherie Clark	Kellie Noonan	Cherie Aston
Sonya Reid	Luke & Clair Haines	Joyce Mifsud
Dan Miller	Daniel Berris	Chantelle Withford-Cave
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Mike & Tracey Paton	Angela Arden	Kelly Hartley
Michelle Bridgeman	Sacha Barry	Denise McNeill
Donna Caulfield	Amanda Galbraith	Heidi & Krl Kirsch
Vivien Ray	Angeliquen Williams	Dorothy Daniells
Cathy Brown	Sonia Lyne	Julie Kukainis
Greg Magee	Fay Magee	Fiona Ostoja
Jacinta Levy	Lisa Wynne	Ann Trojan
Rebecca Harris	Frederic Pomi	Darryl D'Costa
Peter Van der Linden	Leanne Hardy	Nada Previn
Di Davis	Walter Lago	Elke Gaarde
Geoff & Jo Baker	Debbie Edge	Lisa Trueman
Peter Morabito	Melissa McKain	Peter Elliott
Donna Margrie	Toby Marquette	Gary Decru
Lloyd Walker	Stacey Cheeseman	David Persson
Sandy Vassiliou	Cindy Masaberg	Trevor Prentice
Johan Svensson	Karyn West	Nicole Ovens
Name Withheld	Leonie Lupton	Michael Lancaster
Louise Wynd	Dianne Odendaal	Karen Grice
James & Eva Van Strijp	Philip Ovens	Peter & Kerry Watson
Graham Clark	Sylvia Tucker	Jeannie Pegg
Sharole O'Hara	Terri Adorna	Melanie Hassall
Myriam Savides	Emma Baxter	Nona Adam
Fiona Darroch	Sally Rea	Nicole Hammerl
Aida White	Sumaya Ismail	Kristian Mathiopoulos
Ricky Murray	Christine Blakey	Lionel Lim
Matthew J Miller	Thomas Lowrie	Theo Maroulakos
Trista Connelly	Troi McColl	Bianka Basic

Georgina Swanick	Jessica O'Brien	Katelyn Brodie
Ben Prosch	Matt Edwards	Tracey Hilton
Roseanne Hansen	Jasmyn Martyn	Jessica Eastman
Jodie White	Lisa Rowswell	Bulaale Muuse
Teagan Romari	Emily Thurau-Clayton	Kirsten Shepherd
Israa Mahdi	Annie Wang	Fiona Arduis
Mohamed Abukar Sheikh Hussein	Geraldine Halliday	Felicity Whibley
Jodie White	Danny Moosa	Chee Cheong
Daniel Liang	William Servinis	Mohamed Kasim
Jayden Debono	Zeona Macintosh	Zaidon al Suhayli
Ryan Storey	James Roberts	Zoey Baritakis
Samantha Ratcliffe	Karen Brough	Larissa Patch
Anne Manning	Jenny Gerard	Francine Kyte
Helen Lindton	Fiona Turner	Kate Hoppe
David Francuz	Catherine Mary Ludeman	Kathleen Rawson
Diane Savage	Nadine and Russell Reynolds	Heather Morrison
Angela Leneham	Jennifer Tuke	Patricia Coloe
Judy Ward	Dwayne Keefe	Carolyn Scarpino
Chris Andrews	Mina Choubassi	Dana Hoppe
Katie Ward	Reina Michaelson	Astrid Heckler
Kirk Vagg	Deborah Mwayeya	Tess Blackwood
Mary Elias	Joanne Smyth	Margaret Macdonald
Michelle McDonald	Cecily Agnew	Zion Jang
Carly McGan	Colin Stubbs	Peter Drew
Jennifer Sykes	Patricia Sykes	Helen Rooke
Malia Sykes	Matthew Sykes	Lisa Ruigrok
Brian Symons	Kathryn Hobbs	Anna Martin
Julia Chai	Ian & Alison Gould	Louise Nott
Jane Munro	Elizabeth Branicki	Christine Maxfield
Fiona Long	Cherie DeVries	Linda Hartwig
John John	Clara Amonini	Ann Eldridge
Nell Hutton	G. Holding	D.L. Kelly
Amanda Varley	Alexandra Dumitrescu	Brett Coleman
Vishamber Pujari	Sarita Murphy	