

The Secretary,  
Senate Standing Committee on the Environment Communications and the Arts  
PO Box 6100  
Parliament House  
Canberra ACT 2600

I would like the sexualization of children to be completely banned in all advertising. It is openly flaunted in magazines, television, billboards, to name a few examples.

In the Early Childhood sector millions of dollars are spent in long day care centres to ensure that all aspects of children's care and education achieve the high benchmark set by the National Accreditation Council. This is done in order that our young children receive the very highest quality of care available to give them the very best start to their education. All workers must have a blue card. Millions of dollars are spent in order to provide top class education for our school children, to produce results for "The Clever Country" This is all futile, if when the children go home and turn on the Television, they can see programmes and advertising that is going to undermine them emotionally and cause irreparable damage to their tender minds. This seems futile when we do not care for their moral protection, and exploitation, by greedy, voracious adults who want to sell them their products.

The abuse and sexual exploitation of Aboriginal children is well known to all Australians .The Government is spending more millions of dollars, in that department. Incest and abuse is on the rise in homes all over this country, as well as moral decay, of our youth, as a result of substance abuse and sexual promiscuity, and the absence of the teaching of morality in our nation.

Adults are meant to protect the young. We as a society are woefully neglectful of this high calling.

The results of this corruption of our young, who eventually become the adults, is more spending on trying to patch up the broken lives produced by the advertising and indoctrination of the media.

The genie is out of the bag, and I can't see how we will get it back in the bag. However, I ask you as a Senate Committee, to do what you can to put a very clear and precise ban on any advertising that sexualizes and corrupts our children. I implore you to help save the innocence of our children.

I remain  
Your Truly  
Carol Keutmann  
10/04/08