

Dear Sir,

In reference to the sexualisation of advertising material, as a mother of eight children, I am very much opposed to the overtly sexual material being used in advertising, television programs, billboards, etc which is robbing our children of their innocence. They are losing all concepts of the value of their bodies when they see it continuously being portrayed in cheap, sexually exploitive roles. I would very much appreciate it if there was a crack down on what was permitted on our televisions and billboards etc. Our standard of holding true values is very low and seeing our bodies being portrayed in sexually overt ways is only contributing to the problem.

Our standards of what is acceptable to be shown on television, newspapers and billboards is much lower than that of America. Americans are horrified at what we allow and I think most Australians would be completely oblivious to this fact.

I hope you give this your due consideration and act favourably in order to protect our children.

Kind regards,
J.H.