



12<sup>th</sup> April 2008.

The Secretary  
Senate Standing Committee on Envir., Comm. and the Arts

Dear sir

I am writing to you regarding the Senate Committee inquiry into the sexualisation of children in the contemporary media environment.

**I want you to know that I am most unhappy with the low standards of advertising and marketing and their impacts on children. I am angry at the way highly sexualised images and messages are being used in public spaces and on television and radio with almost complete indifference to their impact, especially on young people.**

**It would appear that the Advertising Standards Board dismiss almost all complaints relating to sexualised imagery and there is great difficulty when making a complaint because the process is just too complicated and time consuming.**

**I submit to you that there needs to be amendments to the AANA Advertiser Code of Ethics and the Advertising to Children Code, to prohibit unhealthy sexualising content.**

**There needs to be more Government involvement in regulation. Government intervention is needed to ensure that industry practices that are harmful to child and adolescent development are prohibited. Child and adolescent development experts should be represented on the Advertising Standards Board.**

**I support the establishment of a Federal Children's commissioner with the power to ban sexualised marketing practices and products that do not respect children's developmental needs, and to educate industry and the public about the dangers of sexualising marketing practices on children and adolescents.**

Yours sincerely

*M. James (Ms)*  
(Maureen James)