

Committee Secretary,
Senate Standing Committee on Environment, Communications and the Arts,
Department of the Senate
P.O. Box 6100
Parliament House,
Canberra A.C.T. 2600



Dear Sir/Madam,

As parents and grandparents, we are very concerned about the premature sexualisation of children by advertisers and commercial interests. We believe urgent Government action is required concerning:

- Sexualised imagery on billboards,
- Sexualised Music Video Clips in children's viewing hours,
- Content in Young Girls Magazines which are NOT regulated,
- Sexualised merchandise, clothing, toys, etc. marketed to children and young teens.
- Sexualised advertising on radio
- Inappropriate TV programming/advertising in children's viewing hours,
- Easy access to pornography on the internet,
- Self regulation of the advertising industry. The advertising industry regulates itself and has a voluntary code of ethics. It will only act if there are complaints from the public. As most people do not know where to complain, it effectively means that the Advertising standards Board does not reflect prevailing community standards.

The public criticism of the sexualisation of children has had no apparent effect upon the practices of advertisers and markets. Therefore it seems that some sort of formal government restraint beyond existing regulation of relevant areas will be necessary.

We thank you for the opportunity to make our concerns known, and trust you will take heed.

Yours faithfully,

Leo Flanagan,

Mary Flanagan
Mary Flanagan.

Mary Flanagan