

Dear Sir/ Madam,

I write to express my dissatisfaction and sadness at advertising standards within Australia in the area of sexually implicit material.

Especially in this area of children being treated as a commodity (in a lot of circumstances as sexual objects) by media organisations rather than humans, in which due care should be taken to protect and build them up.

Sexuality in our Australian culture and especially advertising, media, radio and internet I believe has moved away from the morals and values that Australia should be aiming for. (Or those that our forefathers sought to build within our country) If people are unsure of these morals and values then the old good book called the bible needs to be reopened and read.

I have recently myself moved back from an Aboriginal Community in Arnhem Land Northern Territory where I have been for 3 years. Driving down the Ipswich Motorway in Western Brisbane I see in a row two large billboard signs advertising "larger and longer sexual orgasms for men".

As an adult I understand this issue that was advertised and in healthy married adult couples, sexual relationship should be a norm, BUT why should our young children be exposed to sexual content, before they are of an age where we as parents, can on our own terms educate our children about healthy sexual relationships.

Having to explain to your 7 year old child what an orgasm is, is wrong. Children need to be protected and allowed to grow up in a healthy environment. Do we as a family stop driving to soccer on Saturdays now, because of the need to avoid public billboards that invade our cars as we drive?

Children used in recent advertisements to sell clothes that show more skin than cover it are creating images in our children's minds that less clothing is ok, how do we as parents enforce healthy dress sense when the media is working against us. (Healthy and modest clothing I believe helps to promote healthy teenage relationships, rather than the adult likened ones which are becoming more prevalent within younger teenagers.)

I believe things need to change in Australia and soon, to give parents a hand in raising children, let's begin to create a societal awareness that children and sex do not go together.

It's happened with cigarettes and advertising, society now almost condemns people for smoking and finds it a disgusting habit, let's try and make children sacred again and avoid using sex to advertise.

I urge you all on this senate committee to recommend changes that will change our country, to one that loves children and encourages a healthy development to adulthood not a premature one.

Yours Sincerely
Mr Jonathan and Mrs Renee Dillon