

Dear Committee members,

I wish to draw your attention to the very harmful effect that advertising is having on our children and young teenagers.

As a person involved in the education of young children it is very evident the detrimental effect that images and messages are having on the psychological and emotional development of children. Children are being exposed to images and ideas which they do not have the maturity to cope with. The innocence of children needs to be protected and the rights of parents who want the best for their children, need to be respected.

The completely unregulated and outrageous marketing of adult fashions, products and images that encourage the sexualisation of children, undermines basic decency in our society. Children are deprived of their innocence and made in to objects to be used and abused. The pressure on parents to conform to this culture is tremendous and undermines their authority.

Advertising needs to be regulated and certain products that encourage children to act and behave beyond their years, need to be banned.

The media and government needs to take an active role in protecting our whole community from being exploited and exposed to images that are unhealthy to all.

Yours sincerely
Mary Carolan