

To Whom it May Concern

I am a parent of 4 children aged 8, 6, 4, 4. I am 40, my husband is 36.

We have chosen to raise our children in a sexually innocent fashion. Although we use the proper names for ALL body parts and are happy to speak with our children about general body functions (I explain this as I have been accused previously of being uptight when complaining about Billboard advertising) we are very careful about what they see on TV, what they wear, what music they listen to, toys etc.

We are struggling to maintain our children's sexual innocence. It seems we are in constant combat with the media and with other parents who are not as selective about what their children see.

We are bombarded with images on television – often by program advertising during children style shows which is not suitable.

We are bombarded with sexual imagery in movies – usually more graphic than the REAL THING!! Knowing the amount of teens around the country that have a TV in their bedroom and the privacy to watch these movies with quite hard core scenes without their parents knowing is distressing. We tell kids they are too young to vote and too young to drive and too young to drink but allow them to watch very graphic scenes (both sexual AND violent!).

We are bombarded with Billboards – WANT LONGER LASTING SEX? That conversation should be between a couple and their GP NOT my 6 and 8 year old children who can now read. I was appalled by the response I got from the ASB when I complained of this ad.

The pressure little girls seem to feel to look good and fit in is very difficult for them – we have banned Bratz dolls from our household deeming them to be bad influences.

The Country is fighting Paedophiles, child pornography, abuse of young aboriginal girls, abuse within families... the list is quite endless. So why are we allowing the media to do as it pleases? Please don't make parents fight for their children's innocent years..... they are so fleeting.... Are they worth losing to the commercial world for a quick buck? Mine certainly aren't!

I have been reading an article that was in the Herald Sun “**Sexy ads go too far, say expert**” (Natalie Tkaczuk Sikora, December 06, 2007 12:00am) which quotes Angela Conway from the Australian Family Association speaking about this topic. Our family agrees with her WHOLEHEARTEDLY (and thus disagrees with ASB Chief Executive Officer Ms Jolly) that the low standards of the Board are out of touch with what parents want and what is good for children. From other parents that I have come in contact with – I find most agree that the standards are too low and should be raised but families are busy and writing to complain often gets overlooked.

OUR FAMILY SUPPORTS HIGHER STANDARDS ON ALL MEDIA AVENUES.

We actively avoid purchasing from companies (and any subsidiaries) who cross our moral lines and actively support those who advertise in a pleasing family-friendly fashion.

I do not know what information you were hoping to attain and am not a learned nor clever writer but these are some thoughts from our family. If I can be of further use my contact details are below.

Thank you so much and good luck with the Inquiry.

Kathy and Brent Ducker