

Committee Secretary
Senate Standing Committee on Environment, Communications and Arts Department
of the Senate PO Box 6100 Parliament House
Canberra ACT 2600

Dear Sir/Madam,

The thought that self-regulation in advertising would function effectively in the industry of child marketing is naive in the extreme. The essence of the advertising industry is to project your product as superior to all others and so maximise your profit.

We have seen in the advertising and marketing of children's clothing and the need to conform in order to have peer group acceptance, an unnecessary promulgation and sexualisation of children's values and mores. Everybody wants to be accepted and be part of their peer group and this applies both to children and adults. Generally children are not selective in drawing conclusions from what they read and hear and they tend to accept every thing at its face value.

There is a great need for legislation to protect children from market exploitation so they can be children before they become adults.

Yours faithfully,

J.G.Sertori