

April 16, 2008

Being an ordinary mum and grandmum I would like to contribute to the Senate Committee enquiry in regards to the "Sexualisation" of our children in this current environment.

There is a quote made famous by Senator Hillary Clinton "It takes a village to bring up a child" as citizens of this village we have to take responsibility that our children are protected from being sexually exploited.

Children need to know - that they are unique, individuals with talents that are valued for themselves not for what they have or don't have.

Constant targeting by advertisers to commercialise our children sends messages that confuse and destabilize. Robbing them of their naturalness and innocence with the consequences of not being able to develop into emotionally stable and secure persons.

One example of direct sexualisation of children is where children themselves are presented in ways modeled on sexy adults in advertising and pop culture.

Sexualisation puts children in danger and contributes to exploitation and the unwanted attentions of adults who prey on the innocent.

A major area of concern is television programs at the times that children would be viewing and the advertisements during these programs.

Complaints to the stations concerned fall on deaf ears as well as reports to the Australian Broadcasting Commission.

Many billboard advertisements that children pass in their neighborhood are sexually exploitive and explicit.

I would like to see a tightening of the regulation of advertising standards in relation to the marketing to children and more accountability of marketing media.

We owe this to our future generation.

Pamela Andreallo