

SUBMISSION TO THE SENATE COMMITTEE ON ENVIRONMENT, COMMUNICATIONS, AND THE ARTS: Inquiry into the sexualisation of children in the contemporary media environment. 2008

**Kids free 2B Kids.
Julie Gale. Director**

Submission contains images. Children are directly or indirectly exposed to all images included in this submission.

Kids Free 2B Kids is very concerned about the premature sexualisation of children and young teens in the contemporary media environment including the advertising, marketing and fashion industries.

This is occurring through both the direct use of age-inappropriate sexualized content in magazines and merchandise marketed to children and young teens as well as indirectly through the widespread use of overly sexualized adult imagery and content on television, radio, billboards and other forms of advertising to which children and young teens are involuntarily exposed on a regular basis.

Current research links premature sexualisation of children with:

Low self esteem, depression or depressed mood, anxiety, body image issues, eating disorders, self harm, decreased age of first sexual experience and increased sexually transmitted diseases.

Emerging evidence suggest that the sexualisation of girls has negative consequences on girl's ability to develop healthy sexuality. American Psychological Association.

Children are engaging sexually at younger ages when they are not developmentally or cognitively prepared.

Lack of sexual assertiveness means that young teens are less likely to demand condom use, which consequently increases the likelihood of contracting STI's.

Although the senate inquiry will look at sex education in schools, Kf2BK believes that this issue requires detailed consideration in another forum.

Research and Reports relevant to the issue of the premature sexualisation of children and young teens:

- Corporate Paedophilia. The Australia Institute. 2006
- Letting Children Be Children. The Australia Institute. 2006
- The American Psychological Association's taskforce on the sexualisation of young girls. 2007
- The Australian Psychological Society's guidelines for parents on the sexualisation of children. 2007
- Youth and Pornography in Australia – Evidence on the extent of exposure and likely effects. The Australia Institute 2003
- Regulating Youth Access to Pornography – The Australia Institute. 2003
- Media Code of Conduct working Group on Body Image. 2007
- Consuming Innocence - Popular Culture and Our Children. Associate Professor Dr Karen Brooks. 2008
- A Report tracking Australian Children's concern's about Childhood – Joe Tucci. Janise Mitchell. Chris Goddard. 2006
- *The portrayal of Women in Outdoor advertising. 2002

* In *The portrayal of Women in Outdoor advertising report*, the development of guidelines and/or standards was a popular strategy identified, and suggestions from the **2002 report** included:

- Developing guidelines for advertisers in consultation with the community that consider the issues such as the portrayal of women and the possible harmful effects of advertising images on the community, **especially children**;
- Creating guidelines that comply with decency, honesty, integrity and reality;
- Developing guidelines for advertising materials in any public space;
- Ensuring that all outdoor advertising is suitable for general exhibition;

- The development of a detailed Code of Ethics, such as those of Advertising Standards Canada, with detailed guidelines on the portrayal of (women) with relation to **unnecessary sexualisation**, gender role stereotypes, objectification, diversity of race, diversity of sexuality and violence. **The adoption of this Code by any regulatory body, whether industry or Government administered;**
- Establishing a Code of Practice for advertising generally, and in this case particularly for outdoor advertising, that will establish guidelines for the portrayal of women;
- A process to ensure an advertiser is publicly accountable for following the Code (of Ethics);
- The adoption of protocols/procedures to enforce Advertiser Code of Ethics; and
- A forum for media owners and advertisers, the AANA AFA and consumer groups to discuss and develop agreed guidelines.

In *The portrayal of Women in Outdoor advertising* report 2002, the Committee formed the view that **Government should play a leading role in the implementation of such guidelines.**

Kf2BK suggests that the Senate Committee review the Victorian Government Gender Portrayal Guidelines for Outdoor Advertising.

This report also recommended

- Increasing the profile of the system for complaints about advertising through a public awareness campaign. Promoting the details of relevant complaint-making processes.
- See link for report.

[http://www.dpc.vic.gov.au/CA256D800027B102/Lookup/Commstoolswomenoutdooradvertising/\\$file/Women%20in%20advertising%20outdoor.pdf](http://www.dpc.vic.gov.au/CA256D800027B102/Lookup/Commstoolswomenoutdooradvertising/$file/Women%20in%20advertising%20outdoor.pdf)

The Australian Association of National Advertisers, and the Advertising Standards Board.

KF2BK believes that the current AANA code of ethics – particularly section 2.3 Sex and Sexuality is too limited. It does not include provision for the impact of the sexual objectification or exploitation of woman (or men) nor

provision for the impacts of the sexualisation of children – both directly and indirectly.

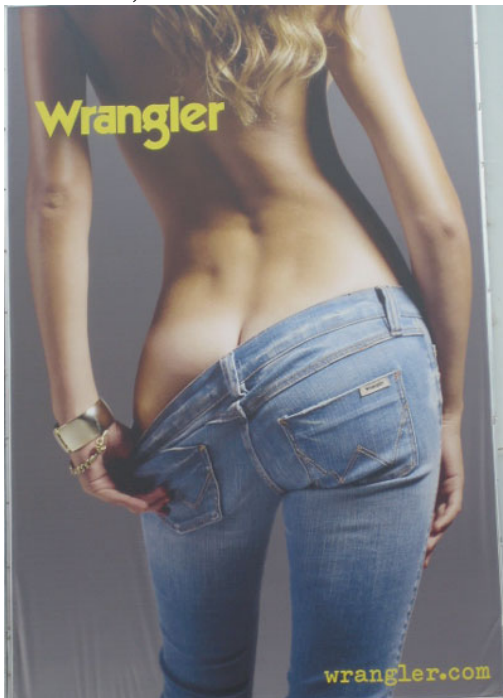
It seems clear from the Advertising Standards Boards comments, that the only criteria for an ad to be pulled from the public domain, is if a females ‘nipples’ or ‘genitalia’ are exposed.

Examples of ASB comments:

- The Board considered that the man & woman were posed in a slightly sexual manner, but noted that neither of the subjects’ genitalia or breasts were visible....and does not breach section 2.3 of the code.
Complaint dismissed.
- The Board considered the image of the woman in the advertisement, and noted that the breasts were largely covered. The Board agreed that the image of the woman, while suggestive, was acceptable.
Complaint dismissed.
- The Board considered the image of the women’s chest in the advertisement, and noted that her nipples were covered by stars.
Complaint dismissed.
- The board noted that the advertisement contained no nudity, but it did note that the close-up of the women’s crotch was confronting.
Does not breach sec 2.3 Complaints dismissed.
- The Board noted that the lower body nudity (of the woman) was concealed by ‘strategic shadows’ and that the woman’s genitalia and breasts were not visible.
Does not breach sec 2.3 Complaints dismissed.
- The Board agreed that while the advertisement was sexually suggestive, it also contained a playful play on words that, when coupled with the fluffy toy, detracted from the impact of the sexual element of the ad.
Does not breach sec 2.3 Complaints dismissed.

- The Board considered the image of the woman in the advertisement and noted that her breasts were largely covered. The board agreed that the image of the woman, while suggestive, was acceptable. Does not breach sec 2.3 Complaints dismissed.
- The Board noted the depiction of two naked women in the advertisement...(and noted) that most of the breasts and genitals of the two women are covered and that their pose is mildly sexual. The Board did note that the genitals of one woman were partly exposed, with it appearing that the women had removed her pubic hair. Although the women were scantily clad, the board did not consider that their pose was overtly or inappropriately sexual. Does not breach sec 2.3 Complaints dismissed.

The limitations of sec 2.3 means that no matter how many complaints are received, advertisements like these will stay in the public domain:



#10 DRINK SPRITE.
LOOK SEXY.*
* YOU MUST BE SEXY FIRST.

STRAIGHT UP REFRESHMENT

THIRST FOR TRUTH

www.apnoutdoor.com.au
0172001

APN

Detailed description: A billboard advertisement for Sprite. The background is a vibrant green with a water droplet texture. On the left, a woman in a bikini is shown from the waist up, holding a Sprite can. To the right, two condensation-covered Sprite bottles are displayed. The text is in white and yellow. At the bottom, there is a small logo for 'THIRST FOR TRUTH' and a website URL.

**SEX
for
LIFE!**

Advanced Medical Institute
1800 20 10 10

network

Detailed description: A billboard advertisement for Advanced Medical Institute. The top half has a black background with the words 'SEX for LIFE!' in large, bold, yellow letters. Below this is a blue section with a white circular logo consisting of concentric arcs. Underneath the logo, the text 'Advanced Medical Institute' and the phone number '1800 20 10 10' are written in white. At the bottom, the word 'network' is written in black on a yellow background. Two women are standing in the foreground, looking at the billboard.



Want Longer lasting Sex?

- **The advertiser** said ‘overall the greater good served by such a message should prevail over the discomfort felt by a very small minority who are uncomfortable discussing the subject of sex with their children.’

- **The ASB** expressed its view that this advertisement was at the 'higher end' of what might be considered acceptable by the Australian Community...however the Board held that the advertisement was not insensitive and did not breach sec 2.3 of the code.
Complaints dismissed.



This billboard advertising a brothel was on a busy road around the corner from a primary school.

ASB Determination:

- The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive. Does not contravene the provisions of the code relating to the portrayal of sex, sexuality & nudity. (sec 2.3)

A similar billboard near a primary school, advertising a brothel, featured a black background with red lips and 'The G'(rosvenor) in red bold type. The phrase 'Got the urge? Do it now' appeared with contact details.

The Advertiser said:

'It is acknowledged that the billboard advertisement is located in a route for school children before and after school. To claim that this creates a problem is naïve. Such a claim ignores the valuable educational role played by advertising, and in this instance will assist in helping to debunk misconceptions that are frequently held by some members of our community with regard to lawful prostitution'.



This advertisement features an image of a female who 'looks' no older than 14 - 15 yrs of age.

The advertiser said:

'There is nothing explicitly sexual about the ad.

There is no inappropriate display of breasts, or any other sexually explicit body parts displayed.

The ad is designed for adults and I fail to see how a child of 5 or 6 who cannot read could see this ad as anything more than a man in jeans.'

The ASB noted the complainant's comments that the advertisement was inappropriate for children.

The Board noted that the advertisement contained no nudity and was not sexually explicit.

It **agreed** that the advertisement was in **bad taste**.

The Board accepted the argument that children were unlikely to understand the advertisement.

On balance the board felt the advertisement did not treat sexuality insensitively enough to warrant the advertisements removal from billboards. Complaints dismissed.



The Advertiser said:

'The concept was developed along the theme of people's fascination with their own self image and what they do behind closed doors.'

The Photographer said:

'I think that the people who get their knickers in a twist are just uncomfortable with themselves and/or repressed and have absolutely no sense of humour'.

ASB Determination:

- The Board noted that the model used in the (lee jeans) campaign is over 18.
(In fact she was 18 at the time of the photographic shoot.)

- The board considered that the woman in the advertisement was **clearly not an underage or young girl** – but was a mature young woman.
- The board considered that the advertiser had **clearly intended that the advertisement be provocative**. The woman’s pose in the advertisement was a reference to a **‘lolita’ style image of a young girl** and the **advertisement did have sexual overtones**.
- While there were **sexual overtones in the pose struck by the model and her consumption of the lollipop**, the board considered that the representation was not inappropriate for a billboard.
- Specifically the board noted that the woman is over 18, is fully clothed in attire that is fashionable amongst young women for summer, and that there is no nudity
- The board considered that a degree of sexuality in advertising is not unacceptable and that the **woman’s pose was not inappropriately sexual**.
- The board also noted that consumption of this style of lollipop is now common amongst people over 18.
- The board also considered whether the advertisement was demeaning to women. The board considered that the image of an attractive woman, in a confident but **sexy pose** was not demeaning to women.



The **‘Kittens School of Striptease’** bus advertisement sits on the corner of a major intersection in Melbourne in full view of passing traffic. It is parked next to the Kitten’s Bikini girl carwash. A young lawyer who sits on the

local council received over 1000 complaints from her constituents about this advertisement

According to the **ASB**:

- The Board noted that the pictures on the side of the bus did not portray any nudity.
- The Board considered that the images were not overly graphic in that they did not expose the breasts or genitals in anyway.
- The board found that the depiction did not contravene the provisions of the code relating to the portrayal of sex, sexuality or nudity.
- Complaints about the Kittens ‘school of striptease’ bus advertisement were dismissed by the ASB.
- The Board was of the opinion that the images used in the advertisement were relevant to the **product** being advertised.*

*The last opinion is shared by the advertiser, who recently said on radio: “It’s been approved by The Australian Standards and the reason they approved it, is that we are actually promoting what we are actually doing – which is aaah strip clubs.

It’s like if you have a hamburger shop you put a hamburger on the side of the bus – and you’re basically in line with the **product** you’re promoting. So we are promoting our product.”

KF2BK also believes that immediate action should be taken to regulate advertisers, retailers and the media in these areas by addressing the following suggestions:

- Screening of billboards before they enter the public domain by an independent panel including appropriately qualified childhood experts.
- Sexualised Music Video clips should only be shown outside children’s viewing hours.
- Limitations on sexualised content and imagery in all magazines marketed to children and young teens.

- Regulation of sexualised merchandise – clothing, toys etc - marketed and sold to children and young teens.
- Pornographic magazines to be kept covered or out of the eye level of children and young teens in newsagents, supermarkets and convenience stores.
- Stricter control on radio and TV advertising and programming at times when children and young teens are likely to be viewing.
- Establish an independent regulatory system to oversee all media exposure and advertising to children and young teens.
- Establish a centralised public complaints system for all areas of the media.

KF2bK supports The Australia Institutes statement:

"As different media (print, radio television) become less distinct due to technological advances, it will become increasingly desirable to bring all media regulation together in one statutory system. At this point a new opportunity to stop children's premature sexualisation will emerge. An all-encompassing office of media regulation could include a division with the primary responsibility of protecting children's interests in the contemporary media environment'.

The sustained public criticism of the sexualisation of children has had no apparent effect upon the practices of advertisers and markets.

Such an inadequate response to both public and professional concern about the increasing sexualisation of children suggests that the advertising and marketing industry is unlikely to restrain itself.

If Australians wish to reduce the potential for children to be harmed in a variety of ways by premature sexualisation, it seems that **some sort of formal government restraint** beyond existing regulation of relevant areas will be necessary."

KF2BK is very concerned about sexualised merchandise being sold in stores that children are likely to frequent.

Although there are numerous stores where this issue needs to be addressed, two stores in particular have come under recent scrutiny by KF2BK.

KF2bK is concerned about the mix of ‘adult only’ and children’s merchandise sold in the ‘What’s New’ stores – which is a variety store in most major shopping centers across the eastern states of Australia.

The front of the store is very child friendly, and appeals to children by displaying the sign ‘Official Home of Beanie Kids’, and children’s name cards, drinking cups, and party goods etc...

Inside the store, however, there is a lot of sexualized merchandise, which is highly inappropriate for children, and young teens.

Whilst a small sign denotes ‘rude stuff’ over 18’s only – all of the ‘adult only’ merchandise is in full view (and easy access) of all customers.

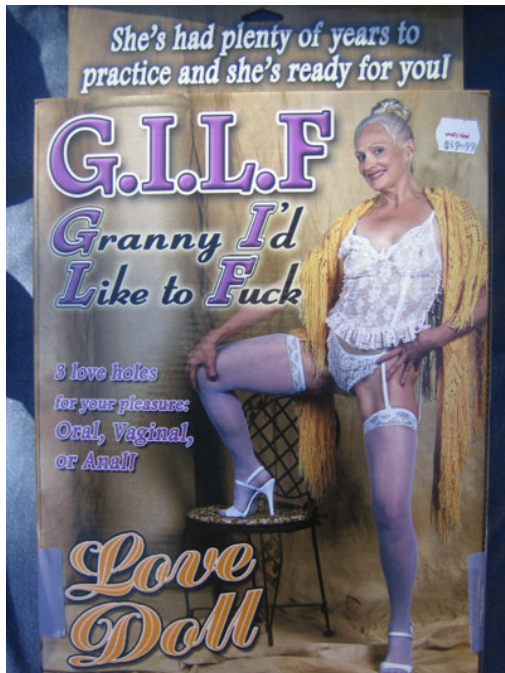
Examples of this are:



- **The J ho Famous Fanny Love Doll** - she’s got the ASS everyone dreams about! 3 tender loves holes – pick your passion!

Back of box says:

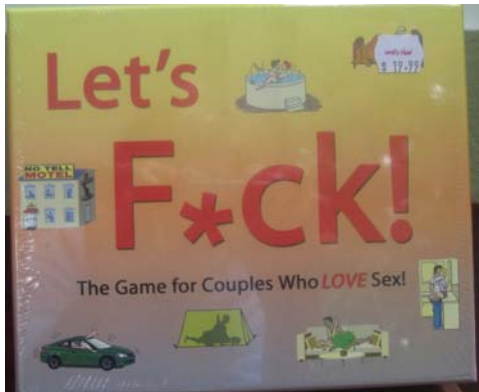
- Her thick, round butt is begging to be squeezed, spanked, and pounded deep. She likes it rugged and raw...so give her everything you've got and don't disappoint! Pick a tender love hole and satisfy yourself anally, orally or vaginally. This booty from the block will keep you movin' all night long!



- **G.I.L.F. Granny I'd Like to Fuck.** – 3 love holes for your pleasure Oral, Vaginal or Anal. Love Doll.

Back of the box says:

- Who said beauty comes with age? Wrinkles, loose lips and great head without the teeth is more like it. This goo-goblin'granny has been waiting a long time for you, and she's giving you 3 different ways to please yourself – orally, vaginally, anally! Take some of the strain off her false hip and bad back and bend this granny over. Fill all three of her holes and give the golden oldie the pounding she's craved all these years. Just make sure you're not too rough on the horny old hag, she might not be able to get back up off her knees afterwards. She's had plenty of years to practice and she's ready for you.



- A game called 'Let's F*ck!' – 'Do you like to F*ck ? If so, you'll love this F*cking Game!'



- **Lusty Linda – The passionate pen Holder.**

She's a moaner, she's a groaner. She never has a headache. She's xtra X rated.

- A coffee mug in the middle of the shop with the logo - 'Better to have fucked up, than never to have fucked at all'.
- Triple X Vouchers – 10 really hot sexual treats.

This includes realistic and graphic cartoon (life- like) images of (quote) a 'doggie style sex session', a 'masturbation session', a 'blowjob', an 'oral sex session' and a 'tit-fucking session'.

- There is much more sexualised & alcohol based merchandise in 'What's New' that KF2BK believes should **NOT** be sold in a store that effectively lures children in to it – by providing children's merchandise at the front of, and throughout the store.

KF2BK has observed very young and unsupervised children (5yrs – 12 yrs) and groups of young teens looking at and playing with this sexualised merchandise – which is at children’s eye levels and within easy reach.

The other store under scrutiny from Kf2BK is **‘Bra’s n’ things’**.

This is a store which sells underwear and Pyjamas and is in most major shopping centers across Australia.

Kf2BK is concerned that Bra’s n things ‘adult only’ merchandise is available at children’s and young teens eye levels and accessibility.

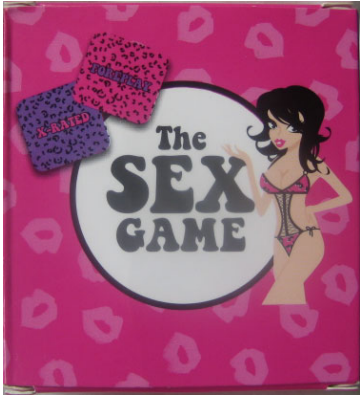
Some of this merchandise includes:



Erotic Kit – complete with dildo



Sexual Favours - Acts of lust coupons & Priceless Love Cheques which include ‘favours’ such as: ‘a loving blowjob’, ‘a blissful blowjob’, ‘a spanking session’ and ‘to be blindfolded and tied up’.



The Sex Game – which states ‘X-Rated’ on the front cover.

- The Passion Target game. This game has graphic life-like (drawn) images of couples engaged in ‘oral’ and ‘doggie style’ sex. The words ‘I’m all yours! HOT SEX of your choice’, appears in the middle of the game.
- Kiss my Pussy, G-string.
- Pole Dancing Kit.
- Dick on a stick

This merchandise is all within easy viewing and access for children and young teens.

Whilst Kf2bK has no issue with ‘consenting’ adults participating in recreation of their own choice – Bras’n things is a store which is located in Family shopping centers.

Bra’s n things general merchandise is appealing for all age groups including young teens, and many mothers would be accompanied by younger children when shopping.

This mixing of ‘adult only’ merchandise at children’s and young teen’s eye level and accessibility is a problem.

Kf2BK has not received any replies to emails sent to the head office of either ‘What’s New’ or ‘Bra’s n things’.

KF2BK has attempted to find out if there is any provision in the law to stop the **exposure of ‘adult only’ sexualised merchandise to children** in a general public place such as a shopping center. It is understood that law exists to prohibit **selling** such products to minors.

We have contacted the Victorian Children’s Safety commissioner, but have not had a reply.

We have contacted the Victorian Police Force and understand that the only law in place is likely to be summary Offence 17 a) and b).

Inquiry into the Summary Offences Act 1966, Final Report

Appendix 1 - Offences Finalised Under the Summary Offences Act 1966 (for cases completed July 1997 to June 2000)

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Section	Offence	Total Charges 1997/98	Total Charges 1998/99	Total Charges 1999/2000
17(1)(a)	Indecent/obscene display in public place	0	0	0
		0	0	0
17(1)(b)	Indecent/obscene exhibit/drawing/display in public place	6	6	5

If legislation does not exist to protect children from exposure to sexualised merchandise, then Kf2BK believes that the Government needs to intervene.

Ironically, images of this merchandise are not able to be shown in the media as they are deemed too inappropriate – yet they are allowed to be marketed in full view of children.

Sexualised merchandise and clothing in other general and department stores has been a source of complaint from many parents and concerned professionals.

Examples include:



Babies size 0 T-shirt – All Daddy wanted was a Blowjob from ‘Dangerfield’.



‘Smile. It’s the second best thing you can do with your lips.’



Underpants from the general underwear section of 'Target'. Certainly in suitable sizes for young teens and in areas which children are likely to frequent with parents.

Last year Kf2bK requested that Target and Holeproof stop selling part of the 'Love Kylie Princess' (Kylie Minogue) range of underwear targeted to 8 – 14 year old girls. The particular bra and underwear was very skimpy and highly sexualised. The underwear had trinkets attached and the swing tag lead the buyer to the Holeproof website to register for the Love Kylie Princess club (to collect the bracelet for the trinkets). The website link for children included the text for the adult range of underwear and read: Sexy, lacy, racy, girly fun, comfortable for everyday...and night'. Love Kylie is a lingerie range which appeals to the good girl and bad girl in all women'.

It wasn't until the press became involved that action took place from Holeproof to change the website. Months later, after Target said they would take the item off the shelf, it had become a 'sale' item in many Target stores.

KF2BK also recently requested that Coles supermarket remove the soft pornographic magazines – Ralph, Zoo and FHM from the lowest shelving in the middle of the Supermarket. (Elsternwick store, Victoria)



These magazines frequently depict images of objectified women on the front covers and recently Zoo magazine featured the front cover title - 'SEX SCHOOL' written across the front of two sexualised bikini clad women. South Australia requires a warning - 15 yrs and over on the cover of Zoo magazine. This does not apply in Victoria – and KF2BK believes that these magazines should not be sold **where children are likely to view them.**

Coles supermarket moved the magazines to a higher shelf – but in reality, this does not solve the issue, as they remain in the middle of the store and can still be **viewed by children and young teens.**



This 'Picture' magazine was on the general magazine rack at a corner store near a school. The message to young girls and boys is clear - Women (females) are 'Made for Sex'!

KF2bK has an issue with **any** uncovered pornographic magazine being sold at **children's eye levels** (or where children are likely to view them) in newsagents, petrol stations, 7/11's and other convenience stores. Recent titles viewed on low level shelving (including graphic imagery, often not covered)

- Hot Horny **girls** behaving badly.
- The Home of **girls**.
- Finally legal teasin **teens**.
- Barely legal dream **teens**.
- Over 30 of our terrific teens – Live **Young girls**.
- Raw and Raunchy! Gutter sluts get down and give it up.
- Tight **young** slits and **tender** tits.

KF2BK is concerned about adult sexual terminology which often describes 'Women' as 'girls', 'hot girls', 'young girls', 'new girls', barely legal teens' etc...

Given the current issues about the premature sexualisation of girls (and boys) and the fact that *1 in 4 girls and 1 in 7 boys in Australia will experience some form of sexual abuse by the time they reach 18 years of age, **the reference to 'girls' and 'teens' should be prohibited.**
(*conservative figures – Childwise.)

It is also another factor in perpetuating and validating child sexual abuse (paedophile crime) and contributes to normalizing the behaviour. Dr Louise Newman - Professor, Perinatal and Infant Psychiatry, Faculty of Health University of Newcastle, has spoken out about the link between the sexualisation of children and the validation of paedophile behaviour.

The cost of 30,009 cases of child sexual abuse (2006) has been calculated by the Abuse Children's Trust and Child Wise. Medical treatment alone amounted to \$1 billion. Foster care and other out-of-home care cost \$613 million. Social and psychological costs came to \$1.46 billion, justice system, \$611 million.

The overall cost to the taxpayer of 30,009 cases, was reported to be almost \$2.58 billion increasing every year.
(Information provided by Childwise.)

KF2BK is concerned about children being directly sexualised in advertising campaigns.

KF2BK wonders how this situation could have occurred, given that each state has an office of the children's guardian. The Office for Children (NSW) is in the portfolio of the Minister for Community Services and Minister for Youth.

KF2BK understands that the 'Office for children' regulates the employment of children – and is legally required to approve advertising campaigns using children.

KF2BK believes this requires further investigation.

Kf2BK is concerned about some of the content in young girl's magazines.



These Wallpaper & text messaging advertisements for mobile phones, feature in a number of **young girl's** magazines magazine and are highly sexualised and completely inappropriate for this age group.

These magazines sell to readers from approx 10 – 15 yrs of age – although anecdotally readership is between approx 8 – 13 yrs of age.

Last year, KF2BK contacted *Girlfriend* magazine to formally complain about the *Playboy* free giveaway T-Shirt .



The text includes:

“*Playboy* is a collection of clothing and swimwear for the trend savvy fashionable girl.

Cute and innocent, cool and tough, all at the same time.

Playboy is one brand you should include in your wardrobe”.

Playboy is a leading brand of the pornography industry, and has more recently been insidiously creeping into mainstream.

KF2BK believes that young girls should never be encouraged to support the pornography industry.

The recent *Media Code of Conduct Working Group on Body Image report* states: ‘Anecdotal evidence shows that the majority of stakeholders, or parties identified by them, do not feel socially responsible for the negative impact body images are having upon young people.

KF2BK is concerned that young girl’s magazines are not regulated.

Self regulation in the industry does not appear to be positively contributing to the health and well being of our youth.

KF2BK has been contacted by thousands of concerned members of the public since it was launched in February 2007. (Both Australia wide and Internationally)

Examples of emails:

- As the mother of eight children; five girls and three boys i've long been disturbed by the over exposure of children to sexualised imagery used in advertising and the like. I was ecstatic to hear that Julie has taken action in this way and fervently hope that more parents will be drawn to

support her and our children.

- i have a son that is a pedafiler, and definatly feel a great need to protect young children from what they cannot understand.
- i am a 19year old mother of two, a boy and a girl. as a child i was sexually abused myself, and i have reacently left my daughters farther because he was charged with possession and manufacture of child pronography. i truly believe that the advertising world has got the whole idea of sex sells wrong, if anything it adds to the confusion of how our society should be and doesnt help when it comes to situations like mine. i donnot what my children living in a world like this, i am in very strong support of your cause, i will keep an eye on your progress and support it in any way i can.
- I am a primary school teacher in a public school in Victoria. I have had first had experience dealing with the impact of the sexualisation of children.
- As a social worker I fully see the effects and damage of this. This is one of the most important issues in current society - where are the politicians on this in this election year?
- Great work, I'm a community development student and was thinking about doing some research on this, glad to see it\'s becoming a campaign. The commodification of sexuality and the commercialisation of children as consumers is a breach of childrens human rights
- Hi, as a former professional model/tutor and State Member of Parliament I can only commend you for starting this program. I have experienced the demands on young girls as young as 8-15 - particularly from their mothers - and some agencies to present as adult women.
Thank you for having the foresight to start this website.
- I\'m not a mother and I\'m not a teacher but I am a 22 year old female student who was watching David and Kim this morning and I completely agree with what your goal is. I am soon to be married and I would not want my future children to see the examples that were showed on the show. I actually found it just morally wrong.
- As a reg nurse (ba nurs Flinders University) I feel that I have a sound knowledge base to add my voice to the above concerns

- As a high school teacher I am horrified by the misinformation my students have about sex and their own sexual identity and persona. One of the scariest things I have discovered in the past couple of years is many of the girls think that oral sex is somehow less '\slutty\' than \'real sex\'. Many say they get this message from articles in girl magazines like Cleo/Cosmo etc which give very specific instructions on how to perform certain acts. I find this confronting and difficult to respond to without seeming like a prude! Having a 12 year old daughter makes it more confronting.
- I am a psychotherapist and fully aware of the impact of premature sexualisation. I am extremely concerned about this matter.

Comments from the 2002 United Nations General Assembly on the World Summit for Children.

- Eleven years ago, at the world Summit for children, world leaders made a joint commitment and issued an urgent, universal appeal to give every child a better future.
- We reaffirm our obligation to take action to promote and protect the rights of each child – every human being below the age of 18 years, including adolescents.
- We stress our commitment to create a world fit for children...taking into account the best interests of the child...including the right to development.
- We hereby call upon all members of society to join us in a global movement that will help to build a world fit for children.
- **Put children first.** In all actions related to children, the best interests of the child shall be a primary consideration.
- In line with (the) principles and objectives, we (are) confident that together we will build a world in which all girls and boys can enjoy childhood – a time of play and learning, in which they are loved, respected and cherished, their rights are promoted and protected, without discrimination of any kind, in which their safety and well-being are paramount and in which they can develop in health, peace and dignity.

The International community watches Australia with great interest. Julie Gale director of KF2BK is presenting at the *Campaign For a Commercial Free Childhood* Annual Summit on the sexualisation of Children on April 3-5th 2008. Her presentation is titled 'Corporate Sleaze and Community Complacency – Waking up Australia!'

KF2BK hopes that the Senate Inquiry Committee takes this opportunity to understand the impacts on children and young teens from premature sexualisation, and ultimately present recommendations for decisive action that will create a better future for Australian Children.

This is an opportunity for Australia to be world leaders in an increasing Global Issue.