

Submission to:
Senate Standing Committee on Environment, Communications and the Arts.

From:
Mrs. Debbie Gadd

Re:
Inquiry into the sexualisation of children in the contemporary media environment.

Submission:
May I express my deep concern over the issue of sexualisation of children through the media in our country of Australia.

I believe our government needs to enforce stronger regulations on how under 18 year olds are used in advertising imagery.

I have viewed both television and print media advertising that is most certainly using under age girls (in the case of one K-Mart television advertisement for clothing for 10 -12 year olds) in very suggestive sexual poses. The Lee clothing company appears to specialise in soft porn advertising using models that are presented to look to be about 14 years of age.

My further concern is the exposure of our children to sexual images and information in the media. I believe there are currently no regulations on the content of teen magazines aimed at the 10 to 14 year old market. This needs to be changed urgently, to protect our young women from exposure to unnecessary and inappropriate sexual material.

Television advertising also needs further regulation. Last Easter I sat watching an afternoon television program with my 5 and 7 year old granddaughters, and suddenly at 5pm, an advertisement for an adult television program was splashed across the screen complete with g-string clad bedroom scenes. I couldn't believe my eyes. It all happened so fast, and I was left wondering who the advertisement was aimed at, being screened at that hour? ... and how this could be allowed to happen?

The recent introduction of TV pornographic text/voice message advertisements after 10pm, is a step further into unnecessary sexual exposure. Many under 18 year olds would be viewing television at this time. Included with this could be the MTV soft porn video clips. Plainly these are viewed by under age children as well.

One of my daughters is expecting our third granddaughter in a few weeks time, and we are expecting a fourth grandchild in a couple of month's time. As a concerned grandparent I ask that much stricter regulation be set in place to protect our precious children from exposure to unnecessary sexualisation. Let's allow our children to be children!