

INQUIRY INTO THE SEXUALISATION OF CHILDREN IN THE  
CONTEMPORARY MEDIA ENVIRONMENT – SUBMISSION

I am concerned about the harmful effects on children caused by the use of sexual imagery in public advertising and marketing in general in all forms of media: magazines, TV, cinema, radio, internet etc. The evidence of unhealthy and premature sexualized behaviour is obvious, but, unfortunately, the mighty dollar rules and exploitative advertising is big business and big money.

I call for amendments to the advertising codes of conduct to make advertisers act responsibly and to strengthen the rights of parents to choose the media content to which their children are exposed.

Yours truly,  
Peter Dolan