

Dear Sir/madam,

Thank you for giving attention to this incredibly significant yet overlooked area of the sexualisation of children and the damaging effects of the current trends in society that condone this behaviour in the media and elsewhere. Children have the right to grow to maturity in a society that is not saturated at every turn with sexual suggestiveness and parents should have the right to determine when to introduce appropriate information to their children on the basis of individual maturity, not on the pressurized commercialized standards set, whether deliberately or inadvertently, by the contemporary media environment. Children should be able to listen, read or watch without being subjected to poorly censored advertisements that impress upon their innocence and naivety that the sexually suggestive content they are absorbing is normal and acceptable for their age. Children certainly need to be trained to discern but as responsible adults surely we have to be vigilant to guard their exposure to unnecessary information of any description that has potential to damage their wellbeing.

We encourage you to pursue this issue with passion to find answers that are not able to be overruled by those who have vested financial or business interests in the media, or who have no regard for decency.

Yours sincerely,

Ken and Judy Seach