

I/We the undersigned are very concerned about the premature sexualisation of children and young teens by advertisers and commercial interests in the media and wider community. 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.

I/We believe that immediate action should be taken to regulate advertisers 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 single entry public complaints system for all areas of the media