

To the Senate Committee,

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.

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 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 a single entry public complaints system for all areas of the media.

Establish an independent regulatory system to oversee all media exposure and advertising to children and young teens.