

Dear Sir/Madam,

I write with reference to the "Protecting Children from Junk Food Advertising (Broadcasting Amendment) Bill 2008"

I realise that the deadline for submissions was 24th October 2008 however I wish to make this submission in any case.

I have a son approaching 4 years old. Since about the age of 2 years and 6 months, he has been able to identify the Coke sign or Coke bottles and actually name it. He knows that it tastes "good" and that it is something that he desires. That is true of a number of items of food, but "Coke" is one processed product that he can clearly and quickly identify above all else. In my mind, there is no doubt that this is due to the high intensity of marketing efforts by the Coca Cola company.

This has been exceptionally disappointing to me as I don't not want my children growing up to be adults who have been effectively given a "disease" of poor nutrition. It is not the future that I want to give my children.

I work in the Oil & Gas industry, where we follow a "health and safety first" philosophy. I wonder what would happen to the policies of these companies if they were subject to the same policy directives and risk assessments as mine and other industries are. If they actually had to sit down and assess the risk to society from their products, would they still want to sell them ?

We have an industry saying that it should be allowed to sell whatever it wants by whatever means it wants so they can make money. The actual value the industry adds to society is highly questionable, but according to them they should keep on doing it.

Meanwhile, there is a precipe approaching where health care costs will increase as a result of poor nutrition. I believe this sudden increase will cause, mathematically speaking, more than an equal increase in the financial stress on our economy. Perhaps this increase in financial stress will be the square or cube of the increase in health care costs.

I think it is particularly relevant to ask where have we seen this before ? It's happening right it front of us with the financial crisis. Another industry that told society it should be able make money however they want and with minimal regulation.

To me, the level of corporate greed is the same in both cases. The respective company charters should tell it like it is: "Make money for ourselves no matter what the cost to society" and then at least society wouldn't be fooling themselves about their intentions.

I do not always agree with the policies of Senator Bob Brown, but this is one area where I whole heartedly agree with the intent of the legislation. I believe it is imperative for Australia to take action on this issue firstly for the personal health and safety of all Australians, and secondly because of the financial impact on our society.

Sincerely,

Chris Knott