

- The harms of sexualising children and exposing them to pornography are now well established.
- The physical and mental health implications of sexualising children include eating disorders, depression, low self esteem, poor body image, self-harm and poor academic performance.
- Exposing children to pornography harms their healthy sexual development and contributes to children acting out in inappropriate ways.
- The prevalence of sexualised images of women and girls should be recognised as a significant underlying contributor to violence against women and girls.
- The advertising self regulatory system has failed as has our classification system.
- The objectification and sexualisation of women and girls should be a central consideration in the regulation of advertising, marketing, and the media.
- The problem has been allowed to go on for too long despite state and federal inquiries.
- Please tell me what you are going to do about it, I will cast my vote accordingly.

**Recent examples of objectification and sexualisation include:**

Honey Birdette, a sex shop in major shopping centres regularly displays larger than life sexualised advertising in its shop windows [http://www.collectiveshout.org/honey\\_birdette](http://www.collectiveshout.org/honey_birdette)

Youth clothing retailer General Pants targets young people with sexualised and sexist advertising [http://www.collectiveshout.org/general\\_pants](http://www.collectiveshout.org/general_pants)

Youth retailer Jay Jays sells t-shirts for men featuring sexually objectified images of women printed on the front [http://www.collectiveshout.org/jay\\_jays](http://www.collectiveshout.org/jay_jays)

Sexpo advertising its annual sex industry trade fair on school buses, including links to live prostitution (‘camming’) and pornographic websites <http://www.collectiveshout.org/tags/sexpo>

View a sample of complaints dismissed by the Advertising Standards Board: [http://www.collectiveshout.org/advertising\\_standards\\_board\\_complaints\\_dismissed](http://www.collectiveshout.org/advertising_standards_board_complaints_dismissed)