



Mr Angus McKay, CEO
7-Eleven
2/658 Church Street
Richmond VIC 3121

via Email: 24-7customerservice@7eleven.com.au, hsi@7eleven.com.au

August 23, 2019

CC: Ms Hazel Simpson, General Manager Supply and Operations, Mr Michael Smith, Chair; Ms Sandra Birkenleigh, Director; Ms Marina Go, Director; Mr Bob Baily, Director; Mr Dharma Chandran, Director

Dear Mr McKay

Collective Shout is a grassroots, not-for-profit movement advocating for an end to the objectification of women and sexualisation of girls in advertising, media and popular culture. A significant element of our work is to call corporations to account for facilitating the development of sexist attitudes which contributes to harmful behaviours toward women and girls, as demonstrated in a growing body of global research (see for example here: <https://www.tandfonline.com/doi/abs/10.1080/00224499.2016.1142496> and here: [https://womenshealthvic.com.au/resources/WHV_Publications/Issues-Paper_2018.12.06_Advertising-inequality-the-impacts-of-sexist-advertising_Dec-2018_\(Fulltext-PDF\).pdf](https://womenshealthvic.com.au/resources/WHV_Publications/Issues-Paper_2018.12.06_Advertising-inequality-the-impacts-of-sexist-advertising_Dec-2018_(Fulltext-PDF).pdf)).

Your company, 7-Eleven, has come to our attention due to the pornographic magazines you sell, which normalise and even encourage behaviour which is not only harmful but often illegal. Front covers with headlines like 'Fresh Teen Flesh' and promoting content relating to up-skirting and 'nip slips' are on open display including to children and young people.

One of our founders recently visited a 7-Eleven store in Brisbane and discovered that it was selling unrestricted magazines, *People* and *Picture*. These magazines contained X-rated material including 'teen porn' and 'barely legal' content promoting the idea that young women - often made to appear younger than they really are - want sex with older men. Much of the content eroticises sexual assault and promotes illegal activity such as 'up-skirting' and 'nip-slips'.

These magazines have been given 'Unrestricted M15+' serial classification. However the particular issues cited appear to breach the requirements of that classification. Loopholes in Australia's classification system allow for these titles to be displayed and sold to an all-age customer base. However, this does not absolve 7-Eleven of its Corporate Social

Responsibility (CSR) and duty of care to stop distributing these unrestricted porn titles and immediately remove them from all stores.

We note 7-Eleven's response to customer inquiries, that 'modesty covers' are placed over the magazines. This is an inadequate response. Subtitles promoting "X-rated Aussie teens" and up-skirting are still visible to customers. Moreover, the response does not address the main issue, that these magazines contain material that should not be available for viewing and purchase by an all-age customer base in the first place.

Given 7-Eleven's well-known, specific appeal to teenagers and children, and that a number of your brands and promotions specifically target these groups (Slurpees, Chupa Chups, Krispy Kreme), we believe it is imperative for 7-Eleven to remove these magazines from sale and stop profiting from them.

We note 7-Eleven's dedication to "Fairness and Integrity", and your claims to behave with "respect and social responsibility". However, authentic CSR needs action above words. We believe that your company is violating its CSR commitments by distributing unrestricted porn titles.

We urge you to address this and demonstrate you really do care for your community - especially women and girls who would welcome positive action on your part.

Yours sincerely



Melinda Tankard Reist
Movement Director
Collective Shout