

**From:** [Janet McGeever](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** Submission for the enquiry into sexually explicit outdoor advertising  
**Date:** Tuesday, 25 June 2013 8:15:15 AM

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To Whom it may concern,  
I hope this can be considered in yesterday's deadline. My apologies as I have been on leave and just found this in my outbox.

From: Janet McGeever  
19th June 2013

To the Research Director  
Health and Community Services Committee,

As a counsellor who works with women and couples in the area of relationships and sexuality, I have seen all too much the effect of over sexualised images on both women and men, I welcome legislative reform to protect children being exposed to sexually explicit and inappropriate outdoor advertising.

Children need to be allowed to be children and when forced into an adult world so early through the culture of sexually explicit roadside billboards, shopfront windows, bus shelters, in public spaces etc, **these images and words become embedded in the minds of children, affecting them long into adulthood causing confusion and misunderstanding regarding sexuality and creating further damaging expectations of both sexes. Long term, this affects the stability of relationships and the ultimate fabric of healthy and lasting families.**

I also further implore the Health and Community Services Committee to inquire into the regulation of other forms of media including magazine publications, television advertising and commercials, and especially internet usage and social media that places limits on children's exposure to inappropriate and sexually explicit imagery.

In closing, I also want to impress upon the research director that it is also young adults and consumers of all ages who are subjected to this over sexualised imagery. This imagery implies very shallow, short term fix it solutions to problems of a deeper nature and constantly puts sex into everybody's minds causing an over stimulated environment regarding sexuality. Again, this is hardly ground for lasting long term relationships in which to bring up the next generation of healthy children.

I trust that my submission will be considered in your enquiry.

Your faithfully,  
Janet McGeever  
Member ACA

*Janet McGeever*

