

From: [Jennelle Dupuy](#)
To: [Health and Community Services Committee](#)
Subject: Outdoor advertising inquiry
Date: Wednesday, 29 May 2013 3:44:31 PM
Attachments: [image003.png](#)

Dear Committee Members,

As a parent, I am often confronted with billboards advertising Adult products or services while my children are in the car. I believe that these billboards are inappropriate for children.

On one occasion when two of my children, then aged 12 & 9, were in the car with me, my 12 year old son asked me what "Impotence" was, because we'd just passed it on a billboard. I believe that in being to advertise with loose standards regarding items of a sexual nature, either by print or by picture, undermines a parent's right to educate their children about issues of a sexual nature at a developmentally appropriate time. Whilst impotence is a fact of life for many, a 9 or 12 year old does not need to know about it.

I sent a complaint to the Advertising Standards Bureau who dismissed my complaint: as follows:

The Board agreed that some members of the community will argue that this billboard does not treat the issue of sex with sensitivity to the relevant audience. A minority of the Board also considered that the Billboard did not treat the issue of sex with sensitivity to the relevant audience.

The majority of the Board considered however that the wording of the advertisement treated the subject of sex with sensitivity and did not bring the issue of sex to the attention of children.

Again the Board considered that the prominent location, size and visual impact of the advertisement contributes to the impact that the advertisement has and to the extent to which it can be said to treat the issue of sex 'with sensitivity to the relevant audience.' The Board considered that this advertisement is at the upper end of acceptable but that it does not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

Ridiculous! But there is little else the public can do.

It is crazy that we censor so many things these days, but we allow our children to be exposed to issues beyond their understanding.

I believe that Outdoor Advertising should be G Rated. Our children need to be protected, not just physically, but emotionally too.

Regards,
Jennelle