

**From:** [REDACTED]  
**To:** [Health and Community Services Committee](#)  
**Subject:** Outdoor Advertising Enquiry  
**Date:** Monday, 24 June 2013 5:08:50 PM

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There is a certain level of community concern that outdoor advertising, particularly billboards have too much adult content and are not suitable for viewing by children.

I have concerns however about State regulation:

1. It would be expensive,
2. It would be an extra level of regulation for business. This would make Queensland less competitive than other states, leading to a possible loss of overall state revenue,
3. Some of the most complained about billboards are for graphic depictions of violence, that is driver safety awareness complaints, paid for by Qld Transport. Would government have to regulate itself. Are we prepared to soften our approach to public safety and therefore not get safety messages through?
4. If government, even through the public service or a community panel, regulate advertising, they will be vulnerable to small interest groups pushing their perspective over the majority, middle opinion.
5. We have already had comprehensive, federal enquiries on this topic. Is Queensland somehow unique in a way that would give a different result, and that wasn't canvassed in the Federal Enquiry.

I am a Christian, and have a conservative view on what I would like to see in public. I also understand that the freedom of speech enjoyed in this country allows me to speak about my faith, and even put it on a billboard if I would like to. I am therefore cautious about too much regulation about what is allowed to be broadcast into the public space. I would personally like to see advertisers promote the merits of their products without using scantily clad women to do so. Yet in curbing this freedom, I realise the pathway could also be set for curbing statements like, "Refugees are not breaking the law" or "God created you and loves you".

I would therefore ask the relevant committee to:

1. Review the Federal Advertising Enquiry findings,
2. Review the number of "upheld" complaints against billboards since that time,
3. Consider the research on community attitudes vs. the Advertising Standards Boards' decisions,
4. Not take up further time and money for an enquiry just to score political points.

All the best,

[REDACTED]