

Response to QLD Inquiry

I greatly appreciate the opportunity to deliver a submission to the inquiry on sexually explicit outdoor advertising. I believe that a public policy response is required due to the inability to limit the effectiveness of the commercial venture undertaken by outdoor advertisers.

As [Rosewarne](#)¹ points out:

Outdoor advertising presents a unique case in that, unlike advertising in other media, an individual's capacity to avoid exposure is inhibited. Unlike the "private" world of magazine and television advertising, outdoor advertising is displayed throughout public space, thus making regulation of the medium a pertinent public policy concern. The inescapable nature of outdoor advertising, compounded with the increasingly sexualised display of women within, demands that an active public policy response occurs.

My main concern is that the damage is already done to children viewing billboards before a self-regulatory system can be effective in removing a billboard from the public space if perceived as offensive or beneath the Prevailing Community Standards.

I also concur with the submission made by the ACL on this topic.

¹ <http://www.sciencedirect.com/science/article/pii/S0277539505000087>