

Health and Community Services Committee

Parliament House
George Street
Brisbane QLD 4000

**Inquiry into
Sexually explicit outdoor Advertising in Queensland**

SUBMISSION BY:



24th June, 2013.

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Health and Community Services Committee
Parliament House
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**Submission re:
Sexually explicit outdoor Advertising in Queensland**

Dear Committee Members,

The Australian Family Association (Qld) supports reforms to ensure children are not exposed to sexually explicit and otherwise inappropriate outdoor advertising.

As parents have no way to prevent children's exposure to such advertisements, the standards should be, at least, as strict as those for classifying G-rated advertisements on free to air television.

1. The current self-regulation regime by the Advertising Standards Board has failed families and children by –
 - (a) exposing children to sexually and other non-G-rated material for months or even years before it is removed;
 - (b) resulting in inconsistent and nonsensical ASB decisions in relation to public complaints that have, for example, upheld advertisers' rights to display condom advertisements in bus shelters in plain view of children;
 - (c) failing to require that outdoor advertising be at least G-rated.
2. The AFA favours amendment of the *Classification of Publications Act 1991 (Qld)* to regulate outdoor advertising by ensuring that –
 - (a) such advertisements are at least the equivalent of G-rated;
 - (b) direct advertising of sexual services and products is unlawful;
 - (c) such advertisements do not refer directly or indirectly to sexual activity, obscene language, drug use or sexual images;
 - (d) advertisements that would otherwise offend against the above recommended standards are not allowed on the grounds of public health. Other means should be used to convey such messages.
3. Outdoor advertisers should also have access to a voluntary user-pays pre-authorisation scheme.

Yours sincerely,



Michael Ord
Queensland AFA President

