

The Research Director  
Health and Community Services Committee  
Parliament House  
George Street  
BRISBANE QLD 4000

Monday 24th June 2013

## RE: INQUIRY INTO SEXUALLY EXPLICIT OUTDOOR ADVERTISING

Dear Committee

I strongly believe that the self regulation approach (or lack of) in regards to outdoor advertising is in serious need of review.

The current system of self regulation is exceptionally flawed and clearly does not work. Advertisers disregard these so called 'rules' everyday.

You only need to reference Foxtel's beastiality billboard erected in Sydney's CBD in May this year (see picture below) to recognise that self regulation doesn't work. This billboard received immediate uproar and ensuing national press coverage, maximising it's 'advertising' potential overnight. Foxtel even formally apologised, admitting it was in "appalling taste", but by that time, it had already done it's job and conveyed it's message to more people than a traditional conservative campaign ever would in such a short time. This is evidence that advertisers have no respect and flaunt the self regulations laws. I believe that they have intention to make a splash and then withdraw the campaign, with forward planned meaningless apologies.



The increasing sexual content and language in outdoor advertising is not only confronting, but of a grave concern to me, as a mother. The placement and bombarding nature of some ads are increasingly difficult to avoid. The concepts and messages are highly sexual, and more and more conveying young females in a purely sexual nature, leading girls and women alike, to believe that they are purely worth the sum of their attractive physical parts. I personally find it grossly offensive and incredibly difficult to shield the eyes of my young girls from ingesting these messages subconsciously.



Consider for a moment what message young children are receiving from partaking in an amusement ride in a Brisbane shopping centre?

Why should parents across the state be forced into addressing an issue like sex, prompted from a billboard like this, often long before the need to talk about it?



But it is not just outdoor advertising that has grossly overstepped the acceptable boundaries. In the past year General Pants and Supré have used the images below in their shopfront windows.



I feel like I do not even need to argue the case in point, given the above examples. And I have records of countless more. I implore you to please impose legitimate regulations and imposing fines that mean significant financial loss if advertisers break the rules. The only effective measure that will stop these shock promotions is considerable financial detriment to their bottom line.

Yours Sincerely,



Catherine Knijnenburg

Ninderry Q 4561