

Submission

Re

Outdoor Advertising Inquiry

As a registered teacher and citizen concerned for the welfare of women and children, I urge the Committee to recommend that all outdoor advertising in Queensland be 'G' rated. Points of concern are as follows:

1. Advertisements featuring images of scantily dressed women and/or women in provocative poses are denigrating to women.
2. When such advertisements become commonplace, whether in the media or in outdoor advertising, they encourage the attitude that women are merely sex objects for the gratification of men.
3. If we allow children to grow up with regular exposure to such images, we risk their becoming desensitised, with an attitude that cheap sex is acceptable, that women are inferior and are there to be made use of by men.
4. Tolerance of such denigration of women and cheapening of sex over time provides an environment in which violence against women and girls is increasingly tolerated, often resulting in lenient sentences given to offenders by the courts.
5. Such advertisements are akin to pornography which arouses the brute in low types of men and is corrupting to the weak and vulnerable in our society.

It is important to keep in mind that the highest number of sexual assault victims are girls in the 10 to 15 age bracket. During my years as a classroom teacher I saw the results of exposure to pornography in children. Their young minds were corrupted, seeing sex in everything; they were vulnerable to adult exploitation and were also prone to interference with each other. It is time we turned this around and cleaned up the environment in which children are growing up.

First of all outdoor advertising, including fashion and other advertisements featuring scantily clad women, needs to be addressed. It is hoped that the Committee will also see the importance of regulating the print media (what can be displayed or sold in newsagents and supermarkets), and ultimately of regulating television and films (both program content and advertising). A Foodworks supermarket not far from my home has recently started displaying "Zoo" magazine. Not long ago a 'sexpo' event was advertised in family viewing time on TV. Self-regulation is not working and the current review agencies are ineffectual. If unprincipled capitalists and radical socialists cry "Censorship" then so be it! The health and well-being of our society is more important.

Thank you in anticipation.

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