

From: [Mrs Julie Robinson](#)
To: [Health and Community Services Committee](#)
Subject: Outdoor Advertising Inquiry Submission
Date: Monday, 24 June 2013 1:41:05 PM

[REDACTED]
SHELDON QLD 4157

24th June 2013

Dear Sir/Madam,

I am writing to thank you for seeking submissions from the community on outdoor advertising and to let you know my views as a mother of seven children.

I am sure I represent many very concerned mothers/parents who worry about the early sexualisation of our children. Each day our children are bombarded by sexualized messages through various forms of media. While we might be able to control some of these messages, by avoiding certain magazines or books, or turning off television programs in our lounge rooms, we have no control over what is plastered over billboards in public spaces. And we applaud the efforts of those who are fighting to see our Outdoor Areas G Rated.

I belong to a Women's Group which has written to the Attorney General asking that as a community we go even further than our consideration of outdoor advertising. We are also very concerned about the porn themed products which available to our children in the market place. If I take my seven year old to a DVD store to hire a movie, interspersed with the children's new releases there are frequently DVDs showing nudity or sexualized imagery. Typo stores recently sold a line of school stationery which featured topless women and I wondered what message my fourteen year old daughter received from that. My older teens like to shop at some of the trendy surf stores to buy clothing, but we find tee shirts with nudity, or messages that promote violence against women for example, "Talk Shit, Get Hit". Some of the Buddy Franklin range are particularly offensive - Buddy Franklin of course being, the Hawthorne football superstar - and role model to many young ones in our community. What messages do these products send my older teen girls and boys? Furthermore, we are really disgusted to find that magazines like Penthouse continue to be easily accessible to children in Queensland petrol stations and newsagencies. Those magazines should be reclassified and not available to anyone under the age of 18 and we call on the Queensland Government to make this change a priority in the interests of placing the welfare of our children first. Products which are porn themed should be labeled Adult Only and placed in a part of the store not easily accessible for children.

I want to end my letter by saying how disgusted we were with the recent Rip and Roll ads which were allowed by the former Bligh Government. Huge posters depicting two men with a condom were draped around our city, and we were confronted by them, while driving our children to school, while waiting for a bus, while shopping for food. I wrote a letter then saying I didn't want my children subjected to this kind of sex propaganda. I received a lame response saying objections were on religious grounds, and therefore dismissed. Mine certainly wasn't and I was offended that parents had no say about this.

After that another Rip and Roll ad appeared showing a half naked, heterosexual couple and again I was angry. I got out of my car to take a photograph of the latest one, which appeared on a main street in Cleveland, outside the railway station. As I was photographing the billboard which towered over me, a man approached me and asked what I was doing. I replied I was taking a photo. He asked why. I replied I was offended by the condom ad in a main street in Cleveland outside the railway station - in a very public place seen by many children, and I wanted to object. He told me I had no right to object and with the huge rise in STDs, there should be such a condom advertisement on every corner. I said I was aware of the huge rise in STDs but my view is that it is not due to a lack of condom advertising, but rather the fact that too many people are engaging in sexual activity too young and with too many partners. I said there are places to advertise condoms and its not in the public spaces.

Some of us want our kids to be kids for as long as they can be. Some of us don't want to have to be forced to answer questions about homosexual (or heterosexual) sex until we deem it the right time to have those important discussions. Some of us want our kids to get to adulthood or as close to it as possible without pressures around them to conform to some sexualized image of what the

advertising world wants them to think is a desirable male or female. And some of us, shock of all shocks, actually hope our kids might even save sex for the one special person they choose to marry. We just ask that the Government do all they can to support us in our work of raising the next generation with healthy, wholesome attitudes to themselves and others.

So we thank you for the opportunity to have our say. Please accept this as my submission.

Kind regards,

Julie Robinson
(Mum of seven - aged 24,22,21,18,16, 14 and 7)