

**From:** [David Rodgers](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** Outdoor Advertising Inquiry - my request for appropriate action to protect children  
**Date:** Monday, 24 June 2013 12:09:22 PM  
**Attachments:** [image002.png](#)

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To Whom it May Concern

I would like to express my concern at the ongoing outdoor advertising that continues, despite "self-regulation" to project images and messages that are inappropriate and potentially damaging to children.

Parents have the ability to choose what their children are exposed to in the home simply by switching off or removing the source, the same is not possible when it comes to outdoor advertising. Advertising standards for outdoor places should be significantly more regulated than other media.

The suggestion that all outdoor advertising should be "G-Rated" to a standard suitable for even young children is the only reasonable and responsible option, however that may ultimately be achieved.

Media agencies and the companies that employ them to promote their products and services continue stretch - and overstep - morally responsible boundaries.

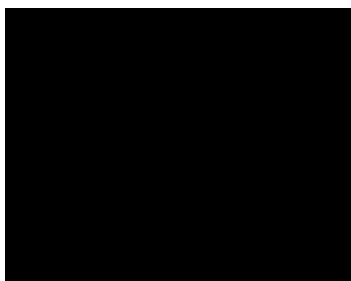
I am therefore very concerned at the freedom given to the Outdoor Media Association (OMA) to allow the standards they claim to self-regulate to be stretched beyond that which responsible parents and communities would regard as safe for children. If OMA want to continue self-regulation the standards by which they "self-regulate" need to be higher so that our children can be safe.

Our children are our most precious resource, so in this forum - publicly accessible, outdoor advertising - we are obligated to take the higher moral ground and ensure that the standards - self-regulated or government regulated - result in child-safe outdoor advertising.

I strongly encourage you to take appropriate action that will result in a safer environment for our children, so that they will not continue to be exposed in public places to age-inappropriate sexualised images and messages.

Regards

David



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