

**From:** [Melissa Lowcock](#)  
**To:** [Health and Community Services Committee](#); [Melissa Lowcock](#)  
**Subject:** Parliamentary inquiry into outdoor advertising  
**Date:** Saturday, 22 June 2013 6:38:22 PM

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The Advertising Standards Board does not have strict enough regulations to protect our children from seeing adult content. Therefore, the government needs to act instead!

On the 19th March 2009 I wrote to the ASB regarding the inappropriate Sexpo Billboard Ad which depicted a topless lady covering her nipples with cricket gloves. There was nothing in the ASB's regulations that could stop such an image being visible to anyone.

I was not the only person who complained about this billboard. Please find below an excerpt from another member of the public who wrote to the Board in vain.

"The billboard is very large and the photo of the girl is fairly explicit for a public road for 24 hour a day exposure. The school bus stops at the Shell Service Station nearby and I feel it is an inappropriate ad for general view. 1) AMI nasal delivery technology ads were recently changed from "SEX" to "DO IT" which seemed like progress, and now here is the word "SEX" again in 10ft letters on a busy motorway. 2) Furthermore, this ad also has a clearly sexual image of a woman in a sexual and provocative pose, revealing a large amount of her naked breasts. Can you tell me where else I can take this complaint? As I find this billboard really disgusting. I would consider this to be in the realm of pornography and highly offensive to women and a major distraction to drivers. In fact recently there was a five car pile up on the gateway motorway near Boondal where the billboard is located which resulted in the death of an unborn baby. This billboard situated near the gateway Bondall overpass of Sandgate Rd, affects users of either road. As a graphic and offensive image (and in the interests of driver safety), I sincerely request formal action to remove this billboard.

I find this poster offensive as it seems to imply that Sexpo is all about naked women and what a woman can give a man. This is what my daughter immediately thought Sexpo was about when we had to drive past this billboard when returning from a counselling session she had just been to for [REDACTED]. My daughter is only 14 years old, can you even begin to imagine how the depiction on that billboard made her feel? I dread having to drive past this poster if my son were also to be in the car. He is 11 years old and just coming into puberty. We are trying to teach him to respect himself and women, how are we supposed to do this when there are depictions of this nature to the contrary staring him in the face? Please remove

this

billboard, it's just not acceptable viewing for any child to have to see.

I find the photo offensive and degrading to women. Motorists/children passengers driving along at 100km/h would see her breasts which, in my opinion, are not only inadequately covered, but she

is holding them in a sexually suggestive manner. If advertisers want to get peoples' attention may I

suggest they have a photo of a naked man holding part of his penis? To me that is the same thing."

Children should not be able to see women being sexualised or treated as material objects on billboards or on the covers of magazines in shops or anywhere else.

Regards,

Melissa Lowcock

[REDACTED]

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[REDACTED]