

From: [Angela Burrows](#)
To: [Health and Community Services Committee](#)
Subject: Submission for the enquiry into sexually explicit outdoor advertising
Date: Thursday, 20 June 2013 10:21:16 AM

To Whom It May Concern

I would like to express my concern as a mother of 4 children about the types of messages my family is subjected to on a daily basis. Unlike television and the internet, which I have some control over what my children view, outdoor advertising cannot be hidden and we cannot turn a blind eye to it. The type of messages my children are subjected to on a daily basis include:

- a large naked female bottom with the words "Hot Stuff" branded on it - the message my children receive is that is the type of bottom they need to have to get attention and also that it is alright to display your body parts to a public audience.
- A billboard asking if we want 'longer lasting sex' which is entirely inappropriate!
- A poster of a woman in a shop front who is half naked, wearing a pair of jeans only - once again promoting that it is ok to display your body parts in public.
- a billboard advertising a local strip club which is located outside a neighbouring school - is this strategically placed there to foster a younger clientele?

I have made a few complaints to the Advertising Standards Board and the complaint made about the "Hot Stuff" sign was upheld. But the owner of the business where this sign is displayed has refused to take it down and there are no other legal avenues we can explore to get this sign removed. The owner has now stated that he will consider removing the wording from the bottom but does that mean he is just going to expose a naked bottom for my children to look at now?

Please ban sexually explicit outdoor advertising and impose stricter conditions on how businesses can advertise.

Kind Regards

Angela Burrows



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