

From: [Gladstone Electorate Office](#)
To: [Health and Community Services Committee](#)
Subject: Committee Review - Sexually explicit outdoor advertising
Date: Thursday, 20 June 2013 5:02:11 PM

The Research Director,

Health and Community Services Committee,

Parliament House,

George Street,

BRISBANE. QLD. 4001.

June 20th 2013.

Dear Committee,

I would make the following short submission in relation to your current enquiry into sexually explicit outdoor advertising. It is my understanding that for some time now, the advertising industry and, by default businesses using advertising, have been 'self regulating' in relation to the acceptability of material used in public advertising.

It is my view that incidents in the recent past indicate that self regulation has failed and both businesses and those advertising agencies acting on behalf of them have failed repeatedly to reflect community standards. For individuals and families, the main mode of transport is the family vehicle. It is unacceptable that both children and adults be subjected to sexualised, explicit or exploitative advertising as they travel. This advertising is contained on fixed billboards; on the side of public transport vehicles (buses and taxis), on buildings and other structures.

While I would also argue that at times, inappropriate material is accessible on television, a parent, adult or individual has more opportunity to control the viewed content. The most drastic methodology of course, is the 'on/off' button. Equally, there are some restrictions on the type of content on television based on viewing times. Parents, adults or individuals also have the option of viewing appropriate material via dvd or video – this is under the control in great measure of the adults in the home.

Outdoor advertising however, is beyond the control of caring and careful adults. One could argue that, as the driver of a vehicle, the concerned adult could avoid the offending sign by detouring around the location. I would argue that that should not be necessary. We as Queenslanders and, indeed, Australians value our freedom and right to the quiet enjoyment of our homes and our surrounds.

Were the Government to introduce a "G Rating" on outdoor advertising in all it's forms, the problem of exposure to sexually explicit material; the sexualisation of children and

young people; exposure to lurid or inappropriate messages would be removed. The message could and would still be available to the general public; the business owner would not be disadvantaged in that their product and message would remain accessible and advertising agencies would retain access to their necessary business.

However what would be achieved would be a wholesome and suitable environment for families of all ages and interests to commute around our cities, towns and countryside without risk of offence.

I commend your enquiry and submit my comments for your consideration.

Kind regards,

A solid black rectangular box used to redact the signature of the member.

Member for Gladstone.