

From: [sandra Skinner](#)
To: [Health and Community Services Committee](#)
Subject: Outdoor Advertising Inquiry
Date: Thursday, 20 June 2013 8:58:06 PM

To the parliament inquiry into outdoor advertising:

I would like to make the following submission.

I live in a small country town in North Qld, and even here, the effects of sexualised outdoor advertising are felt. I used to walk to work daily, and as I crossed the road from my children's school, I would walk past a pub. A few days a week there would be a blackboard outside the pub with a message handwritten in chalk, advertising the lunch special of the day. Next to this, also handwritten in chalk, would be an advertisement for topless waitresses, a weekly money spinner for the pub. The appearance was that women are on the menu just like a chicken schnitzel. This was directly opposite my children's school, which caters for students from kindergarten to senior years. The pub's advertising message was not appropriate for children, or teenagers, and I believe it contributed to attitudes of gender stereotyping and sexualisation of young women and children. I no longer walk past that pub as I have moved house, but as I drive around town I see similar posters and billboards outside of other pubs in town, competing for patrons with topless barmaid nights, or stripper nights. This is a small town, and even if it were not, these money spinning advertising sprees come at the expense of our children's innocence, and contributes to an attitude of treating women as sex objects instead of fellow human beings worthy of respect. We do not need this in our society. If pubs want to promote their stripper and topless women nights, it should not be done in outdoor public space. It is not fair to the rest of the town.

In addition, I am concerned that "Pokies" are advertised in public space outside pubs. It is pushing gambling into the everyday public sphere, and in small communities the pubs are often adjacent to supermarkets, restaurants, clothing stores etc. We need to be educating our children to make informed decisions about activities such as gambling, that can lead to disastrous consequences if not carried out with caution. We need to be supporting our children and young people to have the best possible start in life, and to train them in self worth and responsibility. Whatever is out there in the public outdoor space may be construed by young minds as being socially acceptable to the entire community, and innocuous, whereas this is not always so, as per the above examples. Please include such advertising, even if handwritten in chalk on an old fashioned blackboard, within the scope of your inquiry.

Yours sincerely,

Sandra Skinner



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