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18 June 2013

**Submission re: Regulation of Outdoor Advertising**

*Due: 24 June, 2013*

I am so pleased to have the opportunity to place a submission regarding the above as it is a topic I, and my husband, feel very strongly about.

Some years ago - I wrote to the Advertising Standards Board regarding the "Longer Lasting Sex" Billboards that were all around Brisbane at that time. My children were of reading age and it was completely inappropriate that my 6 year old should wonder what longer lasting sex meant. This was an idea that her age was not made to cope with. The ASB's response was extremely disappointing to say the least.

Since then - there have been various other billboards equally sexually explicit or suggestive.

While I fully understand that there will be "adult themed" products and services around Brisbane and beyond - they are usually in places where if I choose - and I do - I am able to keep myself and my children away. When Billboards go unregulated - our choice to stay away is removed and we have sexually explicit advertising forced upon us.

As a society, we rightly keep sexual intimacy private and enclosed in our homes. The "norm" is not to go to parks or beaches and other public places. Why then should we force Billboards of a "sexual nature" out into the open for all and sundry - ESPECIALLY upon children and impressionable teens.

PLEASE make ALL Public Outdoor Advertising G RATED!