

**From:** [Jennifer Kerr](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** Outdoor Advertising submission  
**Date:** Tuesday, 2 July 2013 2:47:55 PM

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Dear Sir/Madam,

I write to implore you to enact a strict law to make ALL outdoor advertising - including buses, bus shelters, billboards, shop windows and displays etc - G rated.

We live in an highly sexualised society, which is forcing our young children to grow up way too fast and it is robbing them of their innocence and childhood. We have very young girls dressing as what can only be described as strippers. We have young girls with eating disorders, convinced their young and not-yet-developed bodies are ugly and fat. Young boys are far too often growing up thinking women are objects to ogle and grope. Young children know far more about sex than they should for their age, given their parents or school probably haven't had a chance to talk to them about the facts of life yet! And Sir/Madam, I firmly and strongly believe that outdoor advertising plays a big role in this.

As a parent, I can choose what my child watches on TV - I can check the rating or turn it off. I can choose the radio station we listen to based on the values of the station, or I can turn it off. I can control what books we read from the library. I can control what movies my young child watches. But I can do nothing to protect her young and beautiful eyes from images plastered on billboards along the routes we drive! I can do nothing to protect her from half-naked images on the sides and backs of buses! I can do nothing but rush past shops showing violent movies on the latest/biggest/newest TV in their window display.

There would most certainly be uproar if a half-naked woman draped herself over a bed to advertise a product on ABC Kids, so why is a billboard advertising a strip club next to a school or playground acceptable?!?!

If there was an ad for condoms in the pre-movie cinema advertising for a children's G-rated movie, the cinema would be picketed by angry parents and community members, so why is it okay for such an ad to appear on a Brisbane City Council bus?

There are a plethora of advertising mediums for businesses to chose from, such as online, magazines, radio, television - all rated, and all scheduled in specific timeslots for their target consumers - so ignore the "cry poor" petitions you will receive from the outdoor advertising companies. Instead, think of all the extra advertising this will attract - toy companies, healthy food choices, family events and shows, general businesses and schools.

Sir/Madam, I again implore you to protect our young children by making the

spaces in which they live and play, rated G. Let our children be children for as long as they can!

With sincere and kindest regards

Jennifer Kerr