

From: [Chris Foote](#)
To: [Health and Community Services Committee](#)
Subject: Outdoor Advertising Inquiry - my request for appropriate action to protect children
Date: Monday, 24 June 2013 12:19:51 AM

Hi,

I would like to express my concern at the ongoing outdoor advertising that continues, despite "self-regulation" to project images and messages that are inappropriate and potentially damaging to children.

While parents have the ability to choose what movies, games and printed publications, as well as television & radio programs and advertising their children are exposed to simply by switching off or removing the source, **the same is not possible or at least practical when it comes to outdoor advertising**. If there is a public road, or a public venue such as a mall, bus stop, shopping centre or marketplace this is a place where children are likely to visit for a variety of everyday reasons. It follows then that the advertising standards for outdoor places should be significantly more regulated or higher than for the other aforementioned media.

The suggestion that all outdoor advertising should be "G-Rated" to a standard suitable for even young children is the only reasonable and responsible option, however that may ultimately be achieved.

Media agencies and the companies that employ them to promote their products and services know very well the long-term outcomes of these inappropriate images and messages, since that is the very reason why they continue to use them and to stretch - and overstep - morally responsible boundaries. Their parameters appear to be "How much can we get away with?" rather than "How can we better protect and safeguard our community's precious and impressionable children at this key time in their lives?".

Personally, I remember from my very early childhood the images I saw only once when travelling with parents through an unfamiliar part of the city, where our route took us past "adult" shops and entertainment. One view of an explicit image was powerfully impressed on my mind. I am therefore very concerned at the freedom given to the Outdoor Media Association (OMA) to allow the standards they claim to self-regulate to be stretched beyond that which responsible parents and communities would regard as safe for children.

If OMA want to continue self-regulation (and no doubt they will be pushing for that with claims any form of legislated regulation will be expensive, bulky red tape and unworkable; along with hollow claims of how squeaky-clean and "compliant" they have been), the standards by which they "self-regulate" need to be higher so that our children can be safe.

Our children are our most precious resource, so in this forum - publicly accessible, outdoor advertising - we are morally obligated to take the higher moral ground and ensure that the standards - self-regulated or government regulated - result in child-safe outdoor advertising.

I strongly encourage you to take appropriate action that will result in a safer environment for our children, so that they will not continue to be exposed in public places to age-inappropriate sexualised images and messages.

Yours sincerely

Chris

Chris Foote

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