

**From:** [Murray Hunter](#)  
**To:** [Health and Community Services Committee](#)  
**Subject:** Outdoor Advertising Inquiry  
**Date:** Monday, 24 June 2013 12:41:22 PM

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To whom it may concern,

I would like to express my concern at the ongoing outdoor advertising that continues to promote images and messages that are inappropriate and potentially damaging to children. And all this continues to happen despite "self-regulation" by the industry.

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.

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.

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.

I am very concerned at the freedom given to the Outdoor Media Association (OMA) allowing 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, then I think there needs to be regular reviews of the so called 'self regulatory' guidelines by an external body in order to guarantee an unbiased review.

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.

Yours sincerely

Murray

