

From: [Dianne Cowling](#)
To: [Health and Community Services Committee](#)
Subject: submission - Sexually explicit outdoor advertising
Date: Saturday, 22 June 2013 12:27:21 PM

I am not a resident of Queensland BUT am an Australian with family in Queensland and have both resided and visited your State many times in my life.

Explicit sexual advertising is become more and more common. It is a nonsense to believe that the industry will 'self regulate' as clearly this is NOT happening.

Children need to be protected from sexually explicit and inferred EVERYTHING. Children need to be children as long as possible to make sure they are happy and well adjusted adults. A number of studies have been carried out looking at the behaviour of children exposed to sexual stimulation at an early age, both visually and physically, and how this effects their ability to have a normal well balanced relationship when they become adults. The findings are alarming.

Many parents today do NOT protect their children from sexuality in films, television, music etc, even going to the extreme of dressing their young children up in cloths that are not age appropriate. Advertising in magazines, on television and bill boards influences parents as well as children into thinking inappropriate behaviour, and dress, is normal when it is NOT.

Queensland has a great advertising campaign to attract tourists. It is seen as a healthy and safe family environment to bring our children to for a great sea side holiday. Please do NOT allow inappropriate 'freedoms' to advertising companies whose sole aim is to sell their product. Many companies are now targeting children when their aim is the parents as it has been identified that kids nag their parents and parents today do NOT seem to be able to say NO.

Please say NO for our children's sake. Protect your environment for all our sakes.

Yours sincerely

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