

From: [Chris McCormack](#)
To: [Health and Community Services Committee](#)
Subject: Inquiry into Outdoor Advertising
Date: Monday, 24 June 2013 8:03:43 PM

I am writing to express my concern over the level of explicit outdoor advertising. Large billboards promoting among other things longer lasting sex from company AMI expose children to the vagaries of advertising executives obsessed with creating controversy in order to attract attention no matter what the message or effect upon the individual. Children do not need to be sexualized while sitting in a car or walking along the street. This is not a case of simply turn off the TV or block dubious internet sites. Outdoor advertising is ubiquitous, all pervasive and cannot be avoided. While media and advertising constantly bombard everyone with sexually explicit images and messages, in the home this can be somewhat controlled and monitored. We do not need this level of protection for our children undermined by outdoor advertising that confronts everyone without discrimination. I urge the government to ensure outdoor advertising adheres to strict G rating standards so that our children can remain innocent of sexual innuendo and blatant sexually explicit content.

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