

From: [Josephine Hynes](#)
To: [Legal Affairs and Community Safety Committee](#)
Subject: 'Outdoor advertising inquiry'
Date: Sunday, 23 June 2013 8:32:01 PM

RE The Bill is to amend the *Classification of Computer Games and Images Act 1995*, the *Classification of Films Act 1991* and the *Classification of Publications Act 1991* to regulate advertising on billboards through classification is one that I as a Queenslander wish to voice my opinion about from the perspective as a parent, teacher and volunteer.

I am a 58 year old woman. Now divorce after 27 years of marriage. I was raised in a conservative Christian family and I value the upbringing I experience as a child. I was protected, loved and not exposed to explicit material that was inappropriate for my age nor was I familiar with situations where I had to confront issues that a small child should need to engage in. I was safe and free to be a child.

The scope of advertising is one that has developed beyond control with the explosion of technology in the past 20 years. Change happens so rapidly today and our challenge is to cope with the speed of change in our lives from the magnitude of (alarming, uncensored) material and images bombarding us on a daily basis.

When my 3 daughters were growing up I tried to develop in them critical literacy skills. I coached them to be discerning when evaluating material before them and to question the truth of what lay before them. Some things that concerned me were related to material/images projecting 'norms' that did not seem healthy and were not always good for the welfare of individuals, families and society.

Skinny young girls with flawless skin appeared in seductive poses in magazines. 'Models' became idols and the ideology of loyalty, trust marriage and love were being manipulated by advertisers to 'sell' stories, images and products by creating super models, celebrities and a 'perfect' world. In this world everyone smiled, was beautiful, and had the material things in life to make the 'model world'. This world where only beautiful looking people with no disabilities and no rupture existed was what advertisers used to lure 'customers' to believe this was what was necessary to be happy.

Many young girls became experts through access to how to 'look like their 'models'. Eating disorders, smoking, alcohol & drug problems increased; exposure to images that were detrimental to young minds during their formation is of extreme importance and needs to be monitored and controlled. Many psychological and social problems are attributed to our children being exploited when they are not mature enough to think critically.

Billboards and advertising on public transport and in areas that are frequented by young people and families need to be protected from this type of exploitation and pressure on young vulnerable minds. The future of our society is in their hands. Surely we owe it to the children of today to protect them from being bombarded and exposed to material that is inappropriate for them to be confronted by; and which may desensitise their minds to the dangers of harmful messages being 'out there in their sight for their constant viewing. What are the important values in our world and how do we intend to safeguard the innocence of children and promote the value of family in society when we have such extremely challenging issues to deal with. We need good decent strong people to

make up our communities. This is why we must ensure that censorship is a priority when it comes to ensuring the safety of humanity.

As a teacher I was made aware very early in my career of the fact that when children came into the school yard each morning they had already had thousands of images pass through their brain and that you had no idea what had happened to those little people now in your care to be nurtured and given access to tools that would help them negotiate their way through interpreting the world around them. I believe we have a huge responsibility to address the need to let our children have their childhood; and to provide an environment for them to grow without being confronted by inappropriate exposure to the often explicit advertising on billboards in spaces where families frequent.

I trust your consideration of my thoughts and thank you for the opportunity to allow all Queenslanders to have a voice.

Regards

Josie Hynes