



Classification of Publications
(Billboard Advertising)
Submission 005

24 July 2013

Research Director
Legal Affairs and Community Safety Committee
Parliament House
George Street
BRISBANE Q 4000

Dear Sir/Madam

**Re: Classification of Publications (Billboard Advertising) and Other Legislation
Amendment Bill 2013**

We refer to the letter from the Chair dated 7 June 2013 seeking submissions on the above-mentioned Bill by Friday 26 July 2013.

Protect All Children Today Inc. (PACT) is a non-profit community organisation established in 1986 as a service provider of court support and therapy as well as advocating for abused and neglected children/young people and their families.

PACT's Child Witness Support Program provides support for children and young people who are required to give evidence in the criminal courts, either as victims of, or witnesses to, a crime.

With reference to the Explanatory Notes, PACT agrees with the extract from the Office of the Child Safety Commissioner in relation to support for the Queensland Government to:

- Implement "a more child-focused response to regulation consistent with the *United Nations Convention on the Rights of the Child (1989)*" and efforts towards improved accountability for Australia's commitment to ensuring children's rights are protected.
- Efforts to protect children from sexual and other forms of harm, abuse and exploitation.
- Reduce the cumulative effects of the premature sexualisation of children in advertising.

Further, PACT is supportive of moves for outdoor advertising to be subject to the same classification guidelines as used for films and video games, and for the classifications to be ensured by the proposed geographical zoning system.

However, PACT suggests that the inability to police the information that children are being subjected to in their own homes poses a greater risk to children than outdoor advertising. Sadly, for some children, this kind of material is easily accessible through their private family and peer networks and via social media and the Internet.

PACT's Vice Regal Patron: Her Excellency, Ms Penelope Wensley, AC, Governor of Queensland

PO Box 6011, Logan Central, Q 4114
51 Jacaranda Avenue, Logan Central
Website: <http://www.pact.org.au>

ABN: 38 133 812 087

Telephone: (07) 3290 0111
Fax: (07) 3290 0499
Email: pact@pact.org.au



Given that children's exposure to sexualised and violent imagery is extremely difficult to curtail, PACT believes Government efforts would be better aimed at ensuring that children have access to education programs that empower children to put such exposure into a more appropriate context.

We commend the Health and Community Services Committee Inquiry and wish you well in tackling this challenging issue.

Yours sincerely



Alexandra Marks
Chairperson



Jo Bryant
Chief Executive Officer